

An aerial photograph of a large, paved plaza with a grid pattern. Several people are walking or cycling across the plaza. In the top left corner, there is a large, lush green tree. On the right side, there is a curved, light-colored stone wall or ledge. A large, stylized green graphic, resembling a leaf or a wave, is overlaid on the right side of the image, extending from the top right towards the bottom right. The graphic has a thick, brush-stroke-like texture.

GENESYS

# Moving Forward Together

Genesys 2020  
Sustainability  
Report



## **GENESYS IS A CLOUD CONTACT CENTER**

**MARKET LEADER** that has pioneered the Experience as a Service (EaaS) software category. EaaS enables organizations to deliver the **POWER OF EMPATHY** to every experience.

Based on new experience orchestration technology, EaaS combines the efficiency and effectiveness of contact centers with the ability to listen, understand, predict, act, and learn from every interaction to **BUILD EMPATHETIC, TRUSTED, LONG-TERM CUSTOMER RELATIONSHIPS.**



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## Chairman & CEO Message

Dear Stakeholders,

It gives me great pleasure to share our first public sustainability report with all of you. We are at the beginning of our sustainability journey where we formulated and embraced a more sustainable strategy in 2020. With more than 7,000 customers and more than 5,000 employees in 55 countries, we have a unique opportunity to help move the contact center and Experience as a Service industry into more sustainable business practices. With our management team fully committed to and engaged in this journey, we are reaching out to all our stakeholders, including our employees, customers, partners, and suppliers to engage in the conversation and to become part of the solution. We know that our actions today will impact our world for generations to come and we want everyone on board.

At Genesys, we aspire to deliver the power of empathy to every experience. Empathy means that we listen and understand before taking action. It also means we learn from every interaction. As such, empathy is a powerful approach and comprehensively embodied in the holistic spirit with which we are approaching sustainability.

In 2020, we have taken several important first steps: we named our first Global Sustainability Officer, assessed materiality, articulated a sustainable strategy, elevated sustainability to a tier-one KPI for the company, and set goals and built organizational competence to tackle environmental, social and economic sustainability.

Over the next 10 years, we are committing to: a) become carbon neutral, b) touch one million lives by using our products for good, c) have the same diversity in our company and leadership as in the markets where we work, d) maximize security, availability, and compliance, and e) exceed our financial plan. We will be measuring and reporting on the progress we are making in the execution of our strategy. I invite you to read our 2020 Genesys Sustainability Report, covering our fiscal year 2021. Our team and I look forward to hearing your feedback and ideas as we continue to evolve our strategy.

Best,

**Tony Bates**  
Chairman and CEO  
Genesys



## At a glance

nearly  
**7,000**  
customers

Customers in  
**100+**  
**COUNTRIES**  
supported by our  
technology

**5,700+**  
employees

Customers served in  
**6 PRIMARY SECTORS**

Retail

Financial  
services

Business  
services

Healthcare

Government  
and  
Education

Technology  
and  
Media

**99.998%**

uptime in calendar year  
2020 for Genesys cloud

**99.996%**

uptime in calendar year 2020  
for Genesys Engage cloud

55 of fortune

**100**  
**COMPANIES**

are Genesys  
Customers

**1,500+**

Partners

**70+**  
**BILLION**  
interactions  
powered each year

## About Genesys

Genesys enables superior customer service experiences through cloud-based software, innovative artificial intelligence (AI) technology and traditional on-premises offerings.

Our vision is Experience as a Service<sup>SM</sup>, which is based on the belief that personalization and empathy create better customer and employee experiences. We are on a mission to create and lead the Experience as a Service category. We plan to achieve this by accelerating and innovating cloud transformation and delivering superior customer experiences.

Our customers range from retailers to financial institutions to hospitals and nearly every type of business in between. Every year, we deliver 70+ billion experiences between our customers and consumers in more than 100 countries.

### Guided by Our Values

We are a global company, and we are OneGenesys. The OneGenesys culture means we embrace empathy, we “fly in formation”, and we go big. We work together; and we celebrate our collective successes and learnings. Our 5,700+ employees adhere to a set of values and behaviors that embody our OneGenesys culture.



#### Embrace Empathy

- Listen and learn
- Have authentic conversations
- Include and empower



#### Fly in Formation

- Prioritize the essential
- Align the team
- Grow together



#### Go Big

- Inspire bold moves
- Innovate and transform
- Deliver excellence



# Integrating Sustainability Into Our Business





## Integrating Sustainability Into Our Business

Sustainability at Genesys means integrating responsible and sustainable business practices into our company culture and everything we do—our strategy, goals, products and operations. As a growing company, we are focused on expanding in a responsible way. We understand that financial, environmental and social performance are closely connected and seek to deliver shared value as we embed sustainability across our operations.

We have elevated sustainability as one of our four key strategic priorities for the entire company, including the leadership team. To ensure strategy-aligned execution, our operational model is built around the following four KPI categories:

- **Growth.**
- **Profitability.**
- **Sustainability.**
- **Experience.**

Our sustainability efforts focus on three pillars: environment, social and governance (ESG). We have ambitious sustainability goals within each pillar to guide our work and hold ourselves accountable.

We recognize that these goals can't be achieved by one person, team or department alone. Everyone at Genesys plays a part. As OneGenesys, we address our sustainability goals as we address all of our goals—together.



**AT GENESYS, WE WORK TOGETHER TO  
MAKE SUSTAINABLE IMPRESSIONS –  
POSITIVE IMPACTS ON OUR BUSINESS,  
SOCIETY AND THE PLANET.**





## Sustainability PILLARS & GOALS



### ENVIRONMENT

Minimize our impact on the planet

Our approach:

- Move customers from premise deployments to the cloud
- Create a workplace of the future with efficient facilities
- Enable eco-friendly travel and virtual meetings



### SOCIAL

Improve people's lives

Our approach:

- Use our products for good in crisis communication and suicide prevention
- Engage our employees
- Drive diversity, equity, and inclusion
- Advance our sustainable procurement



### GOVERNANCE

Ethical, profitable and resilient practices

Our approach:

- Prioritize customers' privacy and security
- Maintain the availability of our products, 24/7
- Adhere to high ethics and anti-corruption standards

### JOURNEY TO 2030

By 2030 our goals are:

**\* CARBON  
NEUTRAL**

**\* TOUGH ONE  
MILLION LIVES**

**\* WORKFORCE TO  
BE AS DIVERSE  
AS THE MARKETS  
WHERE WE WORK**

**\* MAXIMIZE  
AVAILABILITY  
AND COMPLIANCE**

## Sustainability Governance

Our Global Sustainability Officer (GSO) leads sustainability at Genesys. The GSO is responsible for executing the company's sustainability strategy and engraining sustainability in the fabric of our company.

Genesys also has an internal Sustainability Council made up 20 employees representing 11 business functions. The council works with the GSO to develop and implement sustainability initiatives and policies; oversee sustainability communications with employees, investors and other stakeholders; and monitor and assess internal and external ESG developments.

**"SUSTAINABILITY IS A  
JOURNEY- A JOURNEY  
THAT BELONGS TO EVERYONE.  
TOGETHER WE CAN MOVE  
FORWARD TO CREATE A  
MORE SUSTAINABLE WORLD."**

**Bridgette McAdoo,**  
Global Sustainability Officer





## Material Issues

Materiality assessments help Genesys identify and prioritize issues from across our full value chain that matter most to our business and stakeholders. Material issues either impact Genesys in terms of growth, risk and opportunity and/or are deemed important by our stakeholders. To help us determine these priority issues, we conducted a materiality assessment in 2021. Our process focused on research to develop a list of potentially material topics, followed by internal and external stakeholder interviews to gather insights and refine the topic list. The results of the assessment help inform our reporting and will shape our sustainability and business strategies going forward. As used in this report, material issues or priorities of Genesys and its stakeholders are distinct from, and should not be confused with, the terms “material” and “materiality” as defined by or construed in accordance with securities, or other, laws or as used in the context of financial statements and reporting.

A total of 13 topics have been identified and grouped into 3 categories, as represented in the following table. Because not all issues are material for the same reasons, we have categorized them by rationale and the lens through which Genesys views, develops and manages each one. Priority does not equate to the extent of action within Genesys to address an issue.

### Issues to manage in order to maximize business value and social benefit.

- Operational Energy Use & Emissions
- Customer Carbon Reduction
- Workforce Diversity, Inclusion and Equity (DEI)
- Workforce Engagement & Well Being
- Community Impact

### Issues to manage to minimize business and reputational risk.

- Availability & Business Continuity
- Cybersecurity & Data Privacy
- Climate Change Management
- ESG Governance & Oversight

### Emerging issues.

- Worker Upskilling & Reskilling
- Ethical Product Use (Including Customer Accountability)
- Product for Good
- Artificial Intelligence Applications

## Engaging our Stakeholders

We know that the decisions we make as a company impact our customers, industry peers, suppliers and communities and we take their voices into account. Partnering with others is also key to growing our business sustainably and responsibly and delivering positive impact at scale. Here's a snapshot of our main stakeholders and how we engage with them:

Stakeholder group	How we engage
Customers	Across the globe, Genesys' leaders and sales teams keep in frequent communication with our customers via phone calls, emails, letters, social media and webchats – as well as in person and virtual meetings. We also host a Genesys Customer Care online portal that provides global customer support 24/7.
Peer companies	We interact with industry peers on sustainability issues individually and through coalitions and industry associations memberships. Working together as companies helps drive lasting change in our industry.
Community groups	Our business has an impact on the communities where we live and work and we endeavor to make sure that impact is positive.
Employees	Genesys solicits employee feedback in a variety of ways including through our annual Employee Engagement Survey.
Suppliers	We engage with our suppliers throughout business dealings and evaluate their sustainability performance through our newly implemented ESG survey.





