

TOWARD SOMETHING BETTER

FY2024 ESG Report

ZENO



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Zeno Group

Zeno is a fiercely independent, award-winning global integrated communications agency with offices across North America, Latin America, Europe and Asia Pacific. Zeno brings together the boldest and brightest talent to help clients across industries and sectors unleash the power of strategic communications to achieve real business value and societal impact. Zeno is a Daniel J. Edelman Holding (DJEH) Company.

About the Report

The content in this report reflects Zeno's 2024 fiscal year (July 1, 2023 - June 30, 2024) and is inclusive of our global offices. The report has been prepared with reference to the Global Reporting Initiative (GRI) standards.



A Message from Our CEO



On behalf of Zeno, I am delighted to share our third annual ESG report, **Toward Something Better**.

Three years ago, Zeno came together to articulate more deeply who we are, why we exist and the impact we want to make as a company. This exploration led to a new company purpose: **champion the courageous to achieve something better for humankind**.

Since then, our purpose has guided us in everything we do — including efforts to integrate environmental, social and governance (ESG) considerations into all aspects of our business and hold ourselves accountable for progress.

We recognize that we are living and working in increasingly divisive times, a time when many of the topics in this report are being questioned. Despite these challenges, we believe — and data shows — that integrating ESG into the overall business strategy helps drive growth, innovation and culture. In FY24, we did not waver and continued to advance progress on the issues that are most relevant to our business and stakeholders.

I am grateful to the hundreds of Zenoids around the world who have worked tirelessly to advance our purpose in the work we do for Zeno and the clients who trust us with their business.

A few highlights from the report:

Zeno teams generously gave their time and expertise to new and existing pro bono clients, representing a \$1.4 million agency investment.

During our sixth annual Zeno Gives Back day of service, employees volunteered 1,142 hours across 32 organizations in 14 cities, truly embodying our commitment to a better world through service to others.

Zeno signed the Workplace Pledge to Fight Antisemitism to help build greater awareness, understanding and action in support of our Jewish employees, friends and communities following the October 7th attack in Israel. Additionally, we took steps to ensure our diversity, equity and inclusion (DEI) approach adequately and fully addresses antisemitism, Islamophobia and all forms of hate.

To be better stewards of the environment, we formally rolled out our Sustainable Procurement Policy with a mandatory training to equip employees with the information they need to help advance our efforts. We also made progress toward our goal of training all client-facing talent on climate change and its impact on people, the environment and business.

Together with our clients and colleagues around the world, we will continue our work toward something better.

With gratitude and hope for the future,

A handwritten signature in green ink that reads "Barby". The signature is fluid and cursive.

Barby K. Siegel
Global CEO
Zeno Group

Our Guiding Light

At Zeno, our commitment to creating positive societal impact is central to who we are and is reflected in both our client work and everyday actions.



PURPOSE

Champion the courageous to achieve something better for humankind.



MISSION

We are committed to a culture that elevates communications through bold ideas for real business and societal impact.



VALUES

Ambitious. Kind. Inclusive. Entrepreneurial. Collaborative. Fearless.

Year in Review

ENVIRONMENTAL

Formally rolled out our **Sustainable Procurement Policy**.

Made progress toward our goal of **training all client-facing talent** on climate change.

Earned a Bronze rating with Ecovadis, a corporate sustainability rating platform, placing us in the **top 35%** of companies that disclose their data.

PEOPLE

Hired **135 new full-time employees** we call Zenoids and **70 paid interns** globally.

Achieved positive engagement survey results, with **87% of employees** saying they believe their managers genuinely care about their wellbeing.

DEI

Signed the **Workplace Pledge to Fight Antisemitism** and took steps to ensure our DEI approach adequately addresses antisemitism, Islamophobia and all forms of hate.



Continued to champion **Agency Allyship** through our partnership with EGAMI Group.



Partnered with **Howard University** for a six-week guest lecture series designed to provide real world insights on careers in communications, specifically agency career tracks.

COMMUNITY



Volunteered **1,142 hours** across **32 organizations** in **14 cities** during our sixth annual Zeno Gives Back day of service.

The DuSable

BLACK HISTORY MUSEUM and EDUCATION CENTER

Donated **\$1.4 million in pro bono time** to organizations and projects, including Year Up and the DuSable Black History Museum and Education Center.





ENVIRONMENT

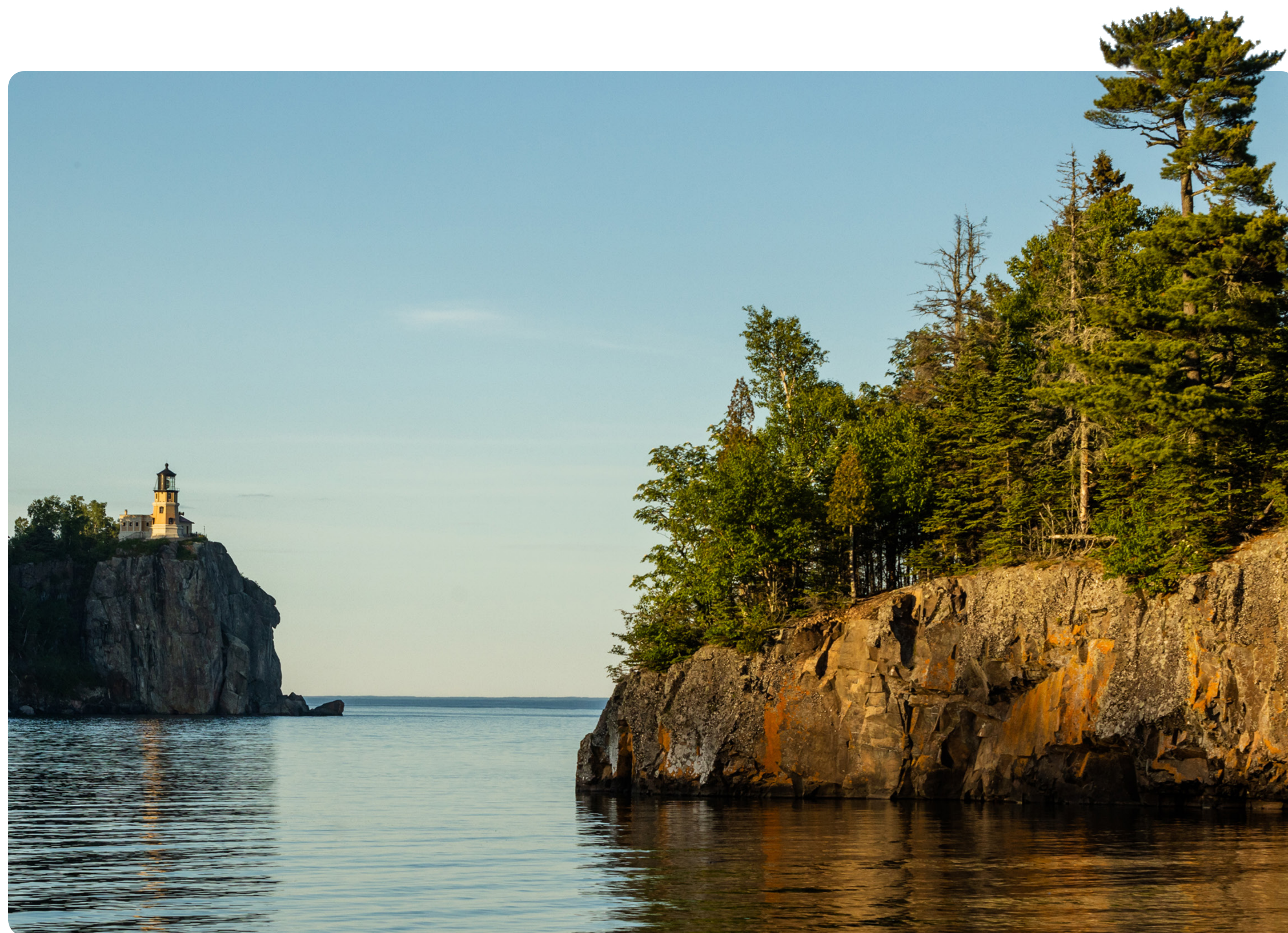
Reducing our impact
on the planet

Maintaining Our Focus on Environmental Stewardship

At Zeno, we've integrated environmental considerations into every aspect of our business. We understand true sustainability requires ongoing effort, beyond just a single commitment or metric.

We've taken measurable steps to advance our global sustainability strategy over the past year, including dedicated Eco Crews implementing recycling and composting processes across our global offices, and fully discontinuing the purchasing of single-use plastics. Together, these efforts ensure environmental stewardship remains visible and tangible to each and every employee. In FY24, Zeno earned a Bronze rating with Ecovadis, a sustainability rating platform that assesses companies' performances in areas like sustainability, human rights, ethics and sustainable procurement. This rating places us in the top 35% of companies that disclose their data.

We recognize that while we've made meaningful progress, there is always more to be done. Our commitment to reducing our footprint and creating lasting positive effects on the environment and society continues.



