



**★ STARIA**

**Sustainability report**  
**2020**

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# Overview of 2020

## A year of change and growth

Behind us, we have an exceptional year in many ways. In the beginning of 2020, the global pandemic hit and affected all of us, including Staria and our customers. Suddenly, we had a new reality to deal with and it made us rethink the way we work and figure out new ways of operating in an environment of uncertainty and ambiguity.

We are also fortunate that, despite the circumstances, we have several things to be thankful for. We've been proud to welcome Vaaka Partners on board as the majority owner of Staria to support in our continuous growth. During 2020, we also expanded our operations to new countries, Norway and Czech Republic. We are beyond excited to see the new opportunities that will arise as a result.

During the past year, we have also put increasing focus on one highly important theme, sustainability. We aim to find new ways of strengthening our position as an active corporate citizen, while bringing sustainability more visible in our field of business. As a professional services company, we help our customers thrive in the ever-changing digitalized world, by supporting them with solutions that help them in enhancing their business and reaching their own sustainability goals. With this we hope that we can make a difference and contribute to a more sustainable world.

In front of you, you have our very first sustainability report, that will give you a glimpse of how we view sustainability at Staria and what concrete measures we have taken regarding it. Despite the eventful year behind, we have taken some major steps in our sustainability work and will continue working on these topics going forward. We hope you enjoy the reading!

**Juha Tommila**

CEO, Staria



## Staria in brief

### Driving clarity and growth for modern businesses

Staria was founded in Finland in 2003 and the company is fully owned by its employees and Vaaka Partners. Currently we have over 300 specialists working in the service of Staria across Finland, Sweden, Norway, Estonia, Czech Republic, Romania and the Philippines. Our mission is to help companies grow with modern cloud technology and business driven solutions. Our service portfolio has been refined and developed in recent years, and currently our wide offering includes:

- Accounting Services
- Solution and Software Consulting
- HR & Payroll Services
- Robotic Process Automation

Instead of standard solutions, we strive to create new and better ways to solve our customers' work-related issues by providing clarity to their business and developing their processes to match the needs of the modern business environment. In our work, we are guided by transparency, innovation, enthusiasm and commitment. With the guidance of these values, we aim to provide services of the highest quality for our customers, whether it is an expert's insight, or the delivery of the right technology.

### Key performance indicators



Turnover  
**27 M€**

(2021 estimate)