## Benchmarking the United Nations Sustainable Development Goals

In 2015, the United Nations (U.N.) launched the Sustainable Development Goals (SDGs) to form a sustainable development agenda aimed at ending poverty and protecting the planet and focus global efforts in 17 key areas. These goals, and the 169 corresponding targets, complement Genesys' own sustainability goals and priorities. We make contributions across a broad set of U.N. SDGs which include, but are not limited to, SDG 5, 8, 10, 11 and 13.

See our SDG Index [here](#).



Goal 5      Gender Equality



Goal 8      Decent Work and Economic Growth



Goal 10      Reduce Inequalities



Goal 11      Sustainable Cities and Communities



Goal 13      Climate Action



An aerial photograph showing a winding river or canal. To the left of the water is a large, light-colored field with numerous parallel, wavy lines, suggesting it has been recently plowed or tilled. To the right of the water is a vibrant green field, also with visible parallel lines, indicating it is a cultivated crop field. The river itself is dark and flows from the top right towards the bottom left, curving around the fields.

# Our carbon reduction opportunities and goals

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## Our carbon reduction opportunities and goals

Goal:

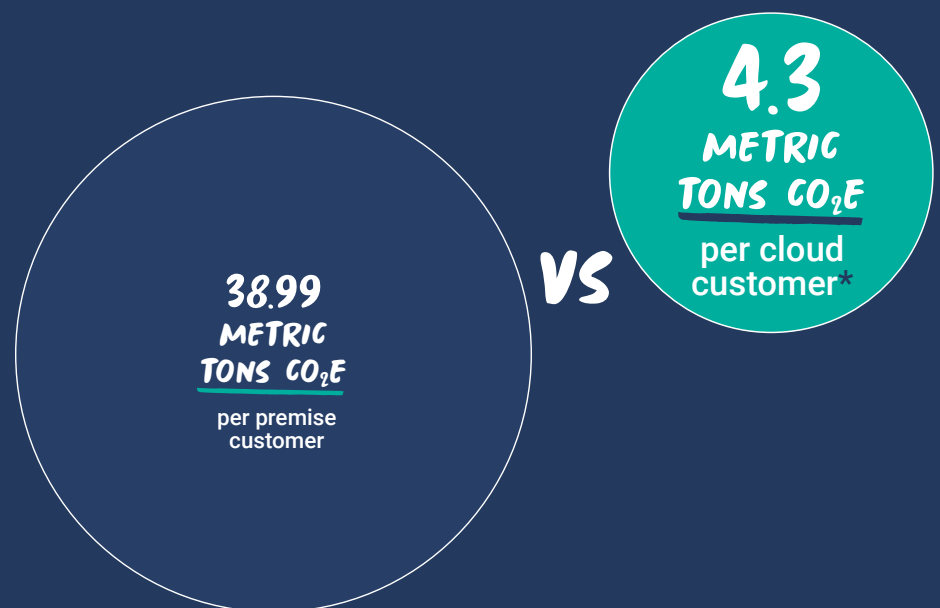
**CARBON  
NEUTRAL  
BY 2030**

We believe that climate change is now a climate crisis, as it poses a significant risk to the planet, society and businesses. We believe that all businesses have a responsibility to address it.

Genesys is committed to doing our part, and we have implemented long-term strategies and goals to reduce our carbon footprint. In 2021 we launched an ambitious plan to become carbon neutral by 2030. Our environmental efforts are focused primarily on carbon reduction not only because the climate crisis is among the most significant issues of our time, but also because it's where we believe that we have the largest environmental impact and thus the largest opportunity to reduce our footprint.

We focus our carbon reduction efforts on reduced energy use by our products, which also lowers the Scope 2 emissions of our customers. Additionally, we look to reduce our own energy consumption through efficient operations and reduced and efficient business travel. As a provider of cloud-based software, we have a unique opportunity to not only reduce our own carbon footprint, but to help our customers do the same by moving their customer service technology from on-premise deployments to the cloud. In this way, our business strategy and emissions reduction goal are very much integrated: as we migrate our customers' deployments to the cloud, their emissions are reduced significantly.

Comparison between  
cloud and premise  
based deployment



\*Current use-phase impacts are estimated based on average kWh consumption of hardware for on-premise deployments. The above impacts per customer are averaged across deployment sizes and various hardware requirements. Genesys does not incorporate individual agent computers into use-phase impacts of products.



## Greenhouse Gas Footprint

We established our baseline for measurement and reduction for our carbon footprint in FY2021. As defined by the internationally recognized GHG Protocol's standards, we consider our GHG impact in the context of Scope 1 emissions, direct emissions or those generated from our own assets; Scope 2 emissions, indirect emissions or those generated by the energy production of utilities; and Scope 3 emissions, which is all other indirect emissions including but not limited to those caused by our suppliers and through the use of our products.

Currently, the vast majority of our calculated emissions – 91% – are Scope 3 and stem largely from customers using Genesys' on-premise products. We estimate that 5% of our Scope 2 and Scope 3 emissions are caused by the operation of Genesys cloud-based solutions, including those that are hosted on third-party public cloud platforms. In addition to the Scope 3 emissions from our premise-based deployments, Genesys is also gathering data from office operations, Genesys- owned data centers and those in which we lease space, shipping, hardware procurement, business travel and commuting. We have estimated the consumption data of heating oil, gas or diesel for individual locations because such data is either limited or shared use, or historical gas consumption data that is unavailable. The calculation utilizes an estimated gas consumption per square foot to estimate our Scope 1 data for the reporting period.

**GENESYS BEGAN TRACKING OUR GHG  
EMISSIONS IN 2020 TO ENABLE US  
TO MAP OUR PROGRESS TOWARD  
CARBON NEUTRAL BY 2030**





## Achieving Carbon Neutrality

Our strategy for achieving carbon neutrality is to focus on avoiding and reducing our own emissions to the extent possible before pursuing other ways to mitigate our carbon footprint, such as purchasing carbon offsets for emissions that cannot be eliminated. We believe this is the most responsible and impactful route to carbon neutrality because it is likely to result in the fewest net emissions over time.

### Avoid

We seek to enable employees and stakeholders to make conscious decisions to reduce their environmental impact, such as running Genesys solutions in the cloud rather than on premises or by holding virtual meetings to avoid travel. Additionally, we have introduced work-from-home programs and mass-transit initiatives to lessen the carbon footprint of commuting employees.

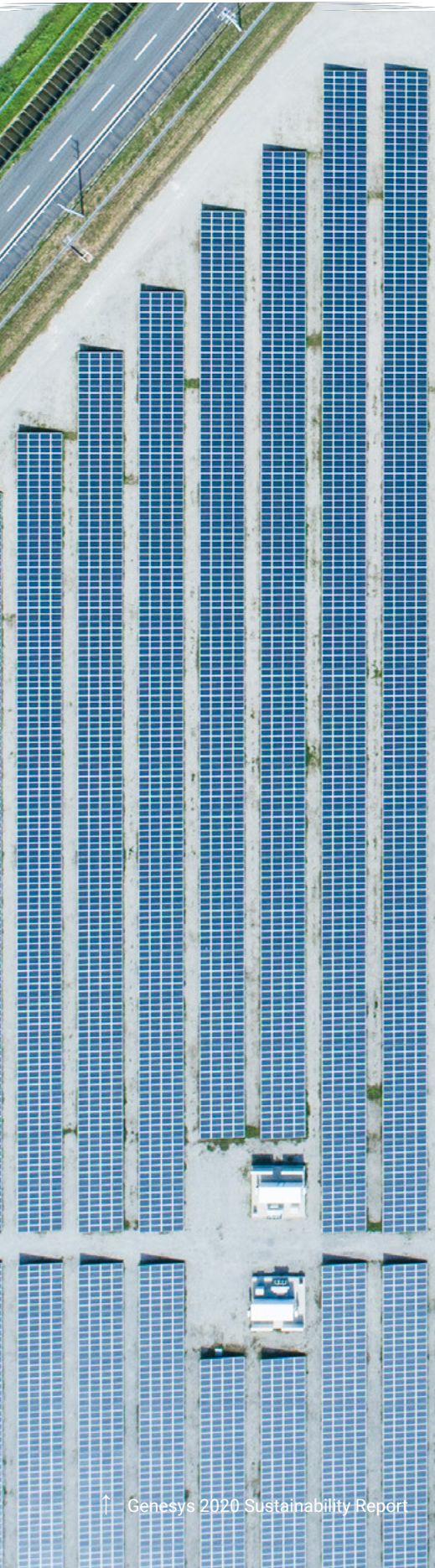
### Reduce

Where our GHG emissions cannot be completely avoided, we aim to reduce them to the extent possible. Operationally, this includes installing energy-saving devices throughout our offices and taking a large shuttle for conferences rather than individual transportation in cars. For our products, this means designing software in a way that reduces resource usage.

### Compensate

Where we are unable to avoid carbon emissions, we plan to make a concerted effort to compensate for them in the form of alternate energy investment projects and carbon offsets.