Progress on Our Environmental Goals and Commitments

GOAL	UPDATE	STATUS
Climate and Energy		
Conduct mandatory Climate Change 101 training for all client-facing talent by the end of FY24.	Our decision to develop the robust training in-house required us to adjust the timeline for completion to the end of FY25.	In progress
Source 100% renewable electricity, through usage of quality renewable energy credits (RECs), as needed, for all offices by the end of FY25.	Continued to source and purchase RECs for FY24 electricity use through our partner, ACT Commodities.	In progress
Waste		
Implement recycling and composting, where available locally, with signage and trainings in every Zeno office by the end of FY25.	Implemented recycling in 14 out of 15 offices and composting in nine; partnering with Eco Crews to audit offices and establishing next steps.	In progress
Zeno offices will no longer purchase single-use plastics (e.g., bottled water, plastic silverware) for employee use by the end of FY23.	Our offices no longer purchase single-use plastic and have shifted to non-plastic or reusable alternatives.	Completed
Formulate a plan to support fully remote workers' access to e-waste disposal.	Tailored market-specific guidance for remote and non-remote workers to properly dispose of e-waste.	Completed
Responsible Sourcing		
Develop leasing sustainability considerations checklist with criteria that relate to waste, water and energy use.	Rolled out our Environmental Policy, which includes leasing sustainability considerations. Our policy is based on DJEH policy and includes detailed Zeno-specific guidance.	Completed
Implement purchasing policy covering environmental and social attributes of branded items.	Rolled out our Sustainable Procurement Policy. Our policy is based on the DJEH policy and includes detailed Zeno-specific guidance.	Completed
Develop a global food policy that covers environmental and social attributes of the food we purchase for employees and clients.	Included food section in Sustainable Procurement Policy, which was rolled out in FY24.	Completed

Addressing Climate and Energy

As the climate crisis intensifies and stakeholder expectations rise, we remain dedicated to minimizing our environmental footprint in our 15 offices around the world by focusing on the areas where we can have the most impact.

Our Greenhouse Gas (GHG) Inventory

In FY24, we conducted a more comprehensive greenhouse gas (GHG) assessment, including all Scope 1* (stationary combustion), Scope 2 (purchased electricity, steam, heating and cooling) and material Scope 3 (supply chain) emissions. This year’s inventory includes data from three additional offices and expanded the boundaries of several Scope 3 categories. While these updates led to an increase in emissions year-over-year, it provided a clearer picture of our footprint and the actions we need to take to reduce our impact.

As a professional services company with leased office space, we do not control Scope 1 emission sources and have limited control over Scope 2 emissions. Despite these limitations, we are constantly looking for ways to modify our existing spaces with energy-efficient practices, such as switching to motion-sensor lighting and installing low-energy appliances to reduce electricity consumption.

We continue to source renewable energy credits (RECs) that balance energy used and support wind and solar projects in China, France, India, Malaysia, Singapore, the U.S. and the UK, as well as hydro-power projects in Australia.

To address the impact of our purchased goods and services — which account for 76% of our total emissions — we rolled out our Sustainable Procurement Policy in FY24 with a mandatory training to enable all Zenoids to help advance our sustainability efforts. This policy details our

commitment to sourcing goods sustainably and partnering with organizations that share these values and commitments. This encompasses the environmental and social attributes of Zeno-branded products, the food we order for meetings, the holiday gift boxes we create for clients and more. We will continue to embed these policies across the organization in FY25 and beyond.

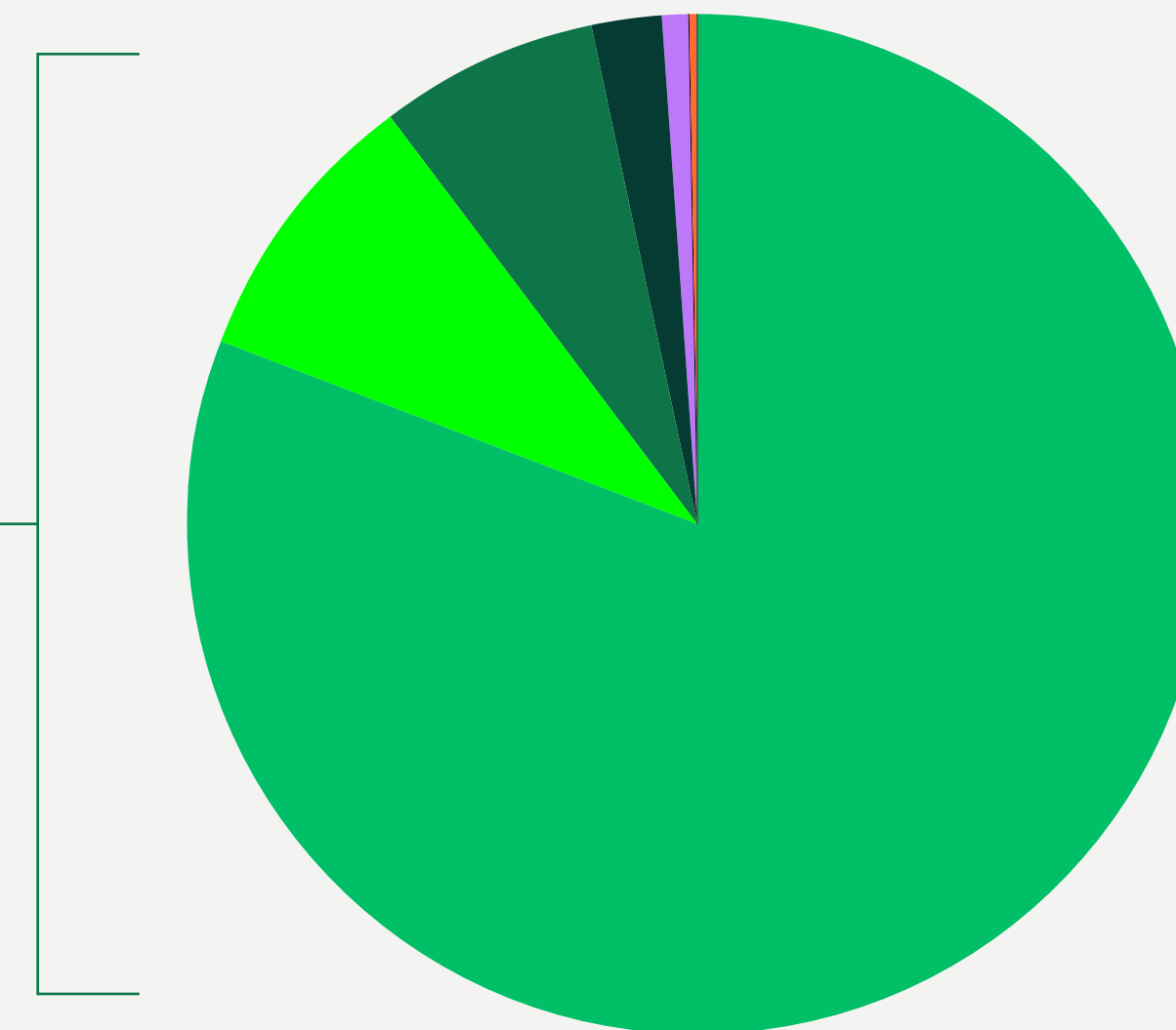
Our Environmental Policy, which includes guidance around global travel, outlines our approach and reiterates our commitment to managing travel-related emissions. This policy includes preferences for hotels with sustainable attributes and recommendations on preference for car or rail when it is a reasonable alternative to flying. We also purchase carbon offsets to balance emissions from travel originating in the U.S.

When it comes to employee commuting, we encourage employees to use public transit (subway, rail, bus, etc.) in markets where it’s available. We also help our employees implement sustainable practices when working remotely through our Eco Crew Tip of the Month.

As we look ahead to FY25, we will continue to refine our GHG inventory by engaging with suppliers and partners to gather more precise data and identify additional opportunities to reduce our footprint.

FY24 GHG Emissions*

6,411 Emissions in metric tons CO₂e total



Scope	Category	Emissions	Percentage
Scope 2	● Electricity	160	2.49%
	● Natural Gas	2	0.03%
Scope 3	● Purchased Goods & Services	4,890	76.28%
	● Capital Goods	92	1.44%
	● Waste Generated in Operations	5	0.08%
	● Business Travel (and Hotels)	558	8.70%
	● Employee Commuting (and Remote Work)	704	10.98%

*Since our offices are under operating leases, the associated emissions from stationary combustion are categorized as Scope 2, per the GHG Protocol.

Training Client Teams on Climate Change

Our employees are a critical part of our environmental strategy as they can drive change through their daily actions in and out of the office, as well as through the counsel they provide to clients. That’s why we are training our staff on climate change and how it impacts people, the environment and business. While we initially set out to complete the training by FY24, we decided to develop the training in-house, leveraging our Purpose & Impact team’s expertise. As a result, we adjusted our original goal to complete employee training by the end of FY25. We held three global trainings in late 2024 and are on track to meet our goal by end of FY25.

An Update on Our Science-Based Target

In last year’s report, we outlined our commitment to submitting our own science-based net zero target in FY24. Given the revisions currently being made to Science Based Targets Initiative’s Net Zero Standard, we will plan to align our target and methodology with the forthcoming standard. We will continue to prepare to set a science-based net zero target by refining our greenhouse gas accounting methodology each year.

The Responsibility Reset

“Responsibility Reset: Navigating Societal Issues in a New Era,” is Zeno’s research study of consumers and business leaders in North America, Europe and Asia Pacific. Sustainability rose to the top as a key focus, with environmental conservation and climate change ranking among the top three issues consumers want companies to address, following economic stability.

