



 PMG | ACCOUNTABLE
SUSTAINABILITY REPORT

Doing the Right Thing For Our World

PUBLISHED MAY 2023

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A Message from George Popstefanov

Chief Executive Officer, PMG

We are releasing our first-ever Accountable Sustainability Report to provide a transparent assessment and comprehensive overview of PMG's accountable sustainability program and efforts to advance sustainable value creation. As a company committed to *Doing The Right Thing*—one of PMG's core values—we recognize our responsibility to make a positive impact for our employees, our partners, our communities, and our planet. Sustainability is an area where businesses and society have collectively fallen short, which is why we must do more to make meaningful and measurable progress. At PMG, we are making sustainability a fundamental aspect of our corporate strategy, company culture, and global operating model. We believe that by holding ourselves publicly accountable to our commitments, we can drive positive change and inspire others in our industry to join us in building a more equitable and sustainable future.

In 2020, we affirmed our commitment to driving meaningful and lasting change by holding ourselves publicly accountable for building and promoting a culture of belonging, inclusion, and diversity (CBID). Core to this work was determining how our accountable sustainability program would complement our CBID efforts. During the years that followed, we've worked closely with external



partners and internal stakeholders to guide our approach to delivering sustainable value creation within our organization, our communities, and the global advertising and technology industries. We are eager to share our progress with you in this report.

As the world wrestles with ongoing environmental, social, and economic challenges, we acknowledge that the road to a more sustainable future is filled with obstacles. Still, we're committed to doing our part—and we hope you join us in doing the same. Together, we can make a lasting impact on our planet and create a brighter, more equitable future for all.

George Popstefanov

George Popstefanov
Founder and CEO

About this Report

In keeping with the principles of stakeholder capitalism, this report has been crafted in alignment with the [World Economic Forum's \(WEF\) framework](#), which incorporates the [United Nations Sustainable Development Goals \(UN SDGs\)](#). The four pillars of this framework, known as Principles of Governance, Planet, People, and Prosperity, have been used to guide the contents of this report.



**Principles of
Governance**



Planet



People



Prosperity

To provide the most comprehensive overview of our 2022 social, environmental, and ethical impact as a global independent digital company, we've adopted the framework outlined by the World Economic Forum. We also outline the specific sustainability issues and United Nations Sustainable Development Goals that are pertinent to our global operations. This report serves as a record of our commitment to our sustainability objectives based on data and findings from January 1 to December 31, 2022. Year-over-year changes, where applicable, have been contextualized with the latest information to provide a more comprehensive picture of our current progress.

Understanding the United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals are a set of 17 interrelated goals adopted by member states of the United Nations that serve as a universal framework and call to action for ending poverty, protecting the planet, and ensuring that all people enjoy peace and prosperity by 2030.

In this report, we demonstrate our commitment to the Sustainable Development Goals that are closely aligned with PMG initiatives and our business. These include:



Good Health and Well-Being



Gender Equality



Decent Work and Economic Growth



Reduced Inequalities



Responsible Consumption and Production



Climate Action



Peace, Justice and Strong Institutions

While we are working to make progress on all of the Sustainable Development Goals, we've identified specific goals that align with our company values and can be quantitatively measured based on where we are today.

About PMG

PMG is a global independent digital company that seeks to inspire people and brands that anything is possible. Driven by shared success, PMG uses business strategy and transformation, creative, media, and insights, along with our proprietary marketing intelligence platform Alli, to deliver Digital Made for Humans™. With offices in New York, London, Dallas-Fort Worth, Austin, Atlanta and Cleveland, our work for brands like Apple, Nike, Best Western Hotels & Resorts, Beats by Dre, Gap Inc., Kohler, Momenive, Sephora, and Shake Shack has received top industry recognitions including Cannes Lions and Adweek Media Plan of the Year.

At PMG, we are committed to understanding and mitigating our impact on the environment through greenhouse gas emissions. As part of this effort, we are utilizing the EPA Greenhouse Gas Protocols to calculate our Scope 1 and 2 emissions. Our analysis included a comprehensive assessment of both our direct and indirect emissions per capita, in line with these guidelines. Additionally, we are actively planning to evaluate our Scope 3 measurements within the next few years. We continue to make significant strides in minimizing our carbon footprint as we document a detailed action plan. Our preliminary findings are presented here, and we will continue to provide updates on our progress as we move forward.

We plan to regularly assess our performance and take action to improve or change direction as necessary in line with our core value to *Always Change for the Better*. We welcome feedback and encourage readers to contact us at sustainability@pmg.com. We are just getting started and look forward to working together to create lasting change.

For more information about PMG, visit www.pmg.com.

Accountable Sustainability at PMG

We consider sustainability a company-wide commitment. To effectively advance our sustainability efforts, we've convened a task force of leaders from across the business dedicated to organizing and driving our initiatives forward. This talented team has spearheaded our Materiality Assessment and initial data collection, as well as designing and implementing programs aimed at raising awareness and enhancing our accountable sustainability program.



Ryan Boomsma
Chief Financial Officer



Anna Schneider
Head of Business Strategy
& Operations



Mariana Andersen Diaz
Client Strategy Director



Cynthia De La Torre Moreno
Senior Manager,
Creative Design



Jacob Herman
Facilities Lead



Julianne Manoogian
Senior Principal,
Consulting & Strategy



Mary O'Brien
Programmatic Director



Emily Pook
Business Operations
Associate



Shelina Taki
Senior Director,
Strategy & Insights

Leading by Example

Leading by example is the cornerstone of PMG's organizational leadership, policies, and values that inform and guide our global operating model and business practices. Our corporate governance is built around a commitment to transparency, accountability, and ethical behavior. Effective governance is critical to ensuring we always uphold our values, adhere to legal and regulatory requirements, and safeguard our business and our people from potential risks. As a values-led organization, our governing principles shape our culture, inform our policies, and guide our decision-making at all levels of the company.



Contributions to
UN Sustainable
Development Goals



Company culture is more than just a set of values on a website; it's a lived experience every day. At PMG, I see how accountability for our commitments provides employees with clarity and confidence in the role they play. Our success is a direct result of how we treat all the people around us."



Parks Blackwell
VP, Client Development

PMG Vision

Be the most respected global independent digital company powered by technology and amazing people.

PMG Mission

Inspire people to believe anything is possible, both personally and professionally.





PMG Values



Do The Right Thing

Integrity and honesty are at the heart of everything we do.



Be Inclusive

Diversity makes us stronger.



