

Sustainability Report 2022

Resourceful. Respectful. Responsible.

kry livi

Table of contents

CEO statement	3
Our Business model	5
The Environment	12
Supporting communities and global society	19
Governance and safeguarding	34
Future statement	47

1.

CEO

statement



When I founded Kry eight years ago, I wanted to make it easier for patients to access the healthcare they needed, quickly and easily. Since then – having delivered over 7 million patient appointments – healthcare systems around the world continue to face unprecedented pressure as we battle an ageing population, increased chronic disease prevalence, a burnt-out workforce and legacy IT systems.

We are facing mounting external pressures too, with the ongoing conflict in Ukraine, global warming and economic slowdown meaning health, environmental and socio-economic factors are more interlinked than ever. Looking to the future, it's clear that finding sustainable solutions for healthcare have become even more urgent, and are key to building the health resilience we need now and for the future.

At Kry, we believe we are uniquely placed to help do this, and I'm delighted that some of our achievements in the last year are helping deliver progress towards a sustainable healthcare system.

In 2022, we scaled our digi-physical care offer and opened a number of new in-person health centres across Sweden, Norway and France. We expanded our mental health service provision, enabling our psychologists to offer both digital and physical

appointments. We also introduced new services in Sweden including nurse and doctor "chat" functions, as well as physiotherapy appointments. Prevention is key to reducing pressure on healthcare systems and so we are pleased to have expanded our offering into several areas of chronic disease such as a range of respiratory conditions and obesity, with more personalised patient pathways in the pipeline for 2023/24.

Recruitment and retention of motivated healthcare professionals is vital to maintaining our quality of care. Our digital and physical offering means healthcare professionals are able to better manage a healthy work/life balance, whilst tailored training and networking opportunities – for example our popular women's health training 'Miss Diagnosed' – provide ongoing upskilling opportunities.

Looking ahead, we believe the system can be more efficient and generative AI can play a central role. Our digi-physical offer, clinical expertise and pan-European footprint mean we can integrate this new technology to better connect the dots and create a seamless, sustainable system.

**Johannes Schildt,
CEO & Co-Founder, Kry/Livi**

2.



**Our Business
model**

As Europe's largest digital healthcare provider, we're in a unique position to address the pressures many global healthcare systems are facing.

Through our network of online healthcare professionals, content hubs and physical clinics, we triage patients directly to the right care in the right setting – whether that's in-person or online – creating a more sustainable and resource-efficient healthcare system.

We have recently expanded our primary care offering into psychology and physiotherapy and launched a new disease pathway to offer personalised support for patients with chronic diseases such as obesity. In 2023 we will expand this further with novel and innovative pathways for obesity and respiratory diseases like asthma and lung cancer.

We are also building out digital tools to help reduce the administrative burden on healthcare professionals, including better integration of existing systems and supporting new features to generate necessary documentation such as billing, EMR entry and insurance claims.

As we continue to broaden our offer and footprint to deliver on our strategy, we're also growing our understanding of the close and unique relationship between healthcare, society and the need to protect a diverse and safe environment.

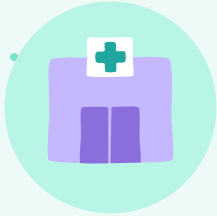
Our active commitment to achieving our broader ESG ambitions guides us to be 'Resourceful, Respectful, Responsible' at all times. Across all our business operations and teams we are aware of the greater need to minimise the consumption of materials and other resources, take ownership of our individual behaviours, and in the case of our physical clinics, we operate and choose the right location in line with an integrated sustainability strategy.

This sustainability report has been prepared by the board in June 2023 in accordance with the Annual Accounts Act, Chapter 6, §1, and the Global Sustainability Policy for Kry, which covers Kry International AB and its subsidiaries as of 31 December 2022.

The company consider itself to have no significant issues to report regarding the environment, social, employee, ethical rights and corruption or governance categories, other than what is outlined in the report.



Delivering care



54

clinics in Sweden,
France and Norway



7m+

patient
appointments



80%

of patients helped
within 23 minutes



465k+

consultation
hours 2022



30+

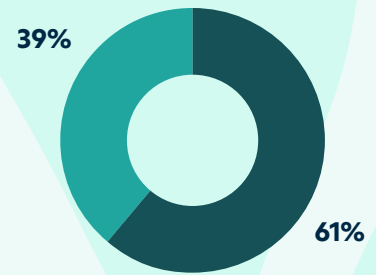
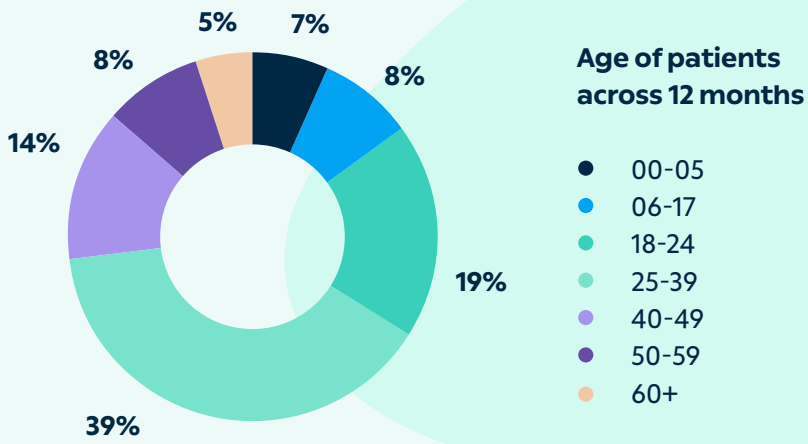
languages from
Arabic to Urdu