## Reducing Emissions Through our Products and Services

Genesys has the potential to deliver environmental efficiencies and reduce the collective GHG emissions of our company and customers through our cloud infrastructure and products. Here's our plan to make it happen:

- Cloud software is architected to share compute, storage, and network resources and optimizes energy consumption by allowing multiple customers to run within one system.
- We offer cloud solutions on platforms of partners who are leaders in operating large IT infrastructures with strong net-zero commitments.
- Together, these efforts are expected to result in significantly reduced energy consumption and a lower carbon footprint.

## Reducing Non-Product Emissions

Our non-product emissions have five primary sources – facilities, procurement, freight, business travel and commuting – which we address through energy efficiency investments and encouraging and enabling employees to make environmentally friendly decisions. Examples of our specific actions include:

- In 2020, we committed to our first significant office lease in a sustainably focused commercial center at Bonham Quay in Galway, Ireland. The four-building estate, in which we are leasing 35,855 square feet, is designed and under construction using the One Planet Living framework. The framework follows ten principles addressing social, economic and environmental aspects of sustainability. The site is also aiming to achieve a LEED Gold rating and Building Energy Rating (BER) of A3. Genesys is currently on the path towards a LEED Gold rating for the interior fit-out as well. As Genesys evolves its global footprint, we plan to use Energy Star appliances, LED lighting, sustainable materials and low flow water appliances.
- We aim to continue to minimize work-related travel by asking employees to evaluate the necessity of every business trip, maximizing the use of video conferencing and teleconferencing and encouraging the use of more sustainable forms of transport across our operations, among other actions.
- In 2019, we began a company-wide transition from traditional face-to-face interactions, such as sales meetings with customers, to virtual meetings. Between that transition and the distributed nature of our workforce, we continue to conduct most of our internal meetings virtually today.
- We seek to streamline employee commuting by locating offices near mass transit and community amenities and embrace flexible work policies that reduce employee commute time and miles traveled.



### Setting a Baseline for our Goals

Genesys plans to measure year-on-year progress toward our 2030 carbon neutrality goal against the following metrics:

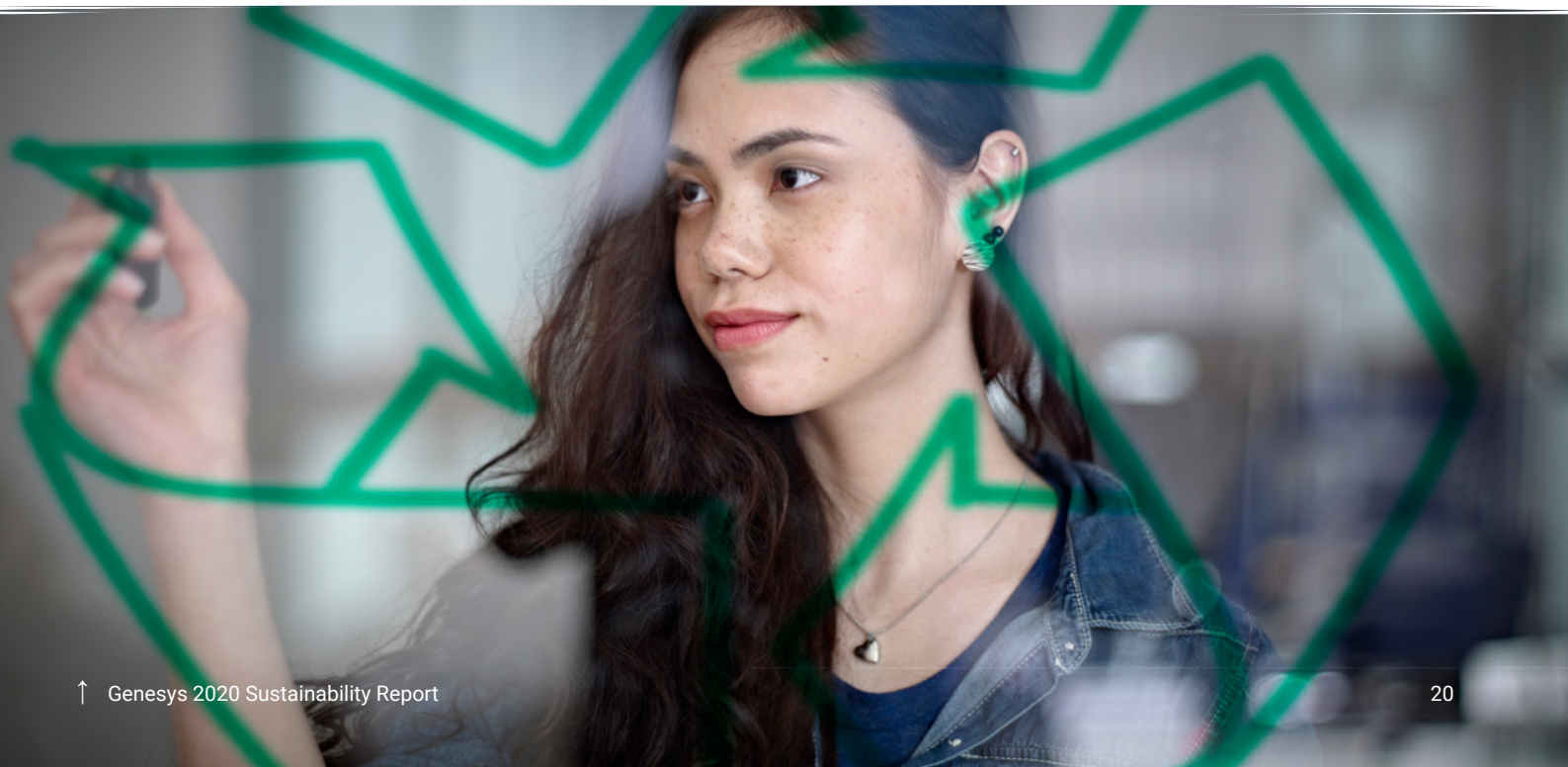
Emission metrics	FY2021 Net emissions [metric tons CO <sub>2</sub> e]
<b>Overall emissions*</b>	<b>220,199</b>
Scope 1 emissions	8,460
Scope 2 emissions	11,856
Combined Scope 3 emissions	199,883
Scope 3- Product-in-use	181,104
Scope 3- Purchased Goods and Services	14,814
Scope 3- Freight	1,677
Scope 3- Employee Commuting	1,252
Scope 3- Employee Travel	1,036

\*Overall emissions is Genesys Scope 1, Scope 2 and Scope 3 emissions identified, estimated, and quantified to date. Scope 1 emissions are estimated based on office square footage and average gas consumption per sq ft in the US, this was applied across our global offices. Facilities data is calculated using location-based calculations. Purchased goods and services includes hardware purchases only, and is calculated according to the GHG Protocol spend-based calculation method. Genesys will continue to refine our GHG accounting methodologies and expand our scope, and anticipates some fluctuation in calculations as a result.

## Managing Our Other Impacts

While we believe that carbon reduction represents our greatest opportunity to reduce our environmental footprint, we strive for performance in other areas where we have an impact, including responsibly managing water use and reducing waste in our operations. Actions we take include:

- **Water Conservation**  
Reducing water demand through the use of low flow fixtures and appliances and improving efficiencies through metering, monitoring, reporting and leak detection.
- **Promotion of Sustainable Consumption**  
Promoting and practicing awareness of the impact of the products and materials we use to encourage environmentally conscious behavior and manage consumption.
- **Responsible Disposal of Waste**  
Reducing and where possible, eliminating waste through reuse of materials, source reduction and recycling. All waste produced at Genesys facilities is handled and disposed of through safe and environmentally responsible methods. Additionally, Genesys has a global e-waste and IT equipment policy and operates a program to collect IT equipment and other e-waste. IT assets are collected in local facilities and re-assigned if possible. Equipment that is beyond its useful life is disposed of responsibly for recycling to minimize harmful materials entering the waste stream.
- **Sustainable Materials**  
Conserving natural resources through the procurement and use of recycled, recyclable and renewable materials.



# Pioneering Innovative Products



## Pioneering innovative products

### Delivering the Power of Empathy

Genesys powers 70+ billion interactions between brands and their customers each year, and our purpose is to deliver the power of empathy to every experience.

The desire for more personalized, empathetic customer service interactions is clear. According to a Genesys survey conducted in 2020, 67% of consumers rate empathetic customer service experiences over speedy resolutions.<sup>1</sup> Yet in another Genesys survey from the previous year, nearly half (48%) of the respondents noted a distinct lack of compassion in their treatment.<sup>2</sup> Companies around the world have an enormous opportunity to truly stand out by delivering more empathy in their customer service interactions.

This is truer now than ever before: as a result of the COVID-19 pandemic, consumers are seeking relief from anxiety, challenges and the need for human connection everywhere.<sup>3</sup>

Through innovative technology, Genesys' products put empathy at the center to create better customer service interactions. We do this with predictive technology that empowers customer service agents to anticipate the needs and questions of their customers. These subtle predictions help enable customers to feel heard.

With products that embed empathy, efficiency and effectiveness into the customer experience, Genesys assists organizations with delivering measurably better business outcomes. Experiences become richer, more personal, more proactive and more rewarding for both our customers' customers and their employees. By powering more empathetic experiences, we seek to build more trust between people and companies, leading to faster revenue growth for companies through more loyal customers.

**IN 2021 ONE IN SIX CUSTOMERS DISCLOSED CALLING A COMPANY'S CUSTOMER SERVICE LINE JUST TO HEAR ANOTHER VOICE.**



<sup>1</sup> [Human Connections in Crisis](#) survey published by Genesys in March 2021

<sup>2</sup> [Survey](#) published by Genesys in May 2020

<sup>3</sup> [Human Connections in Crisis](#) survey published by Genesys in March 2021





## Product Responsibility, Ethics and AI

We believe technology should serve everyone. To that end, we work to ensure that our products deliver the same personal, empathetic experience for everyone in our diverse society. Additionally, it's critically important that consumers are aware of, and given a choice about, the technology that impacts their privacy, safety and even equality. We believe organizations that develop AI solutions should steer an ethical path through what they create.

