

Sitel Group

2018 Corporate

Social Responsibility

Report

Empower humans Enhance brands



Letter from our CEO.

Dear Stakeholders,

For another year, we are proud to be part of the United Nations Global Compact. It is my pleasure to present you with Sitel Group's 2018 Corporate Social Responsibility (CSR) and United Nations Global Compact Communication on Progress (COP) report.

I am pleased to confirm that Sitel reaffirms its support of the ten principles of the Global Compact in the areas of human rights, labor, environment and anti-corruption. In this annual report, we describe our actions to continually improve the integration of the Global Compact into our business operations.

As an organization present in 27 countries, serving several markets, Sitel Group believes in its responsibility to contribute to the development of the communities in which we operate. With an emphasis on responsible business practices, the Global Compact initiative reflects our beliefs. In the past year, we have continued to bring the ten principles to life.

We make use of our vast global footprint and solid capabilities to have a positive impact on our employees, our clients and our local communities. Being involved with the local communities in which we operate has always been a part of Sitel Group's culture and many of our community engagement projects depend on our employees' passion, time and energy.

CSR continues to be at the heart of Sitel Group, whether by being mindful of how our operations impact the surrounding environment, by developing our employees and treating them fairly and by creating new jobs or by giving back to the communities in which we operate.

We are proud of our employees who are taking an active part in helping to drive this initiative.

Yours sincerely,

Laurent Uberti



About Sitel Group.

Sitel Group connects many of the world's best-known brands with their customers – 3.5 million times a day. As a global customer experience (CX) management leader, we leverage our 75,000 people, 30+ years of industry-leading experience and the entrepreneurial mindset of our founders to deliver omnichannel experiences including voice, chat and social media. From Fortune 500 companies to local startups, we represent 400+ clients across all verticals.

Our group's breadth of capabilities go beyond business process outsourcing (BPO) to support every stage of the customer journey. We are redefining the contact center and improving business results by integrating innovative solutions - such as self-care and automation - with the human touch, emotion and empathy of our people.

As a leading CX platform, we are powered by industry experts to deliver tailored CX solutions to our clients through a consultative, customer-centric approach adding value at every touchpoint - regardless of location, channel or time of day.

Learn more at www.sitel.com and connect with us on Facebook, LinkedIn and Twitter.

Sitel Group by the Numbers

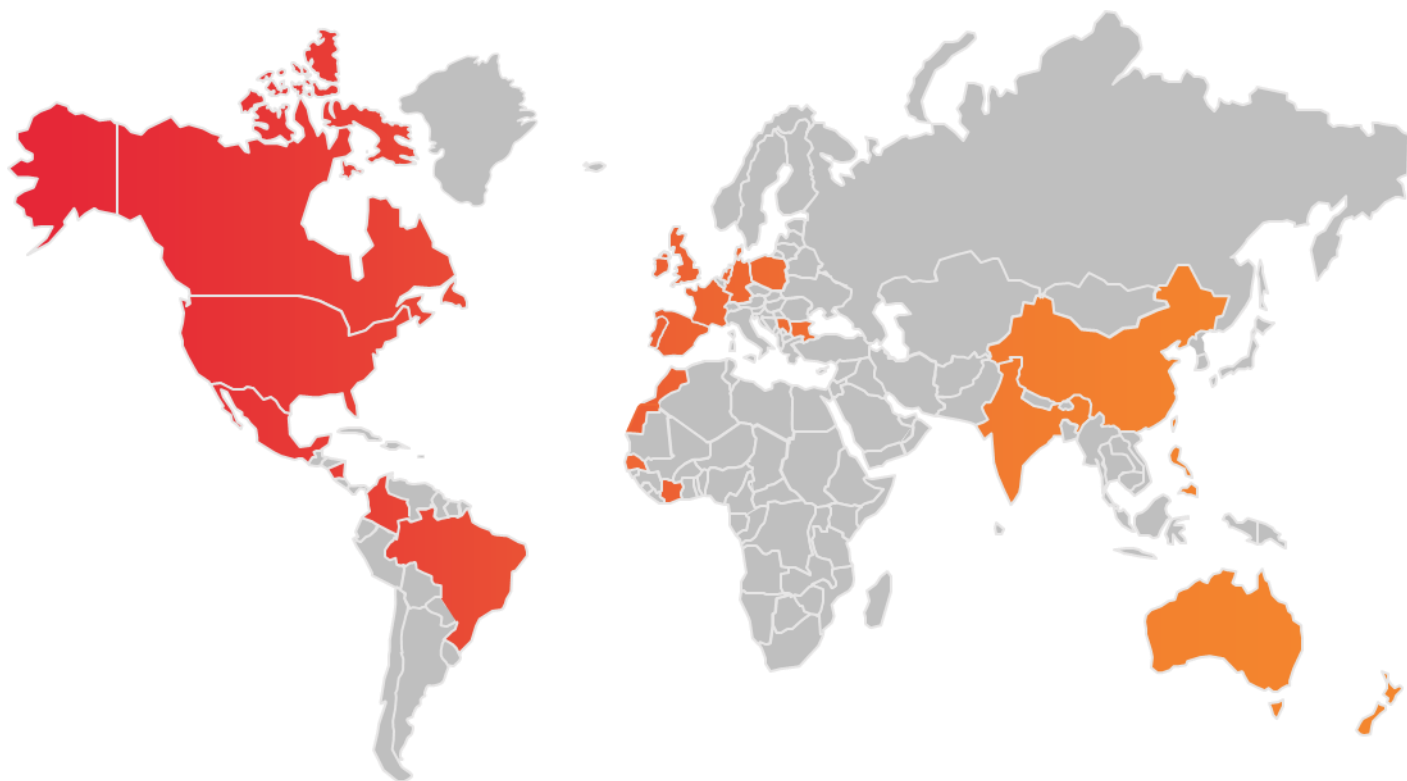
Our global presence, combined with our local knowledge and flexibility, allows us to respond quickly to local needs and market changes – wherever and whenever they occur.

75,000 Employees
400+ Clients

Located in 27 Countries
150+ Offices

Serving 70 Countries
48 Languages

Founded in 1985
\$1.7B Revenue



Sitel Group's primary shareholder is Creadev, an evergreen investment company, which is backed by the Mulliez family and its global footprint network.

About this report.

United Nations Global Compact Communication on Progress

This annual CSR report serves as Sitel Group's Communication on Progress to the United Nations Global Compact.

Since Sitel's acquisition by Groupe Acticall, both companies have been reporting separately. Acticall France S. A. S. was the first affiliate company to join the United Nations Global Compact in 2011, followed by Sitel Ibérica Teleservices S.A. in 2012. Sitel Worldwide Corporation, as a global organization, joined the initiative in 2015. Last year, we have taken a decision to report jointly, as a Group.

The Global Compact principles are primarily addressed on the following pages, but also in other parts throughout this CSR Annual Report.

- HUMAN RIGHTS Principle 1-2: pages 11, 16
- LABOR Principle 3-6: pages 8-15
- ENVIRONMENT Principle 7-9: pages 20-21
- ANTI-CORRUPTION Principle 10: pages 17-19

Several other issues of importance are also described in our corporate policies.

UN Sustainable Development Agenda

With our global capabilities and experience, we focus on creating economic growth, tackling social challenges and promoting development of our communities together with our employees, clients and partners. Further, by providing decent work and economic growth, reducing skill gaps, inequality and climate change, we are addressing the United Nations' Global Goals and contributing to the new Sustainable Development agenda.

Scope of this report

This report relates to our global operations including locations where we operate our own sites and where we operate from client locations.

Stakeholders Engagement

Fostering a dialogue with key stakeholders is an important part of our reporting process. It helps us understand and communicate which topics are most important to our stakeholders and to manage our business.

We regularly engage with our core stakeholders in discussions regarding our objectives, our progress and our performance. Sitel Group identifies its stakeholders as clients, employees, investors, suppliers and the communities in which we operate.

We believe

Sitel Group believes that conducting business with a high standard of professional conduct, ethics and proficiency is critical to our success and the success of our clients. We continually strive to improve our processes and procedures to achieve the highest quality and the best results for our clients in accordance with all applicable laws and regulations and in respect of the principles of the United Nations Global Compact.

Our company.

EMPOWER HUMANS. ENHANCE BRANDS.

Our people-oriented values represent the foundation on which we strive to achieve in all interactions with each other, our clients and our customers.



An extension of our client

To our clients, we are not just another service provider, but also an integral part of their organization - an extension of their operations. This reflects our commitment and efforts towards creating long-term relationships with our clients.

We focus on making our clients successful by clearly understanding their needs and documenting a plan for continued improvement that is actively supported by all parties on a daily basis.

Our teams ensure we advance the clients' strategy while meeting its day-to-day business priorities. As part of this approach, we collect regularly client feedback to ensure we support client's strategy.

Our expertise in listening and responding to the Voice of the Customer means we know the right way to apply tools and process to do the same for our clients. Our processes drive a high level of customer focus throughout our organization – inclusive of our operations management, coaches and agents – thereby creating a culture of care that translates into every single interaction we have with our client's customers.