1

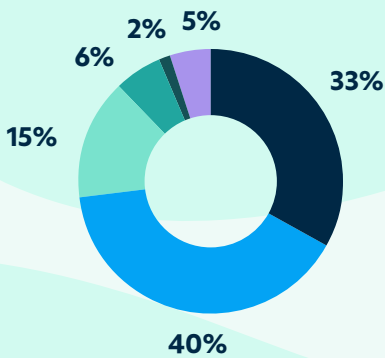
ESG award

Our patients



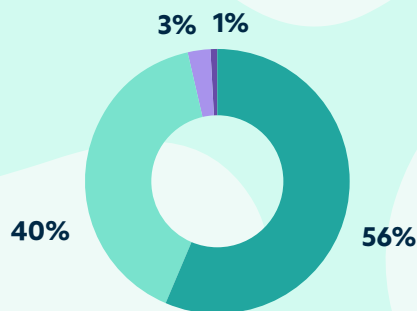
Our team

Age distribution



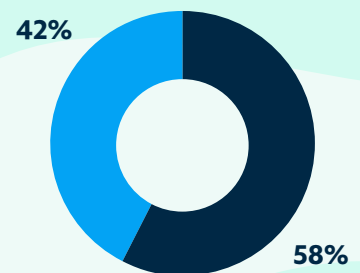
- 18<=30
- 30<=40
- 40<=50
- 50<=60
- No info
- 60+

Gender distribution



- Female
- Male
- No gender
- Non-binary

Leadership gender distribution



- Male
- Female

Our stakeholders

Kry's primary stakeholders are patients and employees; European, national and local policy and Government officials; along with investors and partners. All are vital for Kry to be able to deliver value and sustainable care for patients across a diverse and inclusive spectrum.



Patients

Those seeking care directly from Kry via the App or website. This can often be Pay as you Go, fully funded through public care agreements or reimbursements.



Employees

Healthcare professionals as well as operational teams in functions including Operations, Technology, HR, Legal, Commercial and Marketing. We strive to deliver a purpose-driven culture.



Healthcare Professionals

Potential and current employees; working with them to drive awareness of digital healthcare and supporting them to deliver high quality care and new ways of working.



Investors

We work closely with our Board of Directors on various topics to benefit from their collective experience on efficiently scaling companies, investment directions and value creation. Additionally we have a strong set of investors who we engage with frequently for guidance and support on specific and relevant topics.



Policy and Government

We proactively engage with European, local, national and regional Governments to embed digital into the backbone of our healthcare systems. We share information with policy makers on how our digital-first pathways can contribute to efficient and low-cost healthcare delivery.



Commercial partners

Commercial partners looking to deliver and improve primary care access. Core segments include Insurance and Life Sciences.

Examples of how we engage with stakeholders:

All stakeholders	Patients	Employees	Investors	Policy
National and European technology and healthcare media: press releases, articles, patient stories etc	Internal/external public health campaigns e.g Obesity, Miss Diagnosed	Weekly company updates and meetings	Monthly performance reports, AGM & quarterly board meetings (Board)	Roundtables/ events with trade associations e.g.: <ul style="list-style-type: none"> Digital Health Council Tech UK Tech Alliance (Sweden) Swedish Chamber of Commerce Association of Private Care Providers (Sweden) Les Entreprises de Télé-médecine (LET in France)
Broadcast: podcasts, TV, radio	CRM/Push Messaging	Bimonthly meetings with healthcare professionals (Sweden only)	Quarterly performance calls (Majority shareholders)	Kry.health
International events for healthcare and technology	Kry.se, Livi.fr, Livi.co.uk website	Newsletters	Annual reports	LinkedIn
	Social media: Instagram, Twitter and Facebook (France TikTok)	LinkedIn	Kry.health website	Face to face meetings
		Kry.health website	LinkedIn	

Kry's secondary stakeholders include media and influencers, students and future employees, decision-makers, competitors, trade associations, the media, employer organisations and interest groups.

We're empowering and educating patients to self care with relevant topics and information via our content hubs, medical pages and websites.



500mn

Reach on women's health content



30mn+

Website visits 2022



12.6mn+

Medical content sessions 2022

3.

**The
Environment**

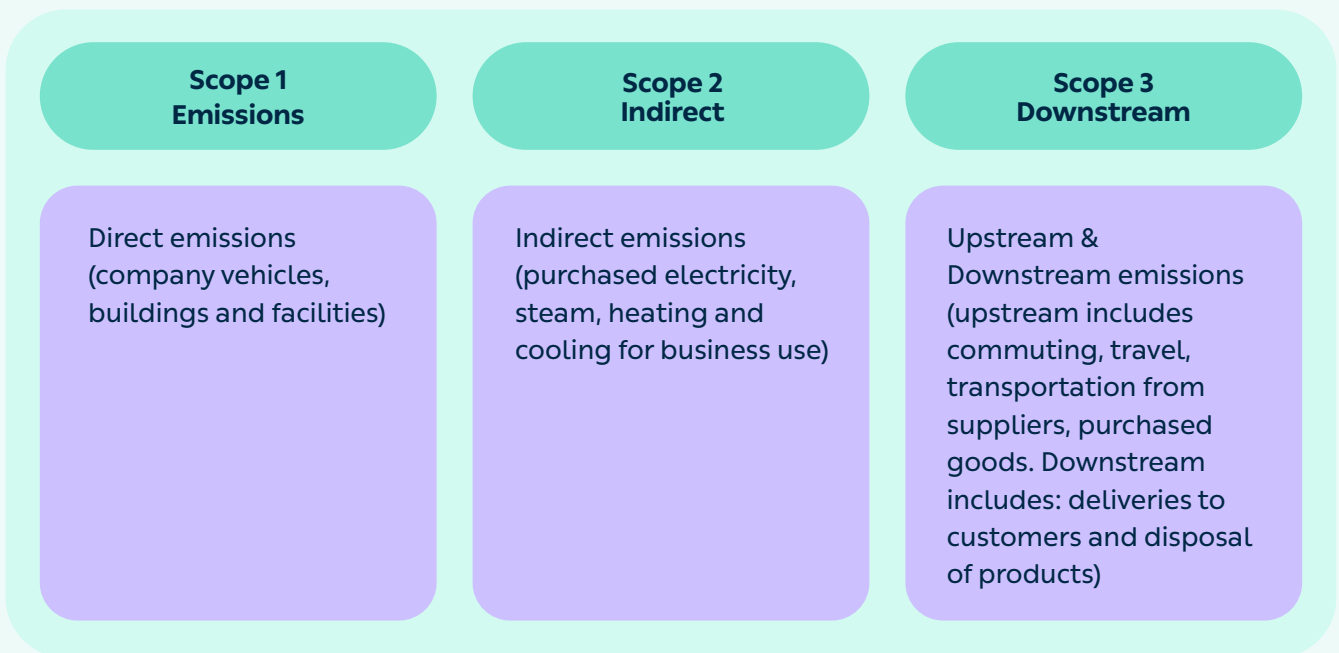
With our continued focus on profitability and growth, we decided to work with Positive Planet to undertake a global Carbon Footprint analysis across our operations and gain a better understanding of our impact. This is the first year we have undertaken the report.

