



**Make it
count**

**JAKALA S.p.A. S.B.
2025 Impact Report**

Annual report pursuant to Article 1, paragraph 382, of Italian
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Make it count

Every action counts: our commitment to creating real, lasting value.

Dear Stakeholders,

We are pleased to present the 2025 Impact Report. As a Benefit Corporation, JAKALA has committed to pursuing common benefit objectives — objectives that guide our decisions and help us gauge the real value we create for our stakeholders.

This is a special year for us: on 6 May 2026 it will be five years since we chose to become a Benefit Corporation. This milestone offers an opportunity to look back on the journey we have travelled and to confirm that our choices remain aligned with the values and objectives we set ourselves. Over these years we have learnt that common benefit purposes only stay alive when they find daily confirmation in our choices, processes and relationships. Five years ago, transforming the company was a promise. Today, it has become our culture. With this awareness, we renew our commitment each year — stronger for the experience gained — striving to deliver our best for all our Stakeholders.

Among JAKALA's primary objectives is continuing to innovate by placing data and artificial intelligence at the service of ethical, equitable and secure growth: because innovation only has value when it strengthens the trust of those who choose us. This is a commitment translated into everyday actions, holding together ambition and rigour: the culture we want to keep building.

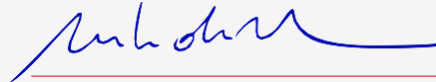
Our central pillar remains our People. This is why we continue to invest in well-being, in listening, in professional growth and in building a working environment that is ever more fair, inclusive and respectful. We firmly believe that people can fully express their potential when they feel valued and at ease. Safeguarding rights, paying attention to individual uniqueness and to working conditions are and will remain vital elements for us, both as a social responsibility and for the quality of the organisation itself.

In this report you will find the actions undertaken, the results achieved and the commitments we intend to pursue in 2026.

We invite you to read them as a basis for discussion on what we can do together in the year ahead, in the conviction that dialogue with you is an essential part of our journey.

Thank you for the trust and for the contribution that each of you makes in continuing to build JAKALA

With gratitude,



Matteo de Brabant
 Founder & Chairman



Jakala Benefit Corporation

Our journey towards sustainability

In 2021, JAKALA chose to become a Benefit Corporation embarking on a path that has progressively taken shape over the years to become an integral part of its business model and of the way the company creates value.

This evolution has translated into an approach that integrates the economic dimension, social impact and environmental protection, steering business decisions towards responsible and sustainable long-term growth.

The activities developed over time have helped to shape an increasingly solid system, based on governance tools, structured processes and concrete initiatives addressed to people, the supply chain and the local territory.

These include strengthening certified management systems, adopting policies for gender equality and inclusion, developing well-being programmes, and evolving supply chain monitoring practices.

In this context, crossing the 100-point threshold in the B Impact Assessment in 2024 represents a significant milestone, confirming the consistency between the commitments made and the actions delivered.

Today, sustainability is increasingly embedded in business processes and choices, helping to guide innovation, stakeholder dialogue and the development of the Group's activities.

In a context where sustainability, innovation and accountability are ever more interconnected, JAKALA intends to strengthen its role as a company capable of turning commitments into measurable results.

Strategy, people,
impact: an
integrated
journey

Overall assessment of value in Benefit Corporations

This Impact Report represents not only a requirement under Italian Law 208/2015, but above all a tool for transparency and accountability that complements the Sustainability Report, helping to provide a complete and integrated view of the path undertaken by JAKALA and the Group.

The document sets out:

- the assessment of the impact generated by JAKALA, according to internationally recognised standards such as the B Impact Assessment and SDG Action Manager frameworks;
- the main actions taken throughout 2025 to pursue the common benefit purposes set out in the Articles of Association;
- the objectives for 2026, consistent with the materiality analysis, the ESG strategic plan and the evolution of the Group's perimeter.

A stakeholder-oriented growth model

Benefit Corporations embed in their Articles of Association an explicit commitment to generate value for all stakeholders, combining traditional economic objectives with common benefit purposes that guide strategy and operations.

This model requires that the social and environmental impacts of business activities be considered in a structured way, steering decisions towards measurable and lasting outcomes for the community.

Along this journey, JAKALA has progressively turned its Benefit commitments into levers for value creation.

JAKALA's vision is clear: to maintain a balance between economic growth, social responsibility and environmental protection — essential for generating a positive and sustainable impact.



From Global Goals to Shared Value

The Sustainable Development Goals (SDGs) provide JAKALA with a reference point for guiding its strategic choices and operational activities. Integrating these principles into the business means linking corporate performance to global challenges, actively contributing to issues such as climate change, social equity and the spread of more responsible development models.

This approach allows us to read the context in which we operate more broadly, to anticipate change and to develop solutions capable of generating value over time. Sustainability thus becomes a lever for innovation, for strengthening stakeholder dialogue, and for supporting the company's growth in a manner consistent with the transformations under way.

JAKALA values



Be Purpose Driven

Be purpose driven
JAKALA is committed to creating positive and lasting change in the communities and sectors it serves.

It is also committed to building a sustainable and inclusive working environment, in which its people are proud to work.



Embrace Data

Embrace data
JAKALA is proud to have always been a data-oriented company. It has access to a vast amount of information that enables it to improve forecasts, assessments and decisions for its clients.



Make it count

Make it count
JAKALA works with enthusiasm, perseverance and innovation to create real, measurable and lasting value.



Deliver our best

Deliver our best
Commitment, determination, integrity and passion are the foundation of our approach and the driver of our success.



Grow Together

Grow together
JAKALA believes that its people are strong as individuals, but grow even more when they work as a team.

Purpose Driven

Innovation and Impact

Benefit Corporations represent an evolved business model designed to create value not only for shareholders, but also for all stakeholders, with a strong focus on social and environmental aspects.

This global movement of "Purpose Driven" companies aims to redefine the economy, with businesses becoming active protagonists in environmental and social regeneration, fostering a measurable and tangible transition from a shareholder-oriented economy to a more inclusive, stakeholder-based one.

Following the creation of benefit companies in the United States, Italy was the first nation

in Europe to introduce this new legal structure, with the aim of protecting the corporate mission and ensuring the creation of shared value over the long term.

Among the assessment tools for Benefit Corporations is the B Impact Assessment ("BIA"), used to measure a company's ability to create value and operate regeneratively.

B Corp certification is granted to companies that achieve a score of at least 80 out of 200 in the BIA. In addition, the goal of reaching 100 BIA points symbolically represents JAKALA's concrete commitment to its mission: to produce a positive, tangible and measurable impact for the benefit of society and the environment.

