

NEW
WORK
SE



2020

CSR REPORT

Corporate Social Responsibility



HARBOUR FOR



XING
Marketing
Solutions



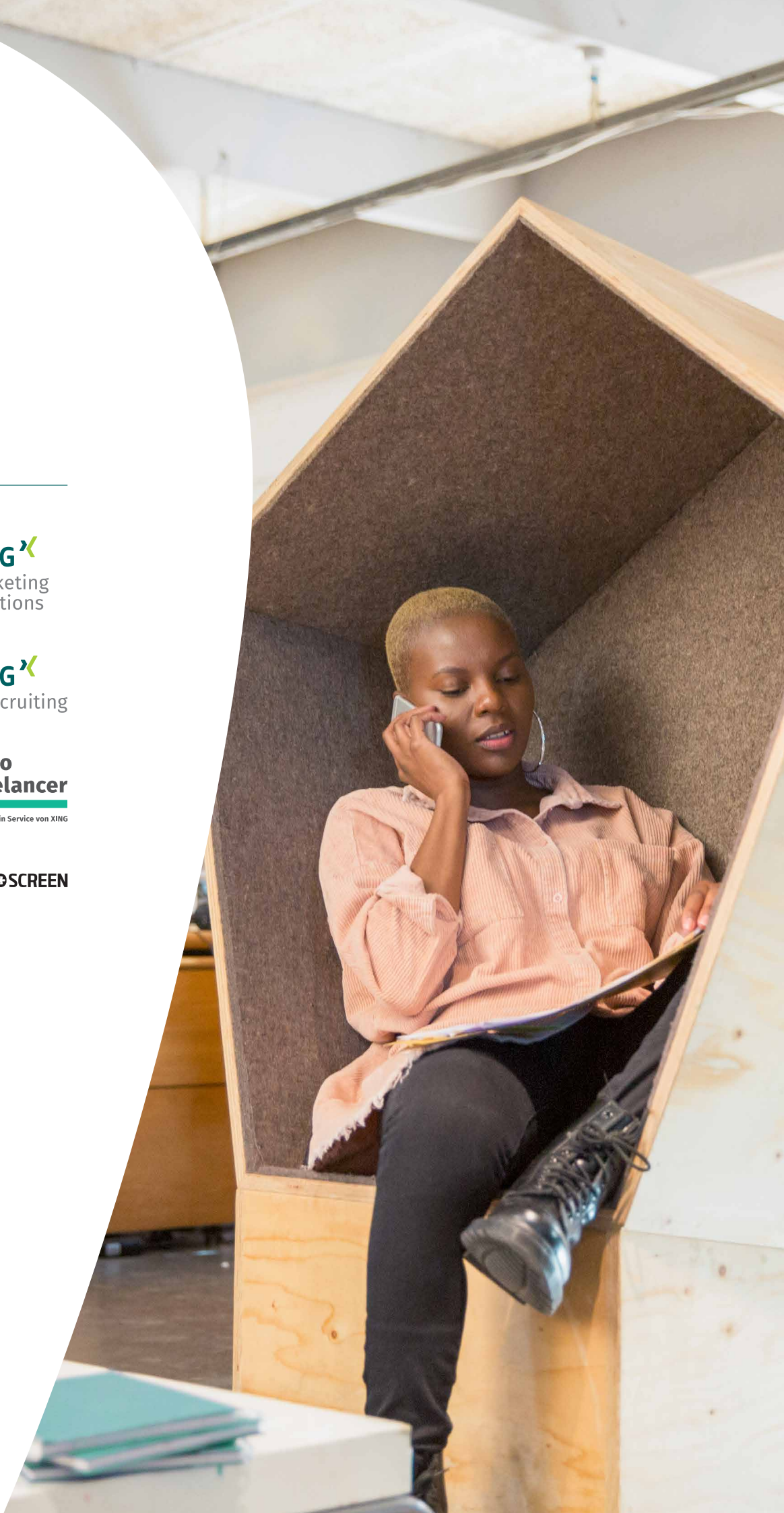
XING
E-Recruiting



**Hallo
Freelancer**
Ein Service von XING



PRESCREEN





COMPANY PROFILE

For the past 18 years, **New Work SE** has been committed to promoting a better working life with a wide range of brands, products and services. Founded as the OpenBC professional network, New Work SE today offers the vast majority of professionals in German-speaking countries their own digital network.

The Company was renamed XING in 2006 and New Work in 2019. Its commitment to a better world of work is now also reflected in its name, with New Work serving as the visible framework for all corporate activities. New Work SE helps people and businesses to be even more successful in a changing modern working world.

The Company has been listed since 2006. The New Work SE Group is headquartered in Hamburg and employs a total of 1,908¹ staff at several locations including Munich, Vienna and Porto. For more information, see → [new-work.se](https://www.new-work.se)

¹ Total number of active employees of the New Work SE Group including trainees, students, interns as well as Honeypot and InterNations as of December 31, 2020

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Employee action area



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ABOUT THIS REPORT

New Work SE has been publishing an annual CSR Report in German and English since 2017. This report relates to the financial year from January 1 to December 31, 2020 and covers all activities and measures of the New Work SE Group including all subsidiaries in the reporting period. Where there are differences between New Work SE and the New Work SE Group, these are highlighted accordingly via footnotes.

This 2020 CSR Report is a summarized, non-financial statement in accordance with Sections 289b and 315b of the German Commercial Code (HGB), which has been externally reviewed². There have been no material changes to the scope and purpose of this report since it was first published in 2017. Each report is to be read as a progress report and follows on from the previous reports. The most recent report covered 2019 and was published on March 26, 2020. For the purpose of comparison, the CSR Reports from 2017 to 2019 are still available on the → [New Work SE website](#)

Quantitative disclosures and key figures as well as the descriptions of the significant events and measures in the individual action areas relate to the reporting year 2020. Any deviations and omissions are marked accordingly. This report of the New Work SE Group was prepared in consideration of the reporting standards of the Global Reporting Initiative (GRI standards)³ and in addition to containing the principles of reporting comprises information on our objectives and measures relating to five action areas: Employees, Society, Products and Services, Data Protection and Compliance, and the Environment. This CSR Report therefore supplements and extends our Annual Report.

To improve readability, we try to use gender-neutral language, but where this is not possible, we use masculine terms. Regardless of gender, these usages always implicitly refer to all sexes.

² For the assurance report see page 52

³ GRI standards are an internationally recognized set of reporting standards of the Global Reporting Initiative (GRI). The GRI disclosures used in the report are listed in the GRI contents index on pages 50 and 51.

OUR CSR MISSION STATEMENT

“For a better working life” – The New Work SE vision shapes both our understanding of responsibility and our social commitment. Work is all around us – not only does it put food on our table, it can also be a source of fulfillment, paving the way to satisfaction or even self-realization while fostering social participation. Despite this, many people still experience dissatisfaction in their job, often leading to illness or wasted potential. At the same time, the working world is undergoing radical change, triggered by digitalization and skills shortages.

In view of these circumstances, New Work SE is committed to identifying the opportunities presented by this change and sharing them with as many people as possible. This commitment guides us in realizing our social responsibility as we continuously develop innovative work concepts and initiatives, and introduce them to the social debate.

At the same time, we consider it our duty to ensure that our daily actions, no matter whether they are recurring tasks or new product developments or purchasing and business decisions, all include the potential ramifications on our staff, the environment, and society as a whole. By pursuing a holistic approach, we contribute to making tomorrow’s working world a better one.

NEW WORK – MORE RELEVANT THAN EVER.



Chief Executive Officer
(CEO) of New Work SE
Petra von Strombeck

Dear Reader,

As a major catalyst, the COVID-19 pandemic has catapulted the future of work right into the heart of the sociopolitical debate. How will work be organized in the future? What employee needs will have to be met? How will management have to change? How important is “culture” within companies? How can each person find their true self, harnessing the motivation that they gain in the process to drive the company’s success and well-being?

In the past, we had to go to bat over and over again to address these kinds of questions. But today a large number of discussions and debates revolve around this very topic. It’s no real surprise, though. Last spring’s abrupt lockdown made the one thing that seemed impossible – working from home – a reality more or less everywhere all of a sudden. Remote working has been the subject of extensive media coverage and has also become emblematic of the fresh urgency shaping this debate. Of course, it makes no sense to limit discussion about the future of work to the old heirlooms, tools and techniques. But what has happened has shown that so much more is possible than we used to think.

“The COVID-19 pandemic has highlighted social trends that we need to address: digital transformation, education and the future of work.”

Please don’t get me wrong: The pandemic is a terrible event that is inflicting suffering on millions of people and that has plunged the entire world into a state of crisis from one day to the next. And yet, the virus is also catalyzing sociopolitical developments and calling attention to the issues that we urgently need to address. Issues like digital transformation, education, and, of course, the future of work.

At New Work SE, we also faced the challenge of having to redefine our work processes overnight. As an agile company that is very familiar with interdisciplinary cooperation across several locations, we were able to respond rapidly to events as they happened and were fully operational at all times. We have worked hard to tend to the needs of our employees and have offered them new communication channels to preserve our company's unique culture – even though we had to be physically apart. We have given particular help to parents as they deal with the ramifications of the pandemic. We have stood with our users, members, customers and interested members of the general public by offering them new types of content, such as NWXnow and Zukunft.machen. We also rolled out tangible support, for instance with the campaign “Wir helfen Freelancern” (We help freelancers).

New work – a better, more people-focused world of work – is at the heart of our business and our social commitment. We think we need to change perspective and move away from a world where each person has to work and serve as a cog in the wheel that drives the company's well-being, but leave the parts of their personality that make them unique at the factory gate. We believe in a world of work where each individual grows their personality and achieves their full potential so they can lead a better life – which in turn benefits companies.

Individuals and their needs are becoming increasingly important – something that is evident in even the simple details. By taking a peek inside our colleagues' living rooms each day, we acquire greater understanding of the different situations and challenges that each person faces. This will change the way we interact. It will also alter the management culture, an area that needs far-reaching change because traditional monitoring has become impossible now that people are working from home. The office will no longer be a place where people have to be so it will be up to employers to offer an environment where each person wants to spend time. I am convinced that meeting spaces will become even more essential in the future. After all, proximity is vital to having a good corporate culture. And, businesses with a strong corporate culture, I'm sure, will be the only ones to enjoy lasting success. Demographic changes are continuing despite COVID-19 and everybody is competing for the same handful of talented people. To be attractive, employers have to offer a space where people can grow and find their true selves. That's why efforts to create this kind of space will increase dramatically in the years ahead. And that, I think, is really good news.

“We believe in a world of work where each individual grows their personality and achieves their full potential so they can lead a better life – which in turn benefits companies.”

It is this exact point where we think we have social responsibility for the future new world of work. The pandemic's economic effects run the risk of destroying some of the positive developments that have emerged in the domain of work. At the same time, we have the chance to achieve a real sea change. We will be tireless in our efforts to make the case for seizing this opportunity. As a responsible corporate citizen, we want to provide a safe haven for this discussion. We want to enrich and advance the debate with our own ideas. We want to offer flexible solutions, new strategies and assistance with our digital brands' products and services. All of these efforts are part of our mission to make it easier and easier for each person to have a satisfying life at work.

This 2020 CSR Report wraps up our first three-year CSR strategy period. The good news: In the 2020 reporting period, we reached all of the targets that we set in 2017 for our key topics. We are in the process of drafting a new CSR strategy that will run into 2025. We will review the sustainability topics that are most important to us and engage in constructive dialogue with our stakeholders so that we can keep refining our strategic and management processes for CSR and sustainability. We already know that our employees and our social commitment will stay front and center. But the new strategy will also see us address climate-related and environmental issues more and define specific goals for these areas. Even though the environment action area has not raised any material issues for us to date, we want to do our part to reach the goals set out in the Paris Climate Agreement. After all, we only have one world.

The coming year will certainly be another challenging one. But 2020 has shown us that we can rise to meet even huge challenges and that the future is what we make of it. In this spirit, please enjoy reading this CSR Report.

Sincerely,



Petra von Strombeck
Chief Executive Officer (CEO)

CSR GOALS AND STRATEGY

The CSR strategy is based on our corporate vision “For a better working life”, which defines our understanding of corporate responsibility and social commitment. We have staked out our economic, environmental, and social priorities in five action areas and document actions that bear witness to our efforts to further sustainability. We have set specific goals up until 2020 – all of which we achieved.

OUR CSR MANAGEMENT

We are committed to embedding CSR in our day-to-day operations and in all of our strategic and corporate processes. To help us fulfill this aim, we created the CSR Steering Committee, made up of the CSR Coordinator, the Vice President for Corporate Communications and the Investor Relations Director, in 2017. This committee tracks progress on measures and in terms of achieving targets.

The Management Board is the highest decision-making body within our integrated CSR governance structure. The CSR Steering Committee reports directly to the Management Board and drafts proposed decisions that point the way to the future. It also provides advice on strategic processes and on taking our CSR commitment to the next level and fully informs the Management Board and employees about how key performance indicators and planned initiatives are shaping up. The CSR Coordinator is responsible for CSR activities and actions, while the divisional manager is in charge of their implementation.