Be Agile

It's our superpower!



Always Change for the Better

Championing innovation and continuous improvement (Kaizen) in big and small ways—it all adds up!



Embrace Challenges

Desire to be our very best.



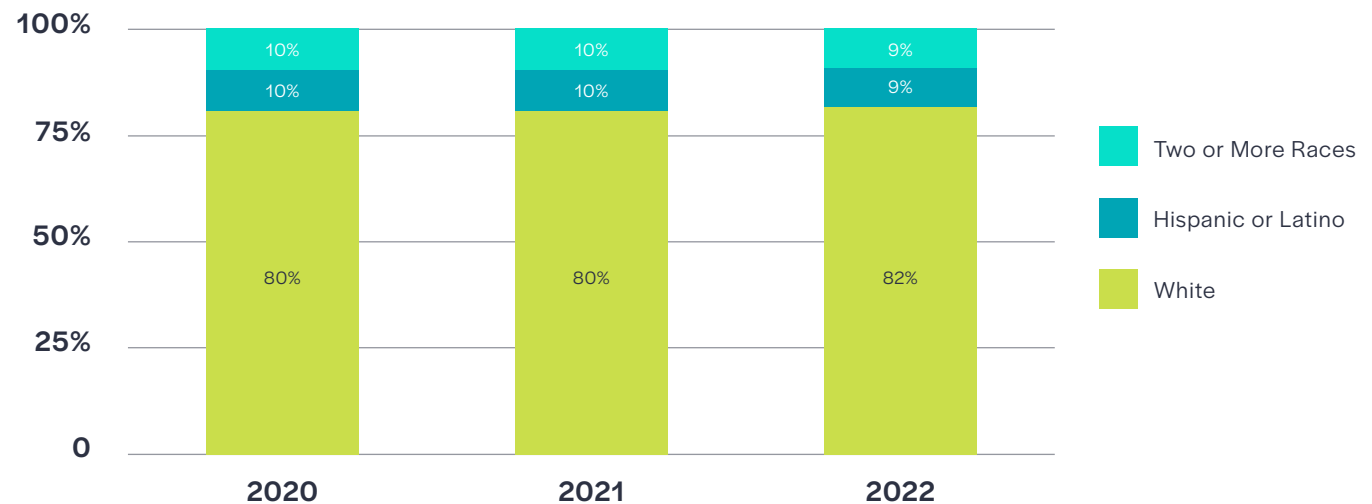
Have Fun

It's contagious!

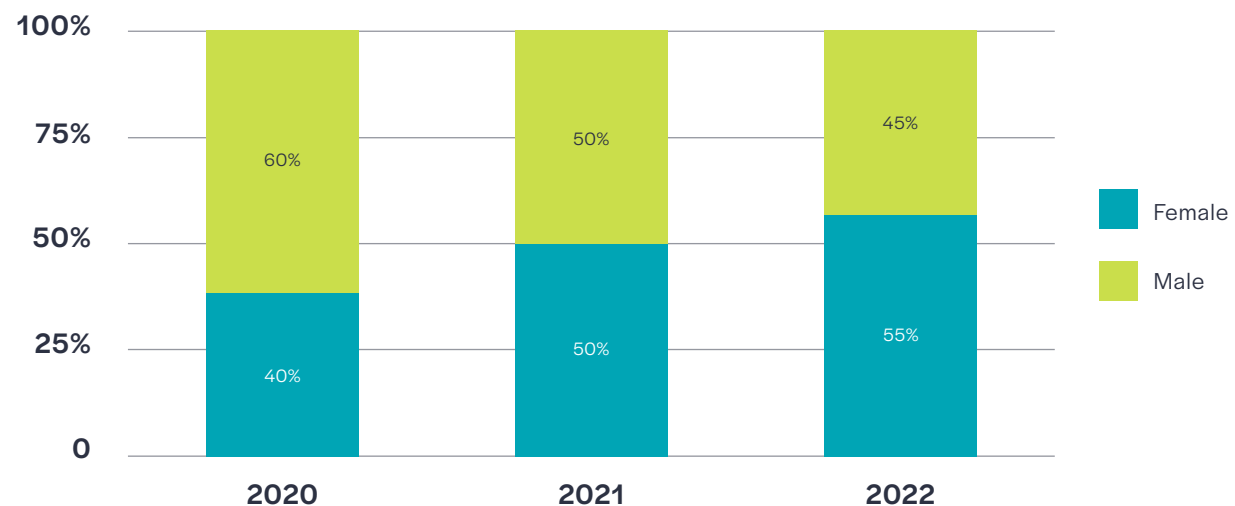
PMG's Executive Leadership Team

At PMG, we hold ourselves to the highest standards of accountability and leadership. Our executive leadership team, known as the LBE team—which stands for ‘lead by example’—is responsible for setting the direction of our organization and embodying our values in every aspect of their work. The PMG LBE team is tasked with ensuring that every touchpoint of our business, from new business development to customer and employee experience, reflects our commitment to excellence. In leading by example, the LBE team demonstrates the importance of integrity, transparency, and ethical behavior.

Race/Ethnicity of LBE



Gender of LBE



Lead by Example

PMG EXECUTIVE LEADERSHIP



George Popstefanov
Founder & CEO



Ryan Boomsma
Chief Financial Officer



Stacey Martin
Chief People Officer



Parks Blackwell
VP, Client Development



Price Glomski
SVP, Global Media & Partnerships



Carrie Hines
VP, Client Strategy



Tim Lardner
VP, Strategy



Dayle Magill
VP, Client Operations & Data Services



Lora Parker
VP, Media



Lindsay Weeks
VP, Client Strategy



John Weyand
VP, Client Strategy

Our Commitment to Ethical Business & Integrity

One of PMG's values is to *Do the Right Thing*, and we strive to live out this value every day. In each aspect of our business, we seek to act ethically and with integrity. We hold our employees to high ethical standards, as outlined in the PMG Employee Handbook, which each employee must thoroughly review and acknowledge upon onboarding. The Handbook remains available for all employees to review at any time on the internal PMG Hub. To ensure accuracy and relevancy, PMG's Chief People Officer conducts an annual review of the Handbook and our policies, with updates published as necessary.