As part of its evolution as a Benefit Corporation, JAKALA has adopted the B Impact Assessment (BIA) as the structural benchmark for measuring and improving its impact.

Crossing the 100-point threshold in 2024 marked a significant milestone on this journey. In 2025, the company further consolidated this result, achieving a score of 105.1, confirming a commitment that translates into progressive actions and outcomes.

This trend highlights a path of continuous improvement, in which impact measurement serves as a tool to guide decisions and strengthen the integration of ESG principles into the Group's activities.



Statutory purposes

The following sets out the common benefit objectives in accordance with Italian Law no. 208/2015 on Benefit Corporation, in particular paragraph 382, which states:

"The impact report or impact statement contains an account of the objectives achieved in the reference period and sets out the new targets to be pursued in the following financial year" - author's translation.

The pages that follow detail the aforementioned purposes, referred to internally as J Goals.

“ *the Benefit Corporation must prepare an annual report on the pursuit of the common benefit, to be included in the company's financial statements.* ”

J Goal 01

Ethics and Transparency

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Quality and Safety

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Community

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J Goal 01



Ethics and Transparency

JAKALA promotes ethics, transparency and integrity through the adoption and dissemination of sound management and self-regulation practices.

2025 Objectives Review

Policy for the responsible use of AI

To strengthen our positioning as a leader in AI compliance, consolidating our adherence to the AI Pact and proactively aligning with the emerging guidelines of the AI Act and international standards, with the aim of fostering trust among clients and partners and maintaining an ongoing dialogue with the EU Commission.

In parallel, JAKALA has ensured a clear allocation of responsibilities and strengthened human oversight of its systems, structured data management and the adoption of technical and organisational safeguards, in line with ISO 42001:2023.

The commitment undertaken with the AI Pact has continued through the adoption of a dedicated policy based on the principles of the Code of Conduct on copyright for generative AI models, consolidating JAKALA's role in the dialogue with institutions, clients and partners and strengthening trust and credibility in the responsible use of artificial intelligence.

Objective fully achieved

JAKALA has implemented a structured AI risk assessment system, aligned with leading international best practices, and has integrated these processes into its project life cycle.

2026 Objectives

Integrated compliance system

To implement an Integrated Compliance System aligned with Italian Legislative Decree 231/2001, the main applicable ISO standards and internal control systems, ensuring a governance model that is effective, transparent and geared towards risk prevention, continuous improvement and the creation of sustainable value for the organisation.

Tax Control Framework

To digitalise and automate the tax control system in order to ensure greater efficiency, transparency and tax compliance, minimising manual intervention and the scope for human error. The objective is to integrate advanced technological tools to enhance the monitoring of tax risks and ensure real-time management of corporate tax activities.

transparency and risk management. The methodological framework of the Tax Control Framework has been developed through the mapping and assessment of the main tax risks and the definition of the related controls, following a structured and incremental approach.

These activities have led to the start of the systematic collection of evidence and the introduction of the first controls into the platform, helping to lay the foundations for a more integrated and digitalised management of tax processes.

Objective partially achieved

During 2025 JAKALA continued the path of digitalising and structuring its tax control system, with the aim of improving efficiency,

Although the journey is still being completed, the initiatives delivered represent a significant step towards the automation of the tax control system and the strengthening of risk monitoring and prevention capabilities.

J Goal 02



Professional and Personal Development

JAKALA promotes the recognition and development of skills and potential, professional growth and the well-being of internal and external collaborators, through sustainable, smart and flexible working practices, and by spreading a way of doing business that views work as the development of personal capabilities in balance with one's personal sphere.

2026 Objectives

Harmonisation of HR systems

To extend the cHRoco platform, the integrated human resources management system, to foreign subsidiaries, in order to ensure a more consistent and accessible experience for JAKALA's people. The aim is to support employees' personal and professional development through the use of integrated digital tools.

Objective fully achieved

The evolution of the cHRoco platform, already begun in previous years, has made it possible to consolidate an integrated digital ecosystem capable of supporting different stages of the professional journey of people within the company.

Integrations have been delivered with tools dedicated to managing business travel, including Soldo for the management of travel expenses and Mytico for booking and organising business trips.

During the year, technical and functional updates were rolled out that made the platform more modular, secure and easily accessible. Key initiatives included strengthening the platform's architecture, refactoring the back office with new reporting tools, and introducing advanced access methods via PIN and biometric authentication.

The platform supported the completion of the 2025 Performance Management cycle, enabling the digital management of objectives, feedback and review moments and strengthening a more structured approach to people development.

During the year, a dedicated environment for external users was also developed, designed to facilitate preboarding stages and enable new features linked to employer branding activities and the management of the alumni community.

2025 Objectives Review

Human Capital Management — Introduction of integrated systems for the management of human resources able to improve the user experience of JAKALA people within the company.

These systems will be designed to support employees' personal and professional development, extending the benefits also to loved ones outside the company.

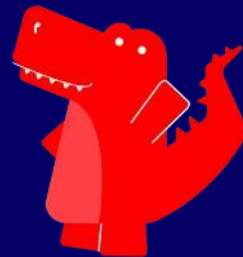
cHRoco Project

Automated HR flows

+30

Use Cases developed

+20



J Goal 03



Training

JAKALA seeks to engage, raise awareness and increase the level of consciousness across the entire organisation, as well as of its people, towards a culture of greater personal responsibility and respect for both the environment and health and safety.

2025 Objectives Review

Awareness-raising and a Culture of Sustainability

To promote a culture of prevention, safety and sustainability through awareness-raising activities on environmental, social and well-being topics.

To broaden training with initiatives dedicated to everyday choices, such as nutrition, consumption patterns and sustainability in production supply chains, contributing to greater awareness and active participation.

Objective fully achieved

During 2025, JAKALA promoted a culture of prevention and sustainability through awareness-raising and training initiatives dedicated to everyday behaviours and their environmental and social impact.

A training programme was delivered in collaboration with the MenoPerPiù project, focused on the link between nutrition, health and climate change. The webinar explored the impact of food choices, in particular the comparison between plant-based and omnivorous diets, helping to raise employees' awareness of the role of individual habits in the transition towards more sustainable models.

2026 Objectives

Awareness-raising and a Culture of Sustainability

To spread a culture of sustainability, well-being and individual responsibility through training programmes dedicated to environmental, social and digital topics, with the aim of increasing people's awareness of issues such as sustainable mobility, accessibility, digital sustainability and health, encouraging the adoption of more responsible everyday behaviours.

The initiative recorded the participation of more than 280 people and a level of engagement evidenced by around 100 responses collected through a questionnaire, containing feedback and suggestions useful in guiding future initiatives.