Our goal is for Genesys to engage in industry dialogue about how companies can and should use AI. One way we are accomplishing this is by initiating a series of debates and dialogs, both private and public, with our entire ecosystem of customers, partners, industry thought leaders and others.

In addition, we developed Genesys' AI Ethics Guidelines, which serve as the guidepost for our future AI development strategies. These guidelines focus on transparency, fairness, accountability, data protection and social benefit. We fully expect these guidelines to continually evolve as AI matures, Genesys' capabilities expand, and our community of partners and customers contribute to the conversation.

Genesys pioneers its products and services with the aim to increase trust and empathy. We are committed to providing technology that is built, used and applied responsibly in ways that are positive for society as a whole.

## Availability in Moments of Need

We aim for Genesys products to be available whenever our clients need them, no matter the demand, and we maintained cloud uptime above 99.998% for Genesys Cloud and 99.996% for Genesys Engage Cloud in calendar year 2020. However, we aim to maximize availability not just for the sake of exceeding industry standards. At Genesys, we focus on how we enable our customers to be there for their customers in challenging times.

## Maintaining Business Continuity for our Customers

In early 2021, when one of the most iconic and respected consumer technology brands in the world experienced a multi-day power outage during a major winter and ice storm in Texas, where their largest data centers are located, Genesys sustained the company's customer service with zero disruption to its customers and agents. Despite the extended power outage, the company did not drop a single phone call or chat. This was due to the power and resilience of Genesys Engage Cloud, which distributed the company's customer service traffic to different sites for uninterrupted support.

## Using our Products for Good

Our products deliver empathy and efficiency, which help our customers respond to people quickly, personally and at scale. Nowhere is this value more important than in critical, often lifesaving, situations.

We partner with organizations like the Crisis Response Network, Suicide-Action Montreal and the Canadian Distress Line so they can further their reach and positively impact more lives.

In early March 2020, when the COVID-19 crisis became a global pandemic, Genesys committed to ensuring the business continuity of our customers and ourselves while protecting the health of our employees, customers, and partners. The company took decisive measures and engaged in proactive strategies to navigate this global health crisis.

- **Business Continuity.** In the first weeks of COVID-19, over 700 organizations requested assistance from Genesys to support remote capabilities, shift their geographic operations or manage surges in customer inquiries. We estimate that we have enabled more than 500,000 contact center employees to continue serving consumers from the safety of their homes. During that time, in order to reduce the financial burden on our customers, we temporarily waived the premium on usage overages.
- **COVID-19-Specific Cloud Offers.** In March 2020, Genesys launched “Rapid Response”, the ability for companies to use Genesys Cloud to provide mission-critical support and enable remote teams fast, with deployment in just 48 hours. As part of Rapid Response, Genesys Cloud was offered free of charge for 90 days. Two-hundred organizations seized this opportunity to move to Genesys Cloud – many of them turning into paying customers after 90 days. In cooperation with Google, Genesys also launched the “COVID-19 Chatbot”, an AI-powered information system that helps companies inform customers or employees about COVID-19 without putting more traffic on already scarce agent resources. Companies and state and federal agencies turned to Genesys to quickly deploy the Chatbot.

## Enabling Lifesaving Support

The World Health Organization recognizes that helplines are an important pillar of any national suicide prevention strategy. In November 2017, the Canadian Distress Line launched the Canada Suicide Prevention Service (CSPS) helpline to fill this urgent need. The solution was as complex as the issue it sought to address. CSPS required a technology platform that could link various distress centers into one virtual multimedia suicide prevention support center, despite the geographic dispersion and the digital equipment challenges that come with unifying numerous organizations. Powered by Genesys, the CSPS helpline not only overcame its technology challenges, but it has had many noteworthy, incredible successes on the front of suicide prevention in Canada.

## Delivering Efficiency During Times of Need

In the first quarter of 2020, millions of Americans experienced sudden job losses as a result of the pandemic. During this time it was crucial that government agencies remained operational to manage the influx of incoming requests for information and resources related to healthcare, mental wellness, unemployment benefits and more.

A large state unemployment agency was faced with processing 20 months' worth of claims in just 30 days — with 1.2 million people filing for unemployment benefits. Even with 1,000 call center agents and additional support from other departments, it was abandoning 2 million calls per day. When the agency switched to the Genesys Cloud platform, it was able to pivot out of crisis mode and take control of the situation, processing 70,000 claims in a single day, work that would have previously taken a full month.





# Embedding Diversity, Equity & Inclusion



## Embedding Diversity, Equity and Inclusion

Genesys is a company committed to the well-being of our employees, knowing that their passion and talents are what enable us to deliver innovative, industry-leading products to customers around the world. Our success depends on the skills and collaboration of each employee, and we work to give them the support, training and development opportunities to be at their best personally and professionally.

In 2020 Genesys developed a new people strategy to help ensure that we have the right people equipped with the right capabilities to drive business success. As we execute this strategy, our priorities are to build a culture of inclusion; increase diversity and equity in our workplace; promote the well-being of all employees; and provide development opportunities so all employees can thrive.



**Eric Thomas**  
Global Diversity, Equity  
and Inclusion Officer

**"AT GENESYS, OUR DIVERSITY, EQUITY AND INCLUSION PRINCIPLES CENTER ON EMPATHY - A CULTURAL CORNERSTONE WHERE EVERY VOICE IS HEARD, VALUED AND UNDERSTOOD. WE BELIEVE IT'S OUR RESPONSIBILITY TO ADDRESS INEQUITIES IN OUR PRACTICES AND FOSTER A CULTURE OF INCLUSION WHERE EVERY EMPLOYEE FEELS THEY BELONG, AND THEIR UNIQUENESS IS APPRECIATED."**

Diverse and inclusive companies are better at attracting and retaining top talent who can meet the needs of a wide range of customers. As a result, these companies are more innovative and profitable. We strive to build a workplace that is truly equitable, with diverse employees that reflect the global marketplace we serve.

Our diversity, equity and inclusion (DEI) efforts focus on making an impact in three priority areas:

- Increasing gender and racial diversity within our workforce and leadership
- Fostering a culture of inclusion where all employees feel they belong
- Creating opportunity in the communities where we live and work

In 2020, we appointed a Global DEI Officer and three dedicated DEI leaders to drive progress against these priorities. Additionally, we are organizing local DEI councils in Genesys offices and experience centers, starting first with our largest and fastest-growing locations. These councils assist the DEI team in implementing initiatives locally and accounting for cultural nuances as we further embed DEI across our company.



Our global workforce is  
**27% WOMEN**  
 and our U.S. workforce is  
**22% RACIALLY** and  
**ETHNICALLY**  
**DIVERSE**

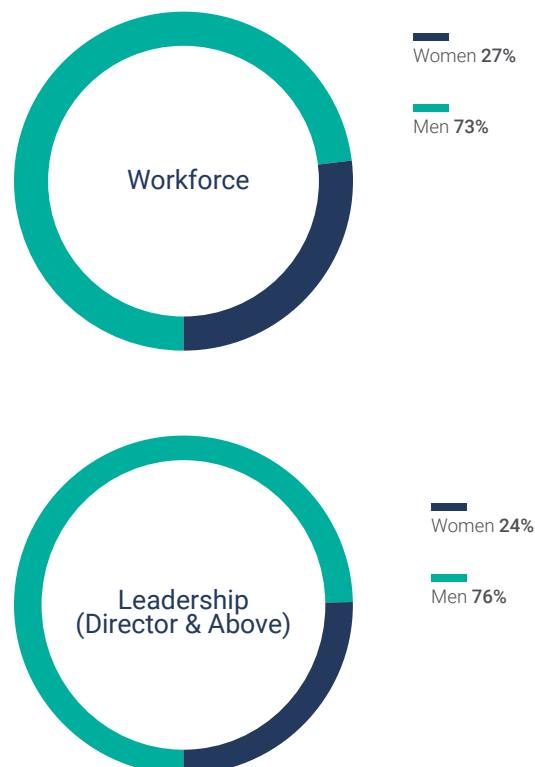
## Diversifying our Workforce

Genesys' workforce is made up of talented individuals who bring together diverse backgrounds and unique perspectives. We celebrate our differences, knowing that the more we represent global diversity within Genesys, the better prepared we are to innovate and meet the challenges and opportunities of modern society.