The PMG Employee Handbook covers a range of topics, including:

- Our guidelines for communication and professionalism
- Anti-discrimination and harassment policies
- Policies for remote and hybrid work arrangements
- Protocols for safeguarding confidential information and privacy

The Importance of Cybersecurity at PMG

We understand the importance of cybersecurity for the advertising and technology industries. To maintain cybersecurity awareness, we require all employees to undergo cybersecurity training during onboarding and annually thereafter. Our goal is to foster a workforce that prioritizes security and understands the best practices for proper cybersecurity and cyber risk mitigation.

Additionally, PMG undergoes an annual SOC 2 audit. This audit thoroughly evaluates PMG's policies, procedures, and technology. Through this comprehensive assessment, we strive to maintain our commitment to upholding high cybersecurity standards.

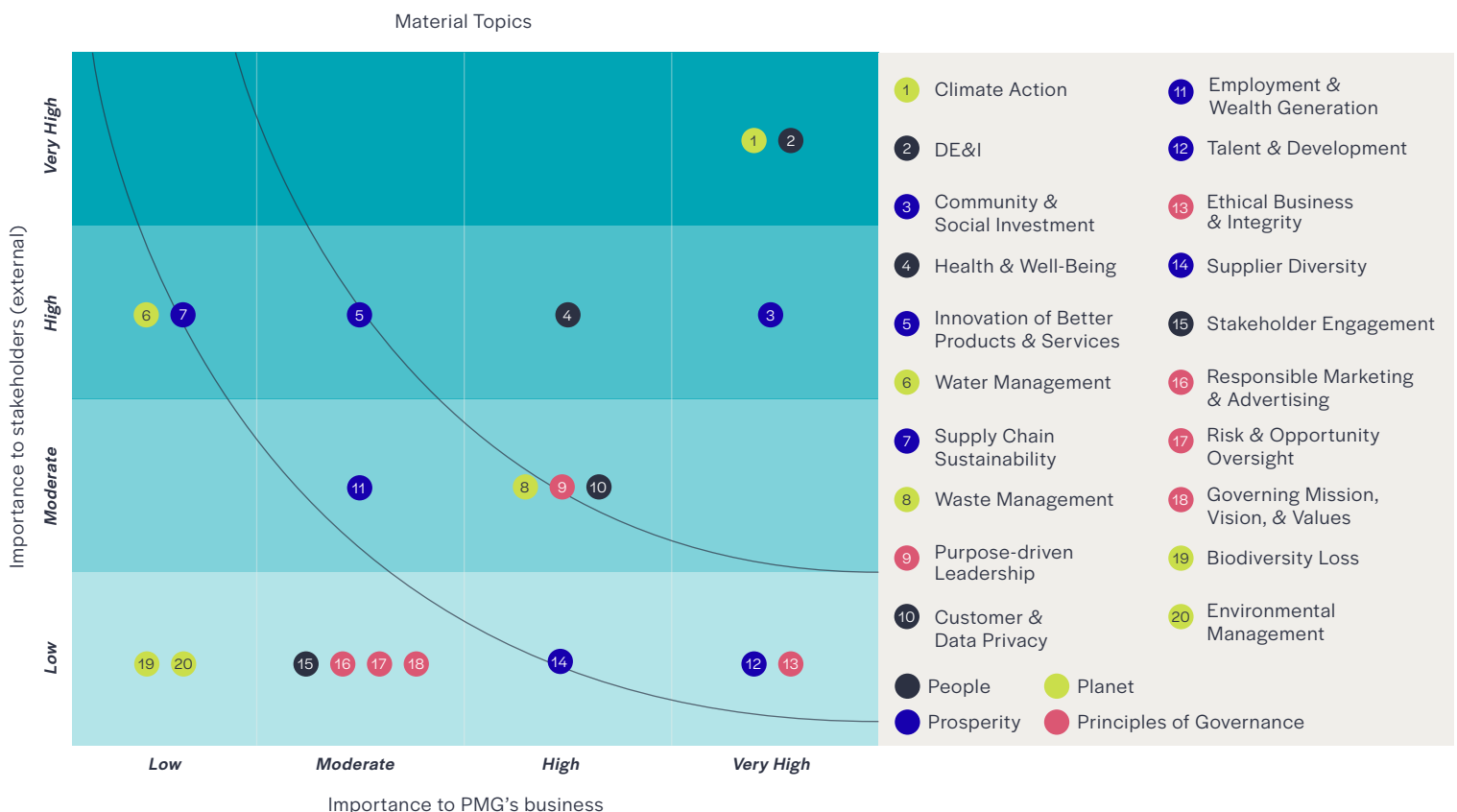
Our Materiality Assessment

In August 2022, we conducted a Materiality Assessment to determine which sustainability issues are most relevant and significant to our stakeholders and operations. Our Materiality Assessment for 2022 is based on the comprehensive sustainability framework provided by the World Economic Forum as well as leading frameworks such as SASB, SBTi, and GRI. This assessment considered factors such as the potential impact of the issue on our people, our communities, and the environment, our ability to influence the issue, and the importance of the issue to our stakeholders.

As a part of this process, our Materiality Assessment was informed by:

- A survey, which garnered feedback from 30 percent of PMG employees
- Interviews with five executive leaders at PMG
- Interviews with four customer and media partners

Materiality Assessments are an important way for us to engage our employees and partners as we design and implement our strategy. The results of PMG's first-ever Materiality Assessment, listed below, will be used to prioritize sustainability initiatives and to develop a sustainability strategy that addresses the most material issues.



A full table of our material topics, their description and the UN SDG that they map to is available in the appendix.

Measuring Our Impact

According to the World Economic Forum framework for measuring stakeholder capitalism and delivering sustainable value creation, *Planet* refers to the environmental aspects of corporate sustainability and how businesses have an impact on the natural world. As a digital company, understanding PMG's environmental footprint isn't as black and white as other companies in various industries.

Regardless of our global operating model within the broader advertising and technology industries, we recognize our impact and acknowledge our responsibility to pursue mitigation of the downstream effects of our work by transparently sharing our Materiality Assessment and greenhouse gas emissions measurements in this report. Protecting the planet and caring for our natural resources is of the utmost importance to PMG, as responsible environmental stewardship aligns with our core value to *Do the Right Thing*.



Contributions to
UN Sustainable
Development Goals

PMG’s Greenhouse Gas Emissions

PMG began retroactively tracking our Scope 1 and Scope 2 greenhouse gas (GHG) emissions in 2022. Because PMG is a digital company, we don’t have any Scope 1 emissions. Our emissions consist of electricity, heating, and cooling across our global offices.