JAKALA also promoted experiential initiatives aimed at fostering active participation and the adoption of more sustainable behaviours.

These included the Plant-powered break, organised on the occasion of Veganuary, which gave people the opportunity to explore a plant-based diet through low-impact food options, offered at the corporate canteen of the Milan office.



J Goal 04



Equity & Inclusion

JAKALA fosters the inclusion and recognition of differences in gender, ethnicity, sexual orientation, ability and disability, through the identification and removal of barriers that hinder participation and contribution, the provision of equal opportunities for professional and economic development, and anti-discrimination policies across the supply chain and in relation to all stakeholders interacting with the company.

2025 Objectives Review

Diversity Empowerment Path

Consolidation and expansion of a dedicated awareness-raising programme on DE&I topics, oriented towards a broad set of diversity topics. Through dedicated initiatives, the programme aims to promote a corporate culture open to individual uniqueness, supporting accessibility and the professional growth of all talents.

Objective fully achieved

During 2025 JAKALA strengthened its commitment to gender equality, obtaining UNI/PdR 125:2022 certification, the Italian national standard that sets out guidelines for adopting a management system geared towards promoting equity and inclusion in organisational contexts.

The certification path involved the introduction and consolidation of policies, processes and tools dedicated to the monitoring and continuous improvement of corporate practices in the area of equal opportunities.

2026 Objectives

Diversity Empowerment Path

To extend Diversity, Equity & Inclusion initiatives to foreign subsidiaries through the adoption of the WEPs, the analysis of existing gaps and the activation of training and awareness-raising programmes, with the aim of promoting greater equity and inclusion across different organisational contexts.



JAKALA takes part in the Milano Marathon 2025: scan the QR code!

In particular, the company has put in place a governance and measurement system based on specific indicators relating, among others, to professional growth opportunities, work-life balance, pay equity and gender representation across different organisational levels.

In parallel, the Sport for Inclusion project continued, supporting social inclusion through sporting activities and contributing to the promotion of well-being, both within and outside the corporate setting.

Sport for Inclusion

SuperLeague people

40

Run for Charity people

64

J Goal 4 — continued

Diversity Empowerment Path — Consolidation and expansion of a dedicated awareness-raising programme on DE&I topics, oriented towards a broad set of diversity topics.

Objective achieved

In 2025, JAKALA consolidated and expanded its Diversity Empowerment Path through structured awareness-raising and engagement initiatives on diversity and inclusion topics.

In particular, the first JAKALA Pride Week was held — a broad programme of activities that involved all Italian offices, with both in-person and streaming events and active participation by more than 600 people.

During the week, a diverse range of initiatives was organised — including talks, workshops, artistic moments and participatory activities — designed to foster dialogue and exchange, including among people approaching these topics for the first time.

The programme also saw the involvement of 12 LGBTQIA+ associations, which contributed testimonies and content on topics such as identity, gender affirmation, health, rights and inclusion, strengthening the link between the company and the local community.

A distinctive feature of the initiative was the strong involvement of the corporate community, with Jakalers taking a leading role in organising and running creative workshops, cultural moments and sharing activities, helping to build an open, participative and inclusive space.

The Pride Week also generated a significant external impact through support for the associations involved as well as significant media visibility, with coverage across several national and trade publications.

This initiative is part of a broader path aimed at strengthening an ever more inclusive and accessible corporate culture that values diversity, helping to create an environment in which every person can feel recognised, represented and free to express their identity.



JAKALA wins the WISE Diversity Award as Inclusive Company 2026

[Link to the post](#)

J Goal 05



Sustainable procurement

JAKALA promotes and oversees decent working conditions and opportunities for economic and professional growth throughout its supply chain.

2025 Objectives Review

Improvement plan

Consolidation of the supplier selection and qualification process, strengthening ESG criteria to ensure greater accountability across the supply chain.

Implementation of monitoring systems for the continuous assessment of supplier performance, ensuring greater transparency.

Objective achieved

During 2025 JAKALA consolidated its supplier selection, qualification and monitoring processes, strengthening the integration of ESG criteria into supply chain management.

The use of the EcoVadis platform has enabled continuous monitoring of sustainability performance, ensuring greater transparency and accountability across the procurement chain.

During the year, the average supplier rating recorded an overall improvement of +4.7 points (from 56.3 to 61.1) and 71% of suppliers assessed (173 out of 244) improved their score. These results confirm the effectiveness of the monitoring system and the progressive strengthening of ESG performance along the value chain.

Thanks to the use of the tools introduced in the previous year within the EcoVadis suite, JAKALA has made the monitoring of suppliers' ESG performance more structured and integrated.

2026 Objectives

ESG supplier qualification programme

To broaden the scope of supply chain analysis and monitoring, including new countries and supplier categories, in order to integrate the assessment of ESG risks into qualification and management processes in an increasingly systematic way.