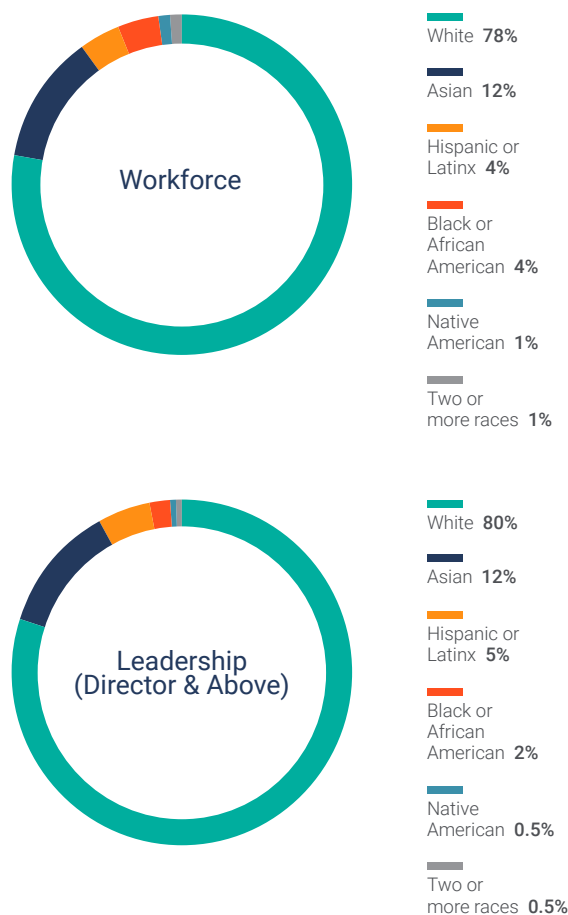
We measure progress toward our goals by tracking employee demographic data by race, ethnicity and gender as a percentage of the overall employee base and against leadership representation. To increase the accuracy of our data and capture a more complete portrait of our workforce diversity, each year Genesys employees are invited to participate in a voluntary self-identification survey. Through the survey, employees can self-identify against various demographic categories including gender, race and ethnicity as well as sexual orientation, veteran and disability status.

In 2020, we began to enhance our focus addressing representation challenges across our workforce. We saw some progress in our hiring efforts which led to an increase in overall representation of women and underrepresented groups. We know the effects of our actions — many of which were new for 2020 — are not immediate. We are focused on sustained efforts that help us draw more diverse talent, create great experiences and careers and foster a culture of belonging that fully lives up to the spirit of what makes us Better Together.

Gender Representation (Global)  
FY2021



Racial and Ethnic  
Diversity (U.S. only)  
FY2021



We commit to further increasing diversity within our workforce by focusing on gender, racial and ethnic representation. As part of this commitment, Genesys strives for our workforce to be as diverse as the markets where we work <sup>4</sup> by 2030.

We have set **diversity goals** for our workforce and leadership:

### WORKFORCE

Women (Globally): 35%  
Underrepresented groups (U.S.): 32%

### LEADERSHIP

Women (Global): 40%  
Underrepresented groups (U.S.): 32%

<sup>4</sup> Based on labor market availability and composition





## Hiring and Recruiting Diverse Talent

Our opportunity to impact the diversity of our workforce is greatest when we hire new employees. Thus, prioritizing diversity and inclusion in our hiring practices is an imperative. We have several processes in place to help ensure that hiring at Genesys is fair, equitable and attracts diverse talent. These processes include:

- **Competency-based hiring**  
Currently the Genesys sales team is piloting the use of competency-based tools focused on eliminating bias during the interview process. These tools help sales team recruiters and hiring managers approach the hiring process with increased objectivity, with the goal of enabling us to hire candidates based on experience, capabilities and skill alone.
- **Unconscious bias training**  
Unconscious bias trainings teach us about mitigating bias in the workplace and creating a fair and equitable hiring process for candidates. All Genesys managers are required to take two unconscious bias trainings: DECIDE-The Neuroscience of Breaking Bias and SELECT-Mitigating Unconscious Bias in the Interview Process.
- **Diverse recruitment channels**  
In the U.S., we are expanding our candidate pools through partnerships with historically Black colleges and universities and professional organizations that provide access to networks of women and people of color. Some of our partners include the National Society of Black Engineers, Society of Hispanic Professional Engineers, Society of Women Engineers, Florida A&M and Florida State College of Engineering, North Carolina A&T, California State at Fullerton and CUNY Lehman College.
- **Mitigating bias in recruitment**  
We have identified technology to promote the use of inclusive language in our posted job descriptions. We plan to implement this technology to enable Genesys to equally attract male, female and underrepresented candidates in an inclusive, professional way. The tool analyzes job descriptions and identifies problematic words that have been shown in research to detract women and underrepresented applicants from applying. This technology can also digitize the task of processing candidate resume details to recognize and redact or block personally identifiable information such as the candidate's name, email address, photos, educational institutions or other personal details not relevant to the job. We are planning to pilot this aspect to enable managers to focus on the things that matter objectively for a role's needs, versus details that could cause unintentional bias such as gender, race, age, or ethnicity.

## Building a Culture of Inclusion

Building a welcoming, inclusive culture is not just one team's job or a check-the-box item. It is an ongoing endeavor that involves every person at Genesys. Across our company, we are taking steps to embrace honest dialogue, correct non-inclusive behavior and raise awareness of privilege. We are bringing in experts who can inform us and stretch our thinking. We are committed to gathering employee feedback and using their input to determine what we can do better

## Advocating for Social Justice

In 2021 Genesys hosted a celebration of Dr. Martin Luther King, Jr. Day with a fireside chat headlined by Reverend Jesse Jackson, Sr. As one of Dr. King's closest confidantes and one of the last remaining civil rights icons, Reverend Jackson offered a message of empathy and hope as we work for social justice globally.

Genesys has enhanced our efforts toward building an inclusive culture, but there is more we can do to ensure every employee feels true belonging in our workplace. Some of the actions we took in 2020 to increase inclusion at Genesys include:

- We established inclusion groups, which are employee-led efforts to build supportive communities within the workplace. The goal of these groups is to provide employees who are members of underrepresented demographic groups and their allies with the time, space and budget to meet and promote a common cause, build a community within Genesys and enhance their personal and professional development goals. Inclusion groups also increase cultural awareness across our company. In the past year, Genesys' inclusion groups grew from two to five, each with an executive sponsor. They are:
  - Genesys Women in Tech (GWIT)
  - Genesys Black Employees & Allies Members (GBEAM)
  - Genesys Latinx in Tech (GLiT)
  - Genesys Women of Color (GWOC)
  - Genesys LGBTQIA + Employees & Allies (G+)



- To ensure a global focus on our DEI efforts, we began to establish local DEI councils around the globe. These councils serve to further our global DEI efforts and enable us to capture learnings and cultural nuances indigenous to local countries.
- We enhanced cultural expression for our employees through a regular cadence of blogs. Sharing the voices of our underrepresented groups increases our ability to reach more diverse audiences, demonstrates to our employees that their experiences are valued and celebrated at Genesys and fosters broader cultural understanding.
- We introduced additional DEI trainings conducted by third-party experts. Topics include eliminating microaggressions and unconscious biases and harnessing positions of privilege for allyship. In 2020 all employees were required to take a “Breaking Bias” training and we rolled out a “Be the Role Model” curriculum for leaders that focuses on inclusive leadership.
- Our inclusion index is designed to measure sentiments across all employee groups and identify growth and improvement areas. The index takes a multi-dimensional view to measure how our employees feel about their ability to be their authentic selves at work, whether they feel they belong and if Genesys fosters a fair environment for them to achieve career growth and development. We plan to internally publish those results to Genesys leadership (Directors and above) along with actionable steps for continuous improvement.

Each year, three **DE&I Inspire Recognitions** are given to outstanding employees who strive to deliver excellence in diversity, equity and inclusion consistently at Genesys. In 2020, our recipients were:



### **CHANGEMAKER**

**Cathy An**  
North American region

Recognized for acting as a changemaker to bring diversity, equity and inclusion to the Genesys workplace.



### **LOCAL SI/HERO**

**Gwilym Funnell**  
APAC region

Recognized for efforts to enrich and improve his local community and society.



### **BRIDGE BUILDER**

**Hitesh Haran**  
India office

Recognized for efforts to connect different teams, regions, communities within Genesys to bring diversity, equity and inclusion.



Additionally, in 2020 Genesys introduced a series of activities under the theme Better Together, which reflects our aspiration to work together to achieve the changes we envision for Genesys and the communities in which we live and serve. Better Together programming aims to educate everyone at Genesys about the cultural nuances of our workforce, foster empathy, grow understanding and bring us together as a community. Activities included:

- **Better Together Conversations**  
Company-wide conversations related to a theme or current event, such as Women's History Month and Black History Month, and that feature outside experts. All Genesys employees are encouraged to participate in these monthly, virtual conversations.
- **Better Together Blogs**  
Blog posts that cover DEI topics and share the voices and experiences of Genesys employees.
- **Executive Blogs**  
Blog posts that feature thought leadership from our DEI team and Genesys executives on DEI in business.

### Supporting Equity and Inclusion in our Communities

Beyond Genesys, we are making equity and inclusion a priority within the communities where we live and work. We believe corporations have an obligation to enhance the communities in which they live and serve. Our societal pillar is focused on fulfilling that obligation. Our focus is on addressing inequities in the underserved areas of our local communities leveraging Genesys products and services for good and engaging employees in this cause.

To start, to create a gateway to a sustainable career and livable wages, Genesys is developing a program that leverages the expertise of our workforce to train and reskill individuals in underserved communities for future opportunities in science, technology, engineering and math careers. We expect that, through this program, we will support local economies, increase our diverse talent pipeline and help reach our goal of touching one million lives by 2030.



**BELONGING IS AT THE ROOT OF INCLUSION. IT'S OUR INTENTIONAL EFFORT TO GO BEYOND POLICIES, TO EMPOWER THE CREATION OF SAFE SPACES FOR ALL INDIVIDUALS TO BRING THEIR AUTHENTIC SELVES AND BUILD TRUE CONNECTION TO OUR ONE GENESYS CULTURE.**



# Developing Top Talent



## Developing Top Talent

We believe our employees are continual learners and we commit to providing all employees with training and development opportunities that help them reach their full potential.