Quality Throughout

Continuous improvement is a part of our delivery model. Sitel Group follows a continuous improvement approach and core staffs green belt and black belt trained professionals within our site and regional support structure. Additionally, all of our defined processes are closed-loop – ensuring a continual feedback process to drive improvement across all processes – from recruiting and selection to ongoing performance management.

A quality assurance program built on processes that drive continuous improvement is vital to our goal of providing world-class customer support. Our philosophy is predicated upon a teaching and counseling approach rather than one of enforcement. This approach is critical to maintaining high morale and realizing continued quality improvement.

Global Operating System (GOS)

GOS 2.0 is a set of 10 empowering principles that help us speak a common language and bring together best practices. These quality guidelines provide our employees and managers at every level with an opportunity to share what they think, to contribute and to enjoy working together on a daily basis. The 10 GOS 2.0 principles are driven by a collective dynamic where everyone has a role to play, and by a strong desire to be as simple and as coherent as possible.

The GOS 10 principles are:

- Client engagement
- Hiring
- Training
- Onboarding
- Operational review
- People performance
- Coaching
- Walking management
- Fun management
- Retain

OUR CSR PROGRAM

While we acknowledge the standards underlying CSR should be part of normal business practice, by formalizing this in a global program, we have made CSR an important element of our corporate identity.

CSR Pillars

Sitel Group's CSR program is based on four main Pillars:

Give Back.

Supporting local communities to make a positive impact on society while engaging employees in causes they find meaningful.

Live Well.

Promoting employee health & wellness by encouraging healthy living through programs such as SitelFit.

Go Green.

Managing our impact through sound practices and promoting employee awareness.

Be Ethical.

Promoting a fair, safe and respectful work environment for our employees and cultivating an ethical corporate culture.

Our CSR structure

Each country has implemented a CSR program based on an adaptation of our global framework considering the local context. Each location runs the CSR program with the support of a champion, the CSR Lead. The global CSR team is responsible for oversight of the overall CSR program. Management and execution of CSR activities are also taken care of locally through this structure. Local best practices are shared on regular calls with all the CSR Leads. Our CSR program engages employees across the organization, including our senior leadership, which is key to the success of our efforts.

CSR policies

Sitel Group invests significant effort to promote policies that are consistent with our goals. Sitel Group has adopted a *Global Code of Conduct and Ethics*, which defines the ethical standards by which the company conducts its business and a *Supplier Code of Conduct*, which sets out the standards we expect of our suppliers. As a complement to the *Global Code of Conduct*, we have adopted a *Corporate Social Responsibility Policy* to document Sitel Group's commitment to best practices in the area of CSR.

Our commitments to human rights are embedded within the company's policies, including the *Global Code of Conduct and Ethics*, the *Supplier Code of Conduct and Ethics*, the *Global Corporate Social Responsibility Policy*, the *Anti-Modern Slavery and Child Labor Policy*. All Sitel Group policies are accessible to the employees and available in the company's intranet.

Sitel Group's global ethics and anti-corruption policies include the *Anti-Bribery and Corruption*, *Anti-Money Laundering*, *Risk Management*, *Fraud Management* and *Security and Ethics Incident Management*.

Sitel Group's *Global Environmental Policy* outlines the Group's responsibilities in support of its commitment to environmental protection and stewardship.

Sitel Group has also published a *Corporate Social Responsibility Statement*, endorsed by the Group's CEO, to stress our commitment with social responsibility by providing safe working conditions and treating our Employees and others with respect and according to the standards of the UN Global Compact. Copies of the CSR Statement are available in all Sitel Group premises around the globe and electronic copies are available both internally in the Sitel Group intranet, and externally in the Sitel Group corporate website

Our employees.

BUILDING VALUE THROUGH OUR EMPLOYEES

Sitel Group employees are the core of our business and we conduct our business with respect for and adherence to principles of diversity and equal employment opportunity. Sitel Group is further committed to providing a safe and healthy work environment that minimizes the incidence of work related injury and is free from harassment, discrimination, harsh treatment and acts or threats of violence.

It is our goal to promote an environment that encourages open communication, promotes mutual respect and teamwork, and stimulates individuals to develop and learn.

Everything we do to execute our strategy and deliver our vision comes to life through our thousands of employees who are the driving force behind everything we do at Sitel Group. Our employees are one of our unique strengths and are instrumental in Sitel Group's success.

Our ability to grow depends on our employees - their alignment with our vision, a sense of common purpose, and the belief that their role at Sitel Group is making a positive contribution.

Training and development

At Sitel Group, we believe that everyone has talent and that our people are critical to our sustained growth and long-term success.

Whether it is for advancing in a current role or exploring new avenues, Sitel Group offers training and development opportunities to extend our employees' knowledge and skills.

We provide learning and development opportunities to train all employees in undertaking their jobs effectively and efficiently. We also promote the continued growth and development of their careers by identifying learning needs, developing training programs and performing ongoing evaluation and monitoring of trained staff.

We offer unique opportunities for our employees to develop in their roles. There is a clearly defined career progression, either as a line manager or in a specialist role.

With a combination of mixed training, classroom, distance and online, Sitel Group ensures its employees the opportunity to participate in a uniform, consistent and effective learning environment and training.

In 2017, Sitel Group delivered 6,230,079 hours of online training to its employees. In 2018, at least 6,364,871 hours were delivered. Examples of training courses organized during 2018 include soft skill trainings, conflict management, communication skills, sales training, leadership training, and privacy and security awareness training.

On top of the Group's trainings offered to all employees, additional trainings are offered in the form of workshops covering different topics specifically selected to support the development of the employees.

My Academy

At the heart of our commitment to our employees are the steps we take to help them progress professionally in order to grow our business.

In 2018, we continued to improve our e-Learning platform, My Academy, Sitel Group's global learning management system, which provides all employees with a wide variety of online, self-paced, and instructor-led trainings, in multiple languages. This learning environment allows Sitel Group employees all over the world to participate in a centralized and uniform training environment that has proven to be convenient and effective, and gives Sitel Group the opportunity to report on training participation globally. It supports learning anytime, anywhere. With more than 50 online courses on topics ranging from client-specific content to Sitel Group-specific to compliance, management, leadership, team building and professional development.

My Academy encourages employees to continue to learn and grow through the benefits of e-learning. Above all, My Academy is a symbol of the dedication Sitel Group has to its employees, with a purpose of bringing out the true potential of each individual.

Performance and talent management

Providing meaningful and regular feedback to employees is at the heart of our commitment to our people. Sitel Group relies on value-driven, high-performing people with the right skills to provide value to our clients. Our Performance Management program is very important in this context. This global continuous process enables an open, transparent and integrated system for managing people.

The Performance Management program is an important part of our succession planning because it supports the identification of potential future leaders at all levels. The program enables Sitel Group to attract and retain the most talented people, while quickly identifying available talent when job opportunities arise, and also to define objectives and goals for each employee, creating a results-orientated culture in our company.

Talent management and career opportunities

Skilled and motivated people are the key ingredient in providing excellent customer experience and it is therefore critical that we have a process to support high performance as well as the ability to attract new employees and retain our talent.

Sitel Group is committed to focusing on recruiting and retaining our employees by creating an environment that is positive, nurturing and filled with opportunities. Career advancement based on individual strengths is strongly encouraged at Sitel Group. The ability to move up within the organization makes Sitel Group more than just a stopping point in an employees' career.

Sitel Group fills open positions by promoting employees from within the Group whenever possible, enabling our clients to benefit from trained, experienced personnel. Internal job openings are posted in our job site and within each site where employees can submit an application for any posted position.

A talent management and succession-planning program helps to identify future leaders based on knowledge, skills, abilities, work ethic, performance, leadership abilities, key competencies and behavioral characteristics.

We invest in internal training programs to prepare employees for advancement. Individual e-training courses are available through our learning management system, *My Academy*.

The number of internal promotions are consistently increasing over the years. In 2018, almost 4,000 employees were promoted internally to higher positions, a significant increase of almost 2,000 employees compared to the previous year.