OUR CSR STRATEGY FOR 2017 – 2020

We laid the groundwork for our CSR strategy and CSR roadmap back in 2017 by drawing up our CSR mission statements based on New Work SE’s corporate vision. To identify our key sustainability topics, we embarked on a strategic process that had multiple steps. First, we looked at and rated our most important internal and external stakeholders to assess the relevance of their needs and interests. In a subsequent dialogue, we assessed their expectations and compiled them within the materiality analysis. The next step was for us to identify key sustainability topics for our company within the parameters

of the analysis process (see the “Materiality Matrix” on page 9) and define priorities for our corporate responsibility efforts in five action areas:

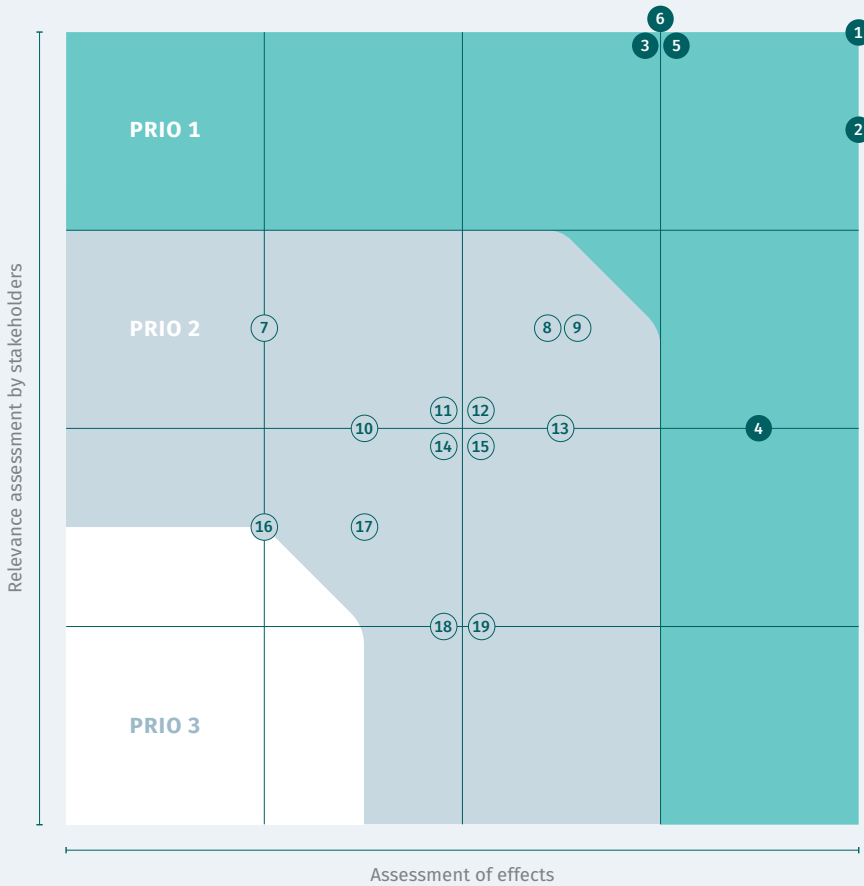
- Employees
- Society
- Products and services
- Data protection and compliance
- Environment

It is based on these results that we adopted the CSR strategy for 2017 to 2020. We then set specific targets in each action area and came up with measures to achieve them by 2020. We achieved all of our targets in the 2020 reporting year. The illustration “Our targets and target achievement 2017 – 2020” (on page 10) outlines all targets and actions, along with the degree to which they were met.

CSR MISSION STATEMENT AND VISION – THE FOUNDATION OF OUR STRATEGY

New Work SE’s CSR mission statement (see page 3) and corporate vision shape our understanding of corporate and social responsibility and serve as the basis for strategy development. After all, we consider New Work – with all of its facets – to be more than just a movement now. It has become the rallying point for day-to-day operations across all areas of our company. We have outgrown the XING professional network with our activities, brands and products. We view ourselves as pioneers, blazing the trail for a new, better and more people-focused world of work.

OUR CSR TOPICS – MATERIALITY MATRIX⁴



 EMPLOYEES	 SOCIETY	 PRODUCTS AND SERVICES	 DATA PROTECTION AND COMPLIANCE	 ENVIRONMENT
<ul style="list-style-type: none"> ① Employee satisfaction ② Work-life balance ⑬ Employee participation ⑨ Diversity ⑫ Training and continued professional development ⑭ Strengthening of leadership skills 	<ul style="list-style-type: none"> ③ New Work know-how ⑩ Employee commitment 	<ul style="list-style-type: none"> ④ Innovation management ⑤ Use and growth in membership ⑰ Purchasing ⑱ Customer service ⑮ Human rights 	<ul style="list-style-type: none"> ⑥ Data protection ⑦ Compliance 	<ul style="list-style-type: none"> ⑧ Employee mobility ⑪ Energy consumption ⑮ Environmentally-friendly buildings ⑱ Recycling

⁴ Measured against the statutory materiality criteria for reporting on non-financial risks, and following the implementation of risk mitigation techniques, non-financial risks are not significant. This is particularly important in view of the fact that an occurrence is very likely.

OUR TARGETS AND TARGET ACHIEVEMENT 2017 – 2020:

<p>→ Employee satisfaction Employee satisfaction rate, assessed at regular intervals via an online survey (page 18 “Employees”)</p>	Baseline figure (2017)	2020 actual figure	2020 target	Target achievement 2020 actual vs. target
	82%	75.8%	>70%	105.8%
<p>→ Work-life balance The part-time ratio of our employees, consisting of permanent and temporary work models (page 19 “Employees”)</p>	Baseline figure (2017)	2020 actual figure	2020 target	Target achievement 2020 actual vs. target
	11.5%	13.4%	10%	103.4%
<p>→ New Work know-how Size of the vote at the “New Work Awards” (page 26 “Society”)</p>	Baseline figure (2017)	2020 actual figure	2020 target	Target achievement 2020 actual vs. target
	25,000 Votes	31,872 Votes	30,000 Votes	106.24%
<p>→ Innovation management Number of employees from product teams in person-days per year participating in HackWeeks (page 35 “Products and Services”)</p>	Baseline figure (2017)	2020 actual figure	2020 target	Target achievement 2020 actual vs. target
	1,570 Person-days	2,735 Person-days	>1,570 Person-days	174%
<p>→ Use and growth in membership Penetration rate of the addressable market based on the ratio between the number of white collar workers in German-speaking countries and the size of our membership on the XING platform (page 34 “Products and Services”)</p>	Baseline figure (2017)	2020 actual figure	2020 target	Target achievement 2020 actual vs. target
	49%	70%	> 49%	121%
<p>→ Data protection Publication of an annual voluntary data protection report by the Data Protection Committee (page 40 “Data protection and compliance”)</p>	Baseline figure (2017)	2020 actual figure	2020 target	Target achievement 2020 actual vs. target
	1 Report	1 Report	Data Protection Report	100%

⁵ White-collar workers include occupational groups with an emphasis on commercial, consulting, administrative and engineering sciences and the production of artistic and creative work, as well as medical professionals, remedial education professionals, and social professionals. Basis: 27 million white collar workers in the German-speaking countries

As a company, we think it is our job to guide and actively support our employees, members and customers as they embark on the journey of transforming to today's world of work. We changed our name to New Work SE in 2019 to reflect our aim to play a pioneering role in the future world of work in German-speaking countries, strengthening our overall commitment to New Work in the process. We want to make the opportunities offered by the transformation accessible to as many people as possible and to encourage debate on the question of how we want to work in the future. We also put this vision into practice in our own company: our corporate culture emphasizes respect, transparency, dialogue between equals, and flexibility.

MATERIALITY ANALYSIS: THE ISSUES MOST IMPORTANT TO NEW WORK SE

The materiality analysis that we performed in 2017 helped us identify the topics most important to us as a first step. We then placed these topics within a materiality matrix (see graph on page 9). The matrix illustrates the importance of these topics from a stakeholder perspective and their effects on our business operations. This analysis also encapsulates associated risks to make sure that all of the action areas specified in the German CSR Transparency Directive Implementation Act (CS-RUG) are addressed.

We then prioritized topics involving an analysis of the Company and its environment. We staked out six key topics (see the overview "Our Targets and Target Achievement for 2017 – 2020", on page 10) in the different areas, defined specific targets for 2020 and added key performance indicators to measure them. This report details the measures taken to achieve our targets in each action area.

OUR STAKEHOLDERS

This report specifically addresses the stakeholders that we identified during our analysis in 2017. They include capital providers, analysts and investors, customers, employees, business partners, the media, non-governmental organizations (NGOs), representatives of the business world, academia, research, education and politics. Involving and considering both internal and external stakeholders materially influences the achievement of our corporate targets and safeguards our company's lasting success.

We maintain ongoing dialogue with our stakeholders to make sure that we can recognize their needs and interests in a timely fashion. This allows us to gain important insights into topics and causalities, react immediately to new trends and changing requirements, and reflect these developments in our strategic direction.

OUR KEY STAKEHOLDERS AND THEIR REQUIREMENTS

→ **Capital providers: investors, analysts, banks**

Relevance: Securing equity/protecting the Company, profitability, ESG ratings
Dialogue: Discussions at investor conferences, for example ODDO BHF Forum/Lyon or Berenberg Bank's WestCoast Consumer Conference/San Francisco

→ **Partners: Customers, employees, suppliers, service providers**

Relevance: Employee satisfaction, work-life balance, partnership, trust, service, product safety, innovation management, growth in use and member numbers, data protection, compliance
Dialogue: Discussions across various channels such as customer service, interviews, XING Community, XING Klartext, discussion rounds, product tests.

→ **Society: Media, education, NGOs**

Relevance: New Work know-how, social commitment, data protection, compliance, innovation management, human rights, environment
Dialogue: Discussions at New Work's own event formats (NWX, NWXnow). Involvement in associations (German Association for the Digital Economy (BVDW), universities, non-profit initiatives (e.g. wir.zusammen, MUT Academy), UNESCO and UN Global Compact. Dialogue with NGOs (e.g., commonpurpose).

→ **The public: Legislators, authorities, the judiciary, associations**

Relevance: Compliance with laws, directives, policies, voluntary commitments, contracts, rules of certification systems (compliance), documentation and verifiability, audits
Dialogue: Discussions with people representing the interests of politics, associations and public authorities, Public Policy Manager NWSE.

We constantly revisit the stakeholder analysis process because expectations, targets and attitudes can change over time. An upfront stakeholder analysis will also serve as the point of departure for developing our new strategy for 2021 to 2025. This process will see us conduct online surveys with our key stakeholder groups and interviews with selected experts in 2021 to assess the relevance of sustainability topics.

INTEGRATING THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

The Sustainable Development Goals (SDGs) are the centerpiece of the 2030 Agenda, which was adopted by United Nations member states in 2015. The 2030 Agenda applies to every nation on earth. It tackles areas such as fighting hunger and poverty, providing quality education, mitigating climate change and conserving resources. Altogether, 17 SDGs with 169 targets were adopted. All stakeholders – whether businesses, policy-makers, NGOs or private individuals – must work together and forge networks if we are to reach these goals. Businesses can make a particularly strong contribution. After all, the goal is for economic progress to make a dignified life possible that respects social and environmental concerns for people all over the world.

The overview on page 13 shows all 17 SDGs.

At New Work SE, we want to continue making a very real contribution towards developing the SDGs in the future. That's why we took a closer look at the different SDGs in 2020 to compare our internal values with our own action areas. Taking our CSR mission statement as the basis, we are focusing on the following SDGs:

- **SDG 4** (Quality education): Promoting training and continuing education courses, online learning opportunities, knowledge hubs, platforms, forums, knowledge sharing, media skills and digital transformation
- **SDG 5** (Gender equality): Promoting gender equality, eliminating barriers and discrimination, empowering women in the world of work
- **SDG 8** (Decent work and economic growth): Promoting a new, better and more people-focused world of work
- **SDG 9** (Industry, innovation and infrastructure): Safeguarding technical solutions and offerings for the working world and guaranteeing data protection and security.
- **SDG 10** (Reduced inequalities): Breaking down inequality, especially in access to educational opportunities
- **SDG 13** (Climate action): Reducing carbon emissions

All of these SDGs are also evident within our company. As a responsible employer, we truly value treating people fairly and with respect and transparency. We think it is really important for our employees to be involved in our corporate processes. We promote diversity and gender equality. We make sure our employees have access to a wide variety of educational opportunities within and outside our organization. In doing so, we are helping to deliver SDGs 4, 5, 8 and 10. From an environmental perspective, we can support the achievement of SDG 13 as a company by embracing energy-efficient working methods, using power from renewable energy sources, and reducing carbon emissions.

We will explore and specify our ties to the SDGs in greater detail as part of the process of developing our new strategy in 2021.

SUSTAINABLE DEVELOPMENT GOALS (SDGs)



ONGOING DEVELOPMENT OF OUR CSR STRATEGY 2021 TO 2025

We will revise and refine our CSR strategy in 2021. In advance of this work, we will consider the following elements and regulations that will influence our new strategic direction.

- Our non-financial reporting is consistent with the principles of CSR-RUG: Rules will be refined and revised in the light of the EU Taxonomy Regulation.
- Reporting is based on the established GRI standard “Core” option.
- The materiality analysis updated in 2021 includes the three dimensions of impact, relevance to stakeholders, and relevance to the Company.
- The implementation of the Sustainable Development Goals (SDGs) will be taken into account as part of the strategy and definition of targets.

THE ROAD TO OUR NEW STRATEGY FOR 2025

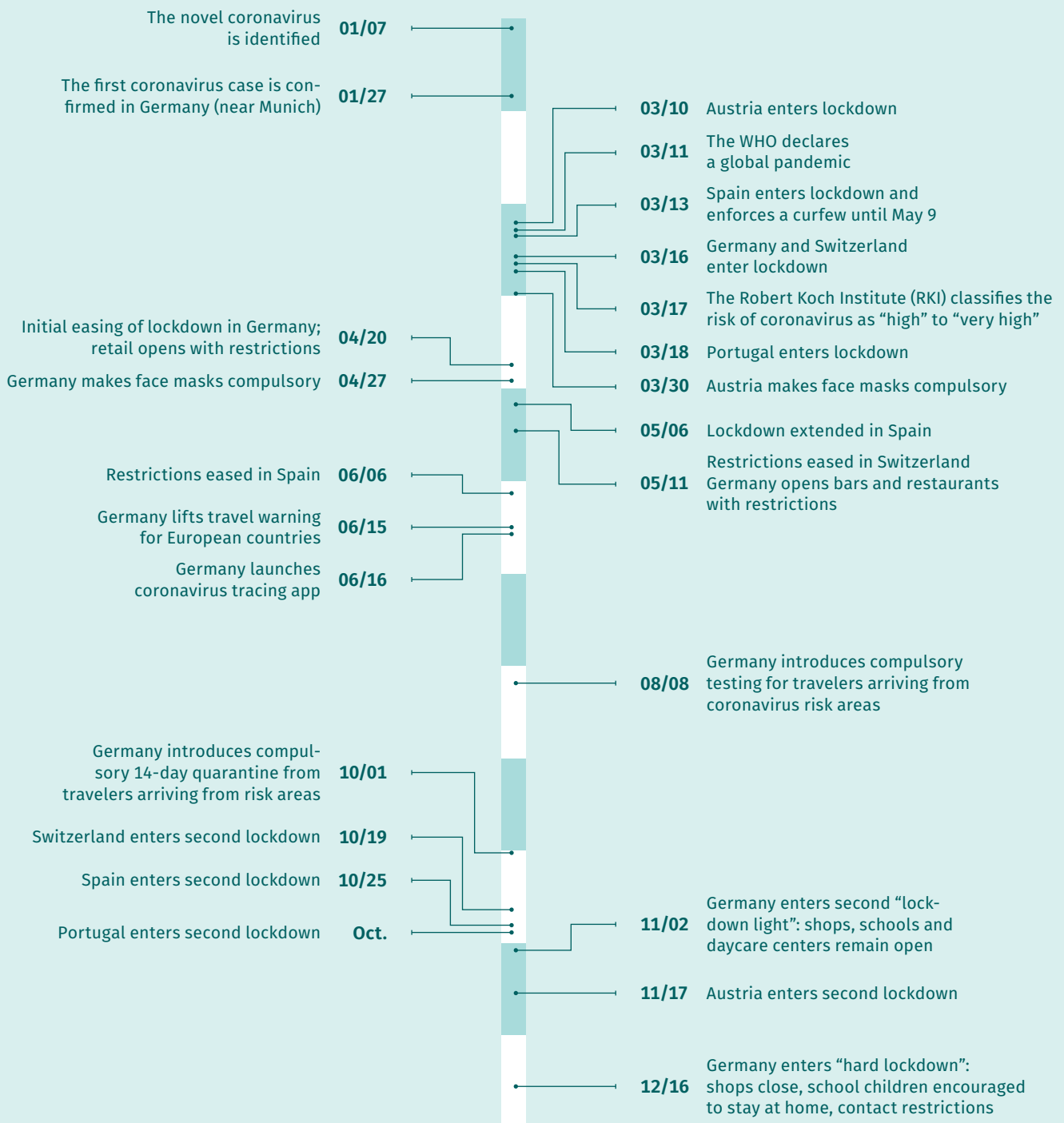
Taking our current understanding of our business and our vision as a starting point, we will systematically check the material topics in terms of their environmental, social and economic dimensions in a stakeholder, corporate and materiality analysis in 2021. We will then reprioritize their relevance using the three-dimensional approach. During the review process, we will pay more attention to the environment by defining ambitious goals for this action area too.