Scope 1 and 2 Emissions		
	2021	2022
Scope 1	0	0
Scope 2	167 metric tons CO ₂ e	350 metric tons CO ₂ e

The marked increase in emissions between 2021 and 2022 was led by the opening of several new office spaces, including new offices in Austin (Texas), New York, Cleveland (Ohio), and Atlanta, expanding our Dallas-Fort Worth office locations, and additional coworking spaces in London, Denver, San Diego, and Newport Beach (California). We believe our best work is done together in order to drive greater collaboration and innovation between our customers and employees. Looking ahead, we are committed to closely monitoring our carbon footprint and taking actionable steps to reduce emissions, enabling resource efficiency, and expanding our use of renewable energy where possible across our office locations.

Acknowledgment

The majority of our carbon emissions are via our physical office locations, data storage needs, and the digital advertising supply chain. As mentioned at the beginning of this report, we are in the process of developing a detailed plan to minimize our carbon footprint and capture our Scope 3 emissions. To this end, we are identifying sustainable initiatives in collaboration with our customers and media and technology partners. Our preliminary findings are presented throughout this report, and we will continue to update stakeholders on our progress as we move forward.

Building a Better Workplace for Our People

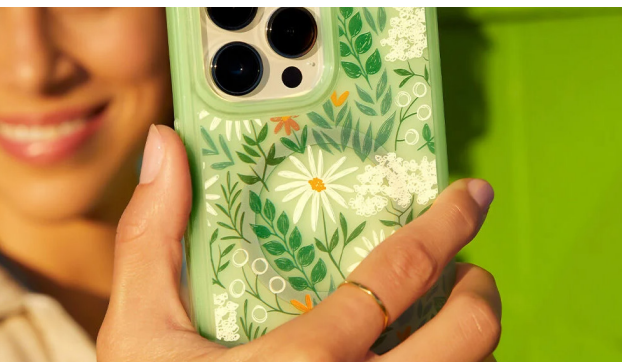
In 2022, PMG opened a new Austin, Texas office, partnering with a local architecture firm to meet regional environmental standards and utilize locally sourced materials. Our new space includes transparent architectural elements, high-efficiency lighting that reduces energy consumption, an abundance of natural lighting, and open spaces designed with thoughtful minimalism and functional furniture for improved collaboration between employees.

Not only is our new Austin, Texas office space easier to maintain and enjoy, but the transparency in the new architecture enhances the employee experience and allows us to harvest natural light without compromising safety and security. With this project, we removed excessive resources, including ceiling and flooring materials, and committed to a more holistic approach to crafting beautiful workspaces that are more collaborative, functional, and environmentally conscious.





PMG is proud to partner with some of the world's most iconic brands as they continue to boldly push the envelope and set higher standards for helping shape a more sustainable and equitable future for us all.





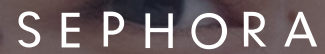
As a certified B Corp, Athleta is committed to “creating positive social and environmental impact” through the use of recycled materials, improving the well-being of women and girls, and investing in renewable energy.



Best Western Hotels & Resorts supports numerous charitable efforts through its Best Western for a Better World Fund to aid poverty relief, disaster response, and educational scholarships.



Madewell seeks to “do well in the world,” as it brings this mission to life through its social responsibility program, commitment to protect forests and animal welfare, as well as responsible materials sourcing.



Sephora stores, distribution centers, and corporate offices are powered by 100 percent renewable energy. The Clean at Sephora standards provide transparency for ingredients and help consumers make sustainable choices and informed decisions about the products they purchase.



Shake Shack is committed to responsible business practices and supporting local communities. It's also achieved a 100 percent score on Human Rights Campaign Corporate Equality Index for the last four years.



Gap aims to be a driving force in the industry by helping to build a more sustainable future for us all, leveraging the scale of its business and the strength of its brands to empower women, enable opportunities, and enrich communities.



KOHLER

Kohler Co. has been tracking the environmental footprint of its operations since 2008, using recycled materials for products and actively enabling waste reduction, water stewardship, and other critically-important sustainability initiatives.



nrg

NRG is a leader in helping its customers transition to clean energy as the company remains committed to reducing the environmental impacts of its operations.



OTTERBOX

OtterBox takes concrete steps to reduce its environmental impact, enhance processes, and improve its stewardship to become a more sustainable company.



The Container Store®

The Container Store is a member of the EPA Green Power Partnership. The company is also reducing its carbon footprint by making the transition to renewable energy across its stores, distribution centers, and corporate offices.



WOOLMARK

The Woolmark Company is the global authority on wool, highlighting the natural, renewable, biodegradable and recyclable properties of the fibre; one that is optimal for circular, traceable products. By investing in sound, scientific solutions for Australian woolgrowers, it provides evidence that growing wool can sequester carbon, increase biodiversity and strengthen climate resilience.

Our Culture

As a global company that helps brands connect with all people, it's our collective responsibility to fully live out our values by championing a culture of belonging, inclusion, and diversity within our organization, communities, and industry. We're committed to meaningful and lasting change, and we hold ourselves publicly accountable for creating a culture that is welcoming of everyone.

Our cross-disciplinary CBID steering committee fosters a culture of belonging, inclusion, and diversity (CBID) and holds PMG accountable for our goals. We also empower our Employee Resource Groups (ERGs) to provide feedback, actively shape policies and processes, and monitor the progress of the company.



Contributions to
UN Sustainable
Development Goals

The PMG ERGs

PMG offers several ERGs for our people to join in order to find community, organize, and unite under the shared mission of making PMG a better place to work for everyone. These ERGs are led by employee volunteers and work in partnership with the CBID steering committee and company leaders to offer resources and support, foster a sense of community, and educate our broader organization about their respective identities and demographic groups. ERGs also offer professional development and mentorship, along with providing valuable insight and perspectives that influence PMG's various business initiatives.



Building a Culture of Belonging, Inclusion, & Diversity

Real progress requires real work, which is why the CBID steering committee meets regularly to determine the direction of our CBID strategy, discuss updates, and drive progress against PMG's CBID priorities, which include:

- Recruitment and hiring diverse talent
- Training and workplace education
- Workplace culture
- Customer impact
- External outreach
- Giving back to our communities
- Accountable sustainability

Each of these priorities has actionable quarterly goals that are measured against our broader company strategy and included in regular progress reports to the company. The CBID steering committee also holds the broader business accountable for ongoing learning, education, and training on CBID best practices. For example, in 2022, the group hosted a CBID-aligned Manager Essentials Program and a company-wide training on cultivating multicultural competence, along with hosting a monthly 'DIG In' speaker series featuring external speakers of all backgrounds. (More information about the 'DIG In' Speaker Series can be found throughout later sections of this report.) In 2023 and beyond, the group will continue to engage PMGers in encouraging CBID across all levels of the organization.