Employee feedback

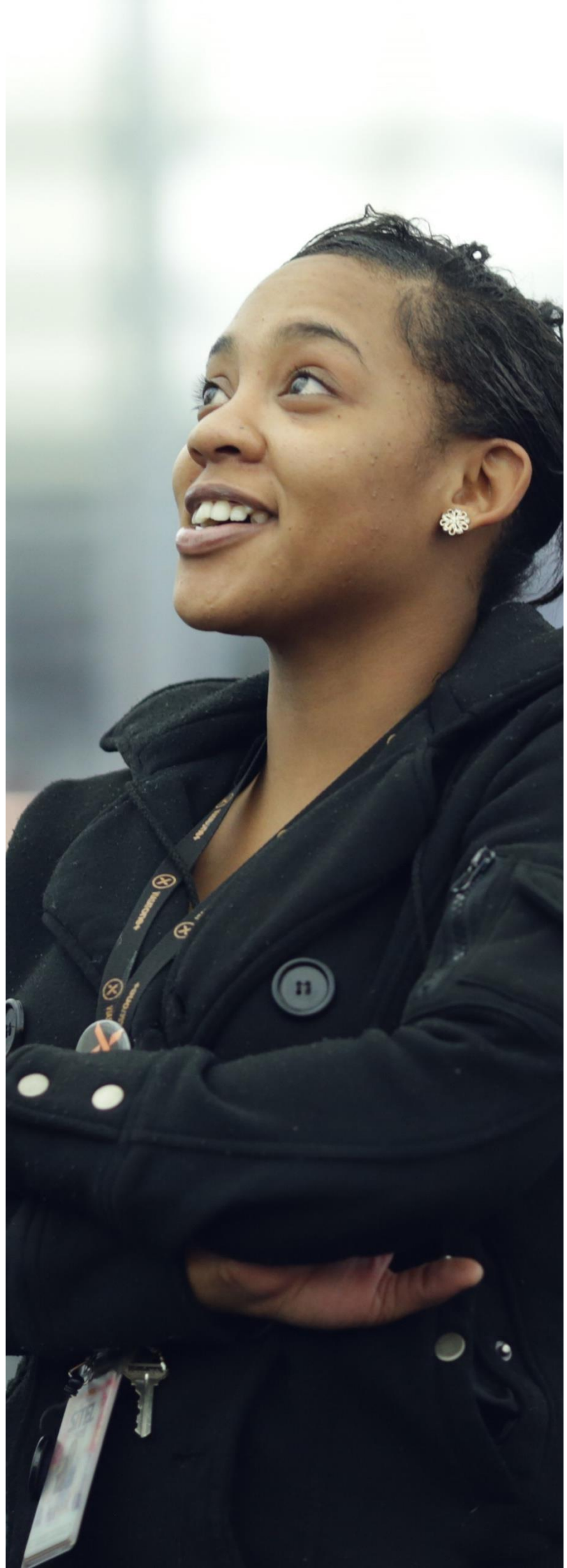
We encourage all employees to share ideas and work together to make Sitel Group a good place to work as we strive to achieve our common goals of personal and professional success. It is important we receive feedback on the employee experience and ensure our employees are heard.

At Sitel Group, we administer a global annual employee survey called *Sit&Tell*, for measuring the progress on our People strategy against employee engagement, and employee Net Promoter Score for all employees. We use the results to create targeted action plans that are led by Human Resources in partnership with leaders across the globe for every region and function utilizing standard process and tools.

By keeping our finger on the pulse of employee sentiment toward the company, listening to their ideas for improvement and demonstrating to them that their feedback is valued, Sitel Group is working to ensure that each and every member of our team has a role in creating value for our clients and other stakeholders.

Our leaders are accessible and are encouraged to walk the floor so that agents may easily ask questions or provide feedback. We take our *Walking Management* principle seriously - we want our leaders to be close to the employees so as to listen to what they have to say and include the reality of on-site experiences into our processes. The employees are directly impacted by the decisions we make every day. *Walking Management* maintains, develops and enhances this connection between management and employees.

If any employee wishes to discuss any matter directly with someone at a level higher than their manager, they can do so.



Professionalism and harassment

Sitel Group employees are expected to be respectful of others' customs and traditions. We treat each other, our clients and their customers with respect, courtesy and dignity.

Each Sitel Group employee around the world is entitled to work in a professional atmosphere, free from all forms of harassment. Sitel Group seeks to provide a work environment without harsh and inhumane treatment, including any sexual harassment, sexual abuse, corporal punishment, mental or physical coercion or verbal abuse of employees or threat of any such treatment.

Sitel Group supports employees in reporting any inhumane treatment without fear of reprisal or intimidation. Sitel Group makes available an Ethics hotline, *EthicsPoint*, which enables employees to report any concerns anonymously, where permitted by law. Sitel Group strongly encourages its employees to report any harassment to appropriate company officials and prohibits retaliation against anyone who reports issues or who participates in an investigation of such reports.

Inclusion, diversity and equal opportunities

Sitel Group employees represent a wide variety of cultures, ethnicities, religious beliefs and languages. This diversity makes our company smarter, helping us better serve our clients. Furthermore, we recognize that the best solutions are generated through collaboration between people who think differently and welcome a variety of ideas and viewpoints. We strive to hire employees with backgrounds and perspectives that can reflect the diversity of our markets and customers, fueling innovation and insight across our business. We believe that being an employer that provides opportunities to all is an important key to our success. It is our employees' skills, knowledge and attitudes that matter. We have zero tolerance for discrimination. All individuals should be treated fairly and respectfully and enjoy an inclusive culture where every individual has an equal opportunity to contribute, develop and grow.

Gender equality

It has always been our endeavor to promote gender diversity across the organization. In 2018, more than half (53%) of Sitel Group's total workforce was composed of female employees. Female employees in leadership position - managers and above - represented 43% in the same period.

Non-discrimination

We employ a diverse workforce and do not tolerate unlawful discrimination. We seek to provide a work environment free of unlawful discrimination based on race, color, age, gender, sexual orientation, ethnicity, disability, pregnancy, religion, political affiliation, or marital status.

Sitel Group endeavors to address non-discrimination by fostering an environment in which everyone is treated equally and given the same opportunities. We are committed to ensuring we eliminate discrimination in all forms in our employment. We do so by:

- Evaluating and compensating employees based on their qualifications, demonstrated skills, and achievements, striving to avoid any unconscious bias. All employment decisions - such as hiring, discipline, terminations, promotions, and job assignments - are based on Sitel Group's needs and on employee performance and potential. These decisions are made without regard to a person's cultural background, ethnicity, personal beliefs, or any other characteristic protected by applicable law;
- Facilitating the ability of employees to raise issues regarding discrimination (or other matters such as bullying and harassment) through accessible reporting channels (e.g. ethics hotline);
- Encouraging participation in the annual survey in which employees are asked to express their views on workplace issues anonymously;
- Providing annual conduct and ethics trainings to key positions in the company which focus, among other things, on issues around diversity and respect; and
- A robust whistleblower procedure.

Inclusion

We welcome people with different abilities, perspectives and experiences because we believe that this diversity invites new ideas and approaches to business challenges. We also look for ways to remove barriers to employment for persons with disabilities outside Sitel Group by working with organizations that empower persons with disabilities with job and skills training and by promoting initiatives to recruit persons with disabilities at many of our offices around the world.

Child, forced and compulsory labor

Sitel Group does not support child labor in any manner or form. Only the use of legitimate workplace apprenticeship programs, which comply with all laws and regulations, is supported. Sitel Group does not expose children to any situations - in or outside of the workplace - that are hazardous or unsafe to their development.

We also condemn all forms of compulsory labor and do not condone the use of forced, bonded or indentured labor, involuntary prison labor or the trafficking of persons. We uphold an environment where work is voluntary and employees are free to terminate their employment.

Sitel Group's *Anti-Modern Slavery and Child Labor* policy contains guidelines, standards, and procedures intended to ensure that Sitel Group and those acting on its behalf understand and abide by the applicable anti-child labor, anti-human trafficking and anti-modern-day slavery laws, rules, and regulations.

Every year, our UK operations publishes a statement pursuant to the requirements of the *UK Modern Slavery Act 2015*. This includes how we address the risk of child or slave labor being used in our business. View our statement at: <https://www.sitel.com/en-uk/>

As a matter of fact, forced and child labor are not an issue in our operations.

Freedom of association

Sitel Group upholds its employees' rights to join or refrain from joining worker associations in accordance with the law. Where worker organizations are legally recognized, Sitel Group recognizes those rights provided by law.

Sitel Group seeks to ensure that representatives of employees and any personnel engaged thereby, are not subjected to discrimination, harassment, intimidation, or retaliation for reason of their being members of a union or participating in trade union activities, and that such representatives are afforded their rights under the law.

In many countries where we operate, our employees are represented by an independent trade union or are covered by collective agreements that entitle them to healthcare and retirement benefits.

Employee health & safety

Sitel Group is committed to providing a safe and healthy environment for our employees, clients, and visitors.

Sitel Group makes every reasonable effort to promote, create, and maintain a safe and healthy workplace by providing safeguards against injury or hazards through maintaining proper equipment, materials, facilities and employee training. Our sites comply with applicable health, safety and environmental laws and all related policies.

In line with our people-oriented culture, safety of our people is the first priority and is addressed prior to any consideration regarding Sitel Group's or clients' business requirements. Therefore, it is essential that our employees know how to react during an emergency situation.

Sitel Group has implemented a *Global Business Continuity Management* policy to set, deploy, test, monitor and report on the required standards for emergency preparedness in all sites and has assigned a dedicated resource, the *Director of Business Continuity Management*, to manage the program and ensure its ongoing effectiveness and continuous improvement.

Our BCM methodology, tools and procedures are constantly reviewed and upgraded to reflect the recent changes in our business and the increased focus on business continuity planning due to world events.

