EXECUTIVE SUMMARY

2019-2020

softserve

CHRIS BAKER,
SoftServe CEO and Board Member

TARAS VERVEGA,
SoftServe Co-Founder and Board Member,
Founder and Head of SoftServe's
"Open Eyes" charity

ABOUT SOFTSERVE

Founded in 1993, SoftServe is an award-winning global digital engineering firm with a mission to enable talented people to change the world. We strive to make our clients successful and to develop our teams and ourselves.

At the close of 2020, we employed 8,500 associates in 38 offices across nine countries. We apply innovative thinking to traditional industry models and work with the world's best-known brands in healthcare, financial services, retail, high-tech, and energy. During 2019 and 2020, we welcomed 265 new clients to our portfolio and engaged with more than 10,000 projects. Our clients rely on us for mission-critical projects and digital transformation.

We received multiple distinctions and awards for our work and for our status as a top employer in our market. But the distinction we are most proud of is our Net Promoter Score of 74.

This highlights a very high level of customer satisfaction, higher than all of our competitors whose scores average 28,

and reinforces our belief that developing our customers and ourselves is the best way we can realize a better future.

While empowering businesses to amplify their differentiation, accelerate market position, and vigorously compete in today's digital economy we are also very proud of our deep commitment to community and our approach to corporate social responsibility. It's in our DNA.

OUR APPROACH TO CSR

Being a successful company means delivering high-quality services and implementing a purposeful mission supported by sustainable business principles and practices. We are committed to giving back to the communities where we work and live. Being a global player means responsibility toward our people and our planet. It requires us to build sustainable solutions that set new business, ethical, and technological standards.

As we continue to drive clients' success at scale, we pay very close attention to ensure an inclusive workplace, associates' well-being, and accessible education. Our goal is equal opportunities for all as we foster innovation, build sustainable cities and communities, and strengthen strategic partnerships. We do these things because we care. There is no wrong time to do the right thing.

We contribute to 17 aspects of the United Nations Sustainable Development Goals (SDGs) and focus most of our efforts on Quality Education (#4); Decent Work and Economic Growth (#8); Industry, Innovation, and Infrastructure (#9); Sustainable Cities and Communities (#11); and Partnership for the Goals (#17). We accomplish this through specific initiatives dedicated to DEI, Well-being, People Development, Development of IT Education, Empowering Communities, Environmental Responsibility, Charity, and our response to COVID-19.

DIVERSITY, EQUITY, AND INCLUSION

To ensure a thoughtful and consistent approach to diversity, equity, and inclusion as well as our associate's well-being, we've formed a DEI Council. A people-centric culture is at the core of who we are as an organization. It impacts how we treat our associates, the ecosystem we build around our people, and every decision we make as an employer. We are focused on creating an environment where all people are equal, everyone can realize their potential, and we all can grow professionally and authentically do what drives us. The principles of diversity, equity, and inclusion are the essential parts of our people strategy supported by corporate policies, HR and managerial practices, and internal and external initiatives.

WELL-BEING

In designing any corporate solution, we embrace our associates' well-being by considering various aspects to unlock their potential. This is a guiding principle for us and it permeates everything we do. Our goal is to empower our people to be productive and creative, build positive relationships with others, better cope with stress, and make meaningful contributions.

PEOPLE DEVELOPMENT

We built a robust internal educational program to reach strategic business goals and ensure associates are qualified and well equipped to meet modern-day challenges.

SoftServe University is a corporate learning hub that for more than 10 years provides our people with knowledge, hard and soft skills, and inspires our lifelong learning culture.

In addition, we have developed a Talent Acceleration Center for youth to start a successful IT career, along with a Tech School that provides an innovative and dynamic environment for learning solutions that empower professionals to move forward in th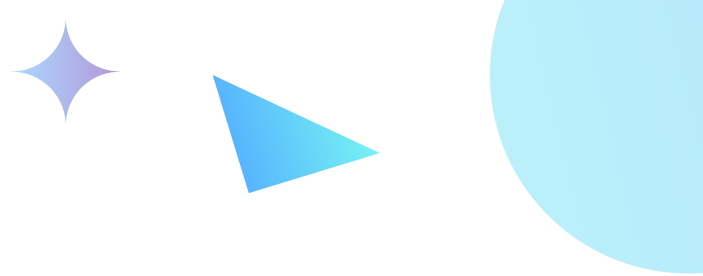eir technical careers. We also built a Certification Center for professional support with tests and international certifications.

Our Center of Learning Excellence drives continuous improvement with the best learning management practices, practical tools, global trends, and innovations to help our associates succeed in their learning journey. Our Business School provides learning solutions for boosting leadership and managerial competencies, and our Cross-Cultural Communication Center delivers a unique opportunity to advance participants' language and communication proficiency. Finally, our E-Learning Team develops business-specific online courses and creates content for associates' training programs.