We want to use this report as a foundation to help us take positive action and responsibly measure, control and evaluate our activities to improve environmental and social impact in line with our business strategy.

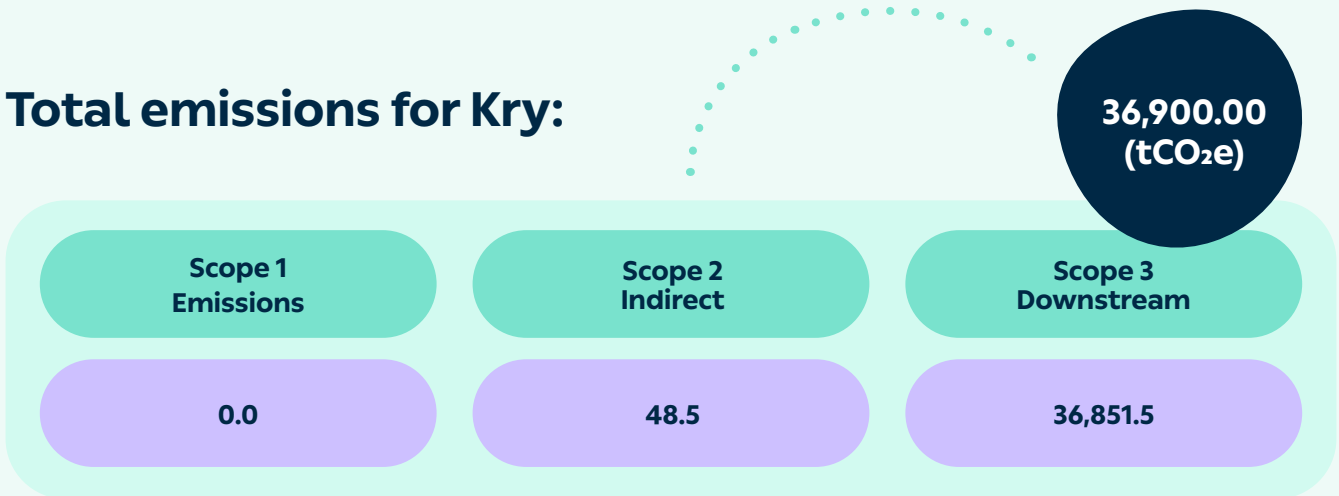
Emissions

The carbon footprint analysis was calculated in tonnes of carbon dioxide equivalent (tCO₂e) and measures Carbon Dioxide, Methane, Nitrous Oxide and F- Gases. Positive Planets’s GHG emissions reports are carried out in accordance with the GHG Emissions Protocol accounting and Reporting Standard. Using a globally recognised and used emissions standard ensures all measurements, calculations and estimations are completed to the most regulated and accurate standards as possible.

The report reviewed our business emissions and measured them according to the three scopes associated with carbon reporting:



Total emissions for Kry:



This is the equivalent of driving 20,033 diesel cars 20 miles per day, for one year.


Impact and risks

So with current data, it is predicted that when Kry reaches net zero it will have as high an impact as permanently removing more than 20k diesel cars from our roads, or preventing 20.5m m3 of carbon dioxide released every year.

Digital healthcare is a more resilient and sustainable way of delivering care with lower emissions associated with transport to and from appointments; fewer sites required for the build and operating of clinics; and lower commuter/employee miles travel.

Despite the majority of our procurement emissions coming from Scope 3 it is important to know that this is from medical supplies that enable us to deliver the quality of care we are known for. We are committed to working with our partners and medical suppliers to ensure sustainable supply and delivery. We hope to report more on this in 2024.





"Our unique care model enables us to minimise the impact of our medical supplies and reduces our carbon footprint through responsible sourcing of these, as well as removing unnecessary transportation to and from clinics. I'm proud to be part of a healthcare company that allows patients to access healthcare in a sustainable way."

**Mark Glanville, Head of Clinic Sickla and
Regional Medical Director Stockholm, Sweden**

Breakdown of upstream emissions

Business Travel	157.3
Leased Assets	0
Operational Waste	3.3
Transport & Distribution of Goods	0
Employee Commuting & Home Working	913.9
Capital Goods	0
Purchased Goods & Services	35,758.6
Fuel & Energy Related Activities	18.4
Total	36,851.5tCO₂e

In terms of next steps, Kry will evaluate the measurement and analysis from Positive Planet and will endeavour to deliver a carbon reduction plan for 2023 and beyond. We are also looking to engage our teams and external stakeholders. This could include upskilling key employees to become carbon literate, increasing our environmental ambassadors in the clinics or moving towards becoming a B-Corp in the UK.

As we invest in our digi-physical model, consideration will be given to the location of our sites to limit the environmental impact and we hope that through our role in promoting digital self-care, fewer sites for clinics will be required. In this report we are pleased to see that our renewable energy sources accounted for 44% of our electricity consumption and this is already impacting our footprint- reducing it by 38.7t.