Sitel Group is committed to an open communication with all employees on workplace health and safety, encouraging employee input and continual education to identify and solve health and safety issues, or other concerns relating to working conditions without fear of reprisal or intimidation.

All Sitel Group employees take a training in which they learn about Sitel Group security and safety policies among other relevant topics. They also learn to identify situations that pose a risk to the company's and their own security. This training requires annual recertification to ensure all employees are aware of the main elements and any changes that may have been made to our policies and standards.

Sitel Group Spanish facilities are OHSAS 18001:2007 certified.



Employee wellbeing

Sitel Group is positive that employee wellbeing is an important factor for a healthy environment. Our employees count on leisure areas, anti-stress programs and regular activities to minimize the stress and cultivate the feeling of belonging among our employees.

In 2018, Sitel Group launched a health & wellness program, *SitelFit*, which promotes employee's movement (walking, running, swimming, cycling) to encourage engagement, fun and wellness. SitelFit demonstrates our company values: Be Bold and Work Together.

Sitel Group Puts Fitness in the Spotlight with SitelFit

April 6th, 2018 marks the launch of the *SitelFit* platform that brings our 75,000 Sitel Group employees throughout the world together to share a common focus on wellness. This date was not chosen at random – it is also the International Day of Sport for Development and Peace.

SitelFit encourages people to take part in individual and collective sports both inside and outside of work through regular challenges to help maintain commitment. This is a unique project and the first of its kind in Sitel Group, which used the initiative to forge ties between its teams located in 25 different countries.

SitelFit seeks to encourage all forms of physical activity: walking instead of taking the bus, cycling to work or organizing jogging sessions between colleagues or friends are all opportunities to slip a few kilometers into our daily routines.

SMILES, the first supper challenge: 75,000 km for a good cause

To create enthusiasm for the wellness platform and to encourage a healthier lifestyle, a challenge was organized to mark the launch of SitelFit. In Spring, Sitel Group has devised a “super challenge” called SMILES.

Between 1st and 31st May, our 75,000 employees had to cover 75,000 km in order to unlock a charitable donation. This distance corresponded to the distance between the different sites throughout the world if they were linked by a road. The teams that finished first, second and third in the inter-country challenge got on the podium and make a donation to a charitable organization in their name.

How SitelFit came to be

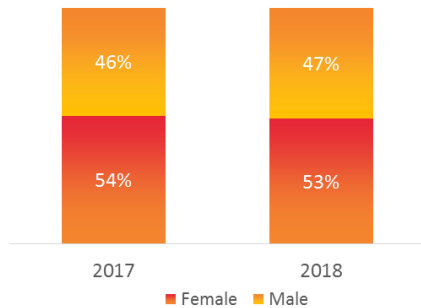
Following the success of internal events organized to coincide with International Literacy Day and Pink October Breast Cancer Awareness Month, the idea of promoting international awareness on a bigger scale throughout the group started to take hold. It became clear that if such a project were to be created, it must focus on team spirit, collective engagement and embody our group's new core values: Work Together, Build Trust, Wow Customers and Be Bold.

But what do 75,000 people in 25 countries that speak a combined 48 languages have in common? The answer is sports – one of the world's few universal languages and an activity that transcends culture, ability and time zones.

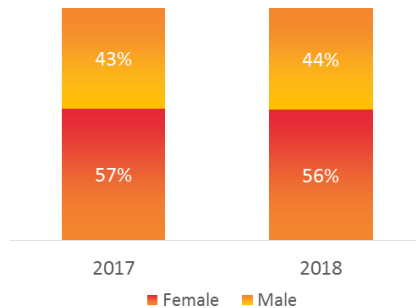


The charts below show Sitel Group's workforce by several key metrics¹.

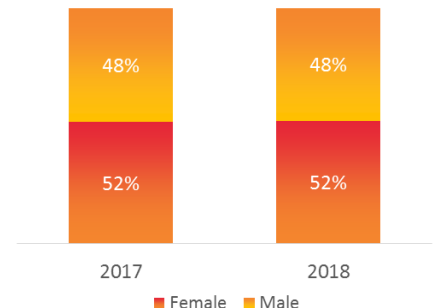
Employees by Gender
(worldwide)



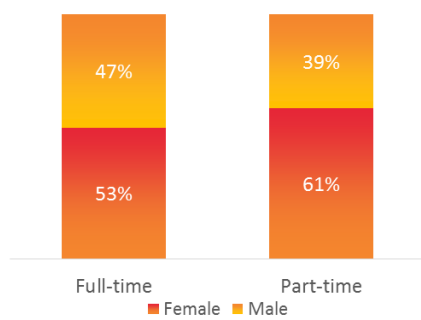
New Employee Hires by Gender
(worldwide)



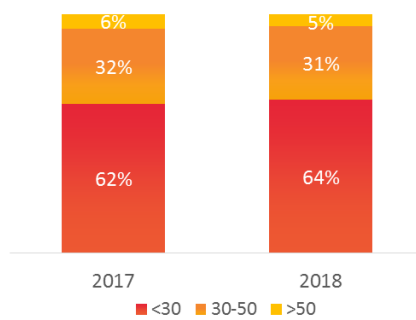
Employee Turnover by Gender
(worldwide)



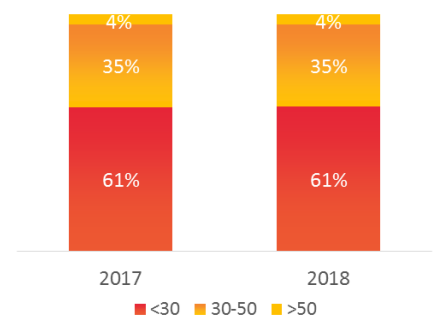
Full-time and Part-time Employees by Gender
(worldwide, 2018)



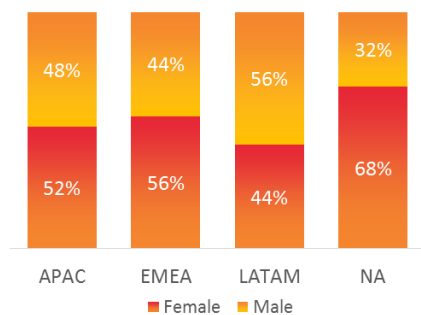
New Employee Hires by Age Group
(worldwide)



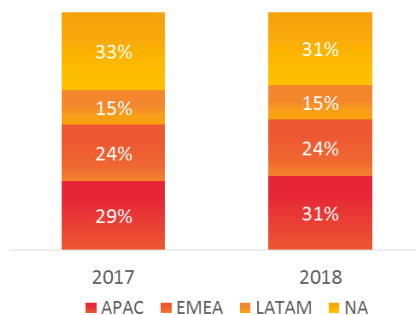
Employee Turnover by Age Group
(worldwide)



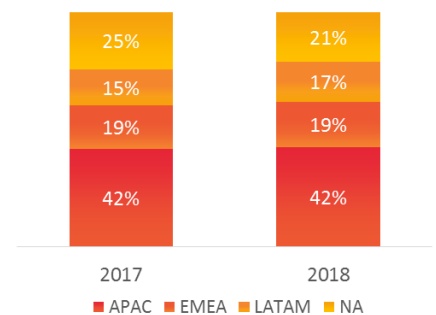
Employees by Gender and Region
(worldwide, 2018)



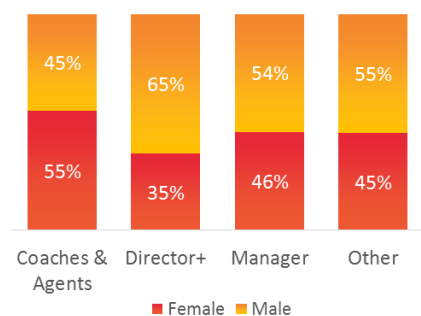
New Employee Hires by Region
(worldwide)



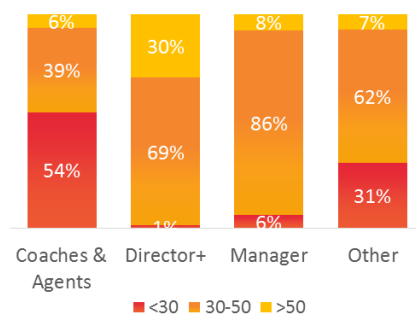
Employee Turnover by Region
(worldwide)



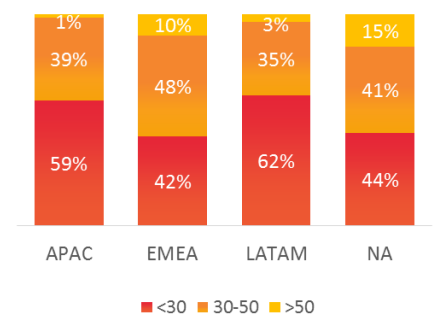
Employees by Job Category and Gender
(worldwide, 2018)



Employees by Job Category and Age
(worldwide, 2018)



Employees by Age and Region
(worldwide, 2018)



1. Estimated based on existing database platform. Reporting year covers the period between 1-January of the previous year to 31-December of the mentioned year (2018 corresponds to the period between 1-Jan 2018 to 31-Dec 2018). Charts do not include data from Sitel Group ventures, which represent less than 0.5% of employees.