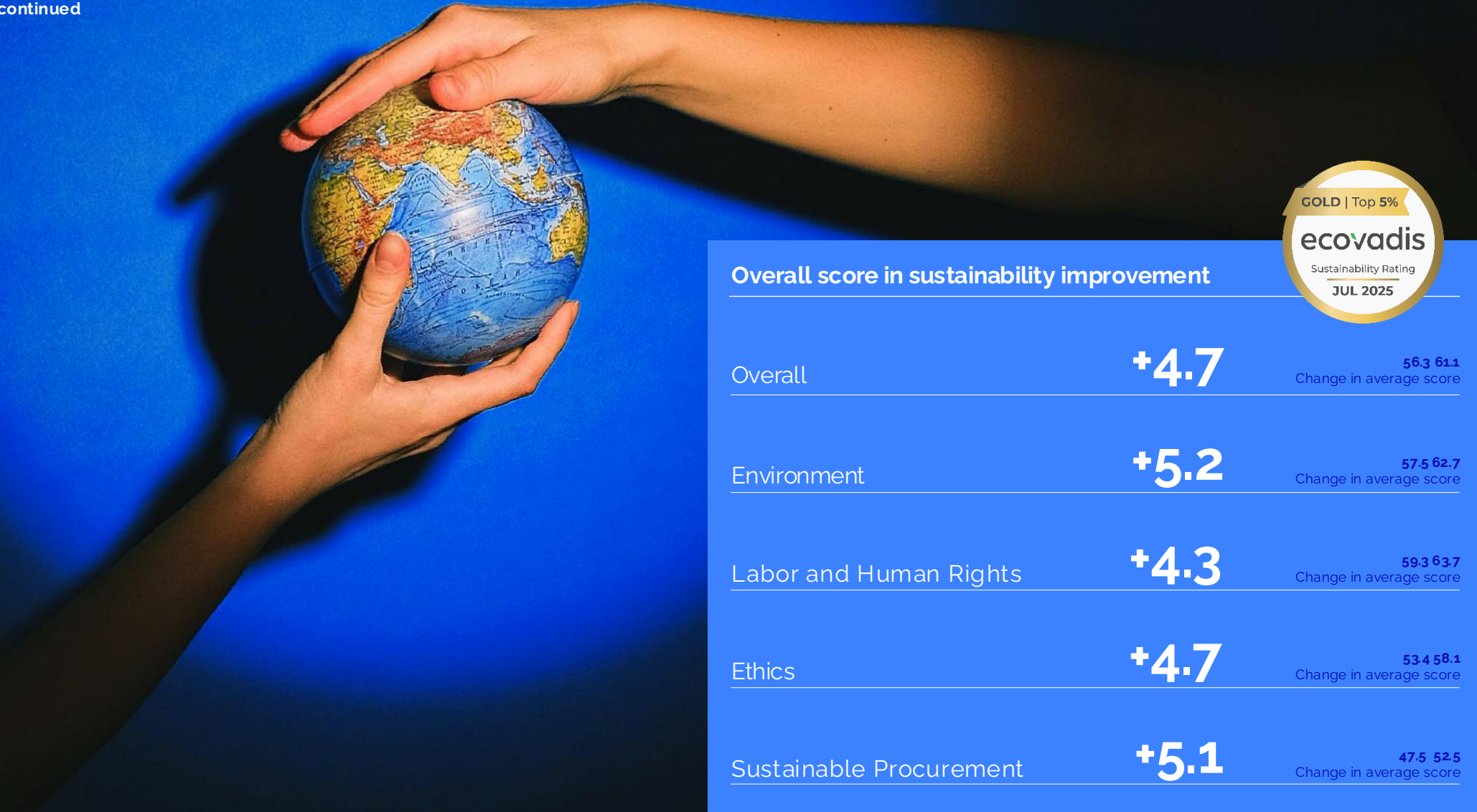
In particular, the use of EcoVadis IQ for assessing ESG risks along the supply chain has been strengthened, while the Vitals module has been used to obtain a deeper and more targeted level of supplier analysis, supporting a more precise assessment of risks.

In parallel, the Carbon Action Manager (CAM) has been deployed for the collection and monitoring of suppliers' environmental data, with the aim of improving the management and reduction of emissions along the supply chain.

These developments have made the qualification process more structured, data-driven and integrated, strengthening the company's ability to monitor and manage suppliers' ESG performance on an ongoing basis.



J Goal 5 — continued



Overall score in sustainability improvement

Overall	+4.7	56.3 61.1 Change in average score
Environment	+5.2	57.5 62.7 Change in average score
Labor and Human Rights	+4.3	59.3 63.7 Change in average score
Ethics	+4.7	53.4 58.1 Change in average score
Sustainable Procurement	+5.1	47.5 52.5 Change in average score

J Goal 06



Quality and Safety of Products and Services

JAKALA promotes a culture of the highest quality and safety of products and services through ongoing collaboration with its partners in identifying the best materials, technologies and solutions, with a view to full economic, social and environmental sustainability.

2025 Objectives Review

Digital sustainability

Digitalisation of the data collection process to optimise the administration of surveys and the normalisation of the data gathered, with the deployment of interactive dashboards for more effective consultation. Training and certification of Web Accessibility Experts – specialist roles tasked with monitoring, assessing and managing accessibility issues.

as a reference the principles and indicators of UNI/PdR 147. In this context, the company has developed an in-house digital platform designed to collect, monitor and track the evolution of digital projects, enabling clear consultation of results and the effective management of data collection and analysis.

In particular, the methodological framework of the standard has been used to guide the definition of analysis dimensions, the normalisation of the evidence collected and the setting up of interactive dashboards capable of supporting clear consultation and reading of the results obtained, both at the level of individual projects and from an aggregated perspective by business line, client or industry.

Objective achieved

During 2025, JAKALA continued its journey of structuring digital sustainability internally, taking

2026 Objectives

Governance of artificial intelligence systems

Implementation in Italy of the ISO 42001:2023 framework for Growth and Digital & Media services, with the aim of putting in place a management system for AI-based systems that ensures quality, safety, transparency and regulatory compliance.

J Frame

KPIs measured

50

SDGs impacted

11

This work has made it possible to transform the regulatory framework of UNI/PdR 147 into an operational tool useful in guiding, measuring and systematically representing the digital sustainability of the projects developed by JAKALA.

Training

In parallel, JAKALA has strengthened its internal oversight on the topic through Experience Design & Digital Sustainability workshops aimed at spreading greater awareness of the principles of digital sustainability and their organisational and project-related implications.

The training activity has helped to strengthen awareness of the impacts of digital products through an ESG perspective;

it has consolidated a common language, supported the understanding of the indicators set out in the standard and fostered a broader internal capacity to interpret and apply the framework, creating the conditions for an ever more structured integration of the topic into business processes.

J Goal 06 — continued

Digital accessibility

Training and certification of Web Accessibility Experts — specialist roles tasked with monitoring, assessing and managing accessibility issues.

Objective achieved

During 2025, JAKALA strengthened its oversight of digital accessibility through the creation of a dedicated team and the launch of a targeted programme to develop specialist skills.

Accessibility training

Accessibility Experts

4

Attendees
+200

Business Lines involved
+10

In particular, a dedicated unit was set up within the company, under the responsibility of a Senior Director, with the aim of consolidating governance on the topic and ensuring a centralised and structured management of monitoring, assessment and handling of accessibility issues in digital projects.

In parallel, JAKALA has invested in growing internal expertise, leading to the certification of 4 professionals as Web Accessibility Experts.

This initiative has been accompanied by the launch of a specialist training programme delivered in partnership with an external body, which developed a curriculum tailored to the company's needs.

The training plan, which began at the end of November 2025 and is set to continue into 2026, is structured into four modules dedicated to the main areas linked to accessibility:

- 1 — Legal and WCAG (2 hours),
- 2 — UX/UI (6 hours),
- 3 — SEO (3 hours),
- 4 — HTML (6 hours).

Through these activities, JAKALA has laid the foundations for a stronger internal capability in digital accessibility oversight, reinforcing both the organisational and the technical-specialist dimensions, in line with regulatory developments and with the aim of integrating accessibility principles into the development of digital services and products in an increasingly structured way.