69%

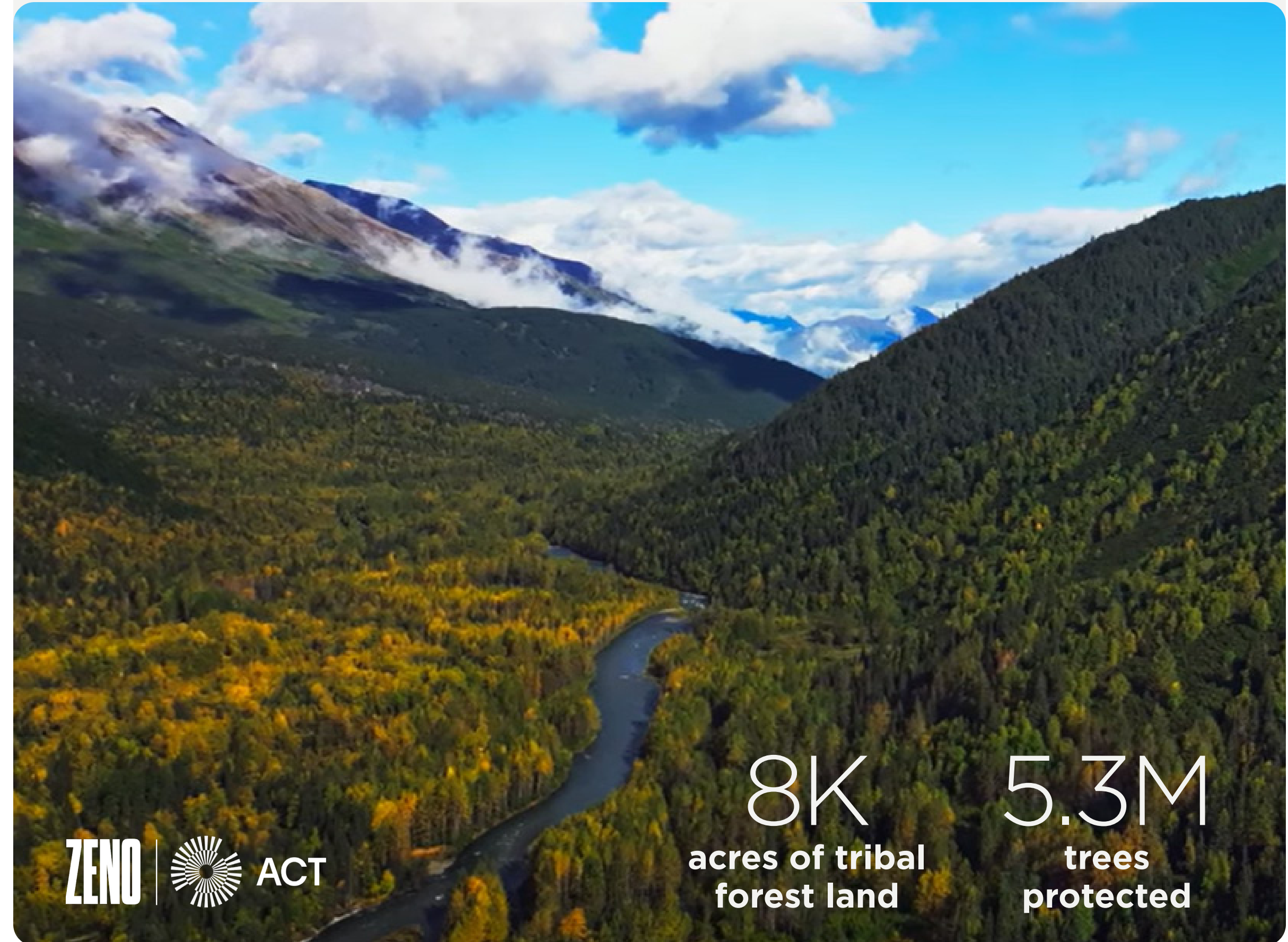
of global consumers

emphasize the critical role businesses play in addressing societal challenges



Our Work with the National Indian Carbon Coalition

Through our efforts to balance our energy usage, Zeno supports one of the National Indian Carbon Coalition’s carbon sequestration projects. Led by the Fond Du Lac Band of Lake Superior Chippewa, the project covers more than 8,000 acres of tribal forest land in Minnesota, will protect 5.3 million trees and is certified by the American Carbon Registry. This initiative leverages tribal knowledge to protect forests and preserve forest ecosystems for future generations.



Tackling Waste Management and Reduction

At Zeno, we believe waste management is one of the most hands-on ways for our employees to contribute to our environmental commitments. Across our Zeno network, we engage dedicated Eco Crews, office managers, in-person and remote employees on our waste reduction efforts, including:



Purchasing 100% post-consumer recycled paper, printing double-sided documents and using digital copies — rather than printing — where possible.



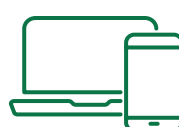
Implementing recycling and composting, where available locally, with signage and training in every Zeno office by the end of FY25.



Purchasing non-plastic or compostable alternatives to minimize single-use plastics in the office and encouraging employees to bring reusable water bottles and mugs while commuting to and from the office.



Launching a new “Tip of the Month” initiative where Eco Crew Co-Leads share tips on how employees can easily adopt more sustainable practices at work and at home.



Outlining region-specific guidelines to help in-person and remote employees properly dispose of e-waste, such as laptops, cell phones and batteries, to prevent the release of toxic materials into landfills.

Zeno Chicago

Zeno Chicago has taken significant steps to improve waste management and promote sustainability. The office hosted WM, the leading provider of waste management and trash collection, to share best practices for recycling and composting so all employees can understand and follow different signage and bins. Zeno Chicago also joined K-Cycle, a program that collects used Keurig pods and appropriately disposes of the plastic and coffee ground discards. Additionally, Zeno Chicago partnered with Crafty.com to monitor the use of supplies such as food, beverages, paper and utensils, to minimize waste across the workplace.



Zeno Los Angeles

In FY24, Zeno opened a new office in Los Angeles, California, to support our growing team of local Zenoids on the West Coast. Adhering to DJEH’s sustainable leasing guidelines, we prioritized visiting locations that met certain waste, water and energy efficiency criteria. Our new L.A. office building is ENERGY STAR certified, boasting a score of 94, which outpaces the Environmental Protection Agency’s minimum of 75 for accreditation.

Evaluating Water Usage

It can be difficult to track and influence our exact water usage as a professional services company that operates in leased office space. However, we are continuously exploring ways to reduce water consumption, such as opting for buildings with low-flow water fixtures whenever possible. According to the WRI Aqueduct Water Risk Atlas, 53% of Zeno offices are in water-stressed areas. We will continue to educate employees on mindful water use.

Our Partnership with One Tree Planted

In FY24, Zeno teamed up with One Tree Planted, an official partner of the UN Decade on Ecosystem Restoration, to plant a tree in honor of each Zeno employee on their one-year anniversary. Planting trees and restoring forests play an important role in preserving biodiversity, improving air quality, reducing the risk of floods and droughts, and regulating high temperatures in the climate.



677
trees planted
in recognition of
Zenoids who have
already celebrated their
one-year anniversary

24 for '24

How Zeno London Builds Upon Its Sustainability Strategy

Zeno London annually reviews, updates and builds upon its sustainability strategy. 24 for '24 marks another year of progress to drive change across five areas: climate, economic, social, DEI and environment.

Highlights include:

Hosted discussions about sustainability in the supply chain and the negative impact of fast fashion on the planet. Employees created their own version of Vinted, listing and selling gently used clothing items online. The proceeds, totaling approximately £500 (-\$650), were donated to a local nonprofit.

Prioritized plant-based, locally sourced menu options for monthly team meetings to reduce its environmental footprint and align social gatherings with environmentally conscious practices.

Worked with FuturePlus, an award-winning sustainability and ESG management and reporting platform that enables organizations to understand, measure, improve and report on sustainability impact and goals. According to their latest assessment, Zeno London held the highest score among its Marketing/ Agency cohort.



Paradise on Tap

Aruba Tourism Authority Encourages Eco-Conscious Choices

To meet tourists' growing interests and expectations for more sustainable travel experiences, Zeno worked with the Aruba Tourism Authority to highlight the island's clean and portable tap water. Dubbed Paradise on Tap, this award-winning campaign encouraged travelers to choose refreshing tap water and avoid using plastic bottles while on the island. An integrated communications approach leveraged the expertise of world-famous Water Sommelier, Martin Reese, and created bookable guest packages with local hotels that ignited discussions on responsible tourism.

↑ **38%**
signatures for the Aruba Promise
A guest commitment to be a respectful, responsible traveler while on the island

↑ **305%**
landing page visits



Supporting ALDI's Ambition to Become the Most Sustainable Grocer in the U.S.

In support of the ALDI ambition to become the most sustainable grocer in the U.S., Zeno supported several campaigns to highlight how the grocer is making a difference for its customers, communities and the planet.

Notably, ALDI became the first major U.S. retailer to eliminate plastic shopping bags at checkout, preventing nearly nine million pounds of plastic from going into circulation each year. ALDI also unveiled a new industry-leading goal to transition 100% of their in-store refrigeration to natural, environmentally friendly systems by 2035, and was once again recognized by the Environmental Protection Agency's GreenChill Store Certification Program. At the product level, ALDI introduced a first-of-its-kind innovation that transformed leftover, unused grapes from vineyards into the best-selling fan favorite 'Frozen Cotton Candy Grapes,' helping ALDI save 50,000 pounds of fruit.