Highlights of our training and development initiatives include:

- In 2020, we started shifting our performance management and employee development approach to foster increased and more continuous dialogue between managers and employees. To close out 2020 we implemented a company-wide check-in between managers and employees to recap the previous year and discuss the employee's overall performance. We asked employees to complete a self-assessment to share with managers, have a discussion, and document takeaways and feedback in Quantum Workplace. This helped support managers to make fair and meaningful pay decisions in the annual compensation review. In 2021, we launched "Sync" our new performance management process that focuses on continuous dialogue throughout year with a focus on empowerment, frequent feedback, transparency and growth mindset.
- In 2020, The Level Up Leadership Program provided training and development opportunities for managers on topics such as Crucial Conversations, Building Resilience and Leading Teams Virtually.
- In 2021, we will transition from the Level Up Leadership Program to a new "Manager Experience" framework. This set of programs and tools is designed to enable our managers to successfully navigate their many responsibilities as leaders. Through this approach, we believe our managers will be provided the resources to learn what is expected of them as leaders at Genesys and what is needed to be successful at each stop along the employee lifecycle. This framework will be delivered in various ways to our 1000+ people managers across the globe through web-based learning, bite-sized resources, targeted toolkits and virtual classroom sessions as well as creating a community where they can share experiences and best practices. Manager Experience is anchored on a growth mindset approach to help managers lead with empathy, drive a high-performance culture and provide them the tools they need to lead and inspire their teams.



**OUR NEW MANAGER EXPERIENCE PROGRAM USES A GROWTH MINDSET APPROACH TO HELP MANAGERS LEAD WITH EMPATHY, DRIVE A HIGH-PERFORMANCE CULTURE AND PROVIDE THEM THE TOOLS THEY NEED TO LEAD AND INSPIRE THEIR TEAMS.**

3 Workforce of Future  
Classifications:

**FLEXIBLE**

**OFFICE-BASED**

**FULLY VIRTUAL**

- Genesys' Training Portal GenED gives employees online and on-demand access to career and personal development resources on business skills, personal development, technology and internally created custom courses. To learn more about our products, Genesys employees can access our Beyond training library within GenED, the same training that we provide to our customers and partners.
- The Genesys Emerging Talent Programs are designed to attract, develop and retain early career, part-time individuals as potential full-time employees. These programs aim to offer meaningful work experiences, personal development opportunities and exciting engagement activities.

### Workplace of the Future

Our purpose as a company is to deliver the power of empathy to every experience, and that starts with our employees. Their preferences on how to work are critical to engagement and productivity—and in our recent Employee Engagement Survey our employees shared that one of their top desires is flexibility. We also know that sustainability and being environmentally conscious are priorities for our employees. As a result of this, we launched our Workplace of the Future program in 2021.

When we return to the offices following the COVID-19 pandemic, we will follow our new Workplace of the Future approach, which focuses on flexibility combined with the benefits of in-office collaboration and connection. Depending on the role, employees will work with managers to agree on one of three classifications: Flexible, Office-Based and Fully Virtual.







## Employee Engagement & Well-being During COVID-19

Protecting people's health and well-being is critical to helping people reach their full potential. Genesys strives to provide a positive culture and safe workplace for every employee. By creating a workplace that puts our employee's mental and physical health at the center, we empower employees to be the best version of themselves and we help them, and our business, to excel. While our commitment to the health and well-being of employees is ongoing, nothing demonstrated it more than our response to the COVID-19 pandemic.

With employees located across the globe, many of whom already worked remotely, we have long recognized the value of ongoing two-way communication to maintain a healthy, engaged workplace. At the start of the pandemic, we increased efforts to connect with and listen to employees even more. For example, our leadership team hosted regular town halls to provide employees with an opportunity to connect with leaders, ask questions and voice any concerns. We also created an online portal for employees that featured companywide updates on our COVID-19 response and contact tracing capabilities. Additionally, each Genesys office has a facilitator who aligns and updates employees on relevant information on an on-going basis.

In March 2020, Genesys launched a cross-functional COVID-19 Taskforce to coordinate the company's response to the pandemic. To help employees take care of themselves, their loved ones and each other, we also introduced several new benefits and programs, including:

- Providing employees with additional flexibility in the form of August "Free" Fridays, a Mental Health Day for all employees during October and additional time-off for the year-end holidays
- Partnering with Child Mind Institute to deliver various webinars focused on mental health and well-being for parents
- Providing employees reimbursements for home office equipment to enable comfortable, effective and safe remote working
- Supporting employees with school-aged kids by partnering with Varsity Tutoring, an academic tutoring company
- Offering training programs focused on how to successfully work from home
- Providing employees with a monthly stipend to cover any additional costs associated with working from home

- Employee Health and Wellbeing. Genesys closed all offices world-wide and asked its employees to work from home. This move was supported by a tiered threat level system which enabled the controlled and partial re-opening of offices as infection rates declined. Regardless of opening status of their office, employees were given the option to continue to work from home until at least September 2021. The Genesys COVID-19 Preparedness Portal provides a central resource for employees to access contact tracing, infection reporting, meeting approvals, as well as other company guidelines and health & safety information.

During the pandemic we also began to administer COVID-19-specific surveys, which have proven critical in helping us better understand the evolving needs of our global workforce so that we can respond effectively.

Throughout the pandemic, Genesys received positive employee feedback. In our September 2020 survey, 93% of respondents said that Genesys has provided an empathetic response to the pandemic and 90% said they felt that Genesys has supported them efficiently and effectively.



## Measuring Employee Satisfaction

Genesys promotes a culture of empathy in which every voice is heard, valued, remembered and understood. One way we put this into action is by measuring employee satisfaction and engagement through our annual Employee Engagement Survey.

The Employee Engagement Survey is one of our most effective tools for listening to employees and gathering their feedback on what's working and where we can improve as a company. This survey produces two scores: an Employee Net Promoter Score (eNPS) to provide a measure of employee engagement and an Employee Experience Index score to measure the effectiveness, efficiency and empathy of the employee experience. The eNPS is scored on the range of -100 to 100.

Our latest Employee Engagement Survey, completed in January 2021, saw an 80% survey participation rate, a strong indicator of engagement in and of itself. This survey also produced strong results, demonstrating that overall Genesys employees are engaged and satisfied with our workplace and culture. Results included an eNPS of 55, which is a significant increase from our previous survey score of 40 in 2Q 2019, and a 67.5% Employee Experience Index score.

Our Employee Engagement Survey allows for free form comments from employees to explain their rating or provide specific feedback. After the 2021 survey, Genesys reviewed more than 6,000 comments to better understand our employees' feelings and views. Employees expressed that they feel a sense of belonging at Genesys and are confident in the company's leadership and strategy. The feedback also showed areas for improvement including professional development opportunities and managing and communicating change.

We take all employee feedback seriously and we are taking action to address the survey results, which will include company-wide initiatives as well as those specific to site, region and functional areas.



## Community Engagement through Impact Together

Genesys is passionate about reaching our goal to positively impact 1,000,000 lives by 2030, and we know our employees share this passion. One way we work toward this goal is by giving back to communities through the causes that our employees care about most. This employee-centric approach enables us to empower employees to get involved, promote camaraderie and collaboration and build a sense of belonging among all Genesys employees.

Impact Together is our social impact program at Genesys, which focuses in four priority areas:

- **Community Engagement:** Volunteering and giving in the communities where we are located, while also strengthening our corporate culture.
- **Reskilling & Awareness:** Leveraging our workforce skillset to train underserved communities, opening up future opportunities in STEM, and upskilling our own employee population.
- **Planet:** Encouraging employees to contribute to take accountability for our impact on the planet and leave it beautiful for our future generations.
- **Crisis:** Providing critical support to the communities where our employees, customers, and partners reside during times of disaster or crisis.





### COMMUNITY ENGAGEMENT

**Global** – During our 30 by 30 Campaign to celebrate Genesys’ 30th anniversary, each Genesys employee received \$30 to donate to the charity of their choice, totaling \$102,121 donated to 1,345 causes globally.

**Manila** - PhP100,000 (approx. \$2,100) donated to Silong Tanglaw, an orphanage for boys.

**Global** - \$67,157 raised by employees for 1,318 food-related causes across the globe.

### RESKILLING AND AWARENESS

**Manila** - \$2,500 donated to two elementary schools in a rural village to provide internet access.

**Ethiopia and Uganda** - \$31,000 raised by our GWIT inclusion group to build six Water to Thrive wells, enabling more girls to attend school.

### PLANET

**Brazil** – Supported for a forest restoration project in the Brazilian Forest of Mata Atlantica.

**Oregon** - Supported for a forest restoration project in the state of Oregon.

**Rwanda** - Supported for a forest restoration project led by local farmers in the Rwanda Gishwati-Mukara Forests.

**Eastern Australia** – Supporting for a forest restoration project to restore forest burned in the 2019-2020 Black Summer bushfires.

### CRISIS

**Eastern Australia** - \$51,507 donated to wildfire relief.

**Manila** – Employees raised PhP100,000 and packed goods to deliver to employees affected by the Taal Volcano Manila Eruption

**Indianapolis** - At the outset of the COVID-19 pandemic, assisted a local food bank by setting up a phone system for high-risk individuals to call to have meals from the food bank delivered to their home.



# Our Corporate Governance





## Doing business the right way

### Genesys Leadership

Genesys' leadership team answers the question:

## "WHAT DOES SUSTAINABILITY MEAN TO ME?"



"CREATING A HOLISTIC  
BUSINESS THAT WILL THRIVE  
FOR GENERATIONS TO COME."