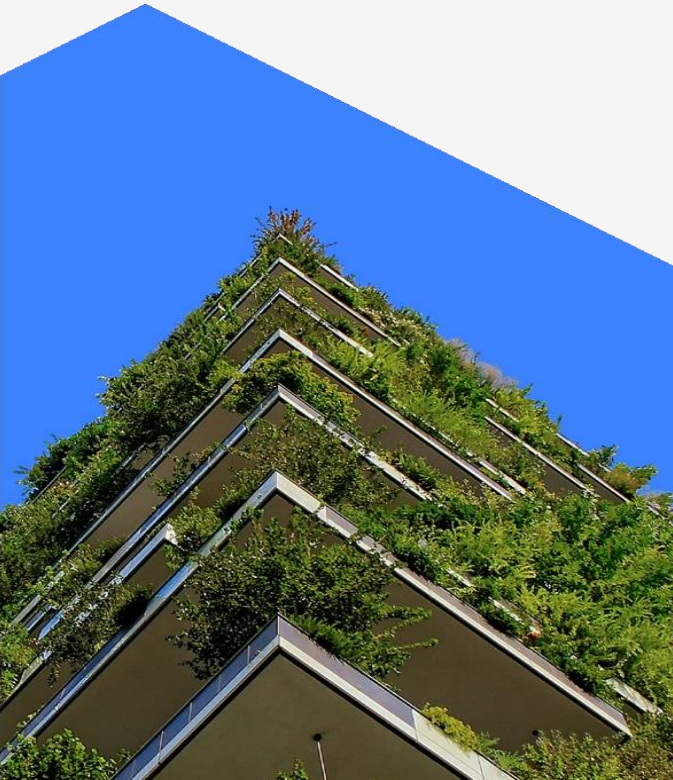


J Goal 07



Sustainable offerings

JAKALA protects the environment and raises awareness among clients and consumers on environmental issues and policies, both by delivering projects that use eco-sustainable products and services and by eliminating waste across the supply chain.



2025 Objectives Review

Impact of sustainable offerings

Actively raising client awareness by providing personalised reports on the environmental impact of Digital & media campaigns and recommendations to reduce emissions.

Objective partially achieved

During 2025, JAKALA launched activities aimed at raising client awareness on the environmental impact of the services offered, laying the foundations for the development of tools for measuring and reducing emissions.

2026 Objectives

Promoting more sustainable consumption models

To introduce sustainability-oriented solutions, including the Digital Product Passport applied to loyalty programmes, with the aim of making environmental impacts more transparent and encouraging more conscious consumption models throughout the service life cycle.

In particular, a carbon footprint was calculated for the service delivered within a consulting project for a client, representing a first step towards integrating environmental metrics into project activities.

In parallel, dialogue and awareness-raising sessions were promoted with clients, dedicated to presenting eco-design strategies applied to the loyalty world, with the aim of sharing approaches and solutions geared towards reducing environmental impact.

Although the activities delivered have not yet systematically covered Digital & Media campaigns, they provide a solid foundation for the future development of more structured and scalable awareness-raising tools and initiatives.

Structured engagement and awareness-raising activities have indeed been rolled out for internal stakeholders, aimed at improving the understanding of the social, environmental and economic impacts of Digital.

These initiatives aimed to raise awareness of the opportunities and risks linked to digital transformation, promoting a more informed, ethical and sustainable approach in decision-making.

Informed and aligned colleagues become the company's first external ambassadors, conveying value and clear messages to clients. In this way, the growth of internal awareness translates directly into greater trust, understanding and sensitivity on the part of clients.

J Goal 08



Client Care and Attention

JAKALA strives to be responsive, to handle client requests with expertise and to use every necessary tool to build client loyalty.

2025 Objectives Review

Client feedback

To promote and strengthen JAKALA's commitment to creating and taking part in structured, collaborative moments of exchange with clients, partners and suppliers. Through active and shared dialogue, we aim to better understand the growing sustainability needs in the market and to co-design concrete solutions that generate a positive impact along the value chain.

Objective achieved

During the year, JAKALA took part in numerous meetings with clients, partners and suppliers in order to explore ESG and business topics in depth, with the aim of identifying best practices and building a dialogue to respond to the growing need for value chain oversight.

During 2025, JAKALA strengthened its commitment to creating structured and collaborative moments of exchange with clients, partners and stakeholders, fostering an ongoing dialogue on innovation and sustainability topics.

2026 Objectives

Value co-creation with clients and partners

To foster moments of exchange and collaboration with clients and partners through workshops, events and strategic partnerships, with the aim of sharing knowledge, identifying emerging needs and developing joint solutions on sustainability topics.

Within this context sits the Digital Coffee series, a programme of meetings dedicated to exploring emerging topics, with particular focus on the evolution of artificial intelligence and its impact on business models.

The meetings provided an opportunity for exchange and dissemination between different experiences, fostering dialogue among companies, experts and professionals and contributing to a greater understanding of market needs.

Through this format, JAKALA has promoted a collaborative approach geared towards knowledge sharing and the co-design of solutions, strengthening relationships with its stakeholders and generating value along the chain.

+60 events with clients & partners

[Link to the article](#)

JAKALA's Digital Coffee: data, AI and customer centricity.

J Goal 09



Responsible Business

JAKALA promotes values and behaviours linked to social responsibility, sustainability and environmental protection, both through the design, development and implementation of new business models and activities addressed to clients and consumers, and through corporate welfare initiatives.

2025 Objectives Review

Corporate climate survey

Implementation of an annual feedback collection system through the corporate climate survey, with the aim of measuring and monitoring colleagues' well-being, satisfaction and engagement, as well as gathering information on key topics such as corporate culture, leadership, human resources management, diversity and inclusion.

Objective achieved

During 2025, JAKALA consolidated and expanded its structured system for collecting internal feedback by re-launching the corporate climate survey, extending its scope for the first time from a national to a global scale.

The initiative involved a total of 2,517 colleagues across 7 countries, making it possible to gather a broader and more representative view of well-being, satisfaction and engagement levels within the organisation.

2026 Objectives

People's well-being and engagement

To embed sustainability initiatives into internal processes, in collaboration with the relevant functions, with the aim of supporting people's well-being, encouraging work-life balance and promoting active engagement through citizenship activities.

The survey enabled the structured monitoring of several key areas, including corporate culture, leadership, human resources management and diversity and inclusion topics, while also providing a space for active listening through the collection of more than 1,000 qualitative contributions via open-ended responses.

The extension of the scope and the level of participation recorded have strengthened the company's ability to identify needs, perceptions and areas for improvement, supporting the evolution of HR initiatives and internal policies in an increasingly data-driven way.