The National Marine Manufacturers Association Inaugural Sustainability Campaign

The International Council of Marine Industry Associations (ICOMIA) and the National Marine Manufacturers Association (NMMA) turned to Zeno as a strategic partner in developing its inaugural global sustainability campaign. After conducting a first-of-its-kind research study on how the recreational marine industry can further reduce carbon emissions, NMMA leveraged key insights to launch Propelling Our Future — an educational campaign designed to reaffirm its commitment, strengthen advocacy and drive decarbonization solutions across the industry.

99%
neutral or positive coverage

140
report downloads in the first week





SOCIAL

Advancing our culture of care
for employees and communities

Where Careers are Built and Lives are Lived

We believe our strength lies in the diverse, creative minds who bring unique perspectives, boundless curiosity and a commitment to delivering meaningful value to our stakeholders. This is why we are dedicated to fostering a culture that champions personal and professional growth, making Zeno a place where all individuals can build their careers and live their lives.

In FY24, our purpose and values guided us during uncertain times and laid the foundation for employees to bring their full selves to work. We recognize the decisions that we make as a business impact the daily lives of our employees and their families. We continue to provide mental, physical, social and financial resources that support holistic wellbeing. We remained grounded in our commitment to foster an inclusive workplace and will continue to prioritize initiatives that support our people today and in the future.



Advancing Employee Health, Safety and Wellbeing

At Zeno, we take pride in the ways we care for our people. Our wellness approach is comprehensive, providing both support and flexibility to help employees prioritize their own health and that of their loved ones. We recognize that wellbeing spans multiple dimensions — from mental and physical health to family and financial stability — and we offer the following benefits and wellness initiatives:



FLEXIBLE WORK

Zeno has embraced flexible work for many years, and the hybrid program introduced in 2023 was designed with trust and wellness at the core. We ask employees to come into the office twice a week and provide the option to work remotely for the remainder of the week — allowing them to choose days that best align with their personal and individual circumstances. In addition, Zeno offices worldwide offer employees the opportunity to sign off early on Fridays throughout the year.

PAID SABBATICALS

Zeno offers additional paid time off and cash bonuses to employees who complete ten years at the company, with further increments granted every five years after. This benefit allows for a maximum of six weeks of paid time off.

HEALTH ADVOCATE

In the U.S., employees and their families can access an assistance service designed to help identify and connect with healthcare providers and specialists. This service also aids in understanding treatment options, addressing benefits-related inquiries and interpreting insurance claims.

PARENTAL AND FAMILY LEAVE

In the U.S., a parent who gives birth can take up to 16 weeks of paid leave, in addition to annual time off. Zeno also provides up to eight weeks of paid time off following the adoption or placement of a foster child for non-birth parents. Birth parents are eligible for this and other company paid leave programs. Employees with caregiving responsibilities are also entitled to up to eight weeks of paid leave to care for family members.

EXPANDED HEALTHCARE BENEFITS

Zeno provides a comprehensive array of benefits and resources focused on family planning, gender-affirming medical care and other health initiatives. In FY24, we introduced a new Medicare concierge service aimed at educating Zeno employees and their families on navigating and understanding their Medicare benefits. We also expanded our existing partnership with Maven — a best-in-class digital healthcare platform that provides educational, financial and medical assistance throughout the family planning process, including fertility, surrogacy, pregnancy, birth, postpartum and adoption — to now include resources for pediatrics and parenting children up to age 18.

Be Kind to Your Mind

Since 2019, Zeno has placed a strong emphasis on the mental health of our employees through our signature mental wellbeing initiative, **Be Kind to Your Mind**. Today, we continue to put our people first by fostering a culture of care that encompasses mind, body and spirit.

We continually explore ways to enhance workplace offerings that promote understanding and acceptance of challenges related to individual mental health.

To support this commitment, we invest in programs and resources that empower employees to prioritize their mental wellbeing, including:

GLOBAL EMPLOYEE ASSISTANCE PROGRAM

Employees can access free, confidential counseling sessions with certified mental health professionals, as well as additional resources for financial and legal guidance.

ZENOFIT

Every year, employees in North America are provided with a \$960 allowance for activities, products or services that promote wellness and reduce stress. Employees utilize this allowance to pay for fitness classes and equipment, self-care services, social outings and entertainment. In FY24, we reimbursed more than \$341,000 directly to employees.

SAFE SPACE SHARING SESSIONS

In response to incidents of violence and civil and racial injustices, Zeno provides inclusive spaces for employees to support each other through guided discussions and resource sharing.

WORLD MENTAL HEALTH DAY

Zeno recognizes this day by closing all offices around the globe and offering employees a chance to rest and reflect.



Mental Health Awareness Month activity at Zeno West

MENTAL HEALTH ALLIES NETWORK

In FY24, Zeno continued to engage our network of 33 certified Mental Health First Aiders. These advocates play a vital role in recognizing the signs and symptoms of mental health challenges and provide confidential, non-judgmental support. With representatives in every Zeno office, these allies are well-equipped to connect colleagues with the resources they need, fostering a culture of care and awareness throughout our organization.

SELF-CARE DAYS

Employees are encouraged to take time off as needed to support their physical and mental wellbeing, with no questions asked.

HEALTHY MINDS EMPLOYEE RESOURCE GROUP

In FY24, Zeno expanded our Healthy Minds employee resource group (ERG) across offices globally. The ERG has become a community for employees to share their experiences and support each other with tips for maintaining mental wellbeing — such as exercising frequently, reducing screentime and checking in with friends and family members. In addition, we expanded our partnership with Headspace to provide mindfulness and meditation exercises for employees and their families.

Cultivating a Culture that Puts People First

Culture is central to everything we do at Zeno. In a year marked by a challenging business and societal landscape, we did not stray away from community building and culture-enhancing programs that make Zeno unique. We infused honest discussions directly into leadership meetings to uncover new ways to uplift, support and celebrate the 747 Zenoids globally that fuel our “Green Machine” culture.

Next Gen Academy

In FY24, Zeno Chicago piloted Next Gen Academy, an incentive program for top-performing mid-level employees with the goal of enhancing their personal and professional development. A total of 35 applicants were narrowed down to 13 inaugural participants who received the opportunity to take part in presentation training, leadership workshops and recurring meetings with a dedicated mentor at the EVP+ level over the course of six months. Following positive feedback on the program’s cross-practice and cross-level structure, Zeno Chicago will continue it in FY25. This will include a new, day-long brainstorming session for participants, offering them the opportunity to develop real campaigns and “green sky” thinking for existing Zeno clients. The program will also continue to engage FY24 alumni through enhanced connection and professional development opportunities.



Culture Crew

The heart of Zeno’s culture is our Culture Crews — made up of enthusiastic Zenoids who volunteer their time to enhance our vibrant workplace across every office. These dedicated groups plan seasonal celebrations, in-office events, outings to local sporting events, cooking classes, community service projects and much more. Culture Crew plays a crucial role in ensuring every employee feels valued, connected and an integral part of the team that drives our growth and success.

Zeno Day of Play

Day of Play is Zeno’s signature holiday when all offices are closed, giving employees the freedom to engage in activities that promote relaxation, creativity and enjoyment. Day of Play is a day to refresh and tap into activities that bring joy. It reflects Zeno’s commitment to employee wellbeing and the importance of work-life balance.



Zeno London enjoying Zeno Day of Play



Zeno East Culture Crew pumpkin carving event



Zenoids at Zeno West

Putting Our People and Our Work in the Spotlight

Internal Awards

We understand the value and importance of recognizing and rewarding those who go above and beyond. Whether it's through peer-to-peer shoutouts during our weekly meetings or the always-on feedback tools embedded in our performance management platform, expressing appreciation for each other is a key aspect of Zeno's culture. In addition, we present annual awards that honor individuals and teams whose contributions make a significant impact on our business.

The DAN Award

Recognizes one Zenoid who embodies the values of our founder, Dan Edelman

The ACE Award

Bestowed upon two client teams that consistently demonstrate accomplishment, commitment and excellence, while adding value and meeting Zeno's financial objectives

Pitch Perfect Award

Presented monthly to Zenoids who secure impactful media coverage in the U.S.

Green Flash

Celebrates the personal development achievements of employees from Zeno Australia

ZenoAF (Absolutely Fearless)

Awarded quarterly to employees who embody the fearless ethos and badass attitude of Zeno East

Zenoid of the Month

Honors high-performing employees from Zeno Malaysia and Zeno Australia

Zenoid of the Season

Annually recognizes four employees from Zeno China for exceptional work and collaboration

External Awards

Zeno is proud to have earned global recognition for our work, our people and our culture. In FY24, we received awards including:

2023 PRWeek Purpose Awards
Purpose Agency of the Year

2024 PRWeek U.S. Awards
Outstanding Large Agency of the Year

2024 Campaign PR Best Places to Work Asia-Pacific
Best Employee Engagement
 Zeno Australia

2024 Campaign PR Awards Asia-Pacific
Best Culture of the Year
 Zeno Australia

2023 PR Week Best Places to Work Asia-Pacific
Best Employee Engagement
 Zeno China



Champion the Courageous Award

At Zeno’s annual fiscal New Year’s Eve celebration, we introduced the Champion the Courageous Award that recognizes employees who embody our purpose. Three honorees were selected from across our global regions for their deep and sustained commitment to making a positive impact in the workplace and their community through programs like Zeno Gives Back, Eco Crew and DEI initiatives. Each recipient was awarded five days of paid time to step away from their Zeno work to focus on the volunteer efforts of their choosing.

