



Managing
The Business
Of Content™

Sustainability 360 degree

PFT's Sustainability Policy

2020-21



Purpose

Prime Focus Technologies (PFT) is committed to managing the business of content in ways that allow the people and the planet to flourish.

PFT drives Sustainability in everything we do — Environmental (issues around climate change & pollution), Social & Economical (issues around workplace practices and human capital), and Governance (issues such as executive pay, accounting & ethics). Sustainability is not an after thought at PFT – it is deeply embedded in our thinking, the way we work and the products & services we deliver.

Profits with Purpose is how PFT defines its Sustainability Vision. Our founders felt that no sustainability initiative could self-sustain if it's not linked to the organization's business prospects. When launched, the vision was guided by PFT's CSR charter; it soon was amended to include the profits with purpose thinking.

Background

Profit with purpose is the core tenant of our Sustainability at PFT. Our leadership, employees, and service providers are committed to rethinking traditional systems and shifting towards more sustainable models. PFT has the talent and resources to navigate a fresh set of opportunities, challenges, and risks that will define organizations of the future.

As part of setting our Sustainability Goals for 2020-2024, our first task was to define PFT's environmental ambitions and the incremental steps needed to get there. This involved creating open dialogues with dozens of our internal teams and leaders who have contributed to PFT's sustainability

action over the years. PFT has illustrated its commitment to sustainable practices through the development of a predefined sustainability policy. A task force was formed with a representation of all the departments i.e., Admin, Production, Technology, Operations, IT, and People Experiences, under the supervision of Board members. The Sustainability task force is committed to applying guidelines to the daily operations of the company and also updating the policy periodically.

We are committed to:

- Working towards the reduction of carbon footprints

- Reduction and management of waste and helping towards reduction of pollution and global warming by various methods stated in the policy
- Increase productivity and profits through water, energy and resources conservation
- Developing culture within PFT for employees to get actively involved in sustainability initiatives
- Enabling customers to contribute to sustainability by using our products i.e., AI, Digitization services, Data centres
- Continue developing responsible products and services
- Create a healthy, collaborative, and uplifting environment
- Diversity, inclusion and equality
- Ensuring the health and safety of our people
- Overall Governance

ESG stands Environmental, Social and Governance criteria.

ENVIRONMENTAL

- Waste management
- Hazardous materials/Pollution
- Water consumption
- Energy consumption
- Global warming/air pollution
- Land Contamination

ENVIRONMENTAL



SOCIAL AND ECONOMIC



SOCIAL AND ECONOMIC

- Responsible products and services
- Sustainability within the content supply chain
- Employee welfare and development
- Talent attraction and retention
- Diversity, equality, and inclusion
- Health and safety

GOVERNANCE



GOVERNANCE

- Governance of Sustainability issues
- Board-level responsibility
- Business ethics and conduct
- Grievances procedures

ESG data can be used to analyze corporate risks and behaviour that can influence and even determine company's long-term performance.

Environmental

Waste Management

Sustainable Waste Management – PFT does not encourage the use of plastics in any form on its premises. For waste management and other requirements, we promote the use of bio-degradable plastics. However, COVID-19 has resulted in a relaxation of this policy.

Waste Reduction

We implemented a clean desk policy to reduce waste and for a cleaner look to the office Segregation at the source.

Composting

We have constructed a backyard compost pit so the natural waste and food waste can be buried to create compost daily.

Recycling and Re-use

- We try to recycle and reuse wherever possible. We also sell reusable waste (Cartons/Papers/Plastic) to scrap dealers so they can recycle them at large.
- Reuse waste paper (from the printer) where possible. We also encourage our employees to use the black side of the pages as a notepad
- We practice paperless process and communication
- Purchase products with a lower environmental impact. For example: environmentally safe soaps and detergents
- Purchase paper products made out of recycled material
- Purchase products made with recycled paper. For example, paper towels, printer paper

Hardware Re-use and Recycling; Safe Disposal

Regular upgrades and hardware refresh are undertaken so that old legacy infrastructure is retired timely, which otherwise is power-hungry. As per our zero-waste policy, the retired hardware, especially desktops and laptops after repair and refurbishment, is handed over to The Nanhi-Kali Foundation, a not-for-profit (PFT is one of their corporate patrons) engaged in providing primary education to underprivileged girl children.

PFT has a Safe Disposal Policy in place since 2016. The company has engaged three licensed vendors who are authorized to handle disposable media and discarded electronic components. Any discarded and retired material must go through PFT's Procurement Department as part of the process who engage these vendors for safe handling and disposal. PFT receives a certificate from the disposal vendor on how safely the disposal was carried out.

