



ImPact® AMIN EMEA ESG CEO Commitment Letter

AMIN is an alliance of independent agencies and creative thinkers around the globe built on trust and committed to creating impactful initiatives. As agency leaders across advertising, digital, and communications, we hold a unique responsibility to help regenerate the planet, with equality and transparency in what we all do.

We therefore fully endorse the establishment and growth of AMIN ImPact - a dedicated initiative within AMIN EMEA, designed to advance sustainability efforts across our network.

Together we pledge to:

- **Promote Informed Messaging:** We will ensure that our sustainability-related campaigns are based on sound research and knowledge, striving for accuracy and transparency at every step.
- **Educate and Empower:** We commit to enhancing our teams' understanding of ESG principles and the Sustainable Development Goals (SDGs), encouraging them to apply these insights in their day-to-day work and communications.
- **Offer Sustainable Solutions:** We will embed sustainability into the services we provide, guiding our clients toward responsible and impactful strategies that align with ethical standards and business success.

By harnessing the power of creativity, honesty, and accountability, we can make a meaningful difference—starting within our agencies and extending to the clients we serve.

Acknowledgement

I, the undersigned Chief Executive Officer (or equivalent) of the Company acknowledge the relevance and value of AMIN ImPact® and support it's endeavours to raise awareness, inspire action and foster sustainable practices that contribute to a more meaningful, equitable and sustainable future for all.

Chief Executive Officer/Director

Date