CHAMPION THE COURAGEOUS AWARD WINNERS



Jocelyn Arellano
Senior Account Supervisor, Technology
Zeno Silicon Valley

In nearly seven years at Zeno, Jocelyn has been a key connector of DEI efforts, co-founding the DEI Council, co-leading ZinMiedo and engaging in our PRide ERG. She also advances the PR industry through her leadership in the Public Relations Society of America, serving as San Francisco Chapter President.



Anushweta Sinharay
Talent Lead
Zeno India

Anushweta brings resilience, empathy and a people-first approach to her role as Zeno India’s Culture Ambassador, organizing cultural events, volunteer opportunities and donation drives to create a safe, inclusive workplace.



Rachel Jones
New Business & Events Manager, Marketing
Zeno London

Rachel helped establish Zeno London’s partnership with Discover! Creative Careers, an annual initiative that connects local students with professional industries that traditionally lack diversity and leads impactful PR activities that highlight pathways to creative careers.

An Evolved Approach to Talent

Showing up for our people is something we strive for every day. We welcomed 135 employees in FY24, bringing us to 747 Zenoids worldwide. We continued to put employees and their welfare at the center of the decisions we make. As the global landscape tested the way we live and work in recent years, the need for employers to demonstrate care is more important than ever. While there is always room for improvement, we listen, learn, correct course and come together to create a positive and meaningful employee experience.

Each year, we ask employees around the world to reflect on their Zeno experience through an anonymous engagement survey. Their honest feedback provides valuable insights and informs continuous improvements that advance Zeno’s determination to always be a place where careers are built and lives are lived.

Over the years, this survey has inspired programs like Zeno Gives Back and Zeno Global Town Halls, and has informed our approach to hybrid work, performance management and total rewards. In FY24, survey results indicated room for improvement in communicating how we were implementing employees’ feedback. They highlighted the need to more clearly articulate the decisions and initiatives born from their feedback.

What We Heard

Employee Engagement Survey Results

Overall, in the U.S., which represents 66% of respondents, we saw the most significant improvement in scores related to hybrid work and actions taken in response to employee feedback. We also received more than 280 unique responses to the question “What are your aspirations for the future of how we work at Zeno?”

Three common themes emerged:

- A desire for greater inclusivity, transparency and opportunities for professional growth and development.
- A need for improved collaboration across teams and offices.
- Interest in opportunities that promote innovation and staying ahead of industry trends.

525

Zenoids participated in the survey

72%

total global participation rate

79%

report that they can be their authentic self at Zeno

87%

report that their manager genuinely cares about their wellbeing

83%

would recommend Zeno as a great place to work

85%

believe that people are treated fairly regardless of their race, ethnicity, gender expression or sexual orientation

83%

noted that they are proud to work at Zeno

75%

feel supported when they need to take time off to prioritize their mental health

75%

believe that Zeno’s commitment to social responsibility is genuine

Growing Through Learning and Development

We champion growth for both individuals and our collective Zeno team. Employees have access to ongoing learning and development opportunities — such as real-time feedback, continuous performance coaching and hands-on technical training — that are designed to refine current skills, inspire new thinking and support career enhancement.

Clear Review and Impact Scorecard

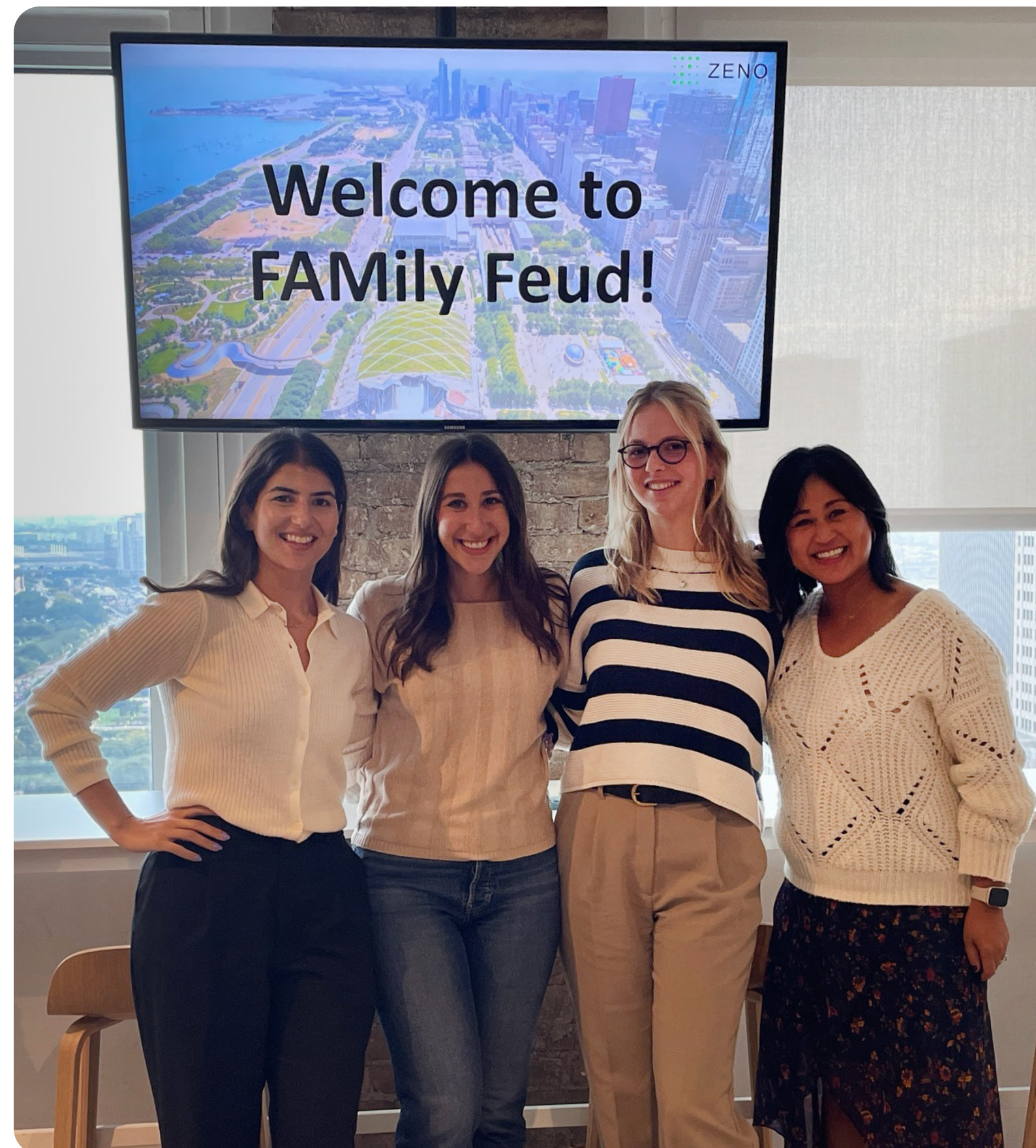
Our Clear Review system enables ongoing dialogue, feedback and engagement during the performance review process. Employees complete a self-assessment, reflecting on questions that highlight their accomplishments and allows them to set goals, while managers respond with a similar “Impact Scorecard” which considers the employee’s input and encourages continued growth. The process concludes with a live discussion between employees and their managers, allowing both to align on the year’s successes, future goals and career aspirations.

Fearless University

Zeno’s global learning and development platform, Fearless University, offers bespoke courses created by the agency’s own experts, on-demand content from LinkedIn Learning and workshop sessions hosted by external specialists. A curated curriculum supports new employees through onboarding, and we continually update content to upskill tenured employees, promoting professional versatility and a culture of curiosity.

Zeno FAM

Zeno FAM offers a supportive space for career guidance, mentorship and advice between colleagues outside of their day-to-day teams. In its fifth year, the program is open to all Zenoids (from AAE to EVP+) across the U.S. and Canada, with mentor-mentee pairings made with thoughtful consideration in response to initial participant questionnaires and varying locations, practice areas and generations. We connect pairings with resources and trainings that support their mentoring experience, including discussion guides to facilitate relationship building, Q&A sessions, speed networking events and panel discussions. By fostering relationships across different teams and practices, Zeno FAM not only builds confidence but exposes employees to fresh perspectives and professional growth opportunities across the network.



Fostering a Culture of Diversity, Equity and Inclusion

At Zeno, our commitment to advancing diversity, equity and inclusion (DEI) is woven into our values, purpose and mission, most notably in our belief that kindness and ambition can co-exist and that courage should be championed. We remain anchored in our commitment that all people should be treated fairly and recognize that the diversity of our communities should be reflected in our workforce. We strive to advance equitable and inclusive practices throughout our workforce, in the strategic counsel we provide to clients, the internal initiatives we implement for employees and the work we do in the industry in which we operate. In FY24, we continued to take a deliberate and thoughtful approach to cultivating inclusive environments where employees can thrive.

Creating Inclusive Spaces Through Our ERGs

We value our seven Employee Resource Groups (ERGs) whose perspectives and initiatives are integral to advancing our DEI strategy. These groups provide community and connection for Zenoids with shared backgrounds and experiences. They also serve as vital educational resources, hosting learning initiatives where all employees are invited to participate, ensuring we reinforce our commitment to allyship and a truly inclusive culture.

In FY24, ERGs led Courageous Conversations, inviting both Zeno employees and influential external voices to participate in open, candid conversations. These forums provided insights on relevant topics such as navigating professional journeys, facing hate, activating allyship and celebrating diverse voices. Creating these spaces allows us to honor personal identities, learn from lived experiences and inspire a workplace where all voices are not only heard but also respected and valued.