Building upon the results of these analyses and reviews, we will make any necessary adjustments to our CSR mission statement, develop new CSR targets in the five action areas for 2021 to 2025, define key performance indicators, and come up with appropriate measures.

The new CSR strategy and CSR roadmap for 2021-2025 will be presented in detail in the upcoming 2021 CSR Report, which will be published at the end of the first quarter of 2022.

It was a year unlike any other, as coronavirus pushed both our employees and our corporate structures to the limit. Here we provide an overview of how the pandemic unfolded and how NEW WORK SE reacted to it, both internally and externally.

THE YEAR OF CORONAVIRUS AS IT HAPPENED



NEW WORK SE'S KEY MOST IMPORTANT MEASURES & INITIATIVES



EMPLOYEE ACTION AREA

- COVID crisis team set up with daily updates via Slack
- Remote working introduced for all staff at all sites: 1,517 employees work from home
- All team meetings held virtually; even the weekly company meeting becomes a "Virtual Campfire"
- "Special Leave For Child Care" offered to parents as a solution for daycare center and school shutdowns
- Arrangements made for staff to collect monitors and office chairs from the office in order to work from home
- Free home workouts/virtual sport activities offered by employees for employees



PRODUCTS ACTION AREA

- **New online formats and products developed:** Online NWXnow format (developed within six weeks) and various online events
- Conference rooms converted into live talk studios for new online formats/products



SOCIETY ACTION AREA

- **NWXnow:** New digital series with free webinars, live talks, videocasts, news and interviews on the subject of New Work
- **NWA "Crisis Heroes":** Special category for individuals, companies and teams who are engaged in charitable work or have adapted their production processes and product ranges to help society during the crisis
- **#WirHelfenFreelancern:** Campaign/initiative to support freelancers during the coronavirus crisis: companies can buy vouchers for freelancer services to provide immediate assistance
- **XING E-Recruiting:** Tips, free training and webinars on recruitment in the age of coronavirus
- **XING Events:** #zuhauseaufXING – Campaign encouraging people to participate in online events or host their own
- **XING News "Corona Hacks":** Information service on living and working during the coronavirus crisis
- **kununu:** Supporting the #allefüralle initiative by fischerAppelt - for team spirit and solidarity amid coronavirus
- **Prescreen:** Tips and tricks for recruiters during the coronavirus crisis (webinars, whitepapers, etc.)
- **New Work SE:** 250 employees at the Hamburg headquarters donated restaurant vouchers for good causes. The initiative raised €20,000 to support various community campaigns





EMPLOYEE ACTION AREA

They are the number one success factor, the central source of innovation, and therefore the basis for everything we do: our employees. We want to attract the best minds to our company and retain them in the long term. Together, we put New Work into practice – and offer the best possible working conditions.





Left: Team meetings in the age of coronavirus – these were still being held at the start of the pandemic, albeit with masks and social distancing.

Right: Yet we soon had to vacate our headquarters in Hamburg, leaving offices and conference rooms deserted



PRIO 1 TOPIC
Employee satisfaction



OUR AIM

New Work SE expresses its beliefs in the following credo: “We believe in a world of work where people can find their true self and achieve their full potential. We are convinced that this not only makes individuals happier and more satisfied, it also makes companies more successful.” We are therefore committed to being an employer that actively follows this maxim for our 1,908⁶ members of staff. A transparent management culture, fast and agile decision making and implementation processes and empathy amongst and for each other are crucially important elements of our corporate culture. Further strengthening this for all employees is representative of our company’s efforts “for a better working life”.

OUR GOALS

The goals and actions defined as part of our 2017 CSR strategy in our “employees”⁷ action area focus on the two key topics of **employee satisfaction** and **work-life balance**. These are then measured annually against index figures.

Employee satisfaction remains high despite COVID-19

In 2017 we set ourselves the goal of keeping our annual average staff satisfaction rating above 70 percent by 2020. In 2020 we achieved 75.8 percent. This is a slight drop of 2.5 percent

compared to 2019. When comparing these figures, it is important to consider that the method of data collection and nature of the questions was updated and adapted in the fall of 2020 as a result of the pandemic.

The slight reduction in overall employee satisfaction can be attributed to the restructuring measures that the company had to take in response to the slowdown in revenue growth caused by the COVID-19 pandemic. The aim was to ensure we were able to maintain sufficient margins for important investments once it became clear that the plans made based on the pre-pandemic growth rates were no longer viable.

Satisfaction was on average 79 percent in August 2020. The value only started dropping in October when the restructuring was announced. At the start of the pandemic, satisfaction peaked at more than 80 percent. With average satisfaction at 70 percent, employees also feel that New Work SE has managed well during a year that has been difficult for everyone.

Flexible solutions for a work-life balance

In order to ensure the best possible work-life balance, we have introduced versatile and individual working time rules that are based around the personal needs of employees. As in many other areas of professional life and health, our employees receive help for planning and implementing these rules from the renowned Fürstenberg Institute in Hamburg.

⁶ Total number of active employees of the New Work SE Group including trainees, students, interns as well as Honeypot and InterNations as of December 31, 2020

⁷ All key figures in the employee action area based on all active and passive employees at New Work SE including trainees, students and interns; excluding released employees; excluding Honeypot and InterNations



Alongside options to take a career break of several months or unpaid leave, all employees are entitled to reduce their working hours to 80 or 90 percent full-time equivalent. Temporary part-time work solutions can also be considered. More and more of our colleagues are making use of these working models.

A key figure with CSR relevance since 2017 has been the number of staff that take up the offer of working part time, either for temporarily or permanently. We set ourselves the goal of achieving a rate of more than 10 percent. This has been consistently achieved in previous years and grew in 2019 (to 12.8 percent). In 2020 the number of employees working part-time stood at 193 at a rate of 13.4 percent.

OUR ACTIONS

Early response to the pandemic

COVID-19 was very much one of the central issues for our employees in 2020. First appearing in Germany in early February, the end of March saw drastic measures being taken that brought about the first significant negative effects on the

Facts and figures:

Employee key figures at a glance⁸

GRI	Description	2019	2020	Rate
Scale of the organization				
102-7	Total number of employees	1,762	1,701	
	of which women	711	695	40.9%
	of which men	1,051	1,006	59.1%
Information on employees and other workers				
102-8-a	permanent employees (by gender)	1,517	1,474	86.7%
	of which women	568	563	38.2%
	of which men	949	911	61.8%
	temporary employees (by gender)	245	227	13.3%
	of which women	143	132	58.1%
	of which men	102	95	41.9%
102-8-b	permanent employees (by region)	1,517	1,474	
	of which in Germany	1,038	994	67.4%
	of which in Austria	235	244	16.6%
	of which in Switzerland	15	11	0.7%
	Other ⁹	229	225	15.3%
	temporary employees (by region)	245	227	
	of which in Germany	186	161	70.9%
	of which in Austria	51	23	10.1%
	of which in Switzerland	3	0	0.0%
	Other ⁹	5	43	18.9%
102-8-c	Total	1,446	1,437	
	full-time (by gender)	1,261	1,244	86.6%
	of which women	396	384	30.9%
	of which men	865	860	69.1%
NW-WLB ¹⁰	part-time (by gender)	185	193	13.4%
	of which women	116	129	66.8%
	of which men	69	64	33.2%
Trainee rate				
NW-TR ¹⁰	Number of trainees	15	13	0.76%

PRIO 1 TOPIC
Work-life balance

13.4%

of employees worked part-time in 2020, which corresponds to 193 employees working part-time. The target set of keeping the part-time ratio above 10% by 2020 was achieved and exceeded by 3.4%.

⁸ Figures are presented only from 2019, as the calculation basis was adjusted in 2019

⁹ Other = Porto, Barcelona, Valencia, Boston offices

¹⁰ New Work SE's own key figure

“WE CARE” AS TOP PRIORITY

Statement from Alexander von Klopmann, COVID Crisis Team

“The COVID crisis team was put together early in March. Consisting of colleagues from the Legal department, HR, Corporate Communication, IT and Real Estate Operations, it worked to find ways for NWSE to combat the growing pandemic. On March 11, the authorities in Hamburg announced that there was a total of 50 COVID cases in the city. We met with the Management Board on that day to present our plans and discuss things such as evacuation drills and protective measures for the following weeks.

Immediately after the meeting, we were informed that one of the 50 cases in Hamburg was one of our employees, meaning that our plans suddenly became extremely urgent. The Management Board promptly gave us the green light to start implementing the planned measures and that the topmost priority and guiding principle for all actions was now: “We care”.

These two small words were the foundation of everything that was organized. All employees immediately began working from home and were provided with all key information and necessary technical equipment on a daily basis. All parents were given an additional 20 days leave so that they could homeschool and look after their children. Employees also donated additional leave days to parents and many different Slack groups were immediately created in order to provide support to one another.

Trust among employees was not just a prerequisite but today remains the key factor that got us successfully through this period that has been challenging for everyone.”



economy, society and culture. Faced with this rapidly spreading danger, we endeavored from the outset to fulfill our responsibility of an employer to protect our employees and act as a role model due to our position as a large professional network.

At start of March, we put together a COVID crisis team made up of colleagues from different units. This team consulted with management to provide employees with regular updates and organized the necessary actions to secure the health of our employees by taking measures within the workplace and instituting a work from home policy throughout the Company.

Measures taken at international locations were adapted based upon the local situation and government regulations and managed by the local teams. These teams communicated extensively to share information and their experiences.

Other solutions such as extra leave for parents were also implemented. Noteworthy in this context: Upon the suggestion of staff, a system was implemented for employees to donate additional leave days to parents from their own leave.

Getting through the crisis by closely involving our staff

Even during these times of COVID-19 and working from home, we believe it is important to get the opinion of our employees regarding key issues within the Company and management decisions. The weekly company meeting that we used to hold before COVID-19 started was a central instrument for internal communication (see 2019 report). Since such a meeting was no longer possible, we transformed it into a virtual “campfire”. Here, members of the Management Board (after a management update) and other individual teams talked about specific issues that were collected via our internal “Mood-o-Meter” voting tool.

Other measures ensured that communication between employees working from home was maintained. At the start of April, the COVID crisis team carried out the first employee survey on the topics of working from home and COVID-19. Responses were received from a total of 509 employees across all locations.

Around two thirds of responses were positive with regards to how well employees were able to focus on their own tasks while working from home as well as virtual collaboration with their team. The remaining third provided mostly negative responses regarding the general pandemic situation as well as their professional circumstances. They reported finding it difficult to concentrate when working from home or that they missed the working environment with colleagues in the office.

For New Work SE, video conferences became an everyday substitute for “real” team discussions and company meetings.



In order to tackle these issues, the COVID crisis team agreed with management to introduce various measures for promoting dialogue and contact between employees. For example, digital afterwork meetups and “home visits” as well as weekly virtual meetings with the team were regularly held where topics of conversation did not need to be limited to just work matters.

An overview of the key internal measures implemented during the COVID-19 pandemic can be found on page 15.

**OUR ACTIONS LOOKING BEYOND COVID-19:
NEW WORK AT NEW WORK SE**

Diversity as a key pillar

Strong diversity among the staff is a key factor in how we collaborate and forms part of the New Work corporate culture. This underpins our aim to support the personal development of each and every individual, regardless of age, gender or origin and thus make an important contribution to social stability. A diverse staff ultimately allows us to obtain different perspectives on our customer base, which we can then incorporate into the design of our products and services. This also helps us get closer to the goal of our offerings being able to meet the demands of a modern, pluralistic society.

An important measure in this regard, both internally and externally, is our annual participation in Diversity Day. Due to the pandemic, this also took place as a virtual event in 2020 on May 26. Via our various online channels, whose logos were given rainbow colors, we used a variety of different ways to highlight the issue of diversity – for example with special posts in our journalistic debate formats “XING Klartext” and “XING Insider”.

To mark this day, we put on a “Brown Bag Lunch” event focusing on the topic of “unconscious bias”. During this virtual lunch, colleagues from 55 countries discussed unconscious bias, how it comes about and the correct way to deal with it.

The last event of the day was one of our alumni events for our “Mentor Month” initiative. The theme was “Diversity”. The experiences of refugees in the German job market were the topic of discussion.