Fostering a culture of belonging, inclusion, and diversity is a company-wide effort, with various initiatives dedicated to bolstering awareness, education, and engagement across all employees and stakeholders. These initiatives are illustrated below:

People & Culture

Annual CBID Trainings

Manager Trainings

Diversity Recruitment

Performance Management/
Career Development
Platform Redesign

Employee Recognition

CBID Steering Committee

Monthly DIG Meetings

DIG In Series

Internal Communication &
Branding

Customer Impact Planning

Community Outreach & TCC

ERGs

Monthly ERG Meetings

ERG Program & Events

Cultural Celebrations &
Education

LBE

CBID OKR Adoption &
Implementation

Inclusive Leadership

Quarterly CBID Data
Progress Updates

Managers

Inclusive Hiring
(Working with Recruiting)

Performance Management

Inclusive Team Building

CBID Committees

CBID Recommendation
& Consultation

Action Key Programs & Initiatives

Monthly Status Updates at
DIG Meeting



At PMG, our mission is to inspire people to believe that anything is possible, both personally and professionally. That means we meet them where they are, whether they're at the beginning of their career, looking to further their education, caregivers supporting families or all of the above. People are at the core of our business and central to everything we do."

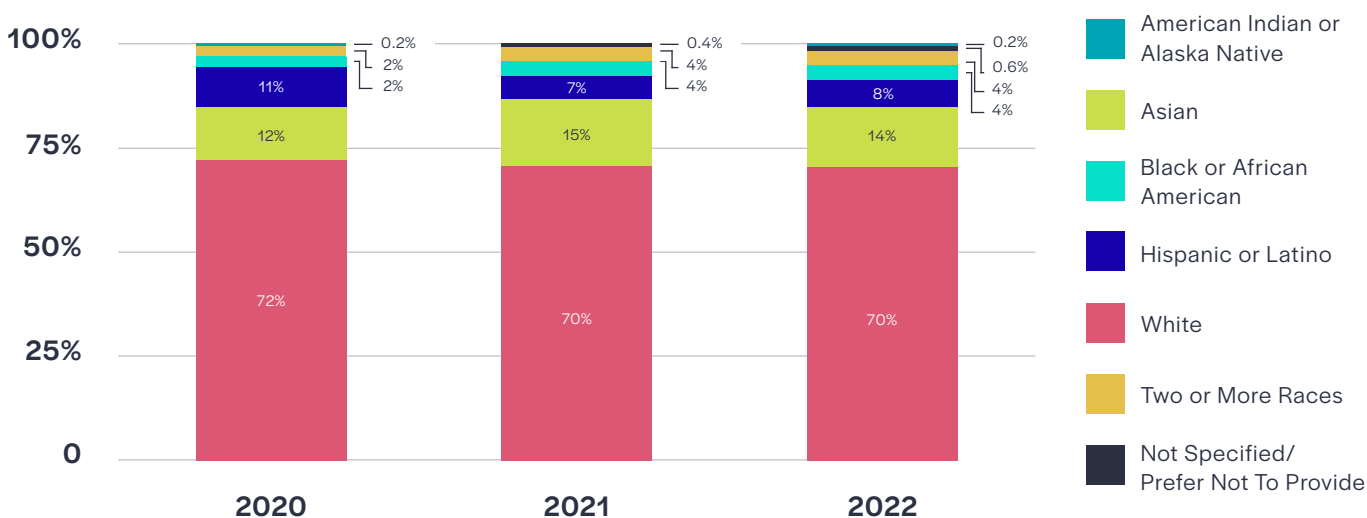


Stacey Martin
Chief People Officer

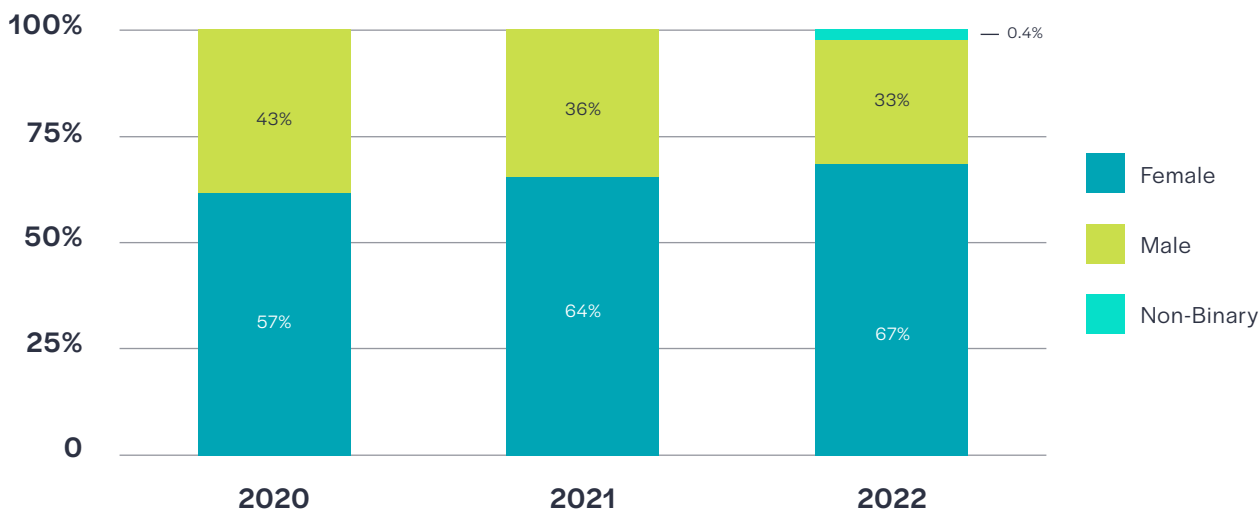
Workplace Diversity

PMG is committed to transparently communicating our employee demographics and commitment to building a culture of belonging, inclusion, and diversity (CBID).

Race/Ethnicity Diversity



Gender Diversity



Employee Wellness & Talent Development at PMG

Our people's growth and well-being is our priority, which is why we offer a total rewards program that is constantly evolving to meet the needs of our people. We believe that when people are happy, healthy, and feel supported, they are able to bring their full, authentic selves to work.