Committed to a Diverse Workforce

For the last few years, approximately one-quarter of Zeno's U.S. workforce has identified as ethnically and racially diverse. As of June 30, 2024, that figure is 24% compared to 25% in FY23. Of our new hires in the U.S., 28% identified as ethnically or racially diverse, representing an increase from 22% in FY23. 50% of U.S. interns during FY24 also identified as ethnically or racially diverse. We saw a modest increase in the diversity of our senior leaders, with 19% of employees at the VP-level or above identifying as ethnically and racially diverse, compared to 18% in FY23.

Fostering a More Inclusive Culture

Above all, Zeno is a place for everyone — where individual beliefs are respected. We believe learning is fundamental to furthering our DEI commitments, so we're always looking for new and enriching content to enhance our curriculum and ensure that employees from all backgrounds feel heard and seen.

Zeno aims to openly address the challenges faced by underrepresented groups and advance a culture that welcomes diverse perspectives and amplifies allyship. Our DEI Council, consisting of 60 dedicated members, and our ERGs play a key role in actively engaging employees to understand their needs and what topics are important to them.

In FY24, our learning and development curriculum included training around managing with empathy, understanding generational differences and the impact of bias. Nearly half (49.5%) of employees in North America voluntarily participated.

Bridging Diversity to PR Careers

Zeno recognizes the important responsibility we have to support the future of the PR and communications industry by connecting the next generation of diverse talent with fulfilling careers. We are committed to building connections with students and young talent. We continually invest in strengthening relationships with educational institutions, particularly those that support historically underrepresented students, to provide unique and personal learning with a focus on vocational skills training that inspires future careers.

In FY24, Zeno partnered with Howard University's Cathy Hughes School of Communications for a six-week program aimed at engaging diverse students in their capstone program. The initiative included interactive lectures conducted by Zeno leaders, highlighting real-world challenges across communication sectors such as corporate communications, media strategy, analytics and consumer marketing. Students gained practical experience through workshops and case studies. The format promoted direct interactions with Zeno leaders, infusing mentorship and networking into the program along with practical insights about careers in the communications industry.

The success of this lecture series solidified an ongoing partnership with Howard University and sparked efforts to formalize a wider university and educational partnership strategy — focusing on regions where Zeno offices and colleagues are located in the U.S. — to build relationships with various institutions, including American University, Columbia College Chicago, PACE University, the University of Southern California and the University of San Francisco. Through these partnerships, Zeno employees attend on-campus career fairs, provide real world insights to help tailor courses and serve as trusted mentors to students and faculty alike.



Employee Resource Groups

Open to Everyone and Designed to Build Community, Celebrate Culture and Advance Inclusion

Asian-cy celebrates the culture and history Asian, Asian American and Pacific Islander people both culturally and professionally.

Freshman Homeroom creates a community of additional support and mentorship for early career colleagues.

Healthy Minds recognizes the importance of good mental health by destigmatizing the topic and creating safe spaces to discuss issues and seek support.

PRide acknowledges the LGBTQ+ community, empowering employees through safe space support and connection.

Zeno Black Voices promotes learning across the diaspora to advance connection and growth for employees both professionally and personally.

Zeno Village provides guidance to current and future parents and caregivers, helping employees be their best selves at home, work and beyond.

ZinMiedo honors the cultures and heritage of Hispanic/Latine people both culturally and professionally.



Asian-cy Lunar New Year celebration at Zeno West



ZinMiedo



Healthy Minds Hobby Hour at Zeno East

Allyship Against Hate

As an agency and a Zeno family, we are firmly opposed to hate in all of its forms, including discrimination based on a person’s faith. Our values, and commitment to diversity, equity and inclusion, ensure Zeno is a safe place where all are welcome. While the world is politically divided over the Israel-Hamas war, Zeno is united in doing all that we can to address hate and support one another.

Zeno signed the [ADL Workplace Pledge to Fight Antisemitism](#), and hosted a safe-space session where global employees could openly share personal connections, voice their concerns and express their views on the evolving situation.

We offered workshops, “Bystander Intervention to Stop Antisemitic Harassment” and “Bystander Intervention to Stop Islamophobic and Xenophobic Harassment,” recognizing continued opportunities to foster cross-cultural learning, understanding and action in support of our peers.

We established Jewish, Muslim and Palestinian working groups to create spaces for individuals to engage in meaningful discussions on topics important to them. These groups also opened important lines of communication directly to Zeno’s DEI leadership, offering advice to inform future decision-making, interactions and processes in support of more inclusive spaces.

Advancing DEI Across Our Industry

At Zeno, we recognize the vital roles diversity, equity and inclusion play in shaping the future of the PR and communications industry. In addition to the work we do at Zeno, we invest in myriad industry initiatives to advance the next generation of communications leaders for the industry overall.

We actively participate in and have been a corporate sponsor of industry organizations and events, including the Diversity Advocacy Alliance, Page, Emma Bowen Foundation, The LAGRANT Foundation, The PR Museum and The Plank Center for Leadership in Public Relations. In FY24, we sponsored students from across the nation to attend the Plank Center’s Annual Milestones in Mentorship Summit and Gala. This summit allows students, faculty and practitioners to meet and discuss issues impacting our industry. Students learn from industry leaders who are making a tangible impact. In addition to the Plank Center event, Zeno Chicago hosted the students for additional networking with industry leaders and influencers.



Embracing Inclusion in Canada

As our presence grows in the region, Zeno Canada embraced and implemented Zeno’s DEI strategy in meaningful ways. For example, all team members participated in a Canadian Inclusive Marketing workshop led by an external DEI consultant. Its purpose was to enhance skills in delivering inclusive, culturally sensitive counsel to clients that reflects the diverse nuances of the Canadian market. Zeno Canada also launched Zeno’s first-ever Employee Belonging Survey to understand whether employees feel they belong and can be their authentic selves at work. The results were encouraging and indicated employees felt Zeno Canada was truly an inclusive workplace. The survey further revealed one key area for improvement: fully remote employees feel disconnected. In response, we conducted focus groups with team members and developed a Connections Guide, offering practical ways for all Zeno employees to feel engaged in the agency’s thriving culture.

Continuing Agency Allyship with EGAMI Group

Three years into our Agency Allyship — a partnership and strategic investment between Zeno and the minority-owned, multicultural communications agency, EGAMI Group — we remain committed to our shared vision of overcoming systemic barriers impacting agencies of color. While the past year brought unique challenges, both firms stayed the course, supporting each other and focusing on attracting, elevating and advancing diverse talent. This includes peer-to-peer mentorship where leaders, from CEO to CFO, serve as mutual thought partners. We also developed a crossover program, enabling Zeno team members to work alongside EGAMI to deepen their multicultural communications expertise. Simultaneously, EGAMI employees partner with Zeno peers to gain experience by supporting Zeno’s client work. This program helps build integrated teams, strengthening our collective capabilities and advancing greater cultural competency.

In FY24, Zeno CEO, Barby Siegel, and EGAMI Group CEO, Teneshia Jackson Warner, partnered with The Museum of Public Relations to launch the NextGen Awards. These awards honor young PR professionals from diverse backgrounds who embody the spirit of the industry’s most notable trailblazers, have demonstrated remarkable character, achieved significant milestones and overcome personal challenges. Our investment in this program serves as a bridge, connecting emerging talent with established industry leaders to create meaningful pathways for the future.



Lenovo Harnessing Technology for Mental Health

A Lenovo study found that two-thirds of Gen Z feel a disconnect between their online and offline selves, fueling feelings of loneliness and anxiety. The study also revealed that nearly half find it easier to express themselves online than in person, and wish they could have difficult conversations with loved ones in real life.

To address these challenges, Zeno worked with Lenovo, three mental health organizations — Shout 85258 (U.K.), Anata no Ibasho (Japan) and Crisis Text Line (U.S.) — and hologram expert Kaleida, to create “Meet Your Digital Self.” This innovative project used Lenovo’s broad technology portfolio to bring two Gen Z voices to life as interactive AI avatars, enabling transformative conversations between participants and their families and sparking meaningful dialogue around mental wellbeing.

By combining best-in-class creativity and cutting-edge innovation with a human-first approach, “Meet Your Digital Self” demonstrated how Lenovo’s smarter technology can be a force for good — forging deeper levels of understanding, empathy and love across generations.



Hyatt Highlighting Neurodivergent Travelers Needs in New Ways

To gain a deeper understanding of neurodivergent travelers and expand inclusive travel offerings, Hyatt and Zeno collaborated to better understand this growing demographic. Through extensive work with leading experts, 1,000 neurodivergent individuals and caregivers were surveyed, revealing a need for more preparation, communication and control during hotel stays. Armed with these insights, Hyatt continues to double down on extending accessible experiences through colleague training sessions, with more hotels around the global portfolio striving to achieve certifications to better accommodate neurodivergent travelers, and more.

Connecting with Our Communities

Zeno’s community engagement and social impact strategy focuses on empowering individuals who are often subject to unequal opportunities compared to their peers, and fostering a more inclusive and equitable environment within the communities we serve.

Civic Action at Zeno

Each year, Zeno employees in the U.S. are granted 12 Civic Action Hours, which they can use for voting, participating in election-related activities or supporting various civic and societal cause.