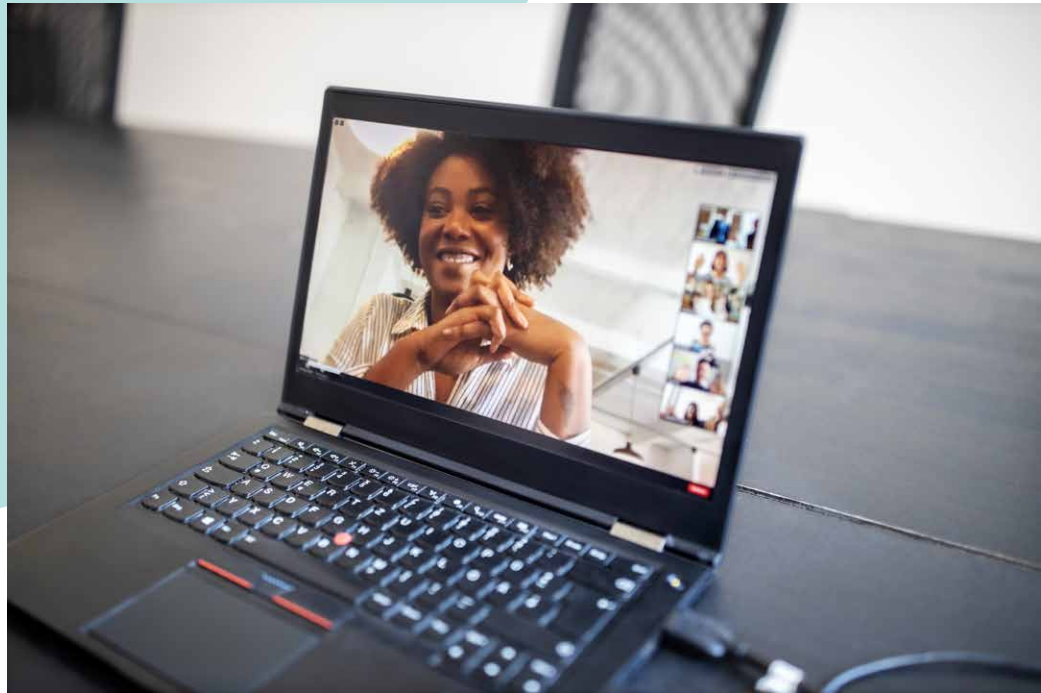
We also included new ideas in our diversity management activities by cooperating with other initiatives such as moinworld e.V., a community for women in technical jobs which aims to increase the proportion of female employees in tech roles.

In September we held a widely followed online event with the international “Global Digital Women” initiative. Made up of graphic designers from the digital sector whose aims are networking, increased visibility and strengthening of inspiring digital minds, the online event dealt with topics such as the effects of the booming freelance market for women active in the knowledge sector.

**NEW WORK SE FOCUS IN THE
EMPLOYEE ACTION AREA**

28.4%

of managers at New Work SE in 2020 were female. This corresponds to an absolute figure of 81 women at management and executive level.



Talking via webcam will never be a proper replacement for watercooler chat – but it helps us to stay in touch.

Strengthening female leadership, stepping up CPD

The promotion of female talent into positions of leadership has long been one of New Work SE’s extended goals. We have been able to increase the number of women in management in various ways, including our “Female Executive Learning Journey” program that started in 2018. In 2020, the second cohort of 12 women participated in the program along with supporting mentors and management team members. The proportion of management positions held by women¹¹ in 2020 was 28.4 percent (2018: 23.2 percent).

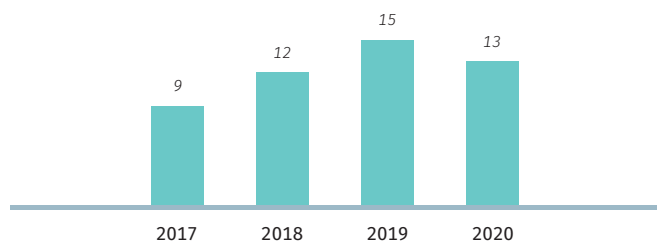
Learning, training and coaching for all members of staff form three key pillars of our continuous qualification strategy. The increasing speed of change in their professional life means that employees need to continuously train and further develop their skills. It is for this reason that for several years now each employee has had access to a range of further development and training opportunities so that they can discuss and put together a personal training plan with their supervisor. A certain amount per employee is automatically earmarked for implementation.

During the COVID-19 pandemic, we have worked hard to as quickly and as far as possible move our staff and management training offerings to digital platforms. New formats have also been developed in 2020, such as an e-learning video about our feedback meeting that clearly explains the entire process to both employees and supervisors alike and lays out the evaluation criteria.

Trainees

The Company had 13 trainees in 2020 (2019: 15, 2018: 12, 2017: 9) for the following professions: Media designer (digital and print), IT specialist for system integration and application development, dialog marketing specialist, office management specialist, marketing communication specialist as well as e-commerce specialist.

Trainees at New Work SE



¹¹ Basis of calculation: Management positions at New Work SE (basis: active and passive members of staff, excluding released employees)

Facts and figures:**Employee key figures at a glance¹²**

GRI	Description	2019	2020	Rate
New employee hires				
401-1-a	New employee hires (by gender and age group)	664	389	22.9%
	of which women	277	175	45.0%
	of which men	387	214	55.0%
	under 30 years of age	342	222	57.1%
	30 – 50 years of age	320	158	40.6%
	over 50 years of age	2	9	2.3%
Parental leave				
401-3-b	Total number of employees taking parental leave	176	208	12.2%
	of which women	97	106	51.0%
	of which men	79	102	49.0%
Proportion of women in management				
NW-FA ¹³	Proportion of women in management			28.4%
	Managers, total	271	285	
	of which women	78	81	28.4%
	of which men	193	204	71.6%

¹² Figures are presented only from 2019, as the calculation basis was adjusted in 2019.

¹³ New Work SE's own key figure

Continuously strengthening management skills

In 2020 we made fundamental changes to our existing BMP (Basic Management Training) program in which all members of management participate. The program has been renamed as the “New Work Leaders Programme”, offering new digital learning and coaching elements alongside the three regular modules. A preliminary module “From Colleague to People Manager” for new members of management has been developed in order to facilitate a quick transition into the new role and ensure they are well prepared.

For all members of management at director level and higher there is an additional new training course in “Advanced Leadership” - previously we had not offered any special content for this target group other than individual coaching.

An important partner, particularly in times of crisis: our Employee Committee

Our Employee Committee (EC) provides representation for employees of New Work SE. Members were newly elected in September 2020. A total of 1,725 votes were cast, putting participation at 50.31 percent, with a total of 868 valid votes. A total of 22 EC members were elected for a term of 24 months at six international locations.

The Employee Committee springs into action when employees approach the committee on their own initiative with a problem, for example if there is a conflict with a superior. The EC actively supports these cases by advising the employees in question and advocating for them. To this end, the EC is in close contact with the Management Board, the HR department and the managers.

Due to the ongoing home working arrangements, the employee dialogue with the Employee Committee is being increasingly strengthened via the “Slack” communication platform and the “Mood-o-Meter” voting tool. All responses by the EC to comments received and the resulting discussion take place openly.

As part of our work to update our internal communication formats, the frequency at which comment is sought from the EC regarding issues surveyed via the Mood-o-Meter has been adapted. This now happens twice each week.

Even before the start of the COVID-19 pandemic in 2020, the EC was working together with HR to develop and implement a plan for introducing employee bicycles.

Staying safe and working from home

Opportunities to maintain and improve personal health have long been an important part of our commitment to our employees. The COVID-19 pandemic has, of course, meant that changes have been necessary here: For example, the weekly full body workout and yoga courses have been moved over to digital live sessions. We also started a new “Yoga2B” course that aims to strengthen mindfulness and emotional awareness using breathing exercises from yoga. This is especially useful in these times of COVID-19. The cost of these courses is borne by the relevant department.

Especially noteworthy here are the personal initiatives taken by some of our employees to plan and lead special free “home workouts” for colleagues such as Zumba, jogging tips and meditation exercises. These initiatives also contributed to strengthening the sense of community among our staff.





SOCIETY ACTION AREA

We believe in a world of work where people can find their true self and achieve their full potential. We are convinced that this not only makes individuals happier and more satisfied, it also makes companies more successful.

OUR AIM

Agility, working from home, salary transparency, e-learning, changing values – New Work has shaken up the world of work over the past years. But we still have a long way to go before that world has been truly transformed. Artificial intelligence, universal basic income and more far-reaching digitalization are subjects that require a willingness to change and an open, results-driven dialogue on the part of everyone involved.

New Work SE wants to promote this dialog on all levels of society in collaboration with science, the media, culture and politics to help find solutions to the central issues facing the world of work and prospects for the future. We naturally also seek and encourage discussion with employers, managers, freelancers and HR officers who are putting these concepts into practice – and, above all, with the people yearning for a new way of work: professionals themselves.

We aim to play a pioneering role in transforming key aspects of the working world. We believe our main role in this dialog is to offer orientation and support as experts for a new world of work and advisors for today’s modern professionals. All of our platforms, products, events and initiatives are designed

around this idea. They enable knowledge and experience to be shared regarding proven concepts, innovative trends and bold visions of the future - not just for professionals who are already comfortable in their roles as thought leaders and trailblazers, but for a wide audience who is embracing New Work more and more each year.

OUR GOAL

To meet these aims, we strive to continually increase the reach and visibility of our platforms and initiatives. By bringing our discussion platforms and advisory services to the heart of society, we can help a growing number of people improve their working lives – whether that involves choosing their employer based on the ratings on kununu, or presenting the best examples of modern teamwork on XING.com.

As an indicator of our growing reach (New Work know-how), we use the number of **votes** submitted for our “New Work Award”, which we have presented annually since 2013 to companies, groups and individuals who excel in the field of New Work (see below). We initially defined a target of 30,000 submitted votes, which we hoped to achieve in 2020. We received 31,872 votes this year and thus met our goal, just as we did last year (31,977 votes), even though both the date and format of the “New Work Award” were impacted by the coronavirus.

PRIO 1 TOPIC

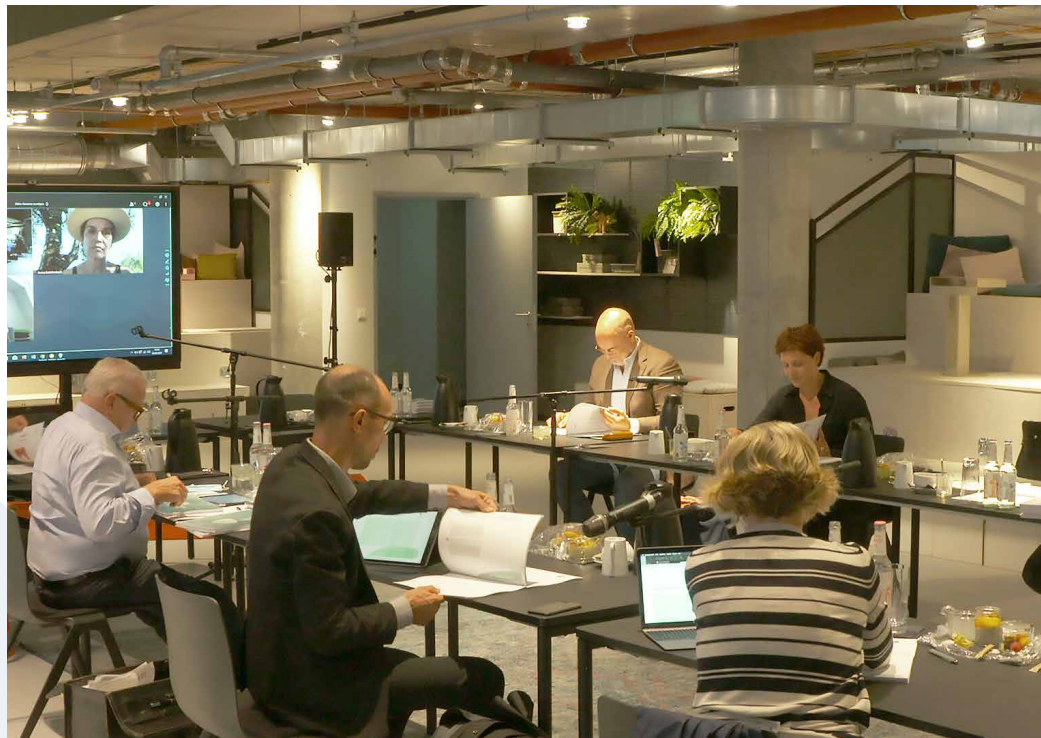
New Work know-how

31,872

votes from a total of 11,246 voters¹⁴ were received in 2020 for the “New Work Award”. This means that we exceeded our target defined for 2020 by 1,872 votes. The award ceremony was held purely digital in 2020 due to the impact of the COVID-19 pandemic.

¹⁴ The award ceremony was held in a purely digital format in 2020 due to the impact of the COVID-19 pandemic.

While the jury for the “New Work Award” also had to keep their distance at meetings, this did not get in the way of their intense discussion.



“The “New Work Award” is especially important during the coronavirus crisis, because we’re interested not just in how to make work better, but how to create new work. We want this competition to bring together ideas and enrich the discussion of tomorrow’s working world with practitioners so that value is created for everyone.”

Thomas Sattelberger,
jury chairman for the “New Work Award”



OUR ACTIONS

Highly commended: The 2020 “New Work Award”

On March 19, 2020, we had to cancel our main event of the year, the “New Work Experience” (NWX). This also affected our “New Work Award” (NWA) because the winners were supposed to be announced at NWX. Since the competition had not yet officially started, we considered calling it off due to the difficulties posed by the pandemic.

But we soon realized that it was important for the award ceremony to go ahead in a way that took the situation into account – by moving the date to the fall and making some organizational

and structural changes. As a result, NWA 2020 had a total of five categories: the three existing ones – New Work “Pioneer”, New Work “Enabler” and New Work “Explorer” – as well as two new ones, New Work “Alumni” and New Work “Crisis Hero”.

All applicants and nominees from the past seven years could apply for the “New Work Alumni award”. Applicants entering the competition again were asked to demonstrate the lasting improvements they had made in their company or organization since first taking part in the award and the value their contribution had added since then.

The “New Work Crisis Hero award”, in turn, recognized individuals, teams and companies who developed innovative solutions to the crisis in their own organizations or made a special effort to help society during the pandemic.

As expected, many potential applicants were initially somewhat hesitant to participate, which was understandable considering the challenges they faced due to the pandemic. But as time passed, the award was seen as an opportunity to recognize their efforts to overcome these very challenges. Many applicants were also eager to present their New Work ideas and projects independent of current events.