Our ethics.

UPHOLDING THE HIGHEST ETHICAL STANDARDS

At Sitel Group, we do everything we can to safeguard our values and the reputation of the clients that trust us and choose to work with us. Sitel Group's strong ethical foundation has been at the core of our operations. Our leaders set the tone, but every person plays a role in keeping our ethical beliefs firmly in place.

Human rights

We support and respect internationally recognized human rights within our organization and wherever we do business. Internationally recognized human rights are those expressed in the *International Bill of Human Rights* and the *International Labor Organization's Declaration on Fundamental Principles and Rights at Work*.

Sitel Group knows that a fundamental component of ethical business conduct is supporting and respecting human rights within our company, our supply chain and the communities where we live and work. Our commitment is anchored in our global policies, including those that address employee conduct, privacy and anticorruption.

As a global customer experience company, the topic of human rights focuses on areas that are most relevant to our business and operations. These include, among other things, ensuring a fair and respectful work-environment for our employees, eliminating discrimination, ensuring their health, safety and security, protecting privacy and security of personal data and working against corruption.

Reinforcing our company ethics

One of our most important written standards is our *Global Code of Conduct and Ethics*. It builds on our core values by providing details about expected behaviors and outlining the high standards of honesty, integrity and ethical conduct. Our Code reaffirms that we have zero tolerance for unethical behavior and corruption in any form and it applies to all Sitel Group employees - directors, officers and employees in every country - in every venture.

An introduction to the Code of Conduct and Ethics is part of the each employee's induction. All employees are required to review and certify their understanding of and compliance with the Sitel Group *Global Code of Conduct and Ethics* upon joining Sitel Group.

Translations of the text are available in 10 languages, allowing almost every employee to read the Code of Conduct in their native language.

Relevant Sitel Group employees undergo code of conduct and ethics training and annual refreshers. The code of conduct training takes employees through the major components of the Sitel Group *Global Code of Conduct & Ethics* and educates on how it can be used to guide decisions and actions in potentially controversial situations, and what actions are appropriate to take when a violation of the Code of Conduct is suspected. This online training also serves to increase our employees' awareness of how to deal with everyday situations that challenge their ability to demonstrate respect and inclusion.

Reporting

Concerns about human rights or other issues can be brought to our attention via *EthicsPoint*, which is a confidential, integrated toll-free telephone and web-based hotline.

Any conduct that may be unethical, illegal, in violation of professional standards, or otherwise inconsistent with Sitel Group's policies, as well as anything that may affect the moral or physical integrity of its employees, may be reported.

EthicsPoint is staffed by an independent third party that is available 24 hours a day, seven days a week, with interpreters available for language assistance.

Country-specific guidance is also available through Sitel Group intranet. Reporting procedure and contact information for *EthicsPoint* is also available on posters on notice boards in all sites, in the Sitel Group Code of Conduct and Ethics and in other relevant policies.

Reports may be submitted anonymously where permitted by law and Sitel Group's *Global Code of Conduct and Ethics* strictly prohibits retaliation against any person for making a report in good faith or cooperating in an investigation.

Privacy and data protection

In an environment with new and continually changing security threats, technologies and legislation, protecting privacy and the security of data is essential to maintain the trust of our employees and our clients.

Our clients trust us with access to information about their key asset, their customers. We also store and process personal data related to our employees in the normal course of business. It is a core element of our commitments to uphold human rights - among them, the right to data privacy. Therefore, we work closely with our clients and employees to ensure that we manage personal information in a manner that respects the rights of individuals and have invested in organizational and technical measures to ensure the information entrusted to us is suitably protected at all times.

With security and data privacy deeply embedded in our operations, we seek to maintain robust protection and comply with globally recognized privacy principles. Some of the privacy and security requirements Sitel Group complies with include:

- European Union General Data Protection Regulation (GDPR)
- Country and EU Member State Privacy Laws;
- PCI DSS (Payment Card Industry Data Security Standard);
- ISO/IEC 27001:2013;
- SSAE 16/18 SOC1 and SOC2 (Service Organization Controls 1 and Service Organization Controls 2);
- HIPAA (Health Insurance Portability and Accountability Act); and
- Client Specific Privacy Requirements and many others.

Our *Global Code of Conduct and Ethics*, *Global Security Policy*, *Global Privacy Policy*, *Risk Management*, *Fraud Management*, *Security and Ethics Incident Management*, *Information Classification*, *User Access & Approval*, along with other security awareness and usage policies provide a robust framework for the protection of confidential, sensitive and personally identifiable information. We have implemented various measures to handle and safeguard data appropriately, including information security controls (e.g. virus and malware protection, access and password controls etc.) and physical controls (e.g. restricting physical access, clean desk policy and paperless environment, etc.).

We also provide periodic *Privacy and Information Security Awareness* training sessions to all our employees that reinforce, among other things:

- Creating security awareness;
- Protecting and ensuring the security of an individual's personal information;
- Security incidents that may arise;
- Preventive controls, i.e. identifying and preventing incidents from happening; and
- Reporting incidents and risks.

Anti-corruption

At Sitel Group, we value integrity and ethical behavior in the conduct of our business. Sitel Group is committed to complying with anti-corruption and anti-bribery laws in the countries in which it does business.

Sitel Group does business in many countries and regions around the world. At each location, employees at every level have the responsibility to know and follow laws and regulations that apply to our business. Sitel Group employees are expected to conduct business ethically and Sitel Group does not allow any employee or anyone acting on Sitel Group's behalf to give, pay, offer, promise to pay, or authorize the giving or payment of money or any other thing of value to any foreign government official or Sitel Group client, vendor or other business partner for any improper purpose or in violation of applicable law, including the local laws of any relevant country.

Sitel Group has a Compliance and Ethics organization reporting directly to the company's General Counsel. Designated compliance contact persons assist with the implementation of Sitel Group's ethics and compliance program.

The Legal Department and Sitel Group's Ethics and Compliance Team are responsible for setting enterprise-wide standards with respect to anti-corruption laws and interactions with clients and government officials. We have achieved compliance with key industry standards which provide all employees with a consistent management framework to apply to ethical behavior.

Sitel Group's global policies include the Code of Conduct and Ethics, Supplier Code of Conduct and Ethics, Anti-Bribery and Corruption, Anti-Money Laundering, Risk Management, Fraud Management, Security and Ethics Incident Management and other policies.

Operational adherence is managed through a management system that is aligned to the ISO 27001:2013 standard to ensure that controls for the secure management of all data required to deliver the services are in place and are assessed on an ongoing basis for effectiveness with a view to continual improvement. Relevant management information and reporting are shared with clients as part of established escalation management and periodic business review processes.

Sitel Group Global Privacy and Security training is mandatory for all of Sitel Group employees to ensure they are aware of and understand Sitel Group's Privacy and Security standards and to ensure that actual and potential incidents of fraud and corruption are identified and managed appropriately.

All Sitel Group employees and, where appropriate, third party contractors or vendors, are required to report all fraud, security and ethically related incidents. The mandatory reporting of suspected or actual fraud or ethical conduct matters is managed through Sitel Group's existing global incident reporting procedures, with training developed to maintain awareness of the incident reporting obligations.

For greater awareness of the Sitel Group's ethics hotline, EthicsPoint, among employees, the company distributed EthicsPoint posters to all locations - for prominent display - promoting the reporting of concerns via a 24-hour hotline. In addition to the posters, a brief tutorial reminded all employees about the EthicsPoint.

Sitel Group's Finance and Accounting organization is responsible for maintaining adequate accounting books and records and appropriate controls at all levels of the organization that ensure accuracy of our financial reporting, including the investigation of potential fraudulent financial activity or results. Such controls provide reasonable assurances that, among other things, transactions have been executed in accordance with applicable accounting principles.

Sitel Group's Internal Audit team is responsible for evaluating and testing accounting control systems on an ongoing basis to ensure, as reasonably possible, that the controls in place continue to be appropriate and function properly.

Our Code of Conduct requires that all employees comply with all laws and regulations governing our company's behavior.

Sitel Group Anti-Corruption Program

Sitel Group's anti-corruption program is largely based on the U.S. Foreign Corrupt Practices Act - FCPA and sets a clear global standard for its approach to honest and fair dealing, which meets the legislation in all its countries of operation - such as UK Anti Bribery Act and the Brazilian Anti-Corruption Act. The program has 6 key principles:

Tone at the top:

Management's "tone at the top" is vital for establishing a transparent and company-wide culture against corruption.

The top-level management of Sitel Group is committed to preventing bribery by persons associated with Sitel Group. They foster an anti-corruption culture within the organization and send clear messages to all employees and business partners that corruption and bribery is unacceptable.

Proportionate procedures:

Our procedures to prevent bribery proportionate to the bribery risks we face and to the nature, scale and complexity of our activities.