Remaining Waste

Waste that cannot be used for composting or cannot be recycled will be collected by Municipal Corporation's garbage collection vehicle.

Evaluation of Waste

Removing and segregating the garbage is done daily at regular intervals on each floor and cafeteria. Garbage collected bins are stored at designated areas on each floor and then transferred to primary garbage bins after a set time period. To handle the waste properly, we evaluate the waste and segregate them in different garbage bags as per their category. This step is called the classification or categorization of waste.

Storage of Waste

We have large bins behind the building premises to store collected garbage from different floors and cafeteria. Depending on the type of waste (Dry or Wet), there will be different requirements in terms of storage. so, it is important to store it according to its characteristics.

Labeling of Waste

Big dustbins are labeled as “Wet Waste” and “Dry Waste” for easy recognition and storage of garbage as per their characteristics.

Processing of Waste

All the collected / stored further segregated into three categories.

Composting:

We process used food/Teabags/Tree leaves for composting. We have created a separate pit of Size - 18'7"(L) X 3" (W) x 2'(H)] for composting the garbage waste. It takes approx. 10 to 15 days to get compost. We then use the compost as manure for trees on premise.

Scrap:

We separate material that can be given/sold as scrap. i.e., Used Cartons, Papers, plastic, wood. We sell them at the end of every month and give the sale (Cash) proceeds to the accounts department.

Garbage:

The remaining waste that cannot be used for composting or sold as scrap, is collected by the garbage van of the Municipal Corporation.

Segregation of Food Waste

PFT takes responsibility for the segregation of food waste to reduce landfills.

Zero Tolerance to Food Wastage – Every day, excess food prepared at our staff cafeterias is handed over to nearby orphanages run by missionaries. And we work with the Cafeteria vendor, HR and employee community to predict demand so as to avoid wastage.

Hazardous Materials/Pollution

We purchase, operate, and maintain equipment in such a way as to minimize potential hazards. Keeping all the environmental factors in mind, we always try to come up with innovative and sustainable solutions. PFT's vision to “go green” and helping the environment to rejuvenate on its own by minimizing the use of polluting materials, helps us achieve the same. Other than helping our mother nature grow, we also ensure that we produce minimum hazardous materials so that they don't affect our lives.

Water Consumption

Water Conservation – We have rainwater harvesting in 70% of our facilities worldwide. Motion sensors have been installed in all washrooms. Dry foam cleaning has replaced water-based cleaning of work areas. In addition, hard water from the filter is being used to water plants. All of this benefits nature and helps us build a bright future by saving water. Since water is a precious resource, PFT's sustainability policy urges on using it cautiously. Hard water from filter is being used to water plants.

Energy and Utilities

- Dedicated Building Management team oversee sustainability
- HVAC (Heating, Ventilation, and Air Conditioning) is integrated with BMS (Building Management System), and automatic controls have been activated.
- Usage of 'LED' lighting across all areas.
 - All floor lights will be ON between 09:00 am to 10:00 am and switched off between 07:00 pm to 08:00 pm. After 07:00 pm, respective employees individually call the BMS team to switch on lights of respective locations. While leaving, respective staff informs the BMS team to switch OFF light on that particular location.
 - On weekends, all lights are turned OFF except emergency lights.
- Periodic comprehensive maintenance of all moving parts to reduce power consumption.
- Auto shutdown and start of the utility generators (no manual intervention).
- Usage of motion-sensor-driven automatic water dispensers in washrooms and cleaning areas.

Global Warming/Air Pollution

We, at Prime Focus Technologies, always encourage our employees to take public transit so that we can control the crisis of global warming. We also motivate our employees to carpool with other colleagues.

Another unique initiative taken by PFT includes giving employees discounts on public transportation. All these, significantly reduce CO2 emissions and therefore the impact they make on the climate.

No Travel Week

To reduce carbon footprint and rationalize cost, PFT launched "No Travel Week" for one week every quarter. This has been operational since 2015, and the policy is non-negotiable with no exceptions whatsoever, even if billable. Managers and Business Heads are encouraged to use video conferencing facilities at all our offices for client meetings. Apart from avoiding ~400-500 air journeys a year and saving over a million dollars in expenses (in pre pandemic era), this is one initiative that has benefitted the planet immensely.

Land Contamination

The concern of land contamination by hazardous materials, waste, or oil is one of the most pressing ones for our environment. PFT ensures that we preserve our planet by not decomposing hazardous material in open, saving all life forms present on this planet: humans, wildlife, plants, and other living organisms.

Building Design

Ergonomically designed PFT facilities use a toughened glass façade where appropriate as it allows the maximum utilization of natural light. The glass used is IEC approved and allows one-way vision.

