

# Sustainability Policy



## Sustainability Policy

- 1.0 Philosophy**
- 2.0 Business Principle**
- 3.0 Core Values**
- 4.0 Integration of Values**
  - 4.1 Health and Wellness
  - 4.2 Environment
  - 4.3 Transparency
  - 4.4 Co-Prosperity
- 5.0 Future Goal**

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## 1.0 Philosophy

At FootfallCam, we develop our human resources and technological resources into creating superior people counting devices with quantifiable accuracy. We believe in the transparency of our products, and our actions in order to maintain the trust between our stakeholders, and the company. We have translated this vision into **four** core values and have aligned our actions and business practices by it. These **four** core values are what drive our sustainable growth and define the road of our business.

At FootfallCam, we are providing businesses with valuable footfall data that will allow them to create informed business decisions, while also providing a quantifiable means of the accuracy of those data. We believe that businesses enriched with knowledge through quantifiable and innovative means of footfall data will be the driving success factor.

Vision
Enriching businesses with knowledge through quantifiable and innovative means of receiving footfall data.

## 2.0 Business Principle

In accordance to our vision, FootfallCam abides by the following business principles.

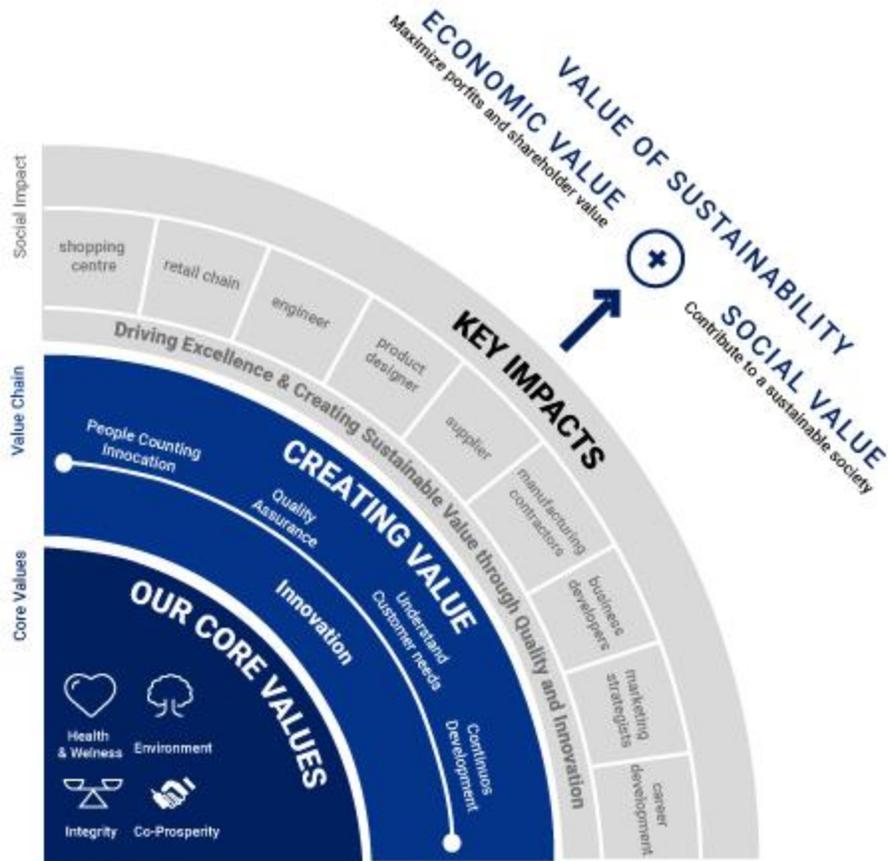
1. We comply with laws and ethical standards in every aspect of business.
2. We care for the environment, health, and safety of all.
3. We believe in equal opportunity, for both our employees, and within our community.
4. We provide a communicative environment, both internally and externally, for the betterment of our product development, and for the trust of our customers.