Management directives define and clarify the desired behavior of our employees. The outputs of these control procedures provide the basis for mitigating business risks according to their potential impact. Examples of activities that support these controls in Sitel Group include:

- EthicsPoint, where employees may report any concerns to the Sitel Group compliance, ethics and whistleblowing hotline;
- Background checks in accordance with policy and where permitted by country specific law;
- Employee handbooks defining fraud and action to be taken;
- Anti-corruption Policy; and
- Code of Conduct Policy published on the Sitel Group intranet to employees and incorporated as part of Sitel Group's vendor registration procedure.

Risk assessment:

Sitel Group assesses the nature and extent of its exposure to potential external and internal risks of bribery on its behalf by persons associated with it.



Sitel Group performs comprehensive risk assessment activities that identify and weigh risks that help define priorities including:

- Risk Management Questionnaire reviewed annually by Sitel Group's Finance team and results discussed with Audit Committee;
- Internal Audit reports;
- Internal Audit annual Enterprise Risk Assessment to identify potential risk areas and collating conclusions; and
- Site Compliance Questionnaire to identify key risk areas.

Due diligence:

Sitel Group applies due diligence procedures, taking a proportionate and risk-based approach, in respect of persons who perform or will perform services for or on behalf of Sitel Group, in order to mitigate identified bribery risks.

Sitel Group has implemented mandatory requirements for screening and conducting integrity due diligence assessments of our business partners.

Additionally, due diligence procedures in the recruitment process enables Sitel Group to hire the best candidates. Poor hiring decisions can hurt Sitel Group in a variety of ways - increased turnover, increased burdens on co-workers, compliance problems, and even business ethics issues.

Communication and trainings

Sitel Group seeks to ensure that its bribery prevention policies and procedures are embedded and understood throughout the organization through internal and external communication, including training that is proportionate to the risks it faces.

A key element in the Anti-Corruption Program is capacity-building and regular training of employees. Our training ranges from online courses, dilemma-training modules and other Sitel Group awareness activities. Sitel Group strives to constantly improve and

tailor the training program in order to ensure that our commitment against corruption is known throughout the organization.

All employees are required to review and certify their understanding of and compliance with the Sitel Group Global Code of Conduct and Ethics. Additionally, Sitel Group requires key employees to undergo annual code of conduct and ethics training, in which they learn about the major components of the Sitel Group Global Code of Conduct and Ethics. The certification process is completed via a web-based training and certification program. This web-based training covers anti-corruption and anti-bribery, among other subjects. This online training is provided in the employee's local language, is available around the clock, and provides participants with a comprehensive understanding of what is, and is not, permissible as they undertake their responsibilities each day as Sitel Group employee. In addition to the online curriculum, Sitel Group's Legal Department provides support for employees should they have questions.

Monitoring and review

Sitel Group monitors and reviews procedures designed to prevent bribery by persons associated with it, and makes improvements where necessary. Anti-bribery and anti-corruption policies are dynamic and require Sitel Group to perform ongoing monitoring of its compliance programs and adapting to changing business environment in order to remain effective.

Sitel Group has established internal checks needed to monitor and review anti-bribery policies that include financial monitoring, bribery reporting, incident investigations, reporting from the Risk and the Audit Committee:

- Compliance Working Group: annual review of Sitel Group anti-corruption policies;
- Audit Committee: report on enterprise level risks; and
- Compliance Working Group: review of current EthicsPoint hotline cases.

Our environment.

We strive to comply with applicable environmental laws and regulations in the operation of our business and are committed to reducing pollutants associated with our business, which may have adverse effect on the environment. We expect our employees to be respectful of the environment within which we operate.



While Sitel Group's operations have a limited environmental impact, we believe in being a responsible, environmentally aware company, minimizing, wherever possible, negative effects on the community, environment and natural resources.

Our environmental efforts are towards increasing employee environmental awareness, reducing e-waste, limiting business travel and decreasing energy consumption in our facilities. We support local initiatives with our employees in order to encourage greater environmental responsibility in our workplaces. Our employees are committed to minimizing the impact and to working together to contribute to a better environment.

Our environmental policy outlines Sitel Group's responsibilities in support of its commitment to environmental protection and stewardship and guides us in complying with environmental regulations, advancing environmental awareness, minimizing environmental risks, reducing emissions and waste and conserving energy and water consumption. Sitel Group supports a precautionary approach to environmental challenges and manages risks of negative social and environmental impact in accordance with international guidelines.

Carbon footprint and use of resources

As a leading customer experience services company, Sitel Group's environmental footprint consists primarily of carbon emissions generated from employee travel and the use of electricity. We are committed to encouraging, educating and promoting a business model that keeps environmental impact at a minimum and reduces the carbon emissions. We constantly explore new ways to make our operations even more efficient, in particular with the use digital tools.

Smart travel saves money and reduces greenhouse gas emissions. Where and whenever possible, we promote the use of virtual collaboration tools and videoconferencing. This avoids unnecessary travel, is more efficient for us, and is better for the environment.

Our efforts to encourage the adoption of available communication technologies continue to help us manage business travel.

When looking for new locations, we prioritize areas with good public transportation, since employee commuting is also a large contributor to our footprint. Our Work@Home business allow our employees to work directly from their home, dramatically reducing the need for travel and, consequently, these employees' carbon emissions.

Local initiatives to reduce emissions have been implemented by some of our countries. France implemented a carpooling program to facilitate employee travel and raise awareness of environmental issues and carbon emissions.

In 2018, Sitel Group performed a greenhouse gas (GHG) emissions assessment that quantified the total greenhouse gases produced directly and indirectly from a business or organization's activities. Also known as a carbon footprint, it is an essential tool, providing your business with a basis for understanding and managing its climate change impacts.

The assessment included 2017 data from select locations in North America, Latin America, Europe and Asia. The total emissions were 16,312 tCO₂e, or 1.43 tCO₂e/FTE.

Greenhouse Gas (GHG) Emissions¹

Summary by WBCSD/WRI Scope (Location-Based, tCO₂e)

Scope	tCO ₂ e/year	%
Scope 1 (combustion of fuels)	538	2
Scope 2 (purchased electricity)	15,222	57
Scope 3 (Electricity t&d losses, landfilled waste)	10,744	41
Total	26,504	100

We are constantly looking for new opportunities to reduce demand and to be more efficient. This includes energy retrofit projects such as LED lighting upgrades and building management system improvements.

Additionally, waste prevention and recycling are powerful ways to use less energy, reduce greenhouse gas emissions and contribute to a healthy climate. Our sites have recycling programs in place to minimize landfill impact and the release of harmful gases due to its production and disposal process.

Whenever possible, we also promote environmentally friendly technologies and equipment. Sitel Group manages and disposes of electronic and electrical equipment in an environmentally friendly manner. We also try to minimize the generation of e-waste by extending the useful life of computers. Most of our country organizations already dispose of e-waste via specialized e-waste management companies.



¹ The GHG assessment has been carried out in accordance with the World Business Council for Sustainable Development and World Resources Institute's (WBCSD/WRI) Greenhouse Gas Protocol; a Corporate Accounting and Reporting Standard, including the GHG Protocol Scope 2 Guidance. The organizational scope of this assessment includes 28 sites in 15 countries: Brazil, Bulgaria, Canada, Germany, Mexico, Netherlands, New Zealand, Panama, Philippines, Poland, Portugal, Serbia, Spain, UK and US. These sites were selected to conform to CDP supplier requests that Sitel Group received. The operational scope of this assessment included as mandatory all Scope 1 and Scope 2 emission sources. Where available, Scope 3 data - such as waste and water supply - has been included. Data quality: 82% of the data are based on actual data. The remaining 18% were estimated.



St. Catharines, CA



Panama, PA



Bogota, CO



Chennai, IN



Kingston, UK



Cali, CO



Chennai, IN



Lake City, US

Protecting the environment

Sitel Group promotes regular environmental activities involving employees, such as beach and park clean-up drives and tree planting events.

As a part of the *World Environment Day* celebrations, Sitel **Chennai, India** employees planted trees and cleaned up a beach. Sitel **Bogota, Colombia** employees cleaned up a national park and planted 50 trees. Sitel **Warsaw, Poland** employees planted over 100 trees in a park. Sitel **Lake City, USA** also did their part and participated in a highway cleanup day. Sitel **France, Serbia, Philippines** and **Colombia** organized environmental awareness activities. **Mexico, Brazil** and **Portugal** celebrated the *World Environment Day* collecting plastic caps among employees to support a social cause.

Sitel **Panama** employees planted trees in a national park near the banks of the Panama Canal to support government efforts to reforest millions of acres in the next 20 years.

Sitel **Kingston, UK** has a team of volunteers who get together regularly to pick litter off the streets. Sitel **Sofia, Bulgaria** participated in the *World Cleanup Day*. Volunteers come together to clean up litter and mismanaged waste from beaches, rivers, forests and streets.



Our supply chain.