All the floors and washrooms are equipped with activity sensors that switch off the power/energy when no motion is detected for an appropriate time.

Social & Economical

PFT's Sustainability Mission, constituted directly under the Office of the Founder & CEO, is a multi-disciplinary alliance operational since 2012 to champion, direct, and monitor the company's progress in this area. The Sustainability Mission derives its charter from PFT's CSR Mandate. In 2014, the leadership decided to explore business opportunities that align with furthering sustainability goals, like bulk digitation.

Bulk Digitization (Driving Tape-to-Tapeless)

PFT has embarked on a tape-to-tapeless journey with many customers to drive sustainability. We have helped some of the leading content owners migrate large volumes of tapes to file-based content, thus reducing legacy infrastructure, which otherwise generates tremendous BTU and draws considerably more power/energy.

Star India

From a sustainability standpoint, their 'Go Digital' program delivered by PFT is equivalent to 'Go Green.' With 50,000 tapes made redundant in a year, PFT helped Star India reduce carbon emissions by 84315 CO2. As a result, our client became the recipient of two prestigious awards: The Aegis Graham Bell Award and News Corporation's GEI (Green Energy Initiative) Innovator Award.

Associated Press

PFT undertook Bulk Digitization of tape and film-based content for one of the largest and most trusted sources of independent newsgathering. The archive content across formats and media was located in the US and UK. The project saw electronic delivery of 419,888 stories across four

million files while adhering to the EU data policy. The AP project won the FOCAL International Award 2014.

BCCI

For the world's most influential and wealthiest cricket administration body, PFT undertook digital archiving and preserving their priceless content. We digitized 12,000+ hours of content into future-proof digital formats for multi-platform opportunities and increased the monetization potential of their content.

Indira Gandhi National Centre for the Arts (IGNCA), Union Ministry of Culture, Government of India

PFT led the digitization of 30,000 hours of content on multiple audio & video formats like VHS, U-Matic, DVCam, Betacam, audio cassettes, spools, etc.

National Film Archive of India (NFA), Union Ministry of Information and Broadcasting, Government of India

PFT was entrusted with the digitization of large volumes of films, some of which date back to 1915. We digitized and delivered over 600 films.

Sony Music

PFT digitized 500 albums of content across multiple types of analog formats, including DAT, audio spool tapes, etc.

Data Centers (DC)

We are continually innovating to reduce power consumption in our DCs. PFT has designed its data centres with:

- Containment sealed zones with front suck back to throw. This means the aisles of the data centre racks are covered to maintain PUE (Power Usage Efficiency). The DC is cooled by Precision Air Conditioning, which is a front throw within the aisles. This reduces the latent heat circulating within the DC and hence a better PUE.
- That apart, we use blanking plates to cover free slots to contain cool air leakage.

Sustainability within the Content Supply Chain

Sustainability in supply chain refers to integrating the practices that are environmentally and financially viable into the complete content lifecycle. Our commitment to sustainability starts with our products and services, which help customers operate efficiently while reducing their environmental impacts. Innovations like journey to the cloud, smart workflows, virtual collaboration and AI, all help to reduce physical waste and cut emissions from transportation and shipping. Our endeavor is to continue to innovate digital products and features to further aid our sustainability initiatives.

Employee Welfare and Development

Given that most of our time is spent indoors, focusing on improving environmental conditions is paramount. Employee productivity, time off for health issues, sick days, and work environment are important considerations.

- We have a well-defined talent reward and recognition program – EXCELSIOR, which acknowledges and rewards exceptional performance across all functions irrespective of

any other considerations. These rewards promote a culture consistent with the PFT ethos of "High Performance, No Matter What". Excelsior Rewards & Recognition program – identifies and rewards employees on a monthly, quarterly, and half-yearly basis.

- Monthly awareness communication to employees on information security
- Internal Learning & development programs for employees that provide training to all levels of employees in various topics
- Offering employees the opportunity to work from home once a week
- Promoting safe work practices
- Regular audits and inspections of practices to minimize risk
- Implementing programs that encourage employee health and safety, and reduce or manage stress. Regular physical(earlier) now virtual sessions for employees' physical and mental health benefits i.e., Desk Yoga, Ergonomic session, self-care workshops, work-life balance workshops, immunity building sessions, anxiety and stress management virtual workshops
- Employee activity activities like virtual games, team building activities

Talent Attraction and Retention

- Quarterly town halls for senior management to interact with employees and grievance resolution.
- Offering the employees the right set of opportunities they are always looking for.
- Providing ongoing education for them to grow and clear pathways for a bright future.