Zeno Gives Back

For the sixth annual year, Zeno Gives Back closed offices globally for community service, allowing Zenoids to dedicate their time to meaningful causes. In FY24, employees volunteered 1,142 hours across 32 organizations in 14 cities. Whether supporting food assistance programs, environmental maintenance or animal rescue centers, Zenoids truly embodied our commitment to creating a better world through service to others.

[Watch more >](#)

32
organizations

1,142
volunteer hours

14
cities

Ongoing Pro Bono Support

Despite economic uncertainty during FY24, Zeno strengthened partnerships with existing pro bono clients and welcomed new ones, remaining committed to these relationships. We donated \$1.4 million in pro bono time to new and existing partners, including the DuSable Black History Museum and Education Center. Now in its fifth year, our partnership has strengthened the museum’s brand presence and recognition throughout Chicago, Illinois — including the installation of a new logo on the museum’s historic façade and leading a custom apparel campaign with resale at local retailers during Black History Month.



Zeno China assisted SteppingStones, a local NGO, by organizing one-day offline classes for migrant children.



Zeno France partnered with the FEMAPE association, which operates a solidarity grocery store in the 14th arrondissement of Paris, to prepare and distribute hot meals for people experiencing homelessness.



Zeno Malaysia partnered with the Free Tree Society for a tree-planting initiative and helped with composting efforts at their nursery. Each participant was encouraged to adopt a plant to take home.

Building Bridges with The Lubetzky Family Foundation

Following the October 7 terrorist attack in Israel, Zeno partnered with the Lubetzky Family Foundation to launch Builders, a movement to overcome extremist thinking and toxic polarization globally. Zeno helped gain national attention in Axios, Good Morning America, NewsNation and other top-tier outlets, amplifying the moderate voices of Daniel Lubetzky and Lonnie Ali (Mohammed Ali’s widow). This collaboration also generated awareness of an open letter penned by Daniel and Lonnie, urging college students to empathize with the suffering of those on the opposing side.



Discover! Creative Careers Powering Local Change Through Creativity

Discover! Creative Careers (DCC) is an annual initiative that partners businesses with schools to give young people from underrepresented communities the opportunity to learn more about creative industries. In November 2023, Zeno London developed a creative campaign centered on an important issue identified by local students: knife crime. The Zeno team brainstormed ways to bring awareness to this issue, leading a hands-on workshop, which guided students in using generative AI tools, to create compelling posters that emphasized the devastating effects of knife crime. To drive further understanding of how communications and news intersects, Zeno worked with CNN to give students the chance to be ‘interviewed’ about their campaigns in the broadcaster’s studio. The team then worked with grassroots charities to host an exhibition in the local community which showcased the students’ artwork. Zeno London continues to support DCC in 2024 and 2025 via a coalition of seven leading UK agencies working together with several schools on the same creative brief issued by Idris Elba’s anti-knife crime campaigning organization, Don’t Stop Your Future.



Breakthrough T1D A Partnership Towards a Cure

Zeno’s pro bono support for Breakthrough T1D, the leading global type 1 diabetes (T1D) research and advocacy organization, has helped the nonprofit raise hundreds of millions of dollars. This is directly invested in T1D research, advocacy, access, therapy development and community support. Zeno Chicago partners with Breakthrough T1D Illinois, the organization’s highest-grossing chapter in the country, to support two tentpole events each year: the Breakthrough T1D Walk and Breakthrough T1D Illinois Gala. Annually, Zeno employees volunteer their time and efforts to secure high-quality, earned local media coverage and curate client donation baskets for the gala’s silent auction. Notably, the gala is the global organization’s largest fundraising event of the year and announced it shattered fundraising records for the eighth consecutive year, with more than \$18 million to support future T1D research and advocacy. The Zeno team is humbled to have played even a minor supporting role in such an incredible evening of positive change. Together, we know that Breakthrough T1D will make T1D a thing of the past.

Zeno has served as a strategic thought partner for Breakthrough T1D for more than 14 years, identifying impactful media opportunities for the global organization, supporting executive leadership transitions, and amplifying the nonprofit’s advocacy for government action on research funding and treatment accessibility.





GOVERNANCE

Being a responsible
corporate citizen

Affirming Our Commitment to Responsible Business

Responsible business is the cornerstone of our ESG efforts. Zeno is committed to responsible and ethical practices across all aspects of our business. As part of DJEH, we adhere to its policies on key issues, including human rights, employee conduct, financial management and client engagement.

DJEH is a signatory of the United Nations Global Compact, a voluntary pledge to operate responsibly in alignment with universal sustainability standards and to take actions that support society. By integrating the [Ten Principles of the UN Global Compact](#) into its business practices, DJEH and its portfolio of interdependent companies and divisions are fostering a culture of integrity and laying a foundation for long-term success.

Ensuring Privacy and Data Security

Protecting the privacy and security of the sensitive information we handle as part of doing business is our top priority. We conduct our operations in accordance with [Global Privacy Principles](#) for collecting, using, storing and processing personal information, ensuring compliance with applicable laws.

We regularly review and update our data privacy and information security practices to align with Information Security Standards ISO 27002/27018/27701 and the NIST Common Security Framework to safeguard personal and business data. Additionally, we educate our employees on their role in promoting privacy and data security through mandatory annual Information Security and Foundations Training and IT Security and Awareness Training.

Upholding Human Rights

The [DJEH Human Rights Policy](#) outlines our commitment to upholding human rights in all aspects of our business, ensuring we neither directly or indirectly infringe on individuals' human rights and addressing any negative impacts if they occur.

Abiding by Ethics and Anti-Corruption

The [DJEH Code of Conduct](#) guides our employees and articulates our expectations for ethical behavior. The companion [DJEH Day-to-Day Situation Guide](#) also assists employees with issues related to the nature of work in the communications and PR industry.

We also adhere to a [Supplier Code of Ethics](#) to ensure subcontractors, freelancers, suppliers and other third parties understand and agree to meet these standards. Additionally, an [Affiliate Code of Conduct](#) ensures customers receive the same standard of performance and excellence, whether served by Zeno or a partner.

Zeno's CEO, CFO, regional presidents, finance directors and other financial, accounting and management employees comply with the DJEH Code of Ethics for Financial Management, which is established and overseen by the DJEH Compliance team.

Zeno employees must take mandatory compliance training on:

- anti-corruption
- information security
- dignity at work
- acceptable use
- our code of conduct
- economic sanctions
- the Foreign Agents Registration Act
- resolving potential client conflicts
- other trainings as required by law

Integrating ESG Governance Across the Business

To hold ourselves accountable for integrating ESG throughout our network, Zeno formalized a global ESG Steering Committee comprised of global leaders representing key functions, including finance, DEI, social impact and regional leadership representing APAC and UK/EMEA. This Steering Committee is led by the Global Managing Director of Purpose and Impact and regularly checks in with the Global Leadership Team on progress.

Engaging New and Existing Clients

It is important that we work with clients who share our values. Zeno has internal guidelines to determine those clients with whom we will and will not work with. Our executive leadership team evaluates new business opportunities that present unusually high levels of risk, potential reputational sensitivities to the company or other characteristics that may raise concerns. We also abide by [DJEH's Climate Principles](#) and have incorporated these principles into our engagement with new and existing clients. This means we work with clients to constructively participate in dialogue around climate change and contribute to policy discussions with the goal of making progress on this shared global challenge. We carefully vet clients before engagement and do not accept assignments from clients that aim to deny climate change.

Providing Executive Oversight

Our Global CEO leads Zeno and reports to the Chairman of DJEH, Zeno's holding company. We regularly share updates with the DJEH Board of Directors on financial, employee and client metrics.

Zeno's Global CEO and CFO also sit on the DJEH Governance and Operations Committee. Our Global Leadership Team comprises executives at the president and managing director levels who represent Zeno's markets (Australia, Canada, China, France, Germany, India, Malaysia, Singapore, the U.K. and the U.S.) and managing directors responsible for specific practice areas.

In FY24, Zeno established a U.S. Leadership Team composed of senior leaders from various fields, including creative, analytics, corporate reputation and strategy and planning. Chaired by Zeno's U.S. President, the primary goals of the team are to foster cross-functional collaboration, assess the evolving industry landscape, and develop solutions that drive meaningful client engagement and results. This initiative enables leaders to set strategic direction for a single region, while actively integrating best practices and engaging global leaders across the organization on matters of client work, agency culture and further integration of ESG Governance.