A SUSTAINABLE SUPPLY CHAIN

As an extension of our operations, our supply chain is a reflection of our company, giving due consideration to our ethical, environmental and social obligations as we pursue business excellence

We expect the same commitment from our suppliers as we do for ourselves. This is why we have established a *Sitel Group Supplier Code of Conduct and Ethics*. Our Supplier Code reflects our ethical principles and our commitment to doing responsible business. In particular, it specifies the ethical and labor standards to which our external suppliers must adhere.

The Supplier Code has been published in 8 main languages, requires compliance with all applicable laws and regulations, supplements our *Global Code of Conduct and Ethics* and reflects our commitment to CSR and the 10 Principles of the UN Global Compact. In order to do business with Sitel Group, suppliers are required to review and acknowledge their conformance with Sitel Group policy.

As with all aspects of our business, Sitel Group conducts its procurement using the highest ethical standards and considerations. Our procurement decisions take into account not only price, quality and reliability of service,

but also how potential suppliers treat the people, communities, and environment in their sphere of influence.

Sitel Group's supply chain consists of suppliers in three main categories: facilities-related suppliers, IT & Telecom and temporary staff and recruitment agencies. We have assessed the inherent overall CSR risks at a low level from a supply chain perspective.

Sitel Group suppliers must comply with all requirements passed through by Sitel Group clients and with any CSR requirements or policies from time to time adopted and communicated. We expect our suppliers to comply with our Code, and apply those principles to their own suppliers in the delivery of goods and services for Sitel Group. These practices align us with our clients' expectations in terms of social responsibility, reflect our operating philosophies and core values and establish steady support of integrity in all procurement activities.



Our community.

OUR COMMITMENT TO THE SOCIETY

At Sitel Group, we believe it is our responsibility to build a truly human environment where our employees are enabled to be their best, professionally and personally. We continually strive to create a culture that cares about all aspects of our people, including their own communities.

As a company of more than 75,000 people, employee contributions are the foundation of our community programs. Many of our community engagement activities depend on our employees' passion to contribute their time and energy. In 2018, our employees engaged in their local communities through philanthropic projects and contributed to numerous charitable causes organized and facilitated by Sitel Group in all of our 27 countries.





Education

Sitel Group employees around the world supported schools and education programs.

Sitel **Saint John, Canada**, made a donation to a local school and several members of the management team volunteered at the local arena to help children ice-skating. Sitel **Colombia** employees donated 370 sets of school supplies to a local organization, which supports underprivileged children doing activities to ensure the wellbeing and development of these children. **Blois, France** employees donated school supplies, books and clothes to a charitable organization supporting children in need in Azrou, Morocco. Sitel **San Angelo, USA**, made a donation to the local DESK (Donating Educational Supplies to Kids) program, which used the funds to backfill needs that aren't met by donations of actual supplies during their community drive. San Angelo site also donated gift cards to people in the community during the Tax Free Weekend to help with the purchase of school supplies or clothing. Sitel **Panama** donated school supplies to an elementary school in Cacique, Colon.

Sitel Group India supporting the education of underprivileged children

When the new school year begins, most kids are back to school with shiny new backpacks, new pencil boxes and the air filled with the smell of new books.

However, for many children, back to school is a stressful time where they do not have access to the school supplies necessary for academic success. Many economically challenged families struggle to afford and provide essential school supplies for their kids.

Sitel India, in its endeavor to support education for underprivileged children, wants to give back and make a difference by offering these children school supplies for the new academic year. In 2018, India employees donated enough supplies to fill more than 1,500 backpacks, which were donated to unprivileged children in Chennai, Mumbai and Hyderabad.

By donating school supplies, we're helping kids start the school year off right, giving them the confidence to do the best they can. We are always overwhelmed with our employees' generosity. Our volunteers are humbled when they visit the children to deliver the backpacks.

Sitel India has held school supply drives for the past few years, providing thousands of children with the tools to succeed in school and giving their parents one less thing to worry about. The school supply drive is one of the many activities Sitel India has implemented to support the education of underprivileged children.





Mumbai, IN

Celebrating the World Blood Donor Day

Sitel Group celebrated the World Blood Donor Day along with the World Health Organization (WHO), who is recognized by honoring those who have helped save lives by selflessly donating their blood.

The theme of this year's WHO campaign Be there for someone else. Give blood. Share life, draws attention to the role of voluntary donations in encouraging people to care for one another and generate social ties and a united community. With more than 75,000 employees worldwide, our ability to communicate effectively and passionately about what Sitel Group is doing in this area – in both a personal yet focused manner – is absolutely essential and a top priority for us.

In 2018, Sitel Group employees around the world have donated enough blood to potentially help almost 18,000 individuals in their communities – a tangible demonstration of how our culture and values come to live through our incredible people. Committed and passionate individuals improving the world, giving back and positively impacting their communities, while showing that there is a different way to do business.

Our people are truly living our company values every day around the world. We are proud our employees give back in such a big way to their communities – truly making a difference.

India

Sitel India holds regular blood drives to encourage regular blood donors to continue giving blood and to motivate people who have never given blood to become regular donors. Since January 2018, more than 350 employees donated blood, potentially helping more than a thousand people.

Philippines

In early 2018, Sitel Philippines was honored by the Department of Health (DOH) and the Philippine Blood Center (PBC) with the Antonio Luna Award as a “blood donation hero” for collecting more than 200 voluntary blood donations this year.

Nicaragua

As one Nicaragua's largest employers, Sitel supports its local community by helping maintain a safe blood supply. Since 2013, Sitel Nicaragua has been organizing blood drives and creating awareness among our employee population, who are young and rarely think of situations in which blood are necessary. With leadership support, nearly 500 employees volunteered to donate blood since 2017, potentially saving almost 1,500 lives.

Sitel Newcastle Raise Over £7000 For Children North East

Building relationships and giving back is all part of the Sitel value; Working Together. Our sites across the UK support both local and nationwide charities, working hard to make meaningful contributions to the communities in which we operate.

At Sitel Newcastle our employees have done an outstanding job of supporting their chosen local charity; *Children North East* and have raised an incredible £7569.49 since January 2018, when they began supporting this organization.

Children North East – The Charity

Children North East is a charitable organization with over 127 years of experience in helping children and young people grow up healthy and happy. Originally, the

organization was set up to offer support to poor children who lived in Newcastle and Gateshead to give them a 'hand up, not a hand out', an ethos they continue to pursue. Today they work alongside children and young people in their families, schools, and communities.

Sitel Newcastle – The Fundraiser

Sitel Newcastle have been supporting *Children North East* since January 2018. After shortlisting 3 charities, employees were asked to vote for the one they would like to support over the following 6 months and *Children North East* was chosen. Since then Sitel Newcastle have done a huge array of fundraising activities including Tombola, Bake Sales, Dress Down Days, Raffles' Hot Dog Day and Indian Snack Days.





Düsseldorf, DE

Health-related causes

Sitel Group employees across the globe carried out various activities to support health-related causes, such as cancer, heart diseases, autism and rare diseases.

Sitel **Brazil** employees donated scarves to cancer patients who are experiencing hair loss. Sitel **Serbia** supported an association of parents whose children are suffering from malignant diseases such as cancer. Sitel **Lake City, USA** employees raised funds to benefit an organization which supports cancer patients and research. Sitel **Kingston, UK** held a fundraiser to help breast cancer patients. Sitel **St. Catharines, Canada** made a cash donation and a fundraiser to a cancer organization.

Sitel **Canada** participates in an annual event where employees volunteer to ride a big bike to raise funds for the Heart and Stroke Foundation. Sitel **Glasgow, USA** participated in a community heart walk and also made a cash donation to this cause. Sitel **Amarillo, USA** made a cash donation to autism awareness and employees visited an autism organization located at specialized therapy services. **San Angelo, USA** made a donation to an organization which supports autistic children and participated in a walk to raise awareness of the condition.

Every year, all the Sitel Group **France** organizes a cake sale to raise funds for an organization that researches innovative therapies for rare diseases. Sitel **San Angelo, USA** donated money to an organization that helps those affected Moebius syndrome afford life-changing surgeries to improve the use of muscles and nerves in the face. Sitel **Corning, USA** sponsored a yearly event hosted by the local American Red Cross.

Sitel Group celebrates Pink October

In October 2018, countries around the globe celebrated Pink October in support of breast cancer awareness.

Sitel Group went pink to bring awareness to employees and highlight the importance of education and early detection. Many of the Group's sites took the pink initiative a step further and organized events to raise funds for the cause.



Chennai, IN

Disaster relief

Sitel Group's global footprint also means that some of our sites are located in areas prone to natural disaster. Whenever disaster strikes, our employees are always ready to offer a helping hand to impacted communities.

India: Kerala Flooding

During 2018 monsoon season, the south Indian state of Kerala was hit with some of the worst flooding in nearly 100 years. The aftermath: loss and devastation for almost 800,000 residents, including hundreds of deaths.

Sitel **Chennai** was affected by the tragedy and, together with its employees, supported the victims by collecting relief supplies for the people of Kerala. Sitel Chennai's employees contributed more than 150 kg of food items, such as rice and grains, and nearly 1,000 supply items including toiletries and clothing.