All of this led to a record number of 356 applications in the five categories. The submissions came from companies and groups that have spent years exploring modern working models, as well as from a number of applicants who had made radical changes or completely reinvented themselves in a very short period of time. Two of the award winners were brand-new education initiatives: “Homeschooling Corona” and “Edu-Sense.”

There were applicants from every industry, with a larger number this year again from the manual trade, nursing and public service sectors. In this respect, too, the “New Work Award” 2020 showed just how many companies are embracing New Work and how many different initiatives there are. New Work is no longer treated like a utopia, it is being brought to life through tangible action.

With more than 350 entries, the number of participants in the “New Work Award” reached a new high.



356
applications were submitted across five categories at the 2020 New Work Awards. In 2019, there were 200 applications in three categories.



SONDERKATEGORIE
NEW WORK
CRISIS HERO

The many positive comments we receive each year about the “New Work Award” confirm that New Work SE has made a name for itself as an important partner in this socially relevant development. The “New Work Award” is the most important commendation in the modern German-speaking labor market and a catalyst for ideas among companies and individuals

alike, which confirms that we made the right decision years ago to focus strategically on the concept of New Work and vigorously pursue it ever since.

Innovation driven by the coronavirus:

Our new NWXnow format

Since 2017, the “New Work Experience” (NWX) by XING has been a conference highlight for German and international guests from the fields of science, business, politics and culture. It is also the central communication and networking event for New Work SE, in keeping with our goal of initiating and fostering a dialog about New Work with a wide audience and inspiring changes across various industries.

When NWX was canceled, we quickly had to find new ways to keep this dialog going. We launched various helpful initiatives and innovative formats particularly in the first phase of the pandemic (see the overview on page 15), and since May 18, 2020, we have been offering interviews, discussions, services and workshops every week through our new NWXnow digital

“INCREDIBLE ENERGY IN THE TEAM”

Project manager Natalie Diel talks about creating the digital NWXnow platform

HOW DISAPPOINTING WAS IT TO HAVE TO CANCEL NWX20?

NWX is a major event highlight for New Work SE, and the team works toward it all year long. The final phase is always especially thrilling, when everything comes together and you’re on the home stretch with the preparations and can start the implementation. We were constantly reviewing the feasibility of NWX20 and tried to come up with creative solutions for holding the conference after all. When it was finally canceled, the team was obviously very disappointed. But the participants were completely understanding. There were a few cancellations, but most people kept their tickets for NWX21.

WHERE DID THE IDEA FOR NWXNOW COME FROM?

The idea of creating a digital platform – a permanent NWX – came together in just a few days. The plan was ready by the start of April 2020. There was incredible energy in the team, and we mostly wanted to quickly offer an innovative platform on the subject of New

Work as a counterpart to our offline event. Our goal was to provide assistance, orientation and tips to put into practice while working from home. We also wanted to promote discussion about the future of work, especially in this time of remote work and social distancing.

WHAT WAS THE RESPONSE FROM USERS AND SPEAKERS?

We immediately received a lot of positive feedback about the new digital format, and our speakers and partners were enthusiastic and wanted to get on board. Our target group grew quickly, too, and our current topics were very popular with users.

IN A SINGLE SENTENCE, WHAT MAKES NWXNOW SPECIAL?

NWXnow is a very interactive format that fosters the exchange of ideas, creates shared (digital) moments and features a wide range of speakers and topics – so there’s something for everyone.





Born out of crisis: developed as a substitute for in-person events, the NWXnow video format reaches a large audience with its fascinating guests and topics.

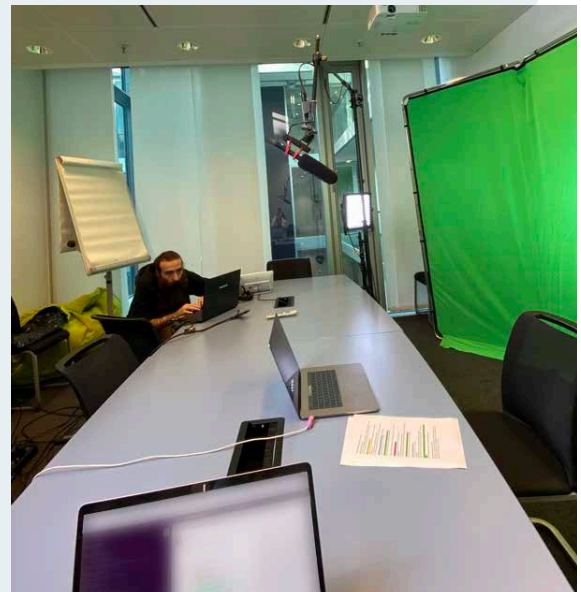
~87 million

Impressions¹⁵ create awareness and enable the distribution on social media channels and in internal newsletters as part of the communication for the new digital format NWXnow.

¹⁵ Facebook, Instagram, Twitter, AL newsletter, NWXnow newsletter

series. The content is presented by eminent experts from the modern world of work in the form of videocasts, background articles, news items, podcasts and live talks. There is a new focus topic each week.

The guest contributors cover the entire spectrum of New Work and include philosophers, politicians, business leaders and forward thinkers, many of whom were supposed to speak at NWX before it was canceled. The NWXnow highlight to date was a special conversation in August with Frithjof Bergman, the “father” of the New Work movement. He talked about his new plan to establish a New Work School in an NWXnow videocast, and he was also available for a workshop.



Conference rooms have been converted into studios to produce the NWXnow videos.

NWXnow 2020 in numbers

27 videocasts

180,000 views per videocast



20 live talks

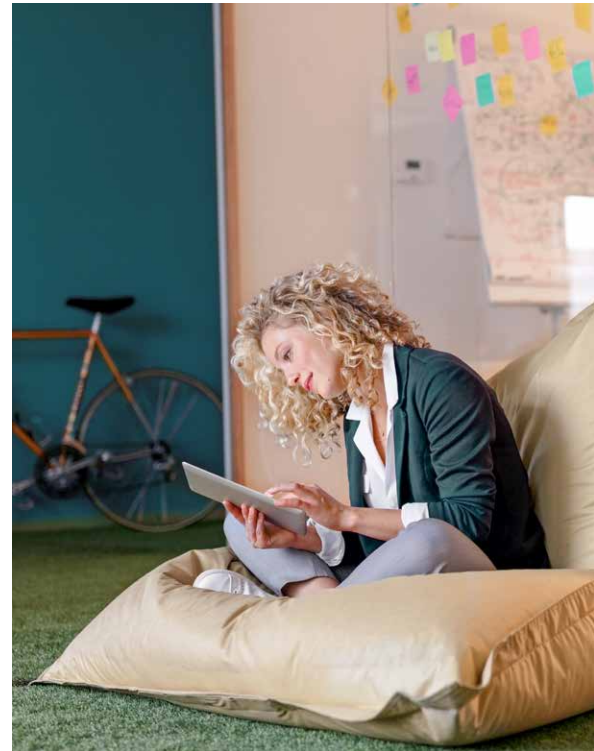
1,440 registrations for 20 live talks

95 speaker in total (live talks + videocast)



240,000 website visits

4,645,000 views at YouTube



New digital content and event formats allow us to keep communicating with our members, even in a pandemic.

With around 4.7 million views on YouTube alone, an average of 180,000 views per videocast on all channels, and 1,440 registrations for 20 live talks, it is clear that our content is reaching its audience despite – or perhaps because of – these challenging times, when the need for guidance is especially great.

Overall, NWXnow meets our goal of providing inspiration and support in a very personal and concrete way, even though the encounters are purely digital. The NWXnow live talks led by the Central Hesse Regional Management Association and the Braunschweig Employers' Association are good examples of this, because they continued the successful tradition of "local" NWX sessions in a digital way.

Various initiatives have been developed to help those groups particularly impacted by the coronavirus crisis.



The platform has also become a communication channel for many other New Work SE partners and business units. For example, XING E-Recruiting produced the "NWXnow HR Special," a diverse, five-day video series held during the Zukunft Personal trade fair, which was also entirely digital this year. HalloFreelancer and kununu are also using the new platform for their own discussions.

In 2021, NWXnow will feature two-week programs on special topics as well as a redesigned homepage for our online NWX Magazin. The platform makes an important contribution to integrating all parts of the Company in line with our strategic focus on New Work. We plan to further develop NWXnow in 2021 with a new partnership model and revised NWX brand architecture, so the format will work in conjunction with in-person NWX events (whenever possible) as a foundation for a broad, socially relevant discussion about New Work.

Collaboration during the coronavirus crisis

New Work SE launched a number of initiatives and products in 2020 to provide crisis assistance during the coronavirus pandemic. These included the #WirHelfenFreelancern (We Help Freelancers) campaign by XING and HalloFreelancer, and the #allefüralle (All for All) initiative by kununu. A full list of initiatives can be found in our special coronavirus report on page 15.



“The viability of our world of business and work has to be more than just a topic of debate between elites.”

Astrid Maier,
Editor-in-Chief of XING News

NEW WORK SE FOCUS IN THE SOCIETY ACTION AREA



Our employees showed extraordinary commitment in 2020. Our Social Days give all employees the opportunity to dedicate themselves to the social projects of their choice, but when this program was canceled due to COVID-19, the employees launched their own campaign: 250 employees of New Work SE and its subsidiaries donated their restaurant vouchers for good causes. They raised a total of €20,000 to support initiatives such as “Kochen für Helden” (Hamburg), “von Mensch zu Mensch” (Hamburg), “Die Münchner Tafel” (Munich), the “Caritas Corona Initiative” (Vienna) and “Ayuda en accion” (Spain).

Zukunft.machen. – the new platform for visionaries

The XING editorial team launched two new projects in 2020 to accompany the XING Insider and XING Klartext formats. First, “Corona Hacks” is a series of articles on work and life during the coronavirus crisis. And since November 2020, the **Zukunft.machen.** forum on XING.com has been a place for thought leaders, scientists, influencers and industry experts to discuss their visions and solutions for grappling with technological and social changes to create a future that benefits everyone – during and after the pandemic. The forward-looking platform focuses on the work and business of tomorrow and addresses the developments that will affect all employees.



The XING editorial team launched two new content series, with helpful advice in “Corona Hacks” as well as the “Zukunft.machen.” format.





PRODUCTS AND SERVICES ACTION AREA

There is one goal underlying all of our products and services: To make tomorrow's world of work better by offering solutions that address the challenges posed by the changing nature of work in an era of digitalization and skills shortages.

OUR AIM

All of New Work SE’s products and services are designed to help our customers – be they companies, organizations, employees, the self-employed or freelancers – to achieve their professional and associated personal goals in the modern world of work. We also offer an important platform for discussing the future of work via our range of events and content offerings. In this debate, we provide sources of inspiration that are always geared towards the specific challenges facing our members.

We are certain that we can only achieve steady growth in our membership figures, and thus relevant market penetration, with products that are consistently adapted to the changing requirements of our target group in order to help even more people to find their vocation.

This is why we want to precisely understand the needs of our customers and work with them to continuously improve our products and services. Being able and willing to criticize, learn from and change our own work is vital to this process. We also use targeted measures to empower our members.

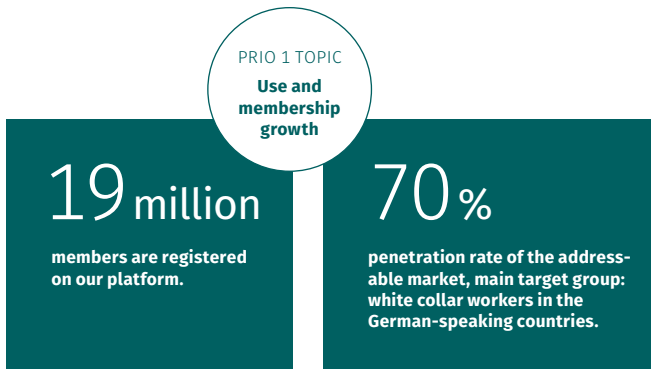
OUR GOALS

As part of our CSR strategy, we defined two key performance indicators in the products and services action area in 2017 to enable us to measure our performance against their development over time. These key performance indicators relate to market penetration and innovation management.

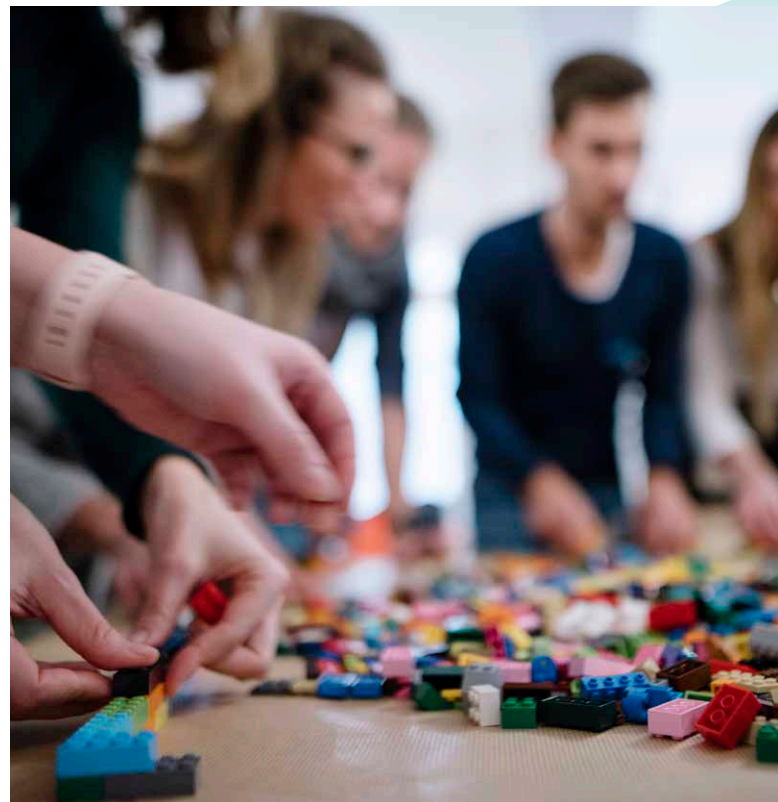
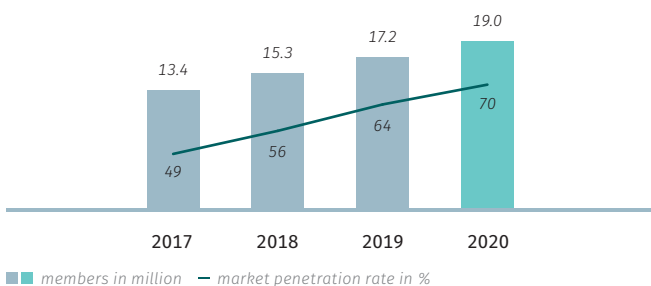
To assess market penetration, we monitor the development of membership numbers on our XING platform. In this case, we want to reach a target of 49 percent or more in the white collar worker group¹⁶, which, according to our calculations, is equivalent to around 27 million people. During the year under review, our membership base on XING reached 19 million, thus achieving a market penetration rate of 70 percent.