IT EDUCATION

We believe that high-quality education fuels the development of the IT industry and its specialists. So, we formed an IT Education Council to help govern how we improve IT education and implement projects in partnership with industry organizations, IT clusters, and universities. Through classes, labs, training, certification, and mentoring, we are building workforces for the future.

We work tirelessly to develop IT talent wherever we are, which includes innovative programs for youth and university students to learn new skills and improve existing ones. We are building an ecosystem of talent that feeds our need for expertise, and in turn improves the economies of the communities in which we live and work.

EMPOWERING COMMUNITIES

We've also formed a Social Communities Council to help us govern how we collaborate with local businesses, technology and industry organizations, local authorities, and software communities to bring positive changes to the global IT landscape. We also created effective models for business and education collaboration in IT.

As an industry leader, we play an active role in many organizations that share common business interests. We are committed to creating long-term strategic partnerships that share resources and expertise in achieving mutual goals.

We also contribute to the promotion of the IT industry at large business and economic events. For example, we represented the Ukrainian IT sector during the World Economic Forum at Ukraine House Davos in 2019 and 2020, and we also partnered with UNICEF Ukraine to address social and educational challenges in 2020.

Our associates eagerly contribute to projects with profound social impact by sharing expertise, skills, and time. Throughout 2020, we built a framework and created a crowdsourcing platform to engage associates in pro bono projects that address pressing social issues with our technology solutions together with NGOs, government, and social enterprises.

ENVIRONMENTAL RESPONSIBILITY

In late 2020, we launched an Environmental Council and created the position of Environmental Sustainability Expert. We acknowledge that our activity has an impact on our environment and so we decided to calculate our ecological footprint. We are a low-carbon business; however, we always strive to do better. We measure our consumption data regularly for continuous improvement.

Our next step is to introduce an environmental management system to integrate environmental issues into business strategies and processes and implement projects to reduce our ecological footprint. Our "Go Green" initiative is a top priority and focuses on waste recycling, optimized use of resources, and operational eco-efficiency throughout the company.

Our associates pay great attention to environmental issues and actively participate in public discussions, local initiatives, and corporate ecological activities.
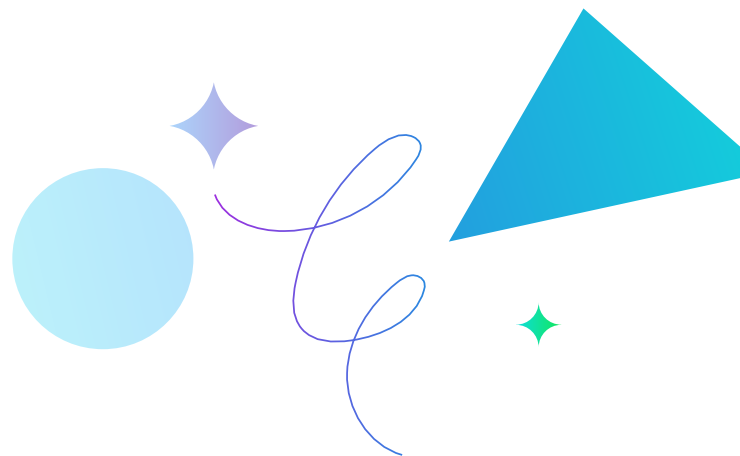
"OPEN EYES" CHARITY

We support a variety of local non-profits through matched funding and special initiatives. We also encourage our employees to donate time, knowledge, and experience to support these organizations.

We founded our own charity called Open Eyes in 2014 to enable our associates to identify and support non-profit causes that are important to them. We contributed $882,500 and countless hours of time to 29 projects during 2019 and 2020. The lion's share of the total annual revenue ($592,000) went to support medical efforts to combat COVID-19 by providing essential healthcare resources and tools.
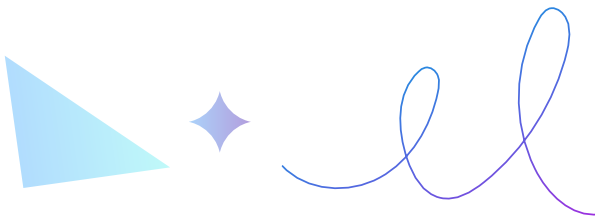
OUR RESPONSE TO COVID-19

In March 2020, we implemented work-from-home guidelines and instituted a number of programs to help our associates cope with quarantine, including a mental wellbeing program, location-specific communications on restrictions, and business travel and financial support. We also developed technical tools for local authorities and NGOs, including UNICEF Ukraine.

IN CONCLUSION

Our growth and success fueled our ability to do even more to give back to our communities. We supported our employees with emotional health events and programs. We collaborated with local businesses, technology and industry organizations, local authorities, and software communities to bring positive changes to the global IT landscape.

We funded medical equipment for the pandemic and volunteered our time for multiple social causes. We expanded our IT education initiatives. We developed a Go Green program to reduce our carbon footprint. And we won multiple awards.

We do this because we care, and because it is part of who we are. And most of all, because it's the right thing to do.

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