Sitel's longtime partner, the *Indian Development Foundation* (IDF), distributed the items to people in relief camps, which will help the people of Kerala as they recover from this tragedy.

Philippines: Typhoon Ompong

In September 2018, typhoon *Mangkhut*, known locally as Ompong, hit North Luzon, including Baguio City, and in its aftermath left several casualties and thousands of families affected.

Sitel **Philippines** employees provided immediate support, collecting basic supplies, financial and in-kind assistance to families impacted by the typhoon.

United States: Hurricane Michael

In October, 2018 hurricane *Michael* ravaged the coast where it roared ashore, carving out a path of destruction far inland: like in Jackson County, 50 miles from the coast.

Sitel **Lake City** came together to donate relief supplies to the residents of Jackson County, who were still picking up the pieces after being hit hard by the hurricane.

India: Cyclone Gaja

In November, 2018 Cyclone *Gaja* hit Tamil Nadu, the southernmost state of India, taking lives and leaving hundreds of thousands people homeless. The cyclone has come less than three months after the region was subject to some of the worst monsoon rains in recent history.

With funding from Sitel **Chennai** and direct help and contributions from its employees, over 850 kg of food were donated. To ensure these and other donated relief materials including sheets, toiletries and mosquito protection reach the people that need them most, Sitel worked with local NGO for distribution.



Sitel Group North America Charitable Giving Fund

In March 2016, Sitel North America spearheaded an expansion of Sitel Footprints initiatives by creating a *Charitable Giving Fund* pilot. The *Charitable Giving Fund* is aimed at allowing North American sites to apply for a share of grant. This fund's purpose is for Sitel to give back at a local level from a corporate standpoint, ensuring positive impact and showing our communities that Sitel is committed to investing in well-being and growth.

In 2018, the *Charitable Giving Fund* has granted \$58,750, handing more than 130 checks with the cash donations. Some of the 69 recipients have included Veterans organizations, schools, zoos, and other nonprofits organizations.



Lake City



Starkville



Oak Ridge



Norman



Amarillo



St. Catharines



Starkville



Augusta



Caribou



St. Catharines



St. Catharines



Norman



Saint John



Augusta



St. Catharines



Starkville



Amarillo



Saint John



Dallas



St. Catharines

Poverty and hunger

Millions of people around the world live in poverty. Poor families face incredible hardships, including food insecurity, hunger, and limited access to education and services. Sitel Group employees volunteer to donate food, clothing, school supplies, and household essentials.

Sitel **St Catharines, Canada** collected non-perishable foods for an organization that provides food to those in need in the Niagara Region. St Catharines also made a cash donation to an organization that provides lunch to three different inner city schools in the community. The donation funded lunches for a month for one school. Sitel **St. John, Canada** handed a check to a local organization which helps to ensure that children in need have a meal and presents under the tree over the holidays.

Sitel **Norman, USA** donated money to support school children who don't have food over the weekend. Sitel **Augusta, USA** donated to a local food bank and volunteers helped in the soup kitchen. Sitel **San Angelo, Texas** supported a local organization that is dedicated to serving warm, nutritious meals to the homebound elderly in the community.

Sitel **Mexico** held a food drive and collected more than 250 non-perishable food items, which were given to homeless people. Sitel **Colombia** donated boxes with food items to an organization that helps and support mothers without resources. Sitel **Mumbai, India** donated groceries to a local old age home. Sitel **Gurgaon, India** donated food to an organization that supports children affected with HIV.





Panama, PA

Employee volunteering

Many Sitel Group employees volunteer at hospitals, retirement homes, orphanages, community centers and other organizations. Our volunteers play an important role in those organizations as they care for and spend time having fun and bringing joy to people.

Sitel **Bogota, Colombia** employees volunteered at organizations dedicated to taking care of vulnerable children and to support and develop children with special needs. Sitel **Mexico** employees visited a retirement home and spent an afternoon with the residents. Sitel **Nicaragua** volunteers regularly visits children battling cancer and spends quality time, creating a fun and entertaining environment for them.

Sitel **Amarillo, USA** volunteers made regular visits to a community center to promote a positive adult support

system with the kids at this center. Sitel **Oak Ridge, USA** partnered up with a client for a day of donations and painting at an organization where dogs are trained to assist in the daily needs of our wounded US veterans.

Sitel **Gurgaon, India** volunteers helped conduct a day long summer camp activity for HIV affected children. Sitel **Rabat, Morocco** volunteers visited an organization which support children with cancer to spend time with them and deliver some gifts.

Sitel **Casablanca, Morocco** volunteers visited a retirement home to celebrate with the residents a religious event. In this celebration, the volunteers offered breakfast, musical and gifts to the residents.



Managua, NI



Dessau, DE



Bogota, CO



All sites, FR



Albuquerque, US

Drives and fundraisers

Holding drives and fundraisers to support vulnerable people is one of the ways Sitel Group employees help the community.

Drives

Sitel **Brazil** employees collected 50 kg of plastic caps and can tabs and donated to an organization that supports children with cancer. Brazil employees also collected almost 4,500 pieces of clothing in the 2018 Winter Coat Drive. The clothes were donated to an organization which takes care of children with cerebral palsy. Sitel **Colombia** donated over 120 pieces of clothing to an organization that supports mothers without resources.

Sitel **Starkville, USA** hosted a *Socks for Seniors* campaign during winter to help keep seniors' feet warm for Valentine's Day. Sitel **Lake City, USA** delivered 100 books to a local children hospital. Sitel **Norman, USA** donated shoes and clothes to support school age children in the community.

Sitel **Warsaw, Poland** employees delivered food, toiletries and bedding to an organization which supports abused women and their children. Employees also raised funds to organize a party for the children. Sitel **Belgrade, Serbia** donated clothing, shoes, winter coats, toiletries and food to an organization where children working on the streets can come, rest and do their homework.

Sitel **Denmark** employees donated foods clothes to an organization which supports homeless people and by helping them move on in life by for example escaping a life of addiction and get a better quality of life. Denmark employees also donated underwear and socks to keep homeless people warm through Winter. Sitel matched up the clothing donation by donating cash for every pair of socks and underwear. Sitel **Clermon-Ferrand, France** collected toys, clothing and books to ensure all children can celebrate Christmas.

Sitel **Panama** donated toys, clothes and cash to an organization which aims at reducing child malnutrition through activities interrelated with nutrition, health, education, production and community development programs. Panama also donated food, toiletries, cleaning products to an organization that cares for abandoned elderly in the community.

Fundraisers

Sitel Group teams in **Bulgaria, Canada, India, Morocco, Nicaragua, Panama, UK, USA** and other countries raised funds to support children and adults in vulnerable situation. Some of the organizations benefiting from the fundraisers helps children coming from low-income families, women and children victims of domestic violence, community centers, children rights, education, health & nutrition, orphanages and veterans.

The funds allowed the organizations to purchase supplies and resources to run their programs, as well as for renovating their facilities.

Sitel Group India receives IDF Award for partnership in CSR activities

The *Indian Development Foundation* (IDF) - an organization committed to health, education and development awarded Sitel Group Mumbai and Hyderabad for their partnership and contribution towards CSR activities.

Sitel Mumbai was awarded with IDF CSR Award 2018 for their immense support in the *Project Aashayein - A Ray of Hope*, which is dedicated to reach-out to underprivileged students. In 2018, at least 900 children from *Dahanu* village located in *Palghar* district of *Maharashtra* received backpacks filled with books, pen, pencils and other school supplies to support their education during the academic year.

Sitel Hyderabad's received the *Best Partner and Award of Excellence – CSR* for its journey with IDF, undertaking various CSR projects, such as the Student Leadership Program, school supplies drive, computer donation, blanket drive, blood drive, volunteering at old age homes, orphanages, school for the blind, etc. This is the second time our Hyderabad team received this award.



Hyderabad, IN

SMILES, a 1-month challenge for charity

On May 1st, 2018 Sitel Group launched the *SitelFit SMILES Challenge*. We invited our 75,000 employees around the globe to work together and cover 75,000 km in order to unlock a charitable donation.

The teams that finished first, second and third in the inter-country challenge got on the podium and make a donation to a charitable organization in their name, a total of \$25,000.

The winners

Wittenberg, Germany finished first and donated \$12,000 to *DKMS*, an organization that provides every blood cancer patient with a matching donor or help with access to treatment, all around the globe. *DKMS* supports all efforts to improve the outcome of blood stem cell transplantation.

Sønderborg, Denmark finished second and made a \$8,000 donation to *Børnecancerfonden*, which supports research in fighting children's cancer as well as supporting the families of these children.

Dallas, USA finished third, and donated \$5,000 to *United Way*, an organization that advances the common good by creating opportunities for all. Their focus is on education, income and health - the building blocks for a good quality of life and a strong community.

An honorable mention was given to **La Rochelle, France** for the wonderful engagement of the team. A special check of € 1,000 was given to the team, who donated the amount to *SOS Village d'Enfants France*, an organization that support children without parental care and families at risk.



Sønderborg, DK



Dallas, US



La Rochelle, FR



Wittenberg, DE



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