Our progress will be tracked via the Positive Planet dashboard and we will work to improve data quality and accuracy across years 2-4.

Taking greener steps

"Public transparency and an aspiration to meet the highest standards of social and environmental performance is what makes a company stand out from the rest. I'm proud that at Livi we are working towards a B-Corp certification and by reporting on our ESG activities we are showing our dedication to making the planet greener, ensuring a high-quality patient experience and supporting our employees to live well."

**Georgia Lajolie,
Workplace Manager Livi UK**

"I'm proud to be an environmental ambassador to ensure that we manage our operations in a responsible way and that we support environmental goals by introducing new initiatives and best practices. For example, we introduced a new waste management scheme in the clinic to sort and separate our waste. On the Environmental Protection Agency's website, we now also register all environmentally hazardous."

As a digital healthcare provider, I'm aware of the positive impact that digital consultations can have on the planet, by reducing unnecessary travel and carbon emissions. Digital healthcare is a real win for society and the planet."

**Linda Koutsouridaki, Assistant Nurse
and Environmental Ambassador
at Sickla clinic, Sweden**

4.

**Supporting
communities
and global
society**



Since our first report in 2021 we have made good progress and continue to move towards more sustainable working practices, creating a transparent culture and promoting social progress by delivering first rate, accessible healthcare.

'Great healthcare for everyone'

Kry's vision is "Great healthcare for everyone". This centres on delivering high quality, safe and equal access to care for everyone, regardless of where they live or when they need help.

Since 2015, we've delivered over 7 million patient appointments across Sweden, Norway, the UK and France.

Our 'digital-first' strategy means that both our employees and patients make more efficient use of time, and that we minimise the need for transport and resources associated with patient care, such as removing unnecessary visits.

Ultimately, we want to help fix healthcare and make it resilient for the future.

By leveraging technology, we provide proactive continuous care with multiple touchpoints, connecting patients to the right healthcare professional, at the right time. Our digi-physical footprint now has 54 clinics in Sweden, Norway and France (through our acquisition of PBM and Psykiatripartners as well as our Elsan partnership).

For patients, it's about improved access, increased flexibility and personalization.

For healthcare professionals, it's about spending less time on admin, and more time with patients, delivering the right care at the right time.

At a system level, everyone benefits from improved population health and a more resilient healthcare service, all at a lower cost for taxpayers.



KPI	Target level	National benchmark	2022	2021
<p>KPI 1: Availability of Care % of meetings within care guarantee, with certified staff</p> <hr/> <p>KPI 2: Patient Satisfaction Overall impression, based on national patient survey</p>	<p>85% in share of patients that meet a healthcare professional within 3 days</p> <hr/> <p>85 in average overall impression</p>	<p>82.4%</p> <hr/> <p>79.3</p>	<p>87.0%</p> <hr/> <p>77.5</p>	<p>83.0%</p> <hr/> <p>75.6</p>

Based on the KPIs above, our priorities are to continue to roll out the Kry model on newly acquired units and improve the patient satisfaction and the availability of care.



Improving access in medical deserts

"Currently, more than 6 million¹ people in France do not have access to a doctor and are living in what is known as a medical desert. At least 700,000² of them suffer from chronic and debilitating diseases. In France, 43% of our teleconsultations take place in medical deserts. Safe and high quality digital healthcare is a contemporary way of practising medicine and will enable patients to connect the dots, improve efficiency and avoid unnecessary hospitalizations."

**Nicolas Leblanc, Medical Director
and Public Affairs, Livi France**

1. <https://www.senat.fr/rap/r19-282/r19-2821.html#toc1>.

2. <https://www.ameli.fr/medecin/actualites/patients-en-affection-de-longue-duree-ald-sans-medecin-traitant-un-plan-d-actions-est-lance>

Diversity and Inclusion (D&I)

The 2021 D&I framework allows us to take a responsible and respectful approach to delivering a safe working environment where our people can succeed and develop.

Our teams represent a diverse set of voices and talent, and we offer a flexible, inclusive and forward-thinking way of working. We believe this is the only route to reimagining healthcare for good and delivering high quality healthcare that is representative of the communities we serve.

We are working proactively to ensure we continue to provide a safe, equal and diverse workplace and strive to be a leader against all discrimination of age, disability, nationality, religion or belief, gender and sexual orientation.

We also delivered a 3-step Inclusive Leadership programme, with tailored internal training to support D&I development, and over 50 employees from across the business accessed six months of personal coaching sessions delivered by Coachhub. The Coaching programme has generated a steady satisfaction rating of 4.9 out of 5 throughout the year.

Despite having to make the difficult decision to reduce our corporate headcount in line with an overall cost reduction strategy, we continue to recruit healthcare professionals and understand the challenges and importance of managing a hybrid workforce.



Supporting our employees



HWOw Policy

We implemented a new Hybrid Way of Working (HWOw), providing clarity and a framework for employees on office-based contracts while ensuring everyone has equal opportunity within the workplace.



Wellbeing and prayer

All employees continue to receive a wellbeing grant and benefit from in-house meditation and yoga sessions. We have dedicated spaces for prayer and wellbeing across all offices.



Developing Healthcare Professionals

We delivered a comprehensive professional development programme, including leadership training days, group mentoring and virtual sessions on specific health topics such as mental health, female health and chronic conditions such as obesity.



New HRIS and compliance

In 2022 we changed the HR Information System to Workday to provide enhanced control of our employee data, security and compliance. We have also taken steps to maintain our people policies and governance including Equality Policy, Bullying and Harassment Policy & Procedure, and Employee Wellbeing & Support Policy.



Learning Management System

Through the Sana platform our employees gained access to a selection of self-learning courses while our Learning & Development team offered monthly webinars. Courses featured on Sana include: Time management, Allyship and D&I.



Pulse surveys and communication

We continue to track employee engagement and wellbeing through our weekly pulse surveys via Officevibe and Winningtemp. We keep track of trends and respond to real time employee feedback. We have a monthly newsletter, host weekly all-company presentations and all senior leaders have a quarterly strategy meeting.