GRI Index

GRI Standard

GRI 2: General Disclosures 2021

Disclosure

Location/Content

2-1 Organizational details	Zeno Group is a privately-owned company with headquarters in Chicago. We operate offices across North America, Latin America, Europe and Asia Pacific.
2-2 Entities included in the organization's sustainability reporting	2024 ESG Report, About the Report, pg 3
2-3 Reporting period, frequency and contact point	2024 ESG Report, About the Report, pg 3
2-4 Restatements of information	Zeno is restating governance policies that have remained the same year-over-year.
2-5 External assurance	We did not seek external assurance for the information included in this report.
2-6 Activities, value chain and other business relationships	<p>Please visit zenogroup.com/services</p> <p>Our supply chain consists of many elements, including but not limited to media services, consultants and equipment manufacturers. There are no significant changes from the previous reporting period.</p>
2-7 Employees	2024 ESG Report, An Evolved Approach to Talent, pg 22
2-8 Workers who are not employees	Due to DJEH's practices regarding confidentiality, we do not share this information.
2-9 Governance structure and composition	2024 ESG Report, Providing Executive Oversight, pg 31
2-10 Nomination and selection of the highest governance body	2024 ESG Report, Providing Executive Oversight, pg 31
2-11 Chair of the highest governance body	2024 ESG Report, Providing Executive Oversight, pg 31
2-12 Role of the highest governance body in overseeing the management of impacts	2024 ESG Report, Providing Executive Oversight, pg 31
2-13 Delegation of responsibility for managing impacts	2024 ESG Report, Providing Executive Oversight, pg 31
2-14 Role of the highest governance body in sustainability reporting	2024 ESG Report, ESG Governance, pg 31
2-15 Conflicts of interest	2024 ESG Report, Affirming Our Commitment to Responsible Business, pg 31

GRI Standard

GRI 2: General Disclosures 2021

Disclosure

Location/Content

2-16 Communication of critical concerns	The content of this report is informed by data points relevant to our business and stakeholders based on the GRI and SASB reporting frameworks. We also conducted deskside research to identify priority topics.
2-17 Collective knowledge of the highest governance body	The Global Leadership Team learns of potential risks and opportunities from a variety of sources, including internal stakeholders, local and global peer groups, industry experts, climate experts and other stakeholders around the globe.
2-18 Evaluation of the performance of the highest governance body	The Global Leadership, along with the ESG Steering Committee, assess the performance of the company's performance with respect to management oversight on these topics on an annual basis.
2-19 Remuneration policies	Due to DJEH's practices regarding confidentiality, we do not share this information.
2-20 Process to determine remuneration	Due to DJEH's practices regarding confidentiality, we do not share this information.
2-21 Annual total compensation ratio	Due to DJEH's practices regarding confidentiality, we do not share this information.
2-22 Statement on sustainable development strategy	2024 ESG Report, Maintaining Our Focus on Environmental Stewardship, pg 8
2-23 Policy commitments	As a DJEH company, we abide by many of DJEH's policies on important issues including human rights, employee conduct, financial management and client engagement. To view DJEH's policies, please click here .
2-24 Embedding policy commitments	Employees are trained on the DJEH Code of Conduct and key policies. All employees are required to annually certify their commitment to comply with the DJEH Code of Conduct.
2-25 Processes to remediate negative impacts	DJEH has a full-time compliance and ethics department, led by our Global Ethics & Compliance Officer and supported by Regional Directors of Compliance and Internal Audit in each of our regions. At the core of our program is the DJEH Code of Conduct which, together with the companion Day-to-Day Situation Guide, outlines the responsibilities that we have to one another, to our clients and stakeholders, and to the firm and our industry. The company's Listen Line provides employees with a confidential and, where desired, anonymous means of reporting compliance or ethics concerns. The firm's Compliance Team, and where appropriate the Legal Team, is responsible for overseeing the investigation and resolution of compliance allegations or incidents, whether identified by the Listen Line or through other communications.
2-26 Mechanisms for seeking advice and raising concerns	Individuals may raise concerns about the organization's business conduct by raising the matter to their managers or Human Resources, contacting the Global Ethics & Compliance Officer directly or anonymously via the Listen Line. The DJEH Code of Conduct and Situation Guide are also available to employees.

GRI Standard

Disclosure

Location/Content

GRI 2: General Disclosures 2021

2-27 Compliance with laws and regulations

There have been no significant instances of non-compliance with laws and regulations during the reporting period. There have been no fines for instances of non-compliance with laws and regulations that were paid during the reporting period.

2-29 Approach to stakeholder engagement

Zeno engages with stakeholders in various ways including surveys and subject matter expert interviews. We will continue to refine our approach to stakeholder engagement.

2-30 Collective bargaining agreements

This percentage of Zeno employees covered by collective bargaining is zero — 0%. In the United States, Zeno does not have any labor unions organizing activity at our office, nor do we have employees who are covered by collective bargaining agreements.

GRI 3: Material Topics 2021

3-1 Process to determine material topics

Zeno has not conducted a comprehensive materiality assessment. The content of this report is informed by data points relevant to our business and stakeholders based on the GRI standard. We also conducted deskside research to identify priority topics.

GRI 201: Economic performance 2016

201-2 Financial implications and other risks and opportunities due to climate change

Zeno has not reported on the financial implications and specific risks and opportunity associated with climate change.

201-3 Defined benefit plan obligations and other retirement plans

As a DJEH company, Zeno provides U.S. employees with a diversified 401(k) (defined contribution) plan with company matching contributions to save for retirement.

The company match contributions begin after one year of employment and is vested in increments of 33% over a three-year period.

1 year of employment = 33% match
 2 year of employment = 66% match
 3 year of employment = 100% match

Employees can contribute 100% of pay with either pre- or post-tax contributions up to the IRS allowed contribution maximum. The company provides 60 cents for every dollar an employee contributes up to the first 5% of total compensation. Newly hired U.S. employees are automatically enrolled in the 401(k) plan after completing three months of employment.

GRI Standard

Disclosure

Location/Content

GRI 205: Anti-corruption 2016

3-3 Management of material topics

2024 ESG Report, Affirming Our Commitment to Responsible Business, pg 31

205-1 Operations assessed for risks related to corruption

Zeno monitors and reviews 100% of its operations for corruption risks on an ongoing basis.

205-2 Communication and training about anti-corruption policies and procedures

2024 ESG Report, Affirming Our Commitment to Responsible Business, pg 31

205-3 Confirmed incidents of corruption and actions taken

There have been no confirmed incidents of corruption or public legal cases brought against the organization or its employees.

GRI 206: Anti-competitive Behavior 2016

3-3 Management of material topics

2024 ESG Report, Affirming Our Commitment to Responsible Business, pg 31

206-1 Legal actions for anti-competitive behavior, anti-trust and monopoly practices

There have been no legal actions pending or completed where Zeno has been accused of anti-competitive behavior, or anti-trust or monopoly violates.

GRI 303: Water and Effluents 2018

3-3 Management of material topics

2024 ESG Report, Evaluating Water Usage, pg 13

303-1 Interactions with water as a shared resource

2024 ESG Report, Evaluating Water Usage, pg 13

GRI 305: Emissions 2016

3-3 Management of material topics

2024 ESG Report, Addressing Climate and Energy, pg 10

305-1 Direct (Scope 1) GHG Emissions

2024 ESG Report, Addressing Climate and Energy, pg 10

305-2 Energy indirect (Scope 2) GHG Emissions

2024 ESG Report, Addressing Climate and Energy, pg 10

305-3 Other indirect (Scope 3) GHG Emissions

2024 ESG Report, Addressing Climate and Energy, pg 10

GRI 306: Waste 2020

3-3 Management of material topics

2024 ESG Report, Tackling Waste Management and Reduction, pg 12

306-1 Waste generation and significant waste-related impacts

Zeno does not currently track waste generation for all of our offices.

306-2 Management of significant waste-related impacts

2024 ESG Report, Tackling Waste Management and Reduction, pg 12

GRI Standard

GRI 401: Employment 2016

Disclosure

3-3 Management of material topics

Location/Content

Information on lessons learned and engagement with stakeholders regarding effectiveness of topic management is not available currently, and we do not anticipate gathering this information within this reporting period.

401-1 New employee hires and employee turnover

New hires by gender

Female: 101
Male: 32
Undisclosed: 2
Total hires: 135

New hires by region

APAC: 3
Europe: 20
North America: 82

Employee turnover by region (%)

APAC: 43%
North America: 20%
Europe 38%

Employee turnover by gender (%)

Female: 24%
Male: 29%

Due to DJEH's practices regarding employee confidentiality, we do not share information on rate and age group of new hires. We also do not share the total number of employee turnover.

401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees

2024 ESG Report, Advancing Employee Health, Safety and Wellbeing, pg 17

401-3 Parental Leave

2024 ESG Report, Advancing Employee Health, Safety and Wellbeing, pg 17

In FY24, 29 employees took advantage of Zeno's parental leave benefits. This information is not available for locations outside the U.S., and we do not anticipate gathering this information in the future.

GRI 404: Training and Education 2016

3-3 Management of material topics

2024 ESG Report, Growing Through Learning and Development, pg 23

404-1 Average hours of training per year per employee

Zeno does not have a way to accurately calculate the average hours of training per year per employee. Much of employee training happens outside of Fearless University and is not tracked.

GRI Standard

Disclosure

Location/Content

GRI 404: Training and Education 2016

404-2 Programs for upgrading employee skills and transition assistance programs

2024 ESG Report, Growing Through Learning and Development, pg 23

404-3 Percentage of employees receiving regular performance and career development reviews

100% of employees receive regular performance and career development reviews.

GRI 405: Diversity and Equal Opportunity 2016

3-3 Management of material topics

2024 ESG Report, Committed to a Diverse Workforce, pg 24

405-1 Diversity of governance bodies and employees

Zeno U.S. is the only region that self-reports their race and ethnicity. As of June 30, 2024, approximately 24% of Zeno's U.S. workforce identifies as racially or ethnically diverse.

Zeno U.S. Employee Racial and Ethnic Diversity

American Indian: 0%

Asian: 7%

Black: 5%

Hispanic: 8%

Islander: 1%

Multiple: 3%

White: 76%

405-2 Ratio of basic salary and remuneration of women to men

Zeno does not provide the ratio of basic salary and remuneration of women to men due to confidentiality restraints.

GRI 418: Customer Privacy 2016

3-3 Management of material topics

2024 ESG Report, Ensuring Privacy and Data Security, pg 31

418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data

Zeno has neither discovered nor received reports of any material incidents or substantiated complaints concerning leaks, theft or losses of customer data.

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