When it comes to innovation management, the key performance indicator relevant to CSR is the number of participants in our “HackWeeks”, which we have hosted three times so far and twice annually since 2020. During these five-day innovation events,

¹⁶ White-collar workers include occupational groups with an emphasis on commercial, consulting, administrative and engineering sciences and the production of artistic and creative work, as well as medical professionals, remedial education professionals, and social professionals



Membership growth and market penetration



interested employees from the product teams can develop their own product ideas or improve existing products without having to attend to other tasks. The results achieved are presented to all of the Company's offices at the end of the week.

Unfortunately, the two HackWeeks in 2020 could only be held digitally with participants working from home due to the coronavirus pandemic, which made completing tasks significantly more challenging. Given this, it was all the more encouraging that 547 employees took part, representing 2,735 person-days. As a result, we were once again able to significantly exceed our stated target of more than 1,570 person-days, despite the event being reduced in scope compared to previous years and the challenging circumstances.

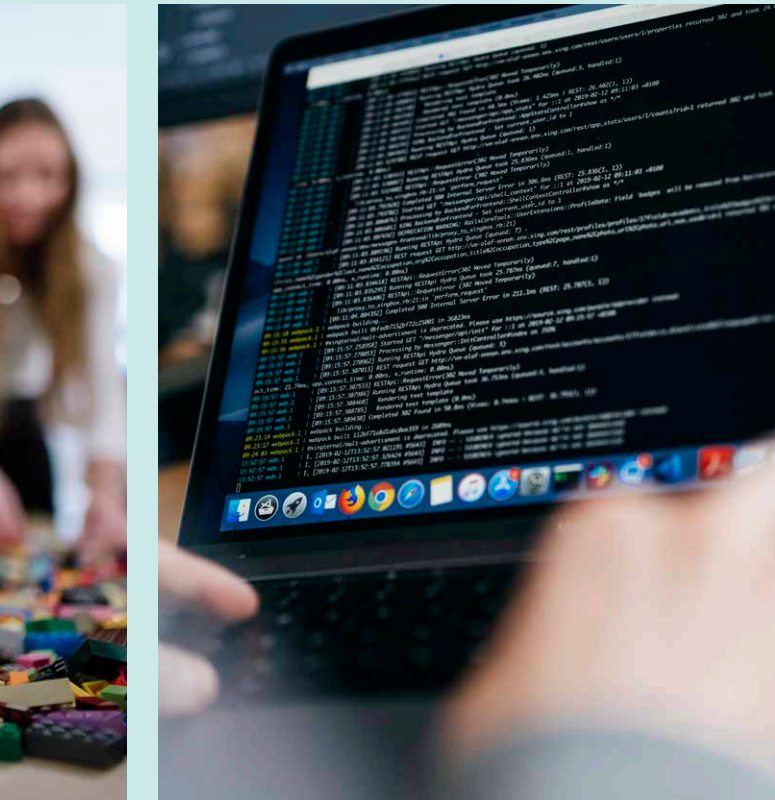
PRIO 1 TOPIC
Innovation management



HackWeeks over time

	2017	2018	2019	2020
Employees/participants	314	759	909	547
Participation HackWeeks in person days	1,570	3,805	4,545	2,735
HackWeeks	3	3	3	2

At New Work SE, we actively encourage staff to enjoy innovating and experimenting – with initiatives including our company-wide “HackWeeks”.



The regular training opportunities open to our employees also include courses and lectures on modern ways of working – and will hopefully soon offer personal interaction again, like those seen here.

OUR ACTIONS

Developing new products in response to the coronavirus

The coronavirus crisis has had a tremendous impact on everyday life for companies, employees and the self-employed. Many business units helped to support our customers as effectively as possible by developing a number of new services and offerings at the very start of the pandemic. The diagram on page 15 provides an extensive overview of these initiatives.

For example, we opened up Premium features to all XING members in March and April to ensure that they could stay in touch with their colleagues and customers without any restrictions. XING Austria offered free memberships and the opportunity for partner initiatives to give away 3-month Premium memberships.

XING E-Recruiting offered free job advertisements for systematically relevant medical jobs on XING Jobs, while our XING TalentpoolManager was also made available to recruiters and HR managers free of charge during the first peak of the pandemic – an initiative that elicited a strong response.

Free webinars and online workshops, as well as a white paper and relevant articles about recruiting staff during the coronavirus crisis in the XING E-Recruiting corporate blog and on the Recruiting Trends pages rounded off our offering and provided additional support.

Another initiative that was very well received was a call from kununu in March inviting both employers and employees to share their experiences of how companies are dealing with the COVID-19 crisis. kununu published these best practices in each company's profile and on a central platform so that companies and staff can learn from one another and implement successful models at their own workplaces.

“Power to the people” – creating a better world of work with greater autonomy and freedom for everyone is the task we have set ourselves as a company.



Optimized feedback solutions in XING customer service

The development, quality assurance and refinement of all of our products and services is based on gathering ongoing and extensive user feedback across all channels. To do this, we not only contact customers by mail and telephone but also carry out direct interviews and product tests. Since 2020, we have also conducted this analysis with the help of what are known as “pain points”. These areas offering potential for optimization from the perspective of both the customers and our experts from the customer service teams are aggregated once per quarter before being evaluated and then shared and discussed within the Company.

This year also saw the introduction of the telephone-based XING Premium customer service, which began with the relaunch of the Premium area in March 2020. Here, particular emphasis was placed on the security of users’ communications within their own network.

Finally, two new webinar formats for Premium customers were also introduced in customer service in response to the coronavirus pandemic. Since April, the Company has offered new tips on profile optimization and networks free of charge every month.

Although our call volume rose by 20 percent, customers had no difficulty contacting us as 96.21 percent of callers were able to speak to one of our staff member in XING Customer Service within 30 seconds. All written customer inquiries received a resolution code during the reporting period, thus ensuring a user feedback rate of 100 percent.

NEW WORK SE FOCUS IN THE PRODUCTS AND SERVICES ACTION AREA

New human rights criteria for suppliers

When purchasing services, which make up the main focus of our procurement at 75 percent, we have had a supplier questionnaire integrated into our Synertrade purchasing tool since 2018. In accordance with statutory requirements, we ask questions such as whether the supplier’s working environment is non-discriminatory, minimum wages are paid, the supply chain excludes child labor, and environmental concerns are taken into account.

Until now, this has been done on a voluntary basis. In 2020, we defined the minimum annual purchase amount from which service providers and suppliers should be required to complete the questionnaire. This initiative will be implemented in 2021.

“We want to live up to our responsibility by sharing our employer insights and thus helping to improve the current employment situation. We are giving employees a voice so that they can report the support they have experienced and point out the areas in which companies can still learn lessons about how to deal with the coronavirus pandemic. We believe that this transparency will help all employees and employers to come through this crisis more successfully.”

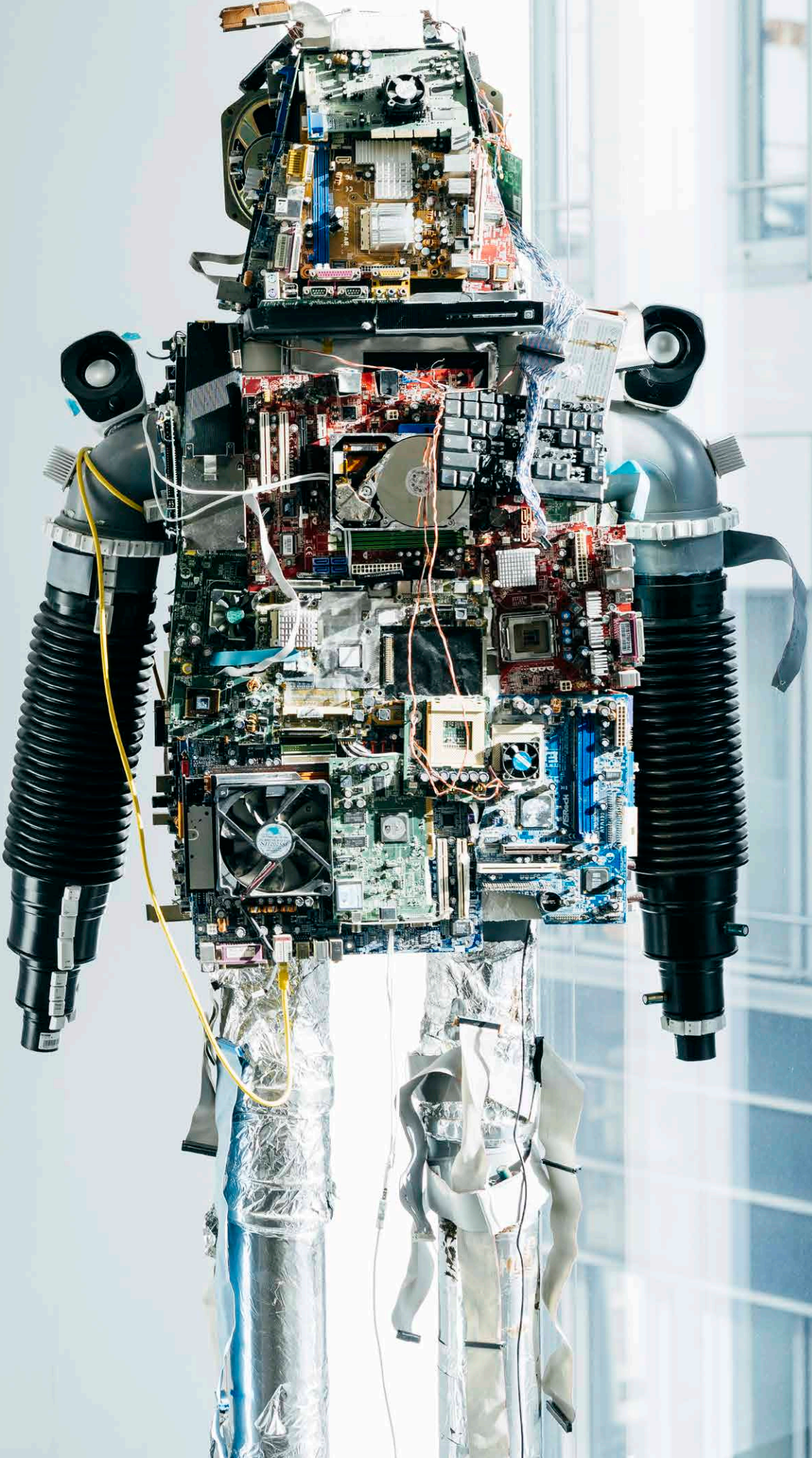
Yenia Zaba, Director Global Communications & Brand, kununu





DATA PROTECTION AND COMPLIANCE ACTION AREA

Sustainable corporate governance goes hand in hand with integrated and transparent business processes. Data protection and compliance are important aspects of this. As a company with a digital network at the core of our business model, we process large amounts of data – which means that we have a great deal of responsibility.



Data protection

OUR AIM

As a company that has a digital network at the heart of our business model, we process large quantities of data every day – which means that we have a great deal of responsibility. It’s a responsibility that we are fully aware of and handle with great care. We know that our customers’ trust is founded on sustainable data protection and compliance with all legal requirements and internal guidelines by our company and our employees. Making our actions transparent and clear is always our top priority.

OUR GOALS

Our 19 million members, our employees, and our business partners trust us with their data. Protecting this data the best we possibly can is paramount so we have made data protection a key issue within our CSR strategy. We ensure the strict confidentiality of personal data, handle it especially carefully and protect it by meeting and in many cases even surpassing the standard demanded by the relevant laws and regulations.

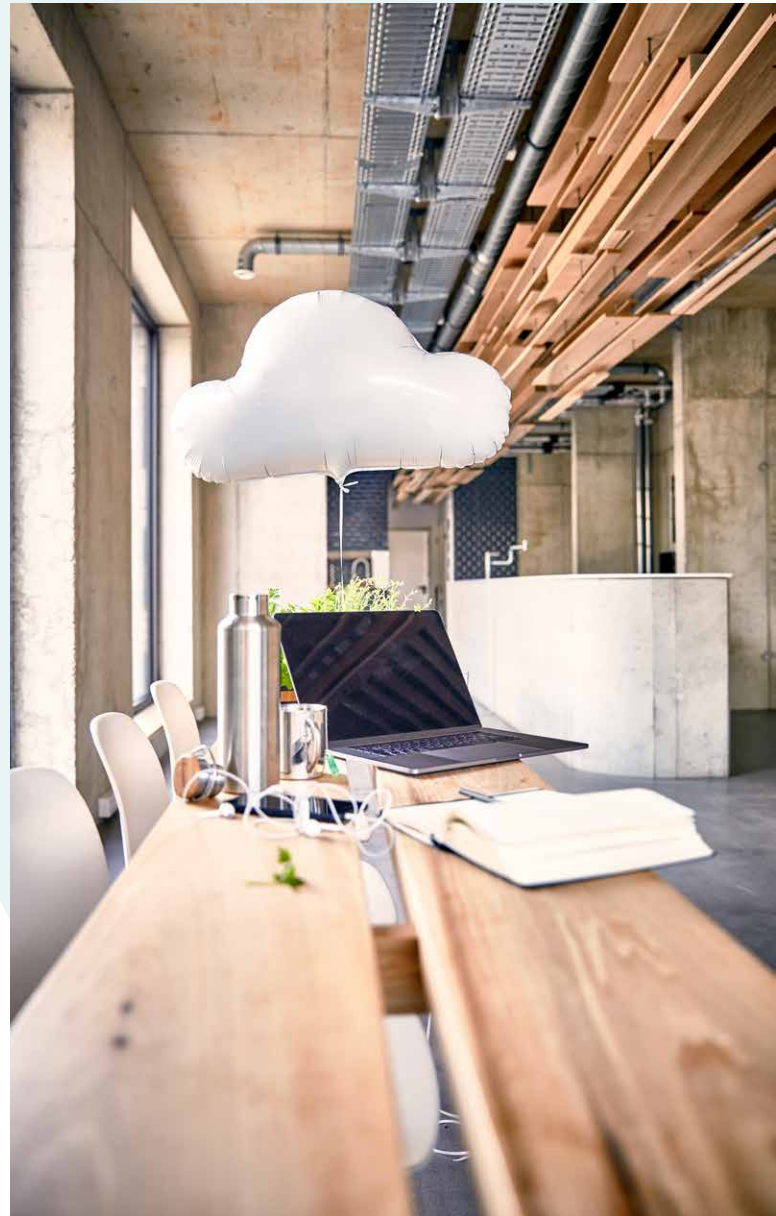
We want to offer our users as much transparency as possible – even beyond what is legally required. That’s why, as part of our CSR strategy, we have set the goal of keeping our users and the general public informed of our data protection activities by publishing an annual **Data Protection Report**. We draw up and publish the annual report after the end of the respective year. The next report will be released in spring 2021.