Through this tool, JAKALA confirms its commitment to promoting an organisational culture based on continuous listening and on valuing people's contribution.

Climate survey

People involved

2,517

Qualitative contributions

+1,000

Countries involved

7

J Goal 10



Community

JAKALA contributes to the social and economic development of the contexts in which it operates, both by offering employment opportunities and research and development activities, and through projects that make corporate assets and skills available for specific purposes and stakeholders, while also supporting volunteering and philanthropic activities.

2025 Objectives Review

Employment in areas considered disadvantaged or low-income

To increase the number of people employed in economically disadvantaged areas, contributing to economic development.

Objective achieved

Employment in areas considered disadvantaged remains a fundamental pillar of the economic and social growth of the communities in which JAKALA operates.

During 2025, the company further strengthened this commitment, increasing the number of hires in the Bari, Napoli and Rende offices. Overall, 21 new people were brought on board, up from 14 in the previous year, confirming a positive and consolidating growth trend.

The increase in employment in these areas generates significant effects on the local territory, contributing not only to the creation

2026 Objectives

Employment in areas considered disadvantaged or low-income

To increase the number of people employed in economically disadvantaged areas, contributing to economic development.

External approach

To extend beyond the organisation certain operational activities considered relevant to the company's stakeholders and that generate a positive impact for the community.

of job and income opportunities, but also to strengthening the local economic fabric and reducing social inequalities.

In particular, the recruitment of young professionals continues to be a key factor in countering the loss of talent and the NEET phenomenon, supporting paths of professional development and social inclusion.

Through these actions, JAKALA contributes to building a lasting positive impact, promoting a more balanced and sustainable economic development in the territories where it is present.



Local employment impact

Increase:

21

hires across the offices of Bari, Napoli and Rende

J Goal 10 — continued

External effect

To extend beyond the organisation certain operational activities considered relevant to the company's stakeholders and that generate a positive impact for the community.

Objective achieved

During 2025, JAKALA strengthened its commitment to extending corporate activities and skills beyond the organisation, helping to generate a positive impact for the community.

Community Days

AVIS donations

+55

Hours of professional volunteering

440

In particular, the company adopted the Casa Artusi project, as part of its collaboration with Fondazione Italia Patria della Bellezza, making available its professional expertise in strategy, creativity and digital to support its development and promotion.

JAKALA's contribution focused on enhancing the cultural and narrative heritage linked to the figure of Pellegrino Artusi, through the definition of project concepts, communication tools and initiatives designed to make this heritage more accessible, contemporary and engaging.

Through this initiative, the company confirms its active role in supporting valuable cultural projects, contributing to the dissemination of Italian heritage and to the development of initiatives with a positive impact on the territory.

“Custodi del Bello” (Guardians of Beauty) project

In 2025 too, JAKALA supported the Custodi del Bello project, an urban regeneration and social inclusion initiative that aims to restore liveability to public spaces through the direct involvement of people in pathways of work and social reintegration.

Aside from improving the quality of urban spaces, this initiative represents an opportunity for redemption for the people, many of whom, thanks to the experience gained, have found stable employment. JAKALA contributed to the project by involving its own employees, totalling more than 340 hours of professional volunteering.



Impact profile: BIA and SDGAM

As part of its commitment to responsible and sustainable growth, JAKALA adopts internationally recognised measurement and reporting tools, capable of providing a transparent and integrated view of its economic, social and environmental impact. In particular, the B Impact Assessment (BIA), developed by B Lab, is the reference framework for assessing the environmental, social and governance performance of companies that align with the principles of the B Corp movement.

The BIA enables a structured analysis of corporate practices across key areas such as governance, workers, community, environment and customers, allowing for objective benchmarking and a driver for continuous improvement.

Alongside the BIA, JAKALA uses the SDG Action Manager (SDGAM) framework, a tool jointly developed by B Lab and the United Nations Global Compact, which makes it possible to align corporate strategies and operations with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda.

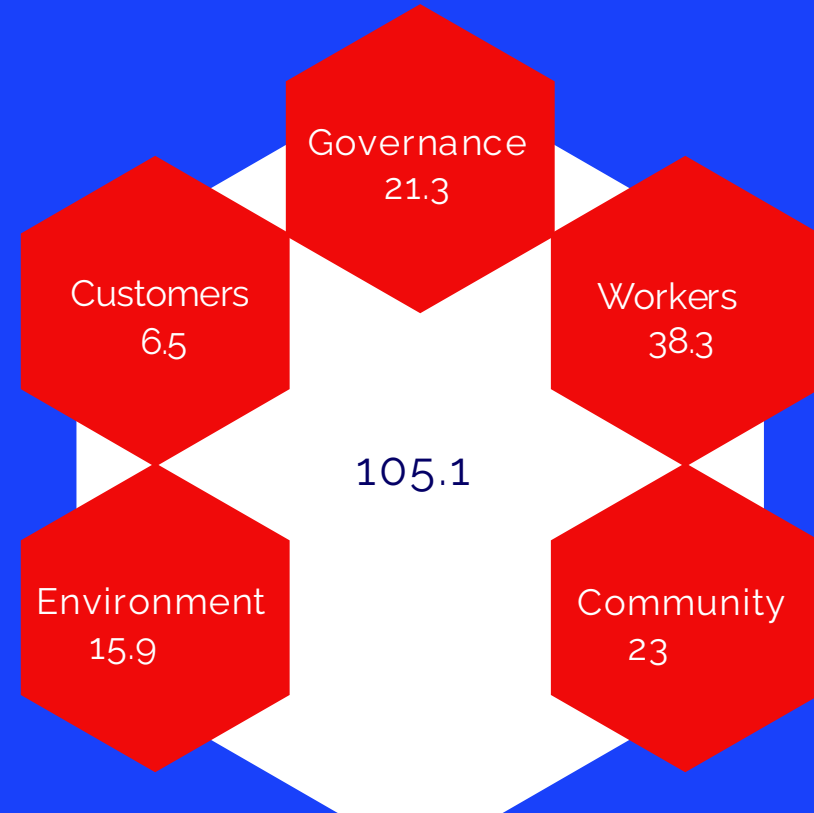
The SDGAM guides organisations in identifying the most relevant impact areas and in defining concrete actions to contribute to the achievement of global goals. Through the combined use of these two tools, JAKALA builds a solid and integrated impact profile, which supports the reporting of its sustainability performance and the strategic orientation of its activities over the long term.

In addition to these tools, JAKALA, as a Group, also undergoes the annual EcoVadis assessment — one of the leading international providers of corporate sustainability ratings.