## 3.0 Core Values

Core Values	Description
 Health and Wellness	Our company is only a company with its talented employees. At FootfallCam, we are dedicated to providing our employees a wealth of opportunities for them to grow,
 Environment	FootfallCam continuously monitors the trails of our carbon footprint. We are striving for a cleaner energy usage, and minimising the trails of carbon footprint.
 Integrity	Trust is the most integral factor of success for FootfallCam. At FootfallCam, we are an open book and are constantly improving communication channels. Our every action is guided by a moral compass that ensures fairness, respect for all stakeholders and complete transparency
 Co-Prosperity	Our business is only successful with our employees and customers. We create prosperity and opportunity for people in local markets and on a global scale.

## 4.0 Integration of Values

FootfallCam aims to create integrated values from our business principles. FootfallCam aims to simultaneously create economic values and societal values. Economic value will be quantified through a maximisation of profits and shareholder values. The societal values will be quantified through a total accumulation of all impact generated by both direct, and indirect causes and serves as a resource to usher in a better future for the growth of FootfallCam. Driven by our core values, we have planned and developed our business accordingly. We strive to deliver innovative product and services that can contribute to a broad range of segments of society along the value chain that can create economic, social, and environmental value. The financial and non-financial impact, the economic and societal impact that we exert on our community is frequently monitored so that we can maximise positive impacts while minimising negative impacts. With this pioneering approach in operating our business, we fulfil our social responsibility through means of creating products and services that contribute to a sustainable future, while also better positioning ourselves to maximise new opportunities and challenges.



## 4.1 Health and Wellness

FootfallCam cares for the wellbeing and health of employees and community very seriously. From providing a sufficient time for paid leave, to company retreats. We are putting our principles into practice internally and externally.

Our approach to ensuring the health and wellness of our community is as follow:

Affiliated Party	Goal	Current Status
 Employees	Support underprivileged areas through the development and accessibility of technological infrastructure	Provides equal pay, equal job opportunity to all employees regardless of demographics. All employees are given the same IT equipment regardless of position within the office.
 Society	Improve economic situation through ease of access to footfall technology to determine demographics and demands	Established research and development centre in Malaysia and Germany. Currently looking for a venue to establish development centre in Bangladesh.
 Manufacturing Factory	Ensure safe work environment and assist in economic development of local communities	Continuous investment in research and improvement of workplace and manufacturing factory Continuously upgrading existing materials used.

FootfallCam believes that with the goals above in play and integrated with our business practices, we will able to retain talented employees while also continuing developing new updates to our people counting solution. FootfallCam aims to complete all the goals listed above through the target date established, and with any fallacy encountered throughout the progression of the objective will be reviewed.

In order to ensure that FootfallCam are on track with the goal of accomplishing the above, FootfallCam review the goals of sustainability, the feasibility, viability, and the current status quarterly per annum. The methodology of survey is as follow:

- Employees**  
 For employees targeted sustainability goal, FootfallCam administers an anonymous survey to all employees quarterly questioning their attitude of workplace environment, as well as holding an individual meeting with each employee on current satisfaction level with job scope and workforce environment.
- Society**  
 FootfallCam is expanding its territory. FootfallCam believes that through expansion of premises, FootfallCam will be able to provide job opportunities to foreign countries that does not have equal job opportunities, regardless of demographics such as gender, sexual orientation, and race. Subsequently, through job generation, FootfallCam will be able to improve the community of its operation with enhanced cash flow and revenue stream.
- Manufacturing Factory**  
 FootfallCam continuously invests in research and development of our products, as well as the manufacturing facility. We perform risk and safety assessment monthly in determine work force standards and operational improvement that will create a safer manufacturing environment.

## 4.2 Environment

FootfallCam continuously monitors the trail of carbon footprint we leave behind through production, marketing, and dissemination. FootfallCam strives for a cleaner energy usage and is constantly working on minimising the trails of carbon footprint.