Our Code of Conduct, which was published in 2019 (see page 43), should also prompt our employees to keep data protection in mind in their daily decisions. To this end, our employees are required to undergo regular data protection training.

OUR ACTIONS

The Data Protection Committee ensures a continuous exchange of information

The Data Protection Committee is responsible for putting together the Data Protection Report. We established this internal advisory board for overarching data protection issues in 2017 to supplement our compliance with legal requirements. The annual Data Protection Report covers the topics discussed in the meetings of the Data Protection Committee, which comprises the Company’s Data Protection Officer, representatives of the Legal department, employees from Corporate Communications and experts from the security team. The Data Protection Committee advises the Management Board on data protection issues, assesses whether breaches have taken place, reviews internal processes, acts as the point of contact for all business segments and participates in projects where data protection and privacy could be problematic.



No risks please! Ensuring the security of our customers’ private digital data is our top priority.

PRIO 1 TOPIC
Data protection

Data Protection Report

Publication of an annual report to provide information on our data protection activities in 2020.



Nineteen million members trust that they will always be well protected on XING.com.

New Data Protection Coordinators advise business units

We appointed our very first Data Protection Coordinators to support the Group Data Protection Officer in 2020. Data Protection Coordinators make colleagues within their business unit aware of data protection issues. They also coordinate the way that data protection incidents are handled within their areas together with the Data Protection Committee and, if necessary, with the external data protection officer. They support and coordinate information procurement and the handling and documentation of data protection rules and requirements at a local level. This work might take the form of external assurance, own audits and general data protection documentation obligations, for instance.

The Data Protection Committee meets at least once per quarter. Through continual dialogue, we ensure that problems are identified and solved quickly. The individual committee members bring up topics from their departments to be discussed in the meetings.

On the initiative of the Data Protection Committee, additional actions were established for data protection and data security. New activities carried out in 2020 included updating and expanding the Group-wide data protection manual and revising our existing processes for handling data protection and information security incidents.

We immediately look into any complaints from supervisory bodies or external parties, take action to resolve them and inform the people affected. For reasons of confidentiality, we do not comment on data protection incidents.

Data protection site creates transparency for users

We have set up our data protection site → [Privacy at XING](#) for our users. The site tells our users what steps we take to protect their data comprehensively, where and how they can change their individual privacy settings, who to contact about data protection issues, and what updates have been made to data protection. We developed the website in consultation and coordination with the Hamburg Commissioner for Data Protection and Freedom of Information.

In addition to our Group data protection officer for New Work SE, there are separate data protection officers for each of the subsidiaries, such as Honeypot, InterNations and Prescreen, who are responsible for compliance with the EU General Data Protection Regulation. One reason for this is that the subsidiaries have different business models. These data protection officers work in close coordination with the Group data protection officer.

ANNUAL DATA PROTECTION REPORT 2020

The key activities of the Data Protection Report in 2020 were as follows:

1. Developing a new policy for remote working
2. Supporting a project to implement a cookie consent banner
3. Addressing the 'Schrems II' ruling made by the ECJ
4. Handling data protection-related incidents, complaints and inquiries from external parties that are significant for the Company as a whole

Further information can be found → [here](#)



Our IT: the definition of reliable.



Compliance

OUR AIM

Integrity and transparent business processes form the basis of responsible business management. Our focus here is on prevention: educating our employees and introducing appropriate internal standards and processes.

OUR GOAL

Our goal is to act with integrity, in accordance with the law, and in compliance with legislation. To this end we have established measures for preventing potential violations or identifying them early on. The Compliance Officer will investigate any cases where there are grounds for suspicion. To examine the case, the people involved will first be questioned, wherever possible. Working together with the HR department, the Legal department will then provide an assessment and recommend actions to the stakeholders responsible (Management Board, business unit management, CEO, People Manager). The Employee Committee will be informed of the outcome and decisions, and the stakeholders will take action.

Policies provide security

In addition to statutory requirements, we follow the recommendations of the German Corporate Governance Code as a guideline for good corporate governance. The German Corporate Governance Code provides recommendations and suggestions on managing and supervising companies listed on the stock exchange in Germany and is of great importance to

New Work SE. We publish online the joint declarations of conformity by the Management Board and Supervisory Board of New Work SE on the implementation of the proposals contained in Section 161 of the German Stock Corporation Act (AktG) concerning the → [German Corporate Governance Code](#).

Other points of reference include various internal policies for IT, purchasing, booking and billing travel, IT security, reviewing contracts, acting as an authorized representative of the Company, and using powers of attorney. The policies may be viewed by all employees on the intranet and serve as guidelines for their daily work.

Whistleblowing tool allows for anonymity

As a measure to prevent violations, we introduced a whistleblowing tool in December 2017 which employees can use to report suspected violations – anonymously if necessary. Each reported incident is evaluated by the Chief Compliance Officer in cooperation with our Legal department. If it is found to be justified, the behavior will be prosecuted under labor and / or civil law. In 2020 we received one report through our whistleblowing tool, which was investigated and then rejected as having no merit.

The → [Code of Conduct](#), which we adopted in 2019 and which serves as a guide to our day-to-day actions, is a key component of our compliance system. It helps us to act with integrity in our daily business and avoid risks to the Company.



**NEW WORK SE FOCUS
IN THE DATA PROTECTION
AND COMPLIANCE
ACTION AREA**



A detailed and carefully formulated risk management system enables us to prevent and tackle internal risks and violations.

Any breaches of this Code of Conduct, pertinent law, or internal rules and guidelines will always be dealt with, irrespective of the person's rank and position within the hierarchy and no matter how important a business partner is. With business partners, this penalty may lead to the termination of our business relations with them. When it comes to employees, we will review the potential consequences under labor law. We reserve the right to initiate criminal proceedings as and when warranted.

Risk management supported by software

We take risk management very seriously in the interests of our stakeholders. Our risk early-warning system allows us to quickly identify and systematically deal with existing risks while keeping the Management Board, Supervisory Board and shareholders fully informed about the Company's risk exposure at any given time. We have a network of risk managers who ensure that efficient work processes are consistently followed.

Furthermore, each individual employee is required to actively avert potential damage to the Company by notifying their respective risk management contact at New Work SE in the event of risks in their area of responsibility or indications of other existing or potential risks.

We also implemented a software solution which fully covers and controls the risk management process. This involves the central distribution and management of tasks, the consolidation of the risk reports from the individual New Work SE companies or business segments, online evaluations and ad-hoc reports as well as an archive function.

THE NEW WORK SE CODE OF CONDUCT

We have decided to make compliance with the Code of Conduct a voluntary commitment. The code sets out New Work SE's key values, basic convictions and visions and lays the foundation for additional specific guidelines and regulations.

The Code of Conduct seeks to provide our employees with guidance and prevent undesirable actions. This also means that we act in a way that is responsible, ethical and shows integrity. This expectation extends to third parties like business partners and suppliers so that our company's reputation is not harmed.

The New Work SE Code of Conduct comprises the following areas:

- Integrity
- Equal treatment and non-discrimination
- Data protection and information security
- Avoiding conflicts of interest
- Protecting company property
- Conduct with users, customers and business partners
- Fair competition
- Confidentiality





ENVIRONMENT ACTION AREA

In our view, responsible corporate governance also extends to looking after the environment and its natural resources. Here, we focus mainly on employee mobility as well as energy consumption by our internal and operational business.



**NEW WORK SE FOCUS
IN THE ENVIRONMENT
ACTION AREA**



Our new home in Hamburg's HafenCity. New Work's headquarters will move here in the fall.

OUR AIM

Fighting climate change and minimizing its effects is the main task for our generation and all subsequent generations. Knowledge of the connections between economic, societal and ecological processes is one of the key principals of New Work. That is why our company mission also refers to treating the environment with respect and making careful use of natural resources. As a non-producing business, we have two perspectives on our ecological responsibility. Firstly, we want to make our contribution to sustainable protection of the climate and nature and reduce our emissions as much as possible. Secondly, we want to use our pioneering position in the field of New Work to target our influence on society in order to make businesses in all sectors more aware of ecological issues.

OUR GOALS

In order to meet our targets, we have set ourselves the task of reducing carbon emissions as far as possible in the period 2017 to 2020 and implementing compensation measures as well.

Our focus here is primarily on our two largest sources of CO₂ – staff mobility and energy consumption both internally and as part of business operations. These two top fields of action apply to most companies with digital business models and were confirmed by a benchmark analysis in 2019.

OUR ACTIONS

**Staff mobility during COVID-19:
Video streams replace business trips**

2020 saw a drastic reduction in the number of business trips due to COVID-19. Figures can therefore not be compared with the previous year. Most emissions from flights came from the January 2020 kick-off in Valencia, Spain (see special graphic, page 49). All flights were offset during 2020 (see section below).

Even before the COVID-19 pandemic hit, we had sensitized our employees to considering whether a flight was truly necessary before booking. We therefore added an extra sentence to our Travel Policy requiring each member of staff to check if the meeting can take place via video conferencing instead of travel. We also added this requirement in our booking tool for business travel. As a company that practices the New Work philosophy, we trust in independent employees who act responsibly and with environmental awareness.

The most effective way to avoid flying was the use of video conferencing, which we had introduced even before the start of the pandemic. Video conferencing equipment is provided for employees in almost all our meeting rooms so that virtual meetings between colleagues at different locations can be easily organized. Each of our employees can access video conferencing on their own laptops, meaning they can take place via virtual meeting rooms.

Our company-wide Code of Conduct, introduced in 2019 (more info on page 43), also contains a commitment to respecting the environment and to making our staff aware of such issues. In order to inform our users and customers about climate issues, they are featured in our XING Klartext and XING Talk journalistic formats that enjoy a wide reach. Discussions covered topics such as the advantages and disadvantages of electric cars, or imposing stricter climate action requirements for businesses. Our new format Zukunft.machen, which started in November (see page 31), also regularly addresses environmental topics.

In addition to reducing air travel, we also want to minimize carbon emissions generated by the daily commute of our employees. In this area too, the 2020 figures cannot be compared to previous years due to the extensive use of the home working option throughout the company.

We are continuing to subsidize monthly public transport tickets for our employees. In 2019, almost 70 percent of our employees at locations in Hamburg – about 700 employees each month – made use of the subsidized public transport ticket. As a result of the COVID-19 pandemic in 2020, there has been a reduction in the use of the subsidized HVV ticket to 542.

Based on an initiative launched by our Employee Committee, we introduced a Germany-wide cycle-to-work scheme in late 2019 through Jobrad.org, which encourages our employees to increase their use of green transportation. Each employee can select their ideal model from numerous providers. The number of leased bicycles increased to 93 bicycles in 2020.

And finally, our sales staff doesn't use company cars, either: they travel by public transport, something that is quite unusual in sales. Rail travel is booked via the Deutsche Bahn's business portal which offers carbon neutral options. Given the restrictions imposed by the coronavirus pandemic, these trips were replaced by more and more virtual meetings, especially in the second half of 2020.

Further measures for reducing energy consumption

We want to do more than just reduce carbon emissions by making more use of environmentally friendly modes of transport and avoiding business trips. We have also analyzed operational energy consumption at each of our locations in order to determine what measures we can implement locally to reduce carbon dioxide emissions.

EMPLOYEES ABSTAIN FROM FLYING FOR BUSINESS TRIPS

Evelyn Hofgräff, Employee Committee, on increased environmental awareness among staff

"The environment is an increasingly important issue for our employees. Via our internal feedback tools, we are receiving many questions and requests regarding environmental issues such as sustainable business trips, recycling, sustainable products and energy-efficient office spaces.

Many members of staff avoid traveling by plane for business trips, instead taking the train or pushing to eliminate traveling altogether by further developing an efficient remote infrastructure. The support of our colleagues enabled us to compensate for all of our carbon emissions generated by our kick-off event in Valencia and all flights taken in the course of business. The Employee Committee's bike leasing initiative has also proved very popular, further reducing the ecological footprint of the commute to work.

Our employees are also concerned with making their everyday activities in the office more environmentally friendly. Demands for better recycling or more efficient use of energy were met at the start of the year with measures such as the provision of new bottle banks. These initiatives are reflected particularly well in the energy-efficient design of the future New Work SE offices.

How important environmental issues are to employees even outside of the workplace can be seen in 2020: A group of employees has regularly taken part in the "Fridays for Future" demonstrations and organized their own internal communication channels."



Our offices in Hamburg, Berlin, Munich, Vienna, Zurich, Barcelona and Valencia, as well as the servers in one of our two data centers in Amsterdam are powered by green energy. We are currently working on opening a dialog with the provider of the second data center in order to make them aware of green energy sources. Once the current contract comes to an end, we intend to put the use of renewable energy sources into our requirements profile.

Environmentally friendly buildings, now also in HafenCity

The buildings we rent comply with the latest standards and applicable legal frameworks. The New Work SE headquarters in Hamburg has been certified in accordance with the standards set by the German Sustainable Building Council (DGNB e.V.). Since the landlord does not provide us with a statement of running costs until June of the following year, the effects of COVID-19 on the figures will not be available until 2021. This report refers to the values from 2019.

When searching for our new headquarters in Hamburg that we intend to move into in mid-2021, sustainability was a key factor in our choice of location. We are therefore pleased to have found a building in Hamburg that carries the HafenCity ecolabel. In preparation for the move, we will be giving careful consideration to issues such as sustainable business practices (reuse of furniture, technology, etc.).