In 2025, the company achieved a score of 78/100, confirming the Gold Medal — recognition awarded to companies that rank in the top 5% of global assessments.

This independent evaluation provides further assurance of the solidity of the journey undertaken, strengthening transparency towards all stakeholders and the consistency between strategy and impact.

Note: the scores reported are subject to rounding in accordance with B Lab's methodology; the sum of the partial scores may therefore not exactly match the overall score shown.



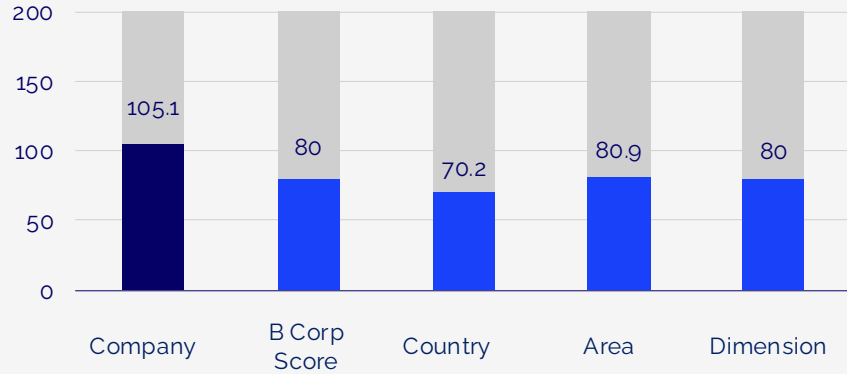
With 78 points, JAKALA confirmed in 2025 the EcoVadis Gold Medal, strengthening the independent assessment of its impact.

Impact profile: BIA and SDGAM — continued

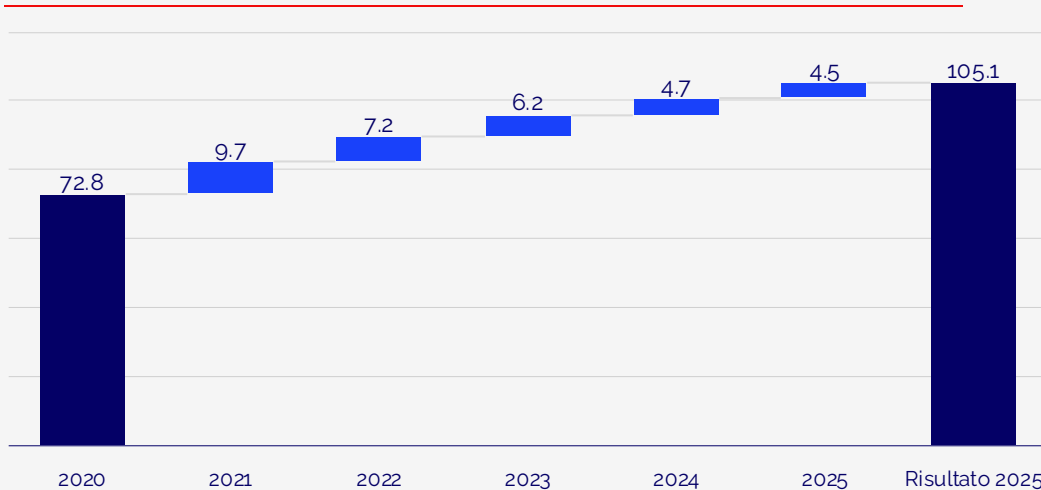
Self-assessment

Overall score: B Impact Score 31 Dec 2025

105.1



BIA Score



The results achieved through the B Impact Assessment and the SDG Action Manager represent a significant milestone in JAKALA's journey towards an ever more responsible and impact-driven business model.

In 2024, the company crossed the 100-point threshold in the BIA, showing progress across several assessment areas, and this is further demonstrated by the 2025 improvement — consistent and steady in generating shared value.

Through the SDG Action Manager, JAKALA has also been able to refine its ability to read impact systemically, identifying the most relevant areas with respect to the Sustainable Development Goals (SDGs) and translating these priorities into measurable actions.

The chart alongside clearly illustrates the organisation's evolution since 2020, highlighting the progress made and the future objectives.

Transparency and accountability remain at the heart of the company's approach: some data may still be subject to final validation, but the estimates reported provide a faithful representation of the impact generated.

The publication of this report is an opportunity to share not only the results achieved but also the vision that guides us: a company that acts for the common good, actively contributing to environmental sustainability, social justice and economic inclusion.

The area in which JAKALA generates the greatest impact is the one dedicated to workers, reflecting an ongoing commitment to promoting well-being, inclusion and professional development.

Impact profile: BIA and SDGAM — continued

The matrix shown here relates the 10 common benefit objectives defined by JAKALA (J Goals) to the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda.

Each highlighted connection indicates a thematic and strategic alignment between the company's commitments and the global goals, showing how JAKALA's concrete actions contribute to collective challenges such as tackling climate change, promoting decent work, gender equality, responsible innovation and the reduction of inequalities.

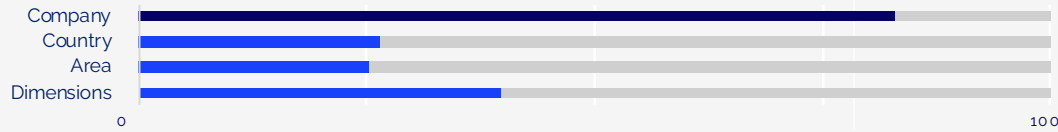
This integrated reading makes it possible to highlight the alignment between the statutory purposes of the Benefit Corporation and international sustainability standards, strengthening the company's positioning as a conscious actor committed to generating a measurable positive impact.

From J Goals to SDGs: local impact speaking globally.

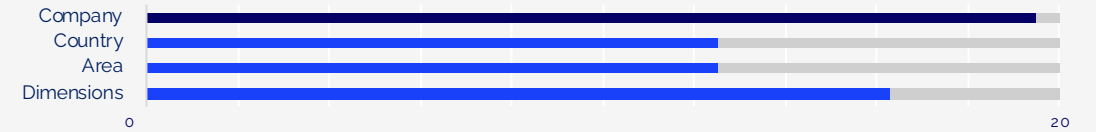
J Goals	1 PEOPLE	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR GOALS
01	White	White	White	White	White	White	White	White	Orange	White	White	White	White	White	White	Blue	White
02	White	White	White	Red	White	White	White	Dark Red	White	White	White	White	White	White	White	White	White
03	White	White	Green	White	White	White	White	White	White	White	White	White	White	White	White	White	White
04	White	White	White	White	Orange	White	White	Dark Red	White	Pink	White	White	White	White	White	White	White
05	Red	White	White	White	White	White	White	Dark Red	White	Pink	White	White	White	White	White	White	Blue
06	White	White	White	White	White	White	White	White	Orange	White	White	White	White	White	Green	White	White
07	White	White	White	White	White	White	White	Dark Red	Orange	White	White	White	White	White	Green	White	White
08	Red	White	White	White	White	White	White	White	Orange	White	White	White	White	White	White	Blue	White
09	White	White	White	White	White	White	White	White	White	White	White	White	White	White	White	White	Green
10	White	White	White	White	White	White	White	Dark Red	Orange	Pink	White	White	White	White	White	White	Blue
																	Dark Blue

The initial SDGAM module assesses the company's commitment against the Ten Principles of the Global Compact, with a focus on human rights, labour practices, environmental management and ethical governance.