In recent years, we've made a variety of improvements to our total rewards program, including:

- Extended surrogacy and fertility benefits, which provides additional resources and professional support.
- Added benefits for adoption and foster parents, including coverage for home studies, agency placement fees, and legal fees.
- Added a flexible lifestyle spending account to reimburse gym memberships, wellness appointments, childcare services, and more.
- Expanded benefits for our Employee Assistance Program, including counseling, financial planning, and legal assistance at no cost.
- More family-friendly PMG-sponsored events across the country, including a Day at the Zoo and family drive-in movie nights.
- Extended parental leave for all parents.

PMG Total Rewards



Comprehensive health plan



Monthly lifestyle accounts



Generous paid leave



No-cost Employee
Assistance Plan



Company matching 401k



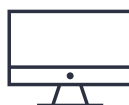
State-of-the-art facilities



Parental leave for
all parents



Commuter FSA



Robust employee development and training programs



At PMG, belonging and inclusion are nurtured, feedback and engagement are encouraged, and all voices are heard.



PMG's Graduate Leadership Program

The Graduate Leadership Program (GLP) is a hands-on development curriculum that offers full benefits and salaries to new graduates interested in beginning their careers in the digital industry. The goal of the program is to help bridge the gap from academia into the professional world and to set up new employees for success in their early careers. Depending on their skills and career goals, they can choose a focus from three different tracks (Software Engineering, Media, or Data & Analytics) and be placed on a team that best suits their experience and interests. Individuals selected for the GLP master technical skills, earn certifications, and strengthen their communication and storytelling abilities with real-world training and hands-on experience with Fortune 500 brand customers.

Employees in the program (referred to as Early Career Professionals or graduates) begin by learning from world-class business leaders and customer strategists in immersive training sessions that provide a holistic view of the company, including our proprietary technology platform, Alli. They are also paired with senior mentors to guide and empower them with the knowledge and leadership skills they need to thrive in their careers now and in the future. Since the GLP first began five years ago, nearly a quarter of our current employees have joined PMG as part of the program.

By The Numbers: PMG GLP

June 2021

January 2022

June 2022

Total

75 + 15 + 69 = 159

graduates

graduates

graduates

graduates
since 2021



Driving Change

Since day one, PMG has been committed to making a positive impact on the world around us. We work hard for our customers, but we also work hard for our fellow humans. Alongside other companies and organizations, we commit to fighting for a cause that is bigger than all of us. Every day, we aspire to *Always Change for the Better*. As PMG amplifies Digital Made for Humans™, we strive to generate economic and social value with the brightest and most creative minds in the industry.



Contributions to
UN Sustainable
Development Goals

PMG Gives Back

Our charitable giving and volunteer program, PMG Gives Back, is dedicated to supporting our local communities and providing opportunities for PMG employees to donate their time and make an impact. In addition to the volunteer events organized by our Gives Back leaders, every employee receives eight hours of “give back” time to use for volunteering throughout the year.

February 2022:

Letter writing campaign to children at St. Jude’s Children’s Research Hospital and the elderly

May 2022:

Boys & Girls Clubs of San Diego all-company volunteer event

August 2022:

Cook Children’s Hospital teddy bear drive charitable giving

September 2022:

School supplies drive for local teachers charitable giving

October 2022:

PMG sponsorship of the Hope Farm golf tournament and Halloween party

The Warm Place’s “A Cool Night” fundraiser charitable giving

November 2022:

PMG’s Annual Canned Food Drive charitable giving

Tarrant Area Food Bank volunteer event

December 2022:

Cook Children’s Hospital “Sit, Stay, Play” charitable giving

Toys for Tots charitable giving



By The Numbers: PMG Gives Back

5,015

Cans collected and
donated to local
food banks

376

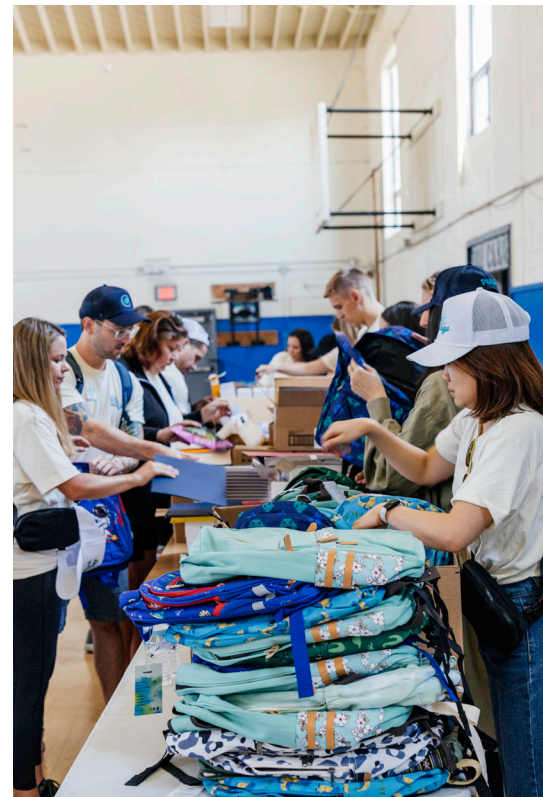
Toys donated to
children for
Toys for Tots

342

Love letters written to
the elderly and patients
at St. Jude Children's
Research Hospital for
Valentine's Day

1,600

Hours spent
supporting the
Boys & Girls Clubs
of San Diego



PMG Gives Back at the Boys & Girls Clubs of San Diego

During the summer of 2022, we helped advance PMG's commitment to fostering a culture of belonging, inclusion, and diversity by contributing over 1,600 hours of community service at five Boys & Girls Clubs in the greater San Diego region, and fulfilling all of their charitable giving goals for the entire year. After the pandemic, it was especially meaningful for us to safely volunteer together, to truly change lives, and make a significant impact on the community.

Our collective efforts saw PMGers support 12 clubhouses, 12,000 members, and a 2,000-square-mile service area while advancing the mission of the Boys & Girls Clubs to change lives through quality programs and guidance in a safe, affordable, and fun environment. Our teams rolled up their sleeves in support of two key summer initiatives to advance the academic success of club members and continued learning opportunities across STEM, geography, literacy, and fine arts, as well as preparations for back-to-school. Building on our partnership with the Boys & Girls Clubs of Napa in 2021, we believe that providing young and vulnerable populations with access to education and opportunity they wouldn't otherwise have will create a better future.