Glassdoor

We have started to track employee 'offboarding' responses via Glassdoor and have implemented a proactive communications review strategy to manage long term reputation and risk in attracting talent for the future.



Gender Pay Gap

The gender pay gap analysis is a highly useful instrument to help measure and evaluate our progress towards gender parity. We're pleased to see a continued growth in the representation of female talent at all levels of the business.

We have detailed below the Median Comparable Ratio for our gender pay gap split in our core markets, and this enables us to get clarity on the data so that we can take relevant action.

The figures below are indicative and based on our corporate headcount (they do not include health-care professionals) as of October 2022.

A comparable-ratio divides an individual's pay rate by the midpoint of a predetermined salary range. It enables us to draw accurate comparisons between roles and levels in the company. A comparable ratio of 1.0 means that the employee is paid at the exact midpoint of the range, whereas values higher or lower than 1.0 indicate how they are paid relative to the midpoint. It also enables us to review the gender pay gap between female:-male employees.

Country	Female Median compatible ratio	Male Median compatible ratio
France	0.91	1.00
Norway	1.10	1.11
Sweden	0.92	0.98
United Kingdom	1.00	0.97

In the UK and France we are under obligation to report on our gender pay gap. These reports are publicly available, include data from a specific date and each have different reporting criteria. Therefore the figures detailed in these reports may differ from the above.

"I will work to ensure that our gender pay gap stays as closed as possible, and everyone is treated fairly and equitably. Employees who feel valued and respected will help us on our mission to deliver outstanding care to our patients."

Dr Harriet Bradley, Medical & Business Operations Director of Livi UK

We remain committed to ensuring that we prioritise and narrow the gender pay gap. We will aim to deliver consistent reporting criteria across all markets in 2023 as we prepare for new EU legislation.

Supporting policy and regulation

Healthcare is an extremely public issue. Governments/ policymakers, at European, national and local level, play multiple important roles for our business: payer, partner, rule-maker. This is a complex relationship which our market policy teams navigate and support to help grow the business and open up future opportunities.

Like many European health systems, doctors and healthcare professionals are overworked as both patient needs and admin/operational tasks have increased. We aim to be a partner to the national and local public healthcare sector who share our vision and allow healthcare professionals to prioritise looking after patients.



This includes:



Sweden

We are working closely with The Association of Private Care Providers, Swedish Association of Local Authorities and Regions, and other stakeholders to review both the reimbursement model for digital care and how digital healthcare providers can be a vital contributor to deliver a more cohesive continuum of primary care.



The UK

We continue to deliver a range of partnerships with Integrated Care Systems and "local NHS providers" delivering over 1mn patient appointments. Our work with think tanks like Tech UK and the Digital Healthcare Council enable us to engage in the national health policy narrative on topics such as funding, access and the structure of primary care.



France

We continue to strengthen our position within the healthcare system and support the French government on its development of e-health, improved funding and access rights. We represent ourselves at an association of the telemedicine companies to promote the subject of e health- known as 'Les Entreprises de Télémédecine' (LET) in France.



Norway

We want to ease the burden on the Norwegian health care system, and are working towards supporting GP offices and/or municipalities by operating the clinics and all support functions. Like many European health systems, Norwegian doctors are under pressure as both patient needs and admin/operational increase.

Building a positive profile and championing the value of digital healthcare with political stakeholders requires sustained and strategic engagement so that we can positively influence decision-making and build a positive public policy profile as a pan-European leader – as such we cannot ignore EU developments.

Having a positive profile and seat at the table in the European Union also increases our legitimacy in the eyes of investors, public sector payers and potential partners. An example of this is our engagement and commentary on the European Health Data Space (EHDS) to improve interoperability of health systems and cross border data patient sharing to enhance care.

Other areas include:



Legal powers for health

Treaty on the functioning of the EU – promoting public health and the prevention of disease, support cooperation between States.



Responsibilities for economic/business/tech growth

Taking action to stimulate innovation, European startups and the development of the Single Market working with States.



An agenda to push changes to our operating environment through overarching tech and competition regulation (similar influence to GDPR)

Aware of new/changing rules e.g. AI, health data, cloud storage and privacy, and how these can have positive or negative effects, increasingly at an international level.

Supporting the Ukraine with medical supplies

"In March 2022 we – in a joint effort with other Swedish healthcare companies and a local charity – donated 21 pallets of medical supplies from our clinics in Stockholm to the Ukrainian/Polish borders. We also launched our healthcare platform Livi Connect for free in Ukraine so healthcare professionals could connect to patients safely and remotely. In Norway, we supported a certified doctor from Ukraine who worked with us for four months to get insight into Norwegian healthcare, and in Sweden we offered free-of-charge psychology sessions to refugees. We care about the local communities in which we operate and consider it our responsibility to support wherever we can."

**Julia Elf,
Chief of Staff**

Award-winning women's health campaign 'Miss Diagnosed'

"For centuries, women were told they had hysteria. This was considered a diagnosable condition to explain the women's health complaints men did not understand. There's been a long, painful relationship between women and medicine – many still do not feel heard or understood in the context of our bodies.

We launched our Miss Diagnosed campaign in the summer of 2022 to shine a global spotlight on the challenges many women face in accessing care. The campaign included global research; we hosted dedicated webinars on World Menopause Day; featured patient stories on social media and achieved national and international media coverage. The campaign reached over 500mn people and won an award for best ESG campaign or case study to reduce inequality. We have also committed to supporting 10,000+ healthcare professionals by offering training and Miss Diagnosed workshops."

**Dr Bryony Henderson,
Lead GP Livi, UK**

5.

**Governance
and
safeguarding**



We analyse significant risks, opportunities and consequences from an economic, legal, environmental and social perspective to make sustainable and effective business decisions.