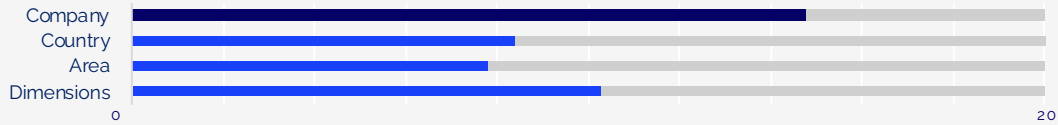
Questions Answered **30/30**
Overall Score **82.9%**



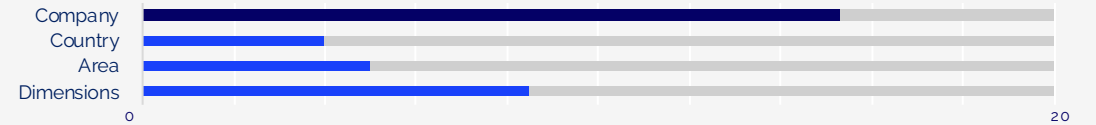
Anti-corruption **Score 19.5/20**



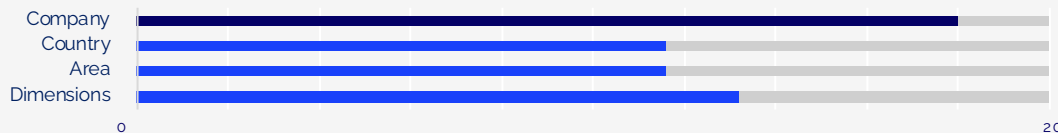
Introduction **Score 14.8/20**



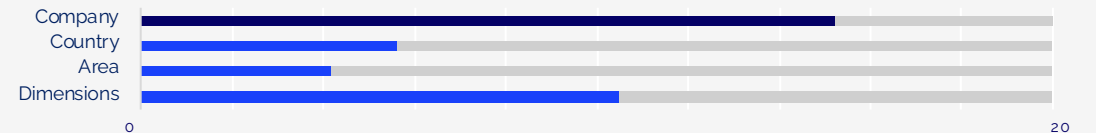
Human rights **Score 15.3/20**



Labour standards **Score 18.0/20**



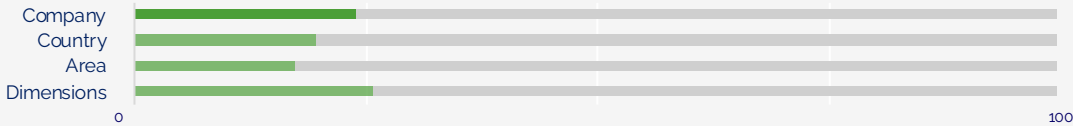
Environment **Score 15.2/20**



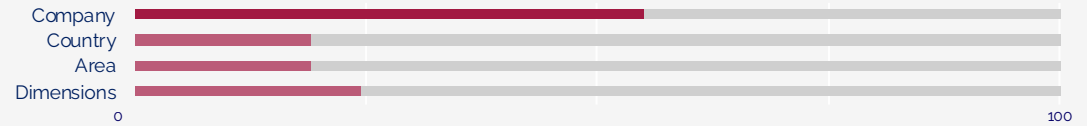
Thanks to the self-assessment carried out through the SDG Action Manager, JAKALA has been able to measure its impact on the most relevant SDGs, benchmarking it against sector, country and company-size references.



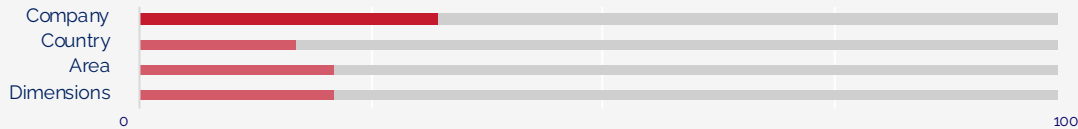
Questions Answered
21/21 Overall Score
23.9%



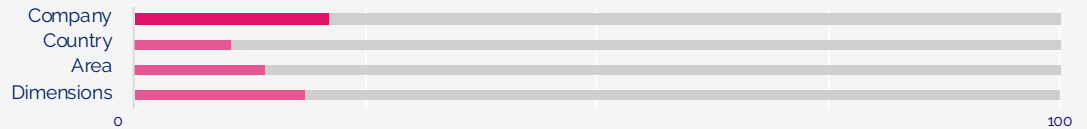
Questions Answered
33/33 Overall Score
55.0%



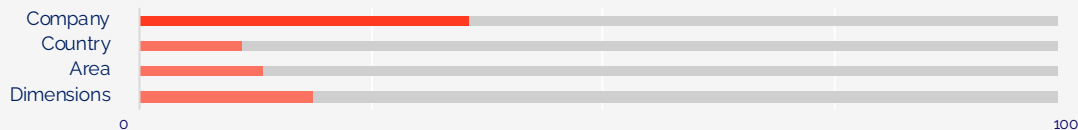
Questions Answered
26/26 Overall Score
32.1%



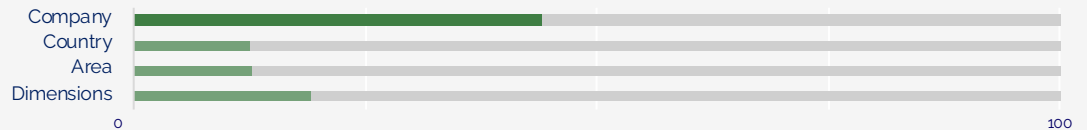
Questions Answered
29/29 Overall Score
21.0%



Questions Answered
31/31 Overall Score
35.5%



Questions Answered
21/21 Overall Score
44.1%





This report has been designed by Bysted, a company of the JAKALA Group