Our Impact

Together, we exceeded the annual goals of the Boys & Girls Clubs in the greater San Diego region and created a meaningful impact for thousands of children through:

- Donating 3,000+ backpacks stuffed with school supplies for the “Back 2 School” initiative.
- Building seven pergolas to provide protection from the sun.
- Providing and decorating 400+ pencil bags and 200+ inspirational messages.
- Assembling 750 STEM kits to support continued learning throughout the summer.
- Creating 85 art kits to fuel creativity that will be distributed to all San Diego clubs.
- Assembling hundreds of field trip backpacks and first aid kits.
- Providing facilities upgrades, including painting and decorating classrooms, providing sports centers, and assembling “maker’s spaces.”
- Landscaping and planting a butterfly garden.
- Donating 200 skateboards with helmets and pads.

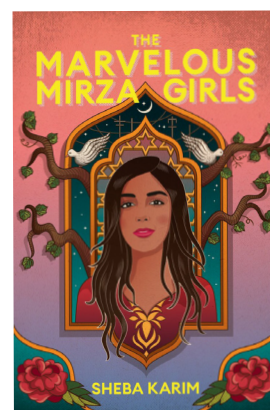
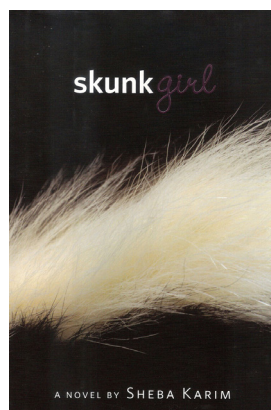
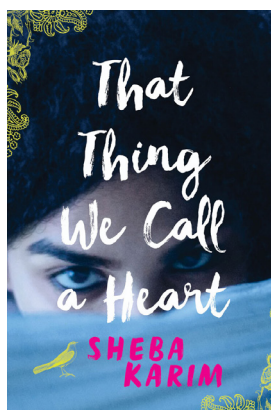


Amplifying Diverse Voices, Perspectives, & Experiences

Each month at PMG, our 'DIG In' speaker series welcomes speakers with diverse backgrounds to spark meaningful conversations that celebrate diverse people, voices, perspectives, and experiences, as part of our ongoing efforts to build a culture of belonging, inclusion, and diversity. In 2022, we welcomed several incredible speakers who discussed important issues such as improving accessibility, representation in media, making a positive impact, and the importance of intergenerational storytelling.

'DIG In' Sparks Conversation, Change

The 'DIG In' speaker series offers a holistic approach to celebrating diverse perspectives while also making an impact through charitable giving and volunteer opportunities for PMG employees. In 2022, for example, PMG donated 100 copies of Sheba Karim's books to Girls of the Crescent. This organization aims to increase the availability of books featuring Muslim female protagonists in schools and libraries.



DIG In 2022 Speakers



Terence Lester
Love Beyond Walls



David Ikard, Ph.D.
Vanderbilt University



Jin-Ya Huang
Break Bread, Break Borders



Sheba Karim
Author



Edward Yoo Pokropski
Asian Comedy Fest



Spencer West
Influencer and
Motivational Speaker



Andrew Chen
3sixteen



Jesal Parikh
Yoga is Dead



Gabby Rivera
Joy Uprising

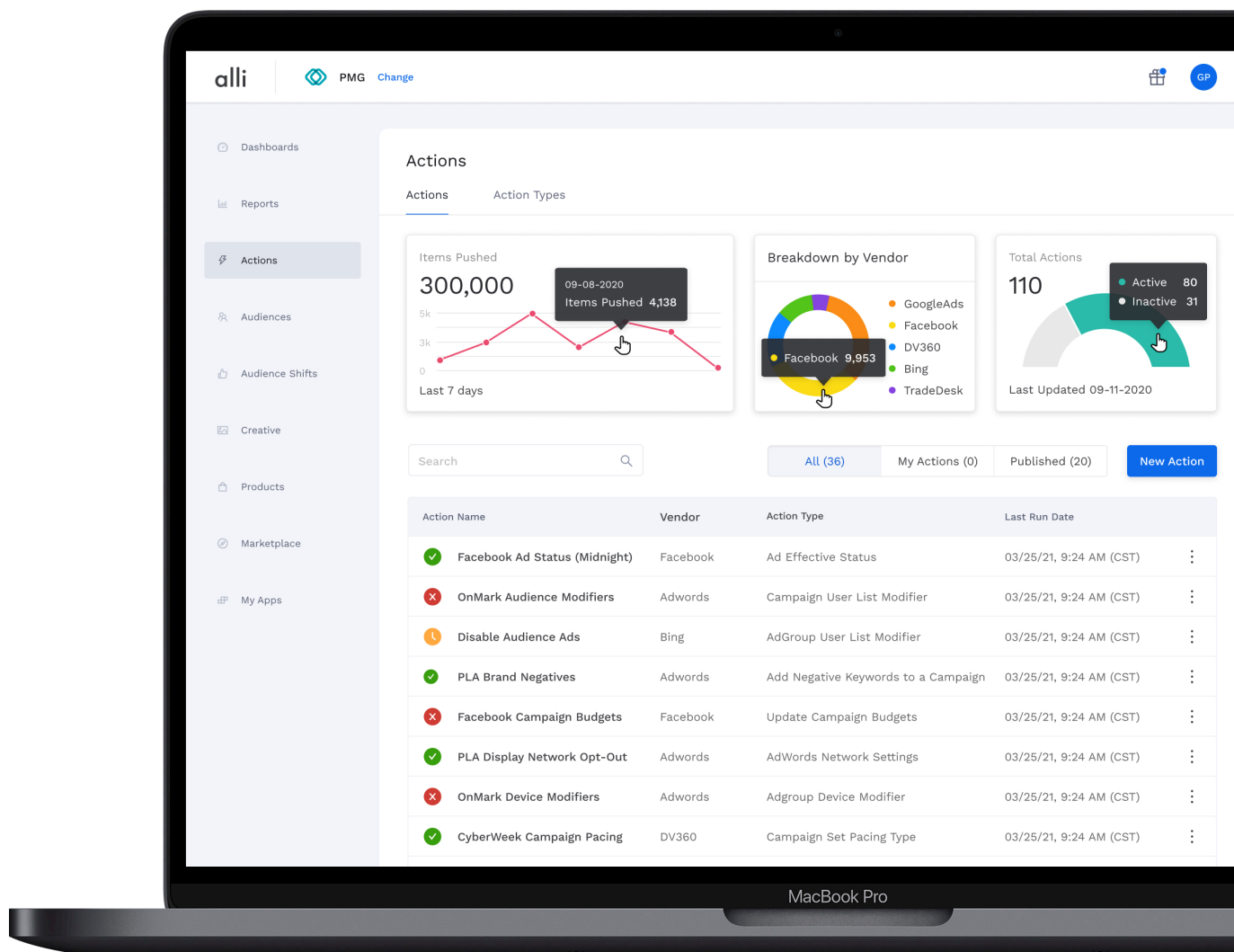


Tai Simpson
Indigenous Idaho Alliance

Technology-Driven Innovation

For over 13 years, Alli, PMG's proprietary software platform, has driven continuous innovation for ambitious brands. We believe that our technology holds the potential to change business, advertising, and commerce for the better by making marketing investments work harder and championing an advertising experience that's more accountable, efficient, measurable, and personalized. Driving business transformation in an omnichannel world is what Alli was built for, and in 2022, our technology-driven innovation came to life for our customers in new ways that we're incredibly proud of.