Corporate Governance

We understand that good corporate governance in combination with continuous improvement work, measurement, evaluation and communication – in a credible and transparent manner – is essential for us to balance long-term profitability and growth with heightened social and environmental parameters. “Great healthcare for everyone” is our company vision and means we constantly strive for greater inclusion and equity of access within healthcare. We believe healthcare is a vital component of basic human rights and are proud to play our role in a way that is responsible and resourceful.



Core policies that ensure good corporate governance include:



Company Code of Conduct

This document provides guidelines for decision-making, handling conflicts of interest, dealing with public officials, external communications, confidential information, and protection of user and employee information.



Anti-Corruption & Bribery Policy

We have zero tolerance for corruption and bribery, which is clearly stated in our Anti-Corruption and Bribery Policy. The document governs how the company looks at and continuously works to create awareness and build knowledge to counter corruption and bribery. This includes gifts from external parties, sponsors, charity and political donations.

As part of this, we regularly monitor and assess the areas and activities where we are most vulnerable to corruption, which includes the acceptance of improper gifts or advantages that



inappropriately influence or appear to influence the objectivity of business decisions. We are aware this risk is particularly high within highly regulated and competitive public sector procurement processes/ in dealings with public sector officials e.g. within the NHS or public payers in our other markets.

Where possible we take mitigating action against these risks, which include identifying employees working in higher-risk functions (e.g. those in management as well as customer or vendor facing roles, or those in regular contact with public officials) and ensuring these employees have access to appropriate training sessions.



Global Fair Competition Policy

Ensures that Kry's business operations comply with laws and regulations regarding fair competition. The document provides guidance on what specifically needs to be considered in communication and interaction with competitors and handling sensitive information.



Global Avoidance of Conflicts of Interest Policy

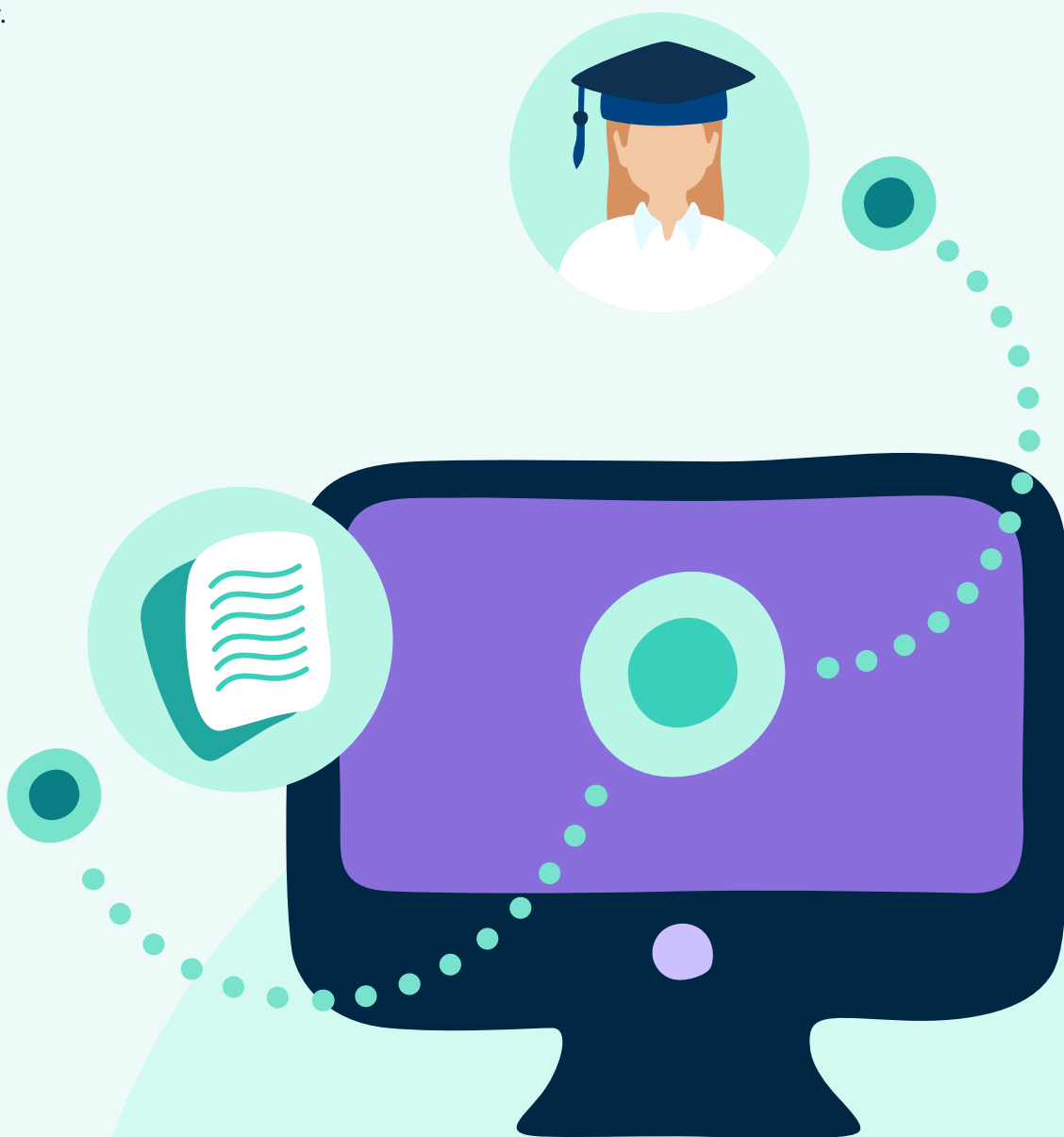
Describes how Kry ensures that all employees are aware of, understand, and follow guidelines regarding conflicts of interest.



Whistleblowing Policy

Describes the procedures we develop and implement to encourage and support employees and other stakeholders in reporting suspected irregularities, misconduct, or illegal activities within the organization.