Tony Bates

Chief Executive Officer and Chairman



"OPTIMIZING OUR COMBINED  
ECONOMIC, SOCIAL AND  
ENVIRONMENTAL PERFORMANCE."

Peter Graf

Chief Strategy Officer



"GETTING THE JOB DONE  
AND REDUCING OUR IMPACT  
WHILE DOING IT."

ML Maco

EVP of Global Sales and Field Operations



"LEAVING THE PLANET A  
HEALTHIER, MORE VIBRANT  
PLACE FOR THE GENERATIONS  
THAT WILL FOLLOW  
ALL OF US."

Brian Swart

Chief Financial Officer



"A FUTURE FOR  
OUR KIDS."

Barry O'Sullivan

EVP and GM, Digital and AI



"CREATING A NEW CATEGORY  
FOR OUR PRODUCT WITH  
SUSTAINABILITY BAKED IN."

Joyce Kim

Chief Marketing Officer



"A COMMITMENT TO OUR  
EMPLOYEES, PROSPECTIVE  
TALENT AND THE GENERATIONS  
THAT COME AFTER US."

Eva Majercsik  
Chief People Officer



"SLASHING CARBON  
EMISSIONS BY MOVING  
CUSTOMERS TO THE CLOUD."

Olivier Jouve  
EVP and GM, Genesys Cloud



"ENHANCING THE  
CUSTOMER EXPERIENCE  
THROUGH SUSTAINABLE  
BUSINESS SOLUTIONS."

John Hernandez  
EVP and GM, Genesys Multicloud Solutions



"DRIVING SUCCESS FOR OUR  
CUSTOMERS AND PARTNERS  
THROUGH EMPATHETIC AND  
SUSTAINABLE PRACTICES."

Scott Cravotta  
EVP, Customer Success & Services



## Corporate Governance

Genesys' chief executive officer leads the company alongside an Operating Committee, our governance and oversight body with responsibilities much like a board of directors, that includes representatives from private equity firms Hellman & Friedman and Permira, which collectively own a majority stake in our company.

## Responsible Business Practices

We are committed to doing business the right way: ethically, lawfully and with integrity. While Genesys employees live and work around the world in a variety of cultures and often under a range of diverse legal frameworks, we are joined in our goal to conduct ourselves with unity and in compliance with all applicable laws.

Our **Code of Conduct**, which all employees are required to review and acknowledge on an annual basis, reflects these values and sets forth our commitments to customers, business partners, competitors, communities and others. The Code of Conduct reflects our deep commitment to maintaining our customers' trust, loyalty and respect by designing and delivering innovative, high-quality, secure and reliable products and services and avoiding corrupt, illegal, dishonest or deceptive business practices.

Global policies, training and programs help us ensure that we manage and operate our business prudently while complying with applicable laws and regulations. These policies cover numerous topics such as risk management, privacy and security, conflicts of interest, anti-corruption, anti-fraud, competitive practices, supplier and partner code of conduct and trade compliance.

### Compliance Training

Each year, all of our employees are required to complete a global compliance training module, which includes several training topics such as ethics, anti-bribery and corruption, data privacy, information security, conflicts of interest and competition and antitrust law. This training ensures that all of our employees have a common understanding of our commitment to ethics and of doing business the right way.



**"WE STRIVE TO ALWAYS MAXIMIZE OUR  
AVAILABILITY, SECURITY AND COMPLIANCE"**

Jim René  
Chief Legal Officer







### Anti-Corruption Policy

Our Anti-Corruption Policy mandates that all Genesys employees and third parties with whom we engage comply with all applicable anti-corruption laws, including the U.S. Foreign Corrupt Practices Act, the U.K. Bribery Act, the OECD Convention on Combating Bribery of Public Officials in International Business and the UN Convention Against Corruption. The policy provides guidance about gift giving, meals, entertainment, travel and other common business practices that, under certain circumstances, might be considered improper or even illegal. Stated simply, the policy makes clear that Genesys does not offer or accept bribes or kickbacks, and does not tolerate corruption in any of our business dealings.

### Anti-Corruption Audits

Genesys conducts substantial due diligence to help ensure regular compliance with our Anti-Corruption Policy among our partners, who are required to certify annually that they are aware of, agree to and abide by the terms of our Anti-Corruption Policy. We additionally conduct audits where a Genesys team member meets face-to-face with partners in their local office so that we can conduct a comprehensive review of their business practices and operations to ensure that they meet the standards we set for rigorous compliance with respect to Anti-Corruption laws.

### Export Compliance

Genesys implements and maintains procedures to facilitate compliance with export control rules and laws of the countries where we do business, including robust internal steps designed to ensure that Genesys products are properly classified for export; parties involved in export transactions are properly screened; and all applicable export authorizations are timely obtained. We engage third parties to assist as necessary to help assure compliance in this important area of our business.

### Anti-Harassment Policy

Genesys is committed to providing a work environment free of unlawful harassment. We prohibit all forms of harassment on any basis, in accordance with all federal, state and local laws, ordinances and regulations. Our policy applies to all persons involved in the operation of the company and prohibits unlawful harassment by any employee or manager of Genesys, as well as contingent workers, vendors, customers, and any other persons, including unpaid interns and volunteers.

## Speaking up Against Violations

We encourage all employees to speak up if they suspect or observe a potential violation of our Code of Conduct or any other Genesys policy or government law. We provide several avenues for reporting violations. Employees can contact their manager, our human resources or legal departments, our chief compliance officer or the Compliance Helpline, which is available 24 hours a day, 7 days a week and hosted by a third-party. Reports may be submitted anonymously where allowed by law and all information provided is kept confidential consistent with law and Genesys policy. We do not tolerate retaliation against any employee for reporting, in good faith, a suspected violation of the Code of Conduct or any other Genesys policy or law.

Third parties may also use the Compliance Helpline or contact our Legal and Compliance Team to report any concerns. Reports of violations are investigated and, if appropriate, reviewed in detail by the Genesys Ethics and Compliance and Oversight Committee as well as our Audit Committee.

## Privacy & Security

Protecting the privacy and security of our data is a business imperative at Genesys. We employ a comprehensive information security strategy designed to safeguard the data that customers, suppliers, business contacts and employees entrust to us and we continually adapt our security posture to ensure data remains protected.

Genesys follows the frameworks of internationally recognized standards, including ISO 27001, PCI, HITRUST, SOC 2 Type 2, HIPAA, CCPA and GDPR, among others. We also cooperate with the ISO 27018 audits, which contain privacy controls.

As a global business, operating in a dynamic global information security regulatory environment, we have identified key region-specific information security standards to bolster the security of our platforms. Where required, we also expand the scope of the globally recognized standards to which we are certified to include areas with a significant operational presence.

### Our Privacy and Security Team

Our Chief Privacy Officer oversees Genesys' data privacy program enterprise-wide and monitors its effectiveness. The Genesys privacy function sits within the Genesys legal department, and as a qualified attorney, the chief privacy officer is expertly placed to advise Genesys on global privacy laws and requirements. A European Data Protection Officer is also in place to meet the requirements of European data protection law.

Additionally, our internal IT systems and the platforms that our customers use have dedicated security teams headed by a director-level position or above. Security functions at Genesys also include developers who are involved in software development from the start of the lifecycle, ensuring security is built into the development process, rather than "bolted on" as an afterthought.

We work to maintain the support needed to respond to any changes in privacy laws and requirements.

## A Secure, Trusted Partner

In 2020, Genesys achieved a Federal Risk and Authorization Management Program (FedRAMP) stamp of approval for Genesys Engage. Together with our partner, Maximus, we help federal, state and local agencies in the U.S. modernize their citizen experiences with integrated, AI-powered journeys and best-in-class security. Additionally, because of our high standards for security and data privacy, dozens of governments have turned to Genesys Cloud for COVID-19 to support their contact tracing work.



## Responsible Sourcing

We believe our ability to meet our sustainability goals is amplified when we partner with suppliers who share our environmental and social commitments. That's why we seek suppliers that are synergistic in their sustainability practices and can help further reduce the environmental impact of our operations and increase our positive social impact wherever possible. For example, we prefer to do business with cloud vendors who have similar environmental policies to our own and stated goals towards adopting renewable "green energy" to power their data centers.

Additionally, we hold our suppliers to the same high standards with which we operate our business. Our **Business Partner Code of Conduct** and **Vendor Code of Conduct** set forth the commitments we expect within our supply chain. Genesys utilizes a Vendor Qualification and Risk Mitigation process to evaluate and approve new suppliers and ensure their practices align with our values. This vetting process evaluates suppliers along various dimensions of risk, including regulatory legal compliance risk, geopolitical country risk and information security risk.

In 2020 Genesys joined the Supplier Diversity Coalition, a group of technology companies that aims to prioritize diversity across supplier partnerships. Through the coalition we have committed to collect diversity and inclusion data from new and existing suppliers and to incorporate supplier diversity into our decision-making over the long term.



**"OUR BUSINESS PARTNER CODE OF CONDUCT AND VENDOR CODE OF CONDUCT SET FORTH THE COMMITMENTS WE EXPECT WITHIN OUR SUPPLY CHAIN TO ENSURE THEIR PRACTICES ALIGN WITH OUR VALUES"**



# Appendix





## Appendix

### About This Report

This report includes updates on our sustainability strategy, performance and related metrics, covering our fiscal year 2021, which is the period from February 1, 2020, to January 31, 2021, with additional information on activities, where appropriate, through April 2021. Unless indicated or the context requires otherwise, all metrics cover our fiscal year 2021. The report covers the social and environmental performance, governance, compliance and risk management aspects of our business and is prepared in reference to the Global Reporting Initiative (GRI) standards. We did not obtain external assurance from third parties for this Report.