Visit our website to see [the latest work](#).





The most satisfying thing about working at PMG is being part of a bright and hard-working team that's innovating so fast. It's fun to push boundaries and participate in never-been-done-before tech initiatives."



Meredith Konin
Product Director



In an effort to further our community engagement and commitments to CBID, beginning in 2023, PMG has partnered with Tarrant County College (TCC), one of the largest community colleges providing affordable education and vocational training in the U.S., to accelerate digital career training as demand for diverse talent with skills in data, analytics, digital marketing, and ecommerce continues to grow. The new Digital Career Accelerator led by PMG aims to train more than 1,000 TCC students in digital, marketing, and advertising foundations by 2028, creating more paths into PMG and the larger industry and business communities.

“Creating a culture of belonging, inclusion, and diversity in our industry starts with exposing more people to the opportunities digital has created, and arming them with the training, skills, and fundamentals they will need to succeed,” said PMG CEO George Popstefanov. “We are making this investment because we believe digital training should be accessible to everyone and that PMG can be a catalyst for changing our industry and our communities for the better. We are thrilled to be working with TCC, along with our partners at Google, Meta, and industry leaders, to introduce thousands of community college students to advanced digital training and skills and to create more avenues to bring new talent and diverse perspectives into our industry.”

Looking Ahead

Sustainability is a company-wide commitment for PMG that spans the breadth of our service offering, company practices and values, customer relationships, and company culture. We have only just begun our journey to create a lasting, positive impact on the planet, and remain committed to driving meaningful and lasting change while delivering sustainable value creation for our people, customers, communities, and the broader advertising and technology industries.

This report, coupled with the results of our Materiality Assessment and greenhouse gas emissions measurements, serves as a benchmark for our continued progress, helping us to effectively prioritize the right sustainability initiatives and develop a comprehensive accountable sustainability strategy and action plan for the years to come. We're proud of all the work and progress made in 2022, and we look forward to continuing to partner with our employees, customers, and communities on this critical work in the future.

The PMG 2022 Accountable Sustainability Report serves as a record of our commitment to our sustainability objectives based on data and findings from January 1 to December 31, 2022. Looking ahead, we plan to frequently assess our performance and take action to improve or evolve our accountable sustainability program as necessary. Connect with us at sustainability@pmg.com if you have any questions or feedback concerning our efforts or this report.



By holding ourselves publicly accountable to our commitments, we can drive positive change and inspire others in our industry to join us in building a more equitable and sustainable future.

Appendix

Results of PMG's Materiality Assessment

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals	
Diversity, Equity, and Inclusion	Providing equitable opportunities to all employees in recruitment and selection, training, development, and promotion.	People		
Climate Action	Reducing our greenhouse gas emissions and carbon footprint to create a more stable climate, which is critical for the growth and advancement of human societies.	Planet	 	 
Talent and Development	Investing in training, educating, and reskilling the workforce to grasp the opportunities of changing work patterns and workplaces due to new tools and technologies.	Prosperity		
Community and Social Investment	Supporting the communities in which we operate, directly in the case of investment in communities and indirectly through taxes paid to help finance government services for those communities.	Prosperity		

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals	
Ethical Business and Integrity	Conducting ourselves ethically in line with applicable laws and accepted norms for corporate behavior, which is a critical component of long-term value creation.	Principles of Governance	   	
Health and Well-Being	Ensuring the health, safety and mental, physical, and social well-being of all people in our operations and value chain.	People		
Waste Management	Minimizing waste across single-use plastics, food waste, proper recycling, and more to reduce ecological harm.	Planet	 	
Supplier Diversity	Ensuring we're maintaining equitable and inclusive supplier relationships, which can help strengthen workforce talent pools, enlarge the customer base and its buying power, and enhance the communities in which we operate.	Prosperity		

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals	
Purpose-Driven Leadership	Aligning our leadership team with our values to ensure that decisions are made with sustainable value creation in mind.	Principles of Governance		
Data Privacy	Prioritizing data stewardship, including cybersecurity, the use and governance of artificial intelligence and machine learning, and privacy and data ownership issues associated with data collection, management, and use.	Principles of Governance		
Stakeholder Engagement	The nature of engagement with material stakeholders, including the processes in place to understand stakeholders' key concerns and the company's impact on them.	People		
Employment and Wealth Generation	Creating significant economic value for employees, shareholders, and wider society through job creation and investing in the productive capacity of the economy.	Prosperity		

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals
Innovation of Products and Services	Contributing to the creation of better products and services that respond to customers' changing needs and desires, creating both economic and social value for customers.	Prosperity	
Responsible Marketing and Advertising	The effective oversight of corporate decision-making to ensure compliance with relevant laws and regulations, as well as meeting stakeholder expectations for ethical behavior.	Principles of Governance	
Governing Mission, Vision, and Values	Keeping our mission, vision, and values embedded in company strategies, policies, and goals.	Principles of Governance	 
Risk and Opportunity Oversight	Overseeing the effective identification and management of risks and opportunities.	Principles of Governance	
Water Management	Managing freshwater sustainably across our value chain and within our communities.	Planet	

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals	
Biodiversity Loss	Minimizing our negative impact on biodiversity, as nature loss presents material risks to business and overall human well-being.	Planet		
Environmental Management	Achieving greater levels of reuse (circularity) of non-renewable resources and sustainable consumption of renewable resources throughout our economies.	Planet		
Supply Chain Sustainability	Playing a role in creating and commercializing solutions to challenging, complex issues, especially breakthroughs related to the environment.	Prosperity		