Our approach to ensuring the betterment of the environment in our operations in as follow:

Impact	Description	Action
	Reduce Carbon Footprint through carbon emission	FootfallCam have adjusted the method of process for aluminium, which is used as the casing for all FootfallCam devices. We prioritised the aluminium that are smelted to use hydroelectricity as opposed to fossil fuel. We have engineered our manufacturing process to reincorporate scrap aluminium and thus, we have reduce the carbon footprint associated with the aluminium closure of FootfallCam.
	Developing highly energy efficient product	FootfallCam is developed to be highly energy efficient with minimal energy consumption. A standard counter of FootfallCam requires a power of less than 5 voltages. Additionally, the FootfallCam is highly intelligent and will enter idle mode based on the operating hour set by the user prior to installation.
	Remove toxins from manufacturing and recycling process	FootfallCam continuously monitor the material used in the production of the people counter, as well as recycled materials. FootfallCam removes toxins found from our manufacturing and recycling process, which protects our employees and keep pollutants out of the land, air, and water.
	Paperless documentations	FootfallCam have imported all of the documentations, ranging from user guides to marketing materials online in order to reduce paper wastage from printing.

The standard FootfallCam sets for the health of our environment, employees, and users are far beyond than what is required by law. We have a dedicated toxicologist that rigorously analyses the safety of materials through data provided from our own environmental testing lab. The lab run tests such as inductively coupled plasma mass spectrometry, electromagnetic radiation with a wavelength of 9 nanometres, and responds to frequency of 20 exahertz. The lab also runs fluorescence spectroscopy, laser-induced breakdown spectroscopy, and ion and gas chromatography. If any issues were found in hour during the testing process, we will cease all production using the current material, and re-evaluate our choice of base production.

## 4.3 Integrity

FootfallCam holds itself firmly to stringent standards in transparency and accountability. FootfallCam leads its innovative and pioneering entrepreneurship in an effort to maximize corporate value.

Our approach to transparency in our actions is highlighted in the table below:

Affiliates	Information	Communication Channel	Strategy
 Customers	Data Integrity Product Usage Communication	Blogs Call Centres Social Media	FootfallCam developed video verification process in order to provide customers with a quantifiable means of determining whether the data they receive are accurate. FootfallCam also regularly disseminates information through social media.
 Local Communities	Economy Revitalisation Volunteering	Local Volunteer Blogs Local Colleges Local SMEs	FootfallCam support local SME through investment in their businesses and distribution channels. FootfallCam support local communities and SMEs in other countries through reseller distribution channel.
 Investors	Risk Management Information Distribution Economic Outcomes	Blogs Newsletters Workshops Webinars	FootfallCam aims to have a stable profit generation in order to reassure our investors of our functional development. This is achieved through a continuous output of new features and developments being made to our product.

FootfallCam ensures transparency in product deliverance, promotional material, and stakeholder investment through a neutral third party legal counsel reviewing all documentation prior to release. FootfallCam ensures that no promotional material released are unachievable. FootfallCam also continuously support local communities through our distribution program, which allow resellers to participate in the people counting industry with training, and marketing materials.

## 4.4 Co-Prosperity

FootfallCam cannot be successful unless it creates prosperity and opportunity for people in every local and global community in which we operate. We pursue co-prosperity with local communities, nations, and the whole of human society in line with our business philosophy to fulfil our role as a global corporate citizen. In particular, we recognise our employees as the most strategic business partners with whom we form mutually beneficial and trust based relationships.