The policies are easily accessible for employees via our support platform (Zendesk) and are featured in our onboarding process. Training sessions offer employees the chance to get up to speed on the latest guidelines for decision-making, handling conflicts of interest, managing contacts with public officials, and how to protect confidential information in relation to users and employees. All policy documents are regularly checked and updated as necessary.





"Now more than ever, investors and partners are looking to achieve profitable performance without losing sight of environmental, social and governance risks. Through our policies and corporate governance procedures we aim to promote transparency and sustainable value therefore enabling us to improve how we operate and capitalise on opportunities to grow our business."

**Sarah Von Euler,
General Counsel**

Continuous improvement


As part of our continued commitment to quality, privacy and compliance we maintain standards on the following ISO 9001:2015, ISO 14001:2015, ISO 45001:2018 for key areas of the business. These certifications cover our environmental footprint, clinics, information security, operations and processes.

Maintaining quality and patient experience

We aim to deliver accessible and high-quality healthcare to patients, at the right level and at the right time. In our daily work, we collaborate closely with regional and national healthcare systems, policy makers and secondary care providers. We also work to continuously improve our operations and regularly speak with patients and appropriate relatives or care-givers after a care meeting. Every opinion is valued and we ensure that feedback provides a basis for continuous improvement on our healthcare delivery and wider obligations.

Our [Patient Safety Report for 2022](#) operations at Kry Primärvård Sverige AB, highlights how we continue to improve our patient safety and the patient experience in Sweden. The report details several concrete measures that were taken to enhance patient safety across our medical operations with new services such as nurse and doctor 'chat' as well as physiotherapist meetings. All quality and management work is run through our robust operational management system developed in 2022. It will be rolled out across the organisation in 2023.

Assuring care quality



"Our trusted systems, peer to peer learning culture and information security assures quality and patient safety, so that we can deliver safe, accessible, and expedient care services. Healthcare is a fundamental human right, so we've also worked hard to ensure equity of access to these services, meaning patients - regardless of age, background, race or gender - can access the care they need."

**Dr Joakim Röstlund,
Medical Director, Sweden**

In France, patient safeguarding is the responsibility of the Medical Management Team and the following responsibilities are undertaken:



Implementation of a framework for the practice of telemedicine that guarantees the safety of care



Promoting integrity of medical care



Risk management and reporting of serious events at national level medical care



Maintaining medical skills through internal training of doctors



Monitoring of User Experience and Satisfaction to ensure safe care

The UK safeguarding team (which includes our National Safeguarding lead and three deputies), meet regularly to discuss and review all safeguarding concerns and referral cases. Standard Operating Procedures and policies are made available via central systems like PolicyStat in the UK. All employees must adhere to organisational policies and procedures and follow local multi-agency safeguarding arrangements. In the UK, every Livi team member is empowered to prevent/identify/minimise abuse and therefore all employees who are undertaking patient-facing roles must attend safeguarding training at induction, alongside mandatory safeguarding adult training and other training that are mandated by the National Safeguarding Lead. We are the only digital healthcare company to have Care Quality Commission (CQC) rating "Outstanding" for delivery of care.

In Norway, our Quality Team upholds the principles of patient safeguarding, quality and compliance. The team has implemented a national framework and standardised procedures for clinical decision-making, documentation and communication, along with reporting criteria and clear guidelines on incident reporting to support our healthcare professionals and guarantee patient safety. A culture of continuous learning and professional development through training and peer-reviewed feedback ensures that healthcare professionals and providers stay up to date with the latest research and best practices, while also building allyship and skills between colleagues.

Responsible operations

Administration

"Digital should not be seen as an alternative to in-person consultations with a doctor; nor should it be seen exclusively as booking appointments online. When we integrate digital touchpoints at the right moment, with physical consultations, we create smoother patient journeys, give healthcare professionals more time to care for more patients, and build a more resilient and cost effective healthcare system for all. And that has to be the win, if we are to build sustainable communities."

**Dr Kalle Conneryd-Lundgren,
Chief Operating Officer**

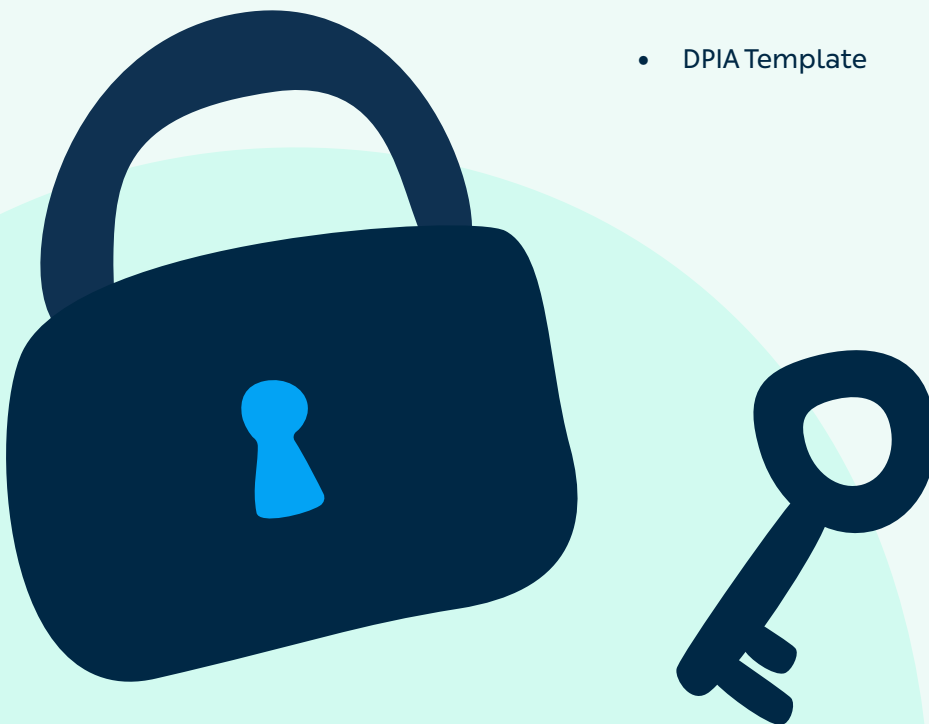
Data & Privacy

The safety and security of patient data is central to everything we do. As a healthcare provider, we are governed by the same regulations as any other healthcare provider in one of the most heavily regulated sectors in the world. Data breaches and data loss remains one of the biggest areas of risk for us. However, we take proactive steps to mitigate this and ensure responsible actions are taken.