Resource conservation measures: sustained effect in everyday office life

To save paper and thus resources, we made the decision to supply our employees’ pay slips exclusively in digital format from 2019. This was made possible thanks to the introduction of a new employee tool. The paper that we do use in our German offices is purchased exclusively from certified suppliers. For example, all of our Hamburg offices use “Extra Copy pro nature” paper, which has been awarded the Ecolabel and comes in climate-neutral packaging.

Digital signatures will also be introduced at all sites. We are currently reviewing the organizational and legal framework and possibilities for this project.

In order to recycle the hardware we use and thus avoid generating more carbon emissions, we make sure that our used equipment is disposed of properly by returning it to the manufacturer or retailer at the end of its useful life or donating it to companies with whom we work as part of our CSR commitment, such as the Hacker School. We also have recycled laptops, mobile devices, monitors and conference phones. We continue to use all non-recycled devices internally.

Compensation for flights and buildings

Although there are certain emissions that we can reduce, there are also some that we are unable to reduce at the present time. In 2018, with the intention of becoming carbon neutral, we decided to offset the carbon emissions of our workforce at our head office in Hamburg. We did this by supporting climate action projects. This involved calculating our CO₂ emissions which we ultimately offset by funding well-known global climate projects.

The carbon compensation we pay for our flights helps to fund various climate protection projects, such as this forest conservation project in Brazil:

→ [Forest protection project, Portel, Brazil](#)



2,116t¹⁷
 carbon emissions generated by business activities at the Hamburg headquarters¹⁸ were offset, thereby supporting climate protection projects in Brazil.

Since 2019, we have also offset the emissions caused by all flights taken by employees of the New Work Group. These are recorded and aggregated via various travel booking tools. In doing so, we support projects according to the gold standard. This is the strictest standard for offsetting emissions, and it has been developed by the WWF in collaboration with environment and development experts, and scientists. The standard aims to ensure projects are suitable from a climate and developmental perspective.

The emissions offset to date for both corporate emissions and air travel emissions can be tracked on the → [ClimatePartner](#) site.

We offset the flight emissions of our employees' flights to the kickoff event in Valencia in January 2020 via Atmosfair. Further, all event tickets transacted via XING Events can be purchased in a way that generates low carbon emissions. This is achieved by adding a small amount to the cost of each ticket.

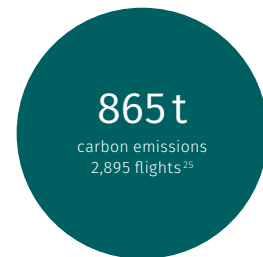
Carbon emissions by flight route^{21,22}

New Work SE annual kickoff meeting in Valencia (Spain), January 2020

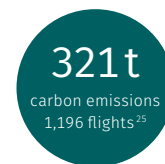
Origin	Destination	Number of flights	Carbon emissions in tons ²³
Hamburg	Valencia	1,478	500
Munich	Valencia	396	110
Vienna	Valencia	378	146
Lisbon	Valencia	94	23
Lisbon	Porto	94	6
Paris (CDG)	Valencia	77	16
Madrid	Valencia	55	3
Madrid	Berlin (TXL)	52	18
Paris (CDG)	Berlin (TXL)	41	7
Paris (CDG)	Vienna	27	5
Other		203	33
TOTAL		2,895	865

Flight emissions: Kickoff vs. business travel

Kickoff²⁴ 2020



Business travel²⁶ 2020



2,375t

of carbon emissions generated by business air travel of all employees²⁰ were offset in 2018 to 2020 by supporting climate protection projects¹⁹ in Brazil and Cambodia.



This drinking water initiative in Cambodia was also launched with the help of "ClimatePartner", who help us to offset our carbon emissions:

→ **Clean drinking water, Kompong Chnang, Cambodia**



¹⁷ Consideration of carbon emissions at the Hamburg site from 2018 to 2019; the figures for 2020 were not available by the time the report was published and will be calculated and compensated for retrospectively.

¹⁸ Main location Hamburg/Dammtorstraße

¹⁹ Carbon emissions and compensation are calculated according to the Gold Standard via ClimatePartner

²⁰ All flights of New Work SE employees, except for the flights of our Honeypot subsidiary

²¹ CO₂ calculation via Atmosfair according to VDR standard (German Travel Management Association)

²² One person, one route, from origin to destination

²³ CO₂ calculation according to the VDR method (German Travel Management Association)

²⁴ CO₂ calculation for kick-off meeting via Atmosfair

²⁵ Number of flights equals number of segments: One person, one route, from origin to destination

²⁶ CO₂ calculation for business trips via ClimatePartner

GRI CONTENT INDEX

The report was prepared **in accordance with** the GRI standards

Disclosure	Description	Page references and comments
GRI 102: GENERAL DISCLOSURES 2016²⁷		
Organizational profile		
102-1	Name of the organization	Company profile, page 1
102-2	Activities, brands, products, and services	Company profile, page 1; Society, page 25 ff; Products and services, pages 33 ff
102-3	Location of headquarters	Imprint, page 54 → Hamburg, Germany
102-4	Location of operations	Company profile, page 1 → https://www.new-work.se/en/about-new-work-se
102-5	Ownership and legal form	Company profile, page 1; Annual report (Management report) page 41
102-6	Markets served	Company profile, page 1; Products and services, pages 34 ff
102-7	Scale of the organization	Company profile, page 1; Employees, page 19; Annual report (Management report) page 51 ff;
102-8	Information on employees and other workers	Employees, page 19
102-9	Supply chain	Products and services, page 37
102-10	Significant changes to the organization and its supply chain	No significant changes
102-11	Precautionary principle or approach	Code of Conduct New Work SE → Data protection and compliance, page 42 f
102-12	External initiatives	CSR goals and strategy: contribution to SDGs, page 12 f; Employees, page 21 f; Data protection and compliance, page 42
102-13	Precautionary principle or approach	CSR goals and strategy, page 11
Strategy		
102-14	Statement from senior decision-maker	Message from the CEO, page 4
102-15	Key impacts, risks, and opportunities	CSR goals and strategy, page 9
Ethics and integrity		
102-16	Values, principles, standards, and norms of behavior	CSR mission statement, page 3; Employees, page 18
Governance		
102-18	Governance structure	CSR goals and strategy, page 8; Annual report (Declaration on corporate governance) → https://www.new-work.se/en/investor-relations/corporate-governance/
Stakeholder engagement		
102-40	List of stakeholder groups	CSR goals and strategy, page 11
102-41	Collective bargaining agreements	No information available.
102-42	Identifying and selecting stakeholders	CSR goals and strategy, page 11
102-43	Approach to stakeholder engagement	CSR goals and strategy, page 11; Employees, Employee Satisfaction, page 18; Society, Events, pages 26 ff; Products and services, page 37; Data protection and compliance, pages 41 f
102-44	Key topics and concerns raised	CSR goals and strategy, Stakeholder dialogue, page 11; Employees, page 18
Reporting procedure		
102-45	Entities included in the consolidated financial statements	Annual report (Consolidated financial statements), page 99 → New Work SE entities/Harbour for, inside cover
102-46	Defining report content and topic Boundaries	CSR goals and strategy: Materiality analysis, pages 8 f
102-47	List of material topics	CSR goals and strategy: Materiality analysis, pages 8 f
102-48	Restatements of information	No new wording relevant for reporting

²⁷ The year defines the year of publication of the GRI standard.

Disclosure	Description	Page references and comments
102-49	Changes in reporting	None
102-50	Reporting period	About this report, page 2 → 01.01.2020 to 31.12.2020
102-51	Date of most recent report	About this report, page 2 → 26.03.2020
102-52	Reporting cycle	About this report, page 2 → annually
102-53	Contact point for questions regarding the report	Imprint, page 54
102-54	Claims of reporting in accordance with the GRI Standards	About this report, page 2 → This report has been prepared in accordance with the GRI standards.
102-55	GRI content index	GRI Content Index, pages 50 f
102-56	External assurance	External assurance: Statement of the auditor, page 52 f
GRI 103: MANAGEMENT APPROACH 2016		
103-1	Explanation of the material topic and its Boundary	CSR goals and strategy, pages 8 f
103-2	The management approach and its components	CSR goals and strategy, pages 8 f → For details see key topics
103-3	Evaluation of the management approach	CSR goals and strategy, pages 8 f → For details see key topics
GRI 200: ECONOMIC TOPICS		
NW-IM	Innovation management	Products and services, page 35 → New Work SE's own key figure
NW-NMW	Growth in use and membership	Products and services, page 34 → New Work SE's own key figure
GRI 300: ENVIRONMENTAL TOPICS		
GRI 302: Energy 2016		
302-1	Energy consumption within the organization	Environment, pages 46 ff
302-2	Energy consumption outside of the organization	Environment, pages 46 ff
302-4	Reduction of energy consumption	Environment, page 47
GRI 305: Emissions 2016		
305-2	Energy indirect (Scope 2) GHG emissions	Environment, pages 46 ff → Energy consumption, offices, data centers
305-3	Other indirect (Scope 3) GHG emissions	Environment, pages 46 ff → Carbon emissions, data centers and business travel
305-5	Reduction of GHG emissions	Environment, page 47 → Actions
GRI 400: SOCIAL TOPICS		
GRI 401: Employment 2016		
401-1	New employee hires and employee turnover	Employees, page 23
401-3	Parental leave	Employees, page 23
GRI 404: Training and Education		
404-1	Average hours of training per year per employee	Employees, page 22 → To be disclosed in the 2021 report (data collection in 2021)
GRI 405: Diversity and Equal Opportunity 2016		
405-1	Diversity of governance bodies and employees	Employees, page 19
Disclosure of material social issues		
NW-MZ	Employee satisfaction	Employees, page 18 → New Work SE's own key figure (Abbreviation in German language)
NW-WLB	Work-life balance	Employees, page 19 → New Work SE's own key figure (Abbreviation in German language)
NW-FA	Proportion of women in management	Employees, page 23 → New Work SE's own key figure (Abbreviation in German language)
NW-KH	New work know-how Increase the size of the vote at the New Work Award	Society, page 26 (Abbreviation in German language)
GRI 418: Customer Privacy 2016		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Data protection and compliance, pages 40 f → No substantiated complaints concerning breaches of customer data during the reporting period.
GRI 419: Socioeconomic Compliance 2016		
419-1	Non-compliance with laws and regulations in the social and economic area"	Data protection and compliance, pages 40 f → No fines and violations for non-compliance with laws/regulations during the reporting period.

EXTERNAL ASSURANCE

Independent Practitioner's Report on a Limited Assurance Engagement on the Group's non-financial reporting

TO NEW WORK SE, HAMBURG

In accordance with our engagement letter, we have performed a limited assurance engagement on the disclosures in the non-financial statement of New Work SE, Hamburg, for the period from January 1 to December 31, 2020.

RESPONSIBILITIES OF THE EXECUTIVE DIRECTORS

The executive directors of New Work SE are responsible for preparing and presenting the non-financial statement in consideration of the principles stated in the Standards of the Global Reporting Initiative (GRI criteria) and in accordance with the principles in the "CSR-Richtlinie-Umsetzungsgesetz" (CSR-RUG). This responsibility includes the selection and application of appropriate methods as well as the use of assumptions and estimates for individual disclosures considered as part of our limited assurance engagement which are reasonable under the circumstances. In addition, the executive directors are responsible for such internal control as they have determined necessary in the course of properly preparing and presenting the non-financial statement.

INDEPENDENCE AND QUALITY CONTROL OF THE AUDIT FIRM

We are independent in accordance with the provisions of German commercial and professional law, and we have fulfilled our other professional responsibilities in accordance with the requirements of these provisions.

Mazars GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft applies the German legal provisions and professional pronouncements for quality assurance, in particular the Professional Code for German Public Auditors and Chartered Accountants and the quality assurance standard of the German Institute of Public Auditors (Institut der Wirtschaftsprüfer, IDW) regarding quality assurance requirements in audit practice (IDW QS 1), which are consistent with the International Standard on Quality Control 1 issued by the International Auditing and Assurance Standards Board (IAASB).

PRACTITIONER'S RESPONSIBILITY

Our responsibility is to express a limited assurance conclusion on the non-financial statement, based on the assurance engagement we have performed. We conducted our assurance engagement in accordance with the International Standard on Assurance Engagements (ISAE) 3000 (Revised): Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by the IAASB. This Standard requires that we plan and perform the assurance engagement to obtain limited assurance as to whether any matters have come to our attention that cause us to believe that the Company's non-financial statement for the period from January 1 to December 31, 2020, has not been prepared, in all material respects, in accordance with the requirements of CSR-RUG and the GRI criteria.

In a limited assurance engagement, the evidence gathering procedures are more limited than in a reasonable assurance engagement and therefore less assurance is obtained than in a reasonable assurance engagement. The assurance procedures selected depend on the practitioner's professional judgment.

Within the scope of our assurance engagement, we performed amongst others the following assurance procedures and further activities, mainly on a sample basis:

- Obtaining an understanding of the structure of the sustainability organization and of the stakeholder engagement
- Assessing the design and implementation of systems and processes for identifying, processing and monitoring disclosures, including data consolidation
- Inquiries of personnel involved in the preparation of the non-financial statement regarding the preparation process and the underlying internal control system.
- Analytical evaluation of selected disclosures in the non-financial statement
- Evaluation of the presentation of the selected disclosures regarding CSR performance

CONCLUSION

Based on the assurance procedures performed and assurance evidence obtained, nothing has come to our attention that causes us to believe that the disclosures in New Work SE's report for the period from January 1 to December 31, 2020 has not been prepared, in all material aspects, in accordance with the legal requirements of CSR-RUG and the GRI criteria.

INTENDED USE OF THE ASSURANCE REPORT

We issue this report on the basis of the engagement agreed with New Work SE. The limited assurance engagement has been performed for purposes of New Work SE and the report is solely intended to inform New Work SE about the results of the limited assurance engagement.

LIMITATION OF LIABILITY

This report is not intended as a basis for (financial) decision-making by third parties of any kind. Our responsibility is solely toward New Work SE. We do not assume any responsibility toward third parties.

Hamburg, March 12, 2021

Mazars GmbH & Co. KG
Wirtschaftsprüfungsgesellschaft
Steuerberatungsgesellschaft

Dirk Driesch
Wirtschaftsprüfer
[German Public Auditor]

Kai Michael Beckmann

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Our social media channels

<https://nwx.new-work.se/>

(New Work Experience)

Twitter: [NEW_WORK_SE_IR](#)

(Information and news related to the capital markets)

Twitter: [NewWork_SE](#)

(Topics and news related to the Company in general – German only)



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