Our approach to co-prosperity in our deliverance of service and products is as follow:

Plan	Action	Description
	Expertise and Diversity	We provide a systematic talent nurturing program for all our CS staff and assist them in becoming internationally-certified experts so that they can build on their expertise in their detailed job function
	Child Labour Prohibition	We reinforce the principles that any and all forms of child labour and forced labour be eliminated, all workers be entitled to a safe work environment, and the growth of microenterprises, the growth of small and medium enterprises be promoted
	Collegiate Recruit and Training	We provide numerous opportunities for apprenticeship through our collegiate training program. We believe in nurturing young talents and providing opportunities to youth for innovation and creativity in the development of our products.
	Health Promotion Training for Female Employees	We aim to improve the workforce environment for our female staffs throughout our research centre, manufacturing facilities, and operational centre. We are currently expanding support for maternal education for women and strengthen gender equality as part of our work culture.
	Mandatory Expertise Training	We provide a range of training programs that help employees build their capacity through digital training. We have independently developed the training program that cater to local needs in consideration of the cultural characteristics of overseas sites as a form of enhancing employee awareness regarding labour and human rights.

FootfallCam actively contributes to the prosperity of human life by conducting business activities that respect humanity and nature. We thoroughly review our employees and their capabilities, through this we will make necessary improvements to ensure that all employees expertise are equally valued, and their contributions are acknowledged. We routinely assess the work environment of our employees as a way to manage risks in consideration of the environment, human rights, and other sustainability aspects. We also continuously support our employees by building mutual competitive edge and growth.

In order to ensure the deliverance of co-prosperity in our workplace, FootfallCam uses the following measurements:

- Expertise and Diversity**  
 We recruit employees from all aspects of education in nurturing employees' talent. Employees are encouraged to hone their own specialised skill and disseminate the skill across all distribution channel. We regularly monitor this aspect of our employees through monthly performance review and also reward indicators such as bonus incentive.
- Child Labour Prohibition**  
 We ensure that all of our employees are well above the age of 18, and we ensure that our suppliers of spare parts and the source of our technological equipment are not proponents of child labour.
- Collegiate Recruit and Training**  
 We actively visit local colleges and universities and recruit prospective employees.
- Health Promotion Training for Female Employees**  
 We host in-house developed training courses for female employees on maternal aspect. Employees can freely choose to join the course as they wish at no extra costs.
- Mandatory Expertise Training**  
 Our resellers in our distribution program are expected to go through a mandatory expertise training session that trains them on employee awareness, employee rights, and human rights. We expect our resellers to uphold the same sustainable standards as we do. An evaluation is conducted on all reseller quarterly per annum to ensure that they are upholding our values.

## 5.0 Future Goal

Once a sustainable goal of FootfallCam has been recognised and achieved, FootfallCam will implement a new goal to work towards. FootfallCam is continuously developing new goals in order to improve sustainability and the wellbeing of the society as a whole. On the occasion that a newly implemented goal aligns with an existing goal, FootfallCam will add that into the sustainability policy and work simultaneously with the existing goal.

The following are the goals FootfallCam has planned for sustainability and hopes to implement:

Plan	Goal	Description	Completion Deadline
 Health and Wellness	Workplace Safety	Strengthen the inspection of labour environment for health and safety and expand management support	2020
	Economic Growth	Pursue technological innovation that meets social needs	2022
	Quality Education	Support individuals with strengthening their expertise	2025
 Environment	Preservation	Undertake local ecosystem preservation programs regularly	2018
	Renewable Energy	Develop a method of being able to reuse energy efficiently during the production process, and in routine business operations	2025
 Integrity	Uphold Ethics	Perform regular surveys to monitor employees' awareness on integrity and strengthen business management	2019
 Co-Prosperity	Enhance Employee Capability	Improve the quality of employee training programs and expand employment support	2018
	Job Creation	Continue to address income inequality by exploring customised customer service and creation of jobs in vulnerable regions	2020

As global corporate citizens, FootfallCam aims to create social value in a way to incorporate core values into our business practices. Notably, we pinpoint goals that are highly relevant to our businesses conduct and are consistently analysing our impact in achieving these goals based on mapping processes. We believe that our endeavours will surely contribute to resolving key issues that the global community faces.