In 2022, our legal team and group Data Protection Officer (DPO) implemented a comprehensive Privacy Framework, drafted and updated policies, procedures and guidelines, as well as accompanying training, to match the business need. The biggest changes and achievements were undertaken on our Data Breach Process and the Subject Access Requests process.

Updates to global documents include:

- Subject Access: Subject Access Request Procedure, tailored guidelines for employees and trainings
- Data breach process: Data breach procedure tailored guidelines and trainings
- Right to Rectify Procedure
- Record Retention Policy
- Right to Erasure Procedure
- Right to Data Portability Procedure 2
- Right to Object Procedure
- Privacy by Design Guidelines
- Data Protection Policy
- Kry/Livi - DPIA procedure
- DPIA Template



These processes have enabled the business to work in an agile and timely way to surface and escalate issues, review and report the incident.

Two examples of this include:

Facebook Pixel incident

In the spring of 2022 it was discovered that due to an implementation error, hashed - and therefore personally unidentifiable - user and end-user contact data from one of our web products, Livi Connect, was shared with Facebook. No medical data was included and this did not affect any Kry app users. We reported the incident to the IMY (Swedish Authority for Privacy Protection) in May 2022 and have since then fully cooperated and answered their questions as part of the investigation.

Email Tracking incident

It was reported to the French investigation authority CNIL that we were using tracking pixels in our email campaigns. We took immediate action and raised an internal enquiry which found that the pixels were being used to gather aggregated statistics (e.g. they tracked open rates) and were not used for any secondary purposes like marketing. This issue did not involve medical data. However, we used this moment to review DMS France's use of pixels and implemented a number of measures including stopping all tracking of existing users, and updated the privacy notices and opt-in settings for clarity and transparency. Due to our swift and efficient response, CNIL did not pursue this any further.

In France, we have also gone one step further with an update of the "Cookie Management Policy" in the App to assess the responsible use of cookies and consent. Very few companies will review the use of cookies in an App, but we see this as business critical to deliver a first-rate and secure patient experience. In time this will be deployed across all markets.

Prevention & data

With ageing populations and an increase in chronic diseases, we believe digital can play a vital role in opening up new treatment pathways, targeting patients with earlier intervention and providing end-to-end care to support long term wellbeing and lifestyle changes. In 2023 we want to expand our Life Science partnerships with those who share our vision and continue to invest in healthcare professionals and our products to deliver more personalised care and support millions of patients with better access.

Better use of data can facilitate the transition between care instances routing patients to the right healthcare professional through the right channel (digital or physical), at the right time. Based on a patient's medical history and current symptoms, our technology can ensure they are matched with the most relevant healthcare professional (even when they are not physically close) that has the appropriate skill set and training. For example, in the UK, Kry's algorithmic triage tools have resulted in an aggregate 20% reduction in avoidable hospitalisations by directing patients to the most suitable healthcare professional for their needs.

Leveraging health data at a population level can provide important insights on chronic diseases and health trends. Armed with this information, we can better target R&D investment and design data-driven healthcare policies that enable effective use of resources.

6.

**Future
statement**



Kry is one of the very few companies in Europe that is able to demonstrate an ability to effectively help society, as healthcare costs outstrip overall economic growth - an unsustainable situation for any country.

At the core of our operating model is our ability to improve healthcare efficiency and continue to deliver high quality care while balancing investors' needs, costs and being a responsible partner and actor. This puts Kry in a very strong market position and the fundamentals of the business are strong. There is rising demand from patients, payers and healthcare professionals.

Over the last year, like many businesses we have had to adjust our organisational structure and respond to market dynamics. We have had to be conservative with our capital and consolidate efforts to help us reach profitability quicker whilst still delivering on our long term growth and profitability trajectory.

This ESG 2022 report gives us insight into key areas that require our attention so we can contribute sustainable value in healthcare. We know we have some way to go and will prioritise the areas that are in our control, setting relevant parameters that can be dialled up or down depending on business need and market context.

As CFO I'm proud of my role in shaping the company vision and the importance of delivering both financial and non-financial impact to help us reach our goals. At Kry we have the vision of "Great healthcare for everyone" - we want to transform healthcare delivery, creating a scalable and sustainable model that will help fix some of our biggest challenges like long term chronic disease. Now more than ever, we know achieving this requires everyone taking a resourceful, respectful and responsible approach and I look forward to showing our progress in years to come.

Claes Ruth,
Chief Financial Officer



This is a literal translation of the Swedish original report

Auditor's report on the statutory sustainability report

To the general meeting of the shareholders in Kry International AB, corporate identity number 556967-0820

Engagement and responsibility

It is the board of directors who is responsible for the statutory sustainability report for the year 2022 and that it has been prepared in accordance with the Annual Accounts Act.

The scope of the audit

Our examination has been conducted in accordance with FAR's auditing standard RevR 12 The auditor's opinion regarding the statutory sustainability report. This means that our examination of the statutory sustainability report is substantially different and less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinion.

Opinion

A statutory sustainability report has been prepared.

Stockholm as per our digital signature

PricewaterhouseCoopers AB

Patrik Adolfson
Authorised Public Accountant

The image features a series of concentric circles in various shades of blue and teal, creating a sense of depth and movement. The circles are centered on the right side of the frame, with the largest circle being a bright teal and the innermost being a dark navy blue. The background is a gradient of these colors, with the teal being most prominent on the left and the navy blue on the right.

kry livi