The goals and projects described in this report are aspirational; as such, no guarantees or promises are made that these goals and projects will be met or successfully executed. Furthermore, data, statistics and metrics included in this report are non-audited estimates, not prepared in accordance with generally accepted accounting principles (GAAP), continue to evolve and may be based on assumptions believed to be reasonable at the time of preparation, but should not be considered guarantees and are subject to future revision. This report uses certain terms including those that GRI or others refer to as “material” to reflect the issues or priorities of Genesys and its stakeholders. Used in this context, however, these terms are distinct from, and should not be confused with, the terms “material” and “materiality” as defined by or construed in accordance with securities, or other, laws or as used in the context of financial statements and reporting.



## Forward-Looking Statements

Statements of future events or conditions in this report, including those that concern future circumstances and results and other statements that are not historical facts and are sometimes identified by the words “may,” “will,” “should,” “potential,” “intend,” “expect,” “endeavor,” “seek,” “anticipate,” “estimate,” “believe,” “could,” “project,” “predict,” “continue,” “goal,” “target” or other similar words or expressions, are forward-looking statements. Forward-looking statements are based upon current plans, estimates and expectations that are subject to risks, uncertainties and assumptions. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated or anticipated by such forward-looking statements. The inclusion of such statements should not be regarded as a representation that such plans, goals, targets, estimates or expectations will be achieved. Important factors that could cause actual results to differ materially from such plans, goals, targets, estimates or expectations include, among others: changes in economic, political and business conditions; pandemics (including the COVID-19 pandemic) or natural disasters that disrupt normal business operations or other events beyond our control and actions by governments, businesses and individuals in response to the situation; mergers and acquisitions or significant business model changes; unexpected delays, difficulties and expenses in executing against our goals set forth in this report; and changes in laws or regulations, including those related to climate initiatives. The forward-looking statements in this report are made as of the date of this report, unless otherwise indicated, and we undertake no obligation to update these forward-looking statements to reflect subsequent events or circumstances.

## Ecovadis Rating

EcoVadis is a globally recognized framework and rating used to assess business sustainability. It covers a broad range of non-financial impacts including environmental, labor and human rights, ethics and sustainable procurement. Genesys conducted our first EcoVadis assessment in 2019. In 2020, we received Bronze Sustainability Rating and a score of 47, representing a six-point increase from the previous year.

## GRI Index


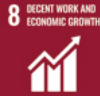



Organizational Profile		
102-1	Name of the organization	Genesys
102-2	Activities, brands, products, and services	About Genesys
102-3	Location of headquarters	2001 Junipero Serra Boulevard Daly City, California 94014
102-4	Location of operations	Genesys corporate website
102-5	Ownership and legal form	Corporate Governance Genesys corporate website
102-6	Markets served	Genesys serves customers in main 4 regions including North America; South America; Europe, Middle East and Africa; Asia Pacific.
102-7	Scale of the organization	At a Glance
102-8	Information on employees and other workers	Embedding Diversity, Equity and Inclusion Developing Top Talent
102-9	Supply chain	Responsible Sourcing
102-10	Significant changes to the organization and its supply chain	There have been no significant changes to the organization and its supply chain during this reporting period.
102-11	Precautionary Principle or approach	We do not apply this principle formally across all of our risk management decisions, but it informs our thinking about sustainability issues and risk management.
102-12	External initiatives	Alignment to the United Nations Sustainable Development Goals Pioneering Innovative Products Embedding Diversity, Equity and Inclusion Community Engagement
102-13	Membership of associations	Responsible Sourcing Embedding Diversity, Equity and Inclusion
Strategy		
102-14	Statement from senior decision-maker	Chairman & CEO Message
Ethics and Integrity		
102-16	Values, principles, standards, and norms of behavior	About Genesys Doing business the right way
Governance		
102-18	Governance structure	Corporate Governance Genesys corporate website
102-21	Consulting stakeholders on economic, environmental, and social topics	Materiality Assessment Stakeholder Engagement
Stakeholder Engagement		
102-40	List of stakeholder groups	Stakeholder Engagement
102-42	Identifying and selecting stakeholders	Stakeholder Engagement
102-43	Approach to stakeholder engagement	Stakeholder Engagement
Reporting Practice		
102-45	Entities included in the consolidated financial statements	Genesys

102-46	Defining report content and topic Boundaries	We developed the content for this report based on the requirements of the GRI principles for defining report content, including sustainability context, materiality, completeness and stakeholder inclusiveness, and the results of our latest ESG materiality assessment.
102-47	List of material topics	Materiality Assessment
102-48	Restatements of information	N/A as this is Genesys first sustainability report.
102-49	Changes in reporting	N/A as this is Genesys first sustainability report.
102-50	Reporting period	February 1, 2020 to January 31, 2021
102-51	Date of most recent report	N/A as this is Genesys first sustainability report.
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	For more information regarding this report, please contact sustainability@genesys.com.
102-54	Claims of reporting in accordance with the GRI Standards	GRI Index
102-55	GRI content index	GRI Index
102-56	External assurance	Genesys did not seek external assurance for its 2020 Sustainability Report.
<b>GRI 200: Economic</b>		
<b>GRI 205: Anti-corruption</b>		
103-1	Explanation of the material topic and its Boundary	Responsible Business Practices
103-2	The management approach and its components	Responsible Business Practices
103-3	Evaluation of the management approach	Responsible Business Practices
205-1	Operations assessed for risks related to corruption	Responsible Business Practices
205-2	Communication and training about anti-corruption policies and procedures	Responsible Business Practices
<b>GRI 300: Environmental</b>		
<b>GRI 302: Energy</b>		
103-1	Explanation of the material topic and its Boundary	Carbon Footprint
103-2	The management approach and its components	Carbon Footprint
103-3	Evaluation of the management approach	Carbon Footprint
302-1	Energy consumption within the organization	Carbon Footprint
302-4	Reduction of energy consumption	Carbon Footprint
<b>GRI 305: Emissions</b>		
103-1	Explanation of the material topic and its Boundary	Carbon Footprint
103-2	The management approach and its components	Carbon Footprint
103-3	Evaluation of the management approach	Carbon Footprint
305-1	Direct (Scope 1) GHG emissions	Carbon Footprint
305-2	Energy indirect (Scope 2) GHG emissions	Carbon Footprint
305-3	Other indirect (Scope 3) GHG emissions	Carbon Footprint
305-4	GHG emissions intensity	Carbon Footprint
305-5	Reduction of GHG emissions	Carbon Footprint
<b>GRI 400: Social</b>		
<b>GRI 403: Occupational Health and Safety</b>		
103-1	Explanation of the material topic and its Boundary	Employee Engagement & Well-being During COVID-19
103-2	The management approach and its components	Employee Engagement & Well-being During COVID-19
103-3	Evaluation of the management approach	Employee Engagement & Well-being During COVID-19
403-6	Promotion of worker health	Employee Engagement & Well-being During COVID-19
<b>GRI 404: Training and Education</b>		
103-1	Explanation of the material topic and its Boundary	Developing Top Talent



103-2	The management approach and its components	Developing Top Talent
103-3	Evaluation of the management approach	Developing Top Talent
<b>GRI 405: Diversity and Equal Opportunity</b>		
103-1	Explanation of the material topic and its Boundary	Embracing Diversity, Equity and Inclusion
103-2	The management approach and its components	Embracing Diversity, Equity and Inclusion
103-3	Evaluation of the management approach	Embracing Diversity, Equity and Inclusion
405-1	Diversity of governance bodies and employees	Embracing Diversity, Equity and Inclusion
<b>GRI 406: Non-discrimination</b>		
103-1	Explanation of the material topic and its Boundary	Embracing Diversity, Equity and Inclusion
103-2	The management approach and its components	Embracing Diversity, Equity and Inclusion
103-3	Evaluation of the management approach	Embracing Diversity, Equity and Inclusion
<b>GRI 413: Local Communities</b>		
103-1	Explanation of the material topic and its Boundary	Community Engagement through Impact Together
103-2	The management approach and its components	Community Engagement through Impact Together
103-3	Evaluation of the management approach	Community Engagement through Impact Together
413-1	Operations with local community engagement, impact assessments, and development programs	Community Engagement through Impact Together
<b>GRI 418: Customer Privacy</b>		
103-1	Explanation of the material topic and its Boundary	Privacy and Security
103-2	The management approach and its components	Privacy and Security
103-3	Evaluation of the management approach	Privacy and Security

## U.N. SDG Index

U.N. SDG	Genesys Material Topic	How We Contribute
 <b>Goal 5: Gender Equality</b>	Workforce Diversity, Equity and Inclusion	Embedding Diversity, Equity & Inclusion
 <b>Goal 8: Decent Work and Economic Growth</b>	Workforce Diversity, Equity and Inclusion Workforce Engagement and Well-being	Embedding Diversity, Equity & Inclusion Developing Top Talent
 <b>Goal 10: Reduce Inequalities</b>	Workforce Diversity, Equity and Inclusion	Embedding Diversity, Equity & Inclusion Community Engagement through Impact Together
 <b>Goal 11: Sustainable Cities and Communities</b>	Community Impact	Community Engagement through Impact Together
 <b>Goal 13: Climate Action</b>	Climate Change Management Customer Carbon Reduction Operational Energy and Emissions	Carbon Footprint