Diversity, Equality, and Inclusion

Diversity (Inclusion and Equality) is one of the six Core Values of Prime Focus as a group. Our corporate logo emphasizes the "people" focus of our business. There can be no people centricity without a willingness to embrace and celebrate diversity. When people feel appreciated and included, they can be more creative, innovative, and successful. We call this "PFT Embrace."

Here's our approach to growing our diversity, inclusion, and equality over time:

Open Doors

PFT believes in the power of a diverse workforce, that is inclusive of people of different cultures, races, ethnicity, age, gender, orientation, physical or mental ability, and work-life situations. We focus on hiring talented and passionate individuals and conduct business with qualified service providers and partners without any discrimination whatsoever.

In FY 2019-20

- 40% of the total creative team is powered by women
- 27% creative team leadership is women
- 43% of the total creative operations & management team is powered by women. 22% of this team are in leadership positions

Equitable Approach

We do everything to make everyone feel valued and included. As a part of our Promotion and Pay Parity Program, with each of our customer programs, we continue to work towards our goal of eliminating the gap in pay (currently at ~17%)

between genders by 2025. This is a complex and exhaustive exercise with its varying degrees of sensitivities and nuances from region to region, community to community.

Our HR team has nurtured a group of PFT Embrace champions and continuously engages with smaller groups of employees to educate them about diversity, inclusion, and equality, and their impact on workplace productivity, quality of work relationships, creativity, and innovation. Our leadership closely tracks the progress of our initiatives on a regular basis to ensure we are headed in the right direction towards the achievement of our goals.

Care and Share

Not only do we care to build a great company with values around diversity, inclusion, and equality, we also share our best practices and build momentum with our communities around us. Few examples we are proud of are here:

- HPA Women Awards: Working closely with the HPA's board, we have helped conceptualize and launch a new initiative called HPA LEAGUE to recognize and reward under represented executives in the M&E industry who have made a difference during the COVID-19 pandemic.
- Supporting the Nanhi-Kali Foundation: For the last six years, PFT has been sponsoring the primary education of 100 under-privileged girl children in India through the aegis of the Nanhi-Kali Foundation.
<https://www.nanhikali.org/>

Health and Safety

All our work-related practices ensure safety for our employees & community.

- Created safety precautions for a zero-accident workplace
- We follow Compliance and Statutory requirements pertaining to occupational health & safety and environmental protection.
- Periodic training for employees to ensure safety at the workplace.
- We purchase, operate, and maintain equipment in such a way as to minimize potential hazards.
- Periodical audit is conducted for all process-oriented activity.
- Learnings from audit reports are imparted to employees and training is given to prevent repetitions of such deviations in the work process.

Our initiatives extend beyond recruitment and also focus on creating a comfortable and accessible workplace. This includes flexible work hours, accessible physical workstations, and office areas. While designing our latest facilities, we have taken into account differently-abled people – this includes separate washrooms, wide passages (for easy wheelchair movement) and easy access to kitchen/dining to name a few.

We are a company that listens. We value the feedback of the people we work with and are willing to make changes. To that effort, we conduct an Annual Employee Survey that seeks anonymous employee feedback on workplace experiences and perceptions. Our endeavour is not to merely make the people we work with happy but to delight them and make them love their work and workplace.

Governance

Governance of Sustainability Issues

- The Sustainability Advisory Committee (SAC) shall be responsible for developing the implementation procedures necessary to meet the policy objectives in this document. These procedures pertain but are not limited to, developing purchasing and contract specifications, developing and providing employee education, enhancing internal recycling, reuse, composting, and Waste Prevention actions, and addressing other sustainability issues.

- Periodical audit is conducted for all process-oriented activity.
- Learnings from audit reports are imparted to employees and training is given to prevent repetitions of such deviations in the work process.

Board-level Responsibility

- CEO and other board members are actively involved in the sustainability drive.
- Anti-bribery and corruption.
- Establishing company vision, mission and values.

- Setting strong, right strategies and business structure.
- Exercising accountability to shareholders while bringing transparency and being responsible to relevant stakeholders.

Business Ethics and Conduct

PFT holds high value for the code of conduct at the workplace. This is why we look for these traits in all of your employees:

- Honesty
- Integrity
- Promise-Keeping & Trustworthiness
- Loyalty
- Fairness
- Concern for Others
- Respect for Others
- Law Abiding

Grievance Procedures

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Committee members

- Adrish Bera
- Andy Steele
- Bhaskar Sitholey
- Justin Taundi
- Jyothi Nayak
- Mangesh Pathak
- Mary Martin
- Santosh Repale
- Shambhavi Sharma
- Soumya Dwivedi
- T Shobhana