Growth  
**+25 %**



Offices  
**12**



Personnel  
**300+**

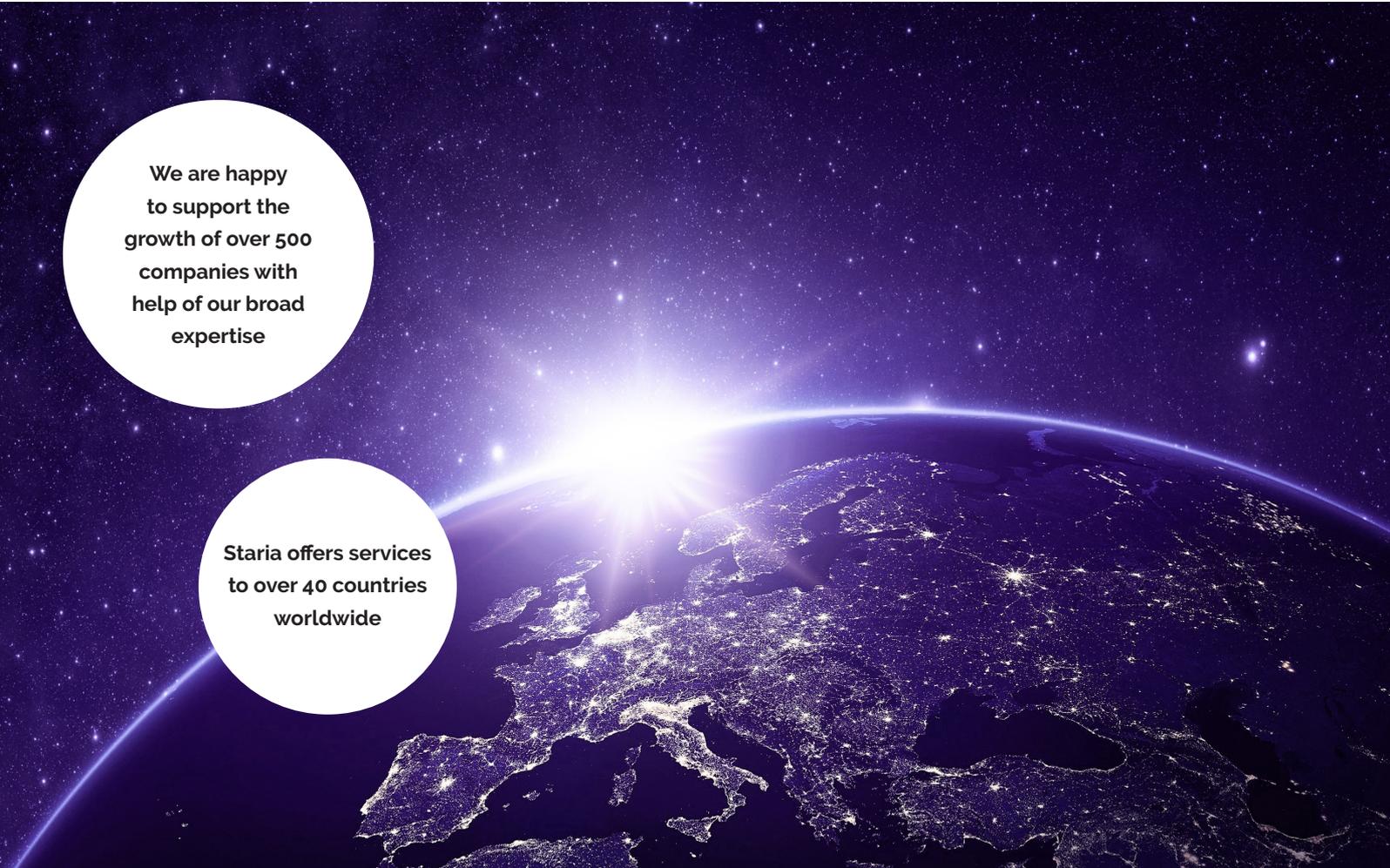


Customers  
**500+**

## Staria in brief

Today, we are proud to serve over 500 companies operating in a range of different industries. Our comprehensive industry experience has come from working with both traditional forest industry companies, expert companies, the retail chains of the catering industry and internationally growing IT companies. Staria is also the only company in Europe that can offer international accounting and enterprise resource planning services to over 40 countries through one assigned team.

We are also the leading NetSuite Partner in the Nordics and have received several NetSuite awards and acknowledgements. To name a few, we have been chosen as the NetSuite Solution Provider Partner of the year 2019 (EMEA) and received the NetSuite 5-Star Award five times. We see ourselves as an ambitious growth company, and the experience and know-how of our growing team of experts allows us to reach even more remarkable achievements, together with our customers.



**We are happy  
to support the  
growth of over 500  
companies with  
help of our broad  
expertise**

**Staria offers services  
to over 40 countries  
worldwide**

## Sustainability at Staria

Our sustainability thinking is composed of three main areas; social responsibility, governance and environmental responsibility, which form the abbreviation SGE in contrast to the traditional ESG approach. This describes our view on sustainability, where the key is happy and healthy employees, who enable the best possible services for our customers. Our services are built on quality and transparency, and we aim to act responsibly in everything we do. Meanwhile, we give our contribution to supporting the wellbeing of our environment and the surrounding society.

In our sustainability report, we give you an insight on how we view sustainability at Staria. We present highlights and projects from the year 2020 and view our plans and goals for 2021.

Our sustainability program and its progress is frequently kept track on by Staria's sustainability team, who together with our leadership team update the targets on a yearly basis. The sustainability work at Staria is led by Inessa Haaramäki ([inessa.haaramaki@staria.com](mailto:inessa.haaramaki@staria.com)).

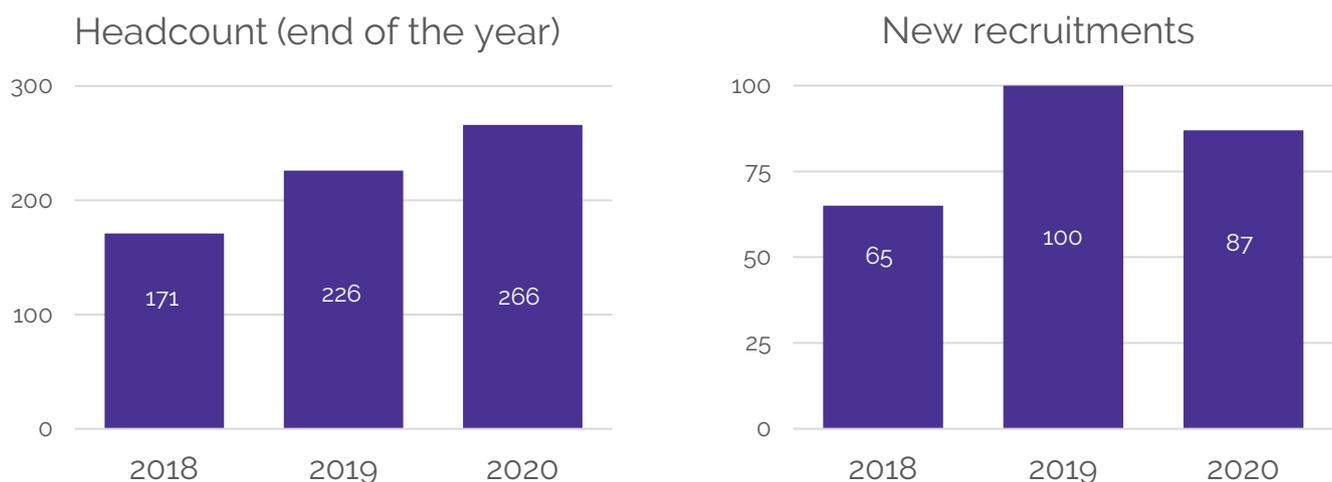


## People and work community

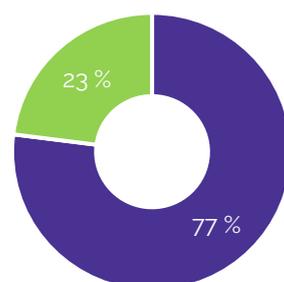
### Employee happiness is our highest priority

The wellbeing and health of Starians is the single most important thing for us, and the importance of it increases as we operate in an environment where growth and development are rapid. Therefore, we want to take care of our people, by enhancing the overall wellbeing, safety and health of our entire work community.

As the key to our success, we identify ourselves as a work community, where every individual is appreciated and supported, and opportunities for personal growth and development are offered. In the end of 2020, we also started a wide culture project, where we aim to crystallize Staria's values and culture, and build common ways of working with these as a strong base. The project is strongly carried out in collaboration with Starians, and we are bringing it into practice during 2021.



Gender distribution  
in 2020



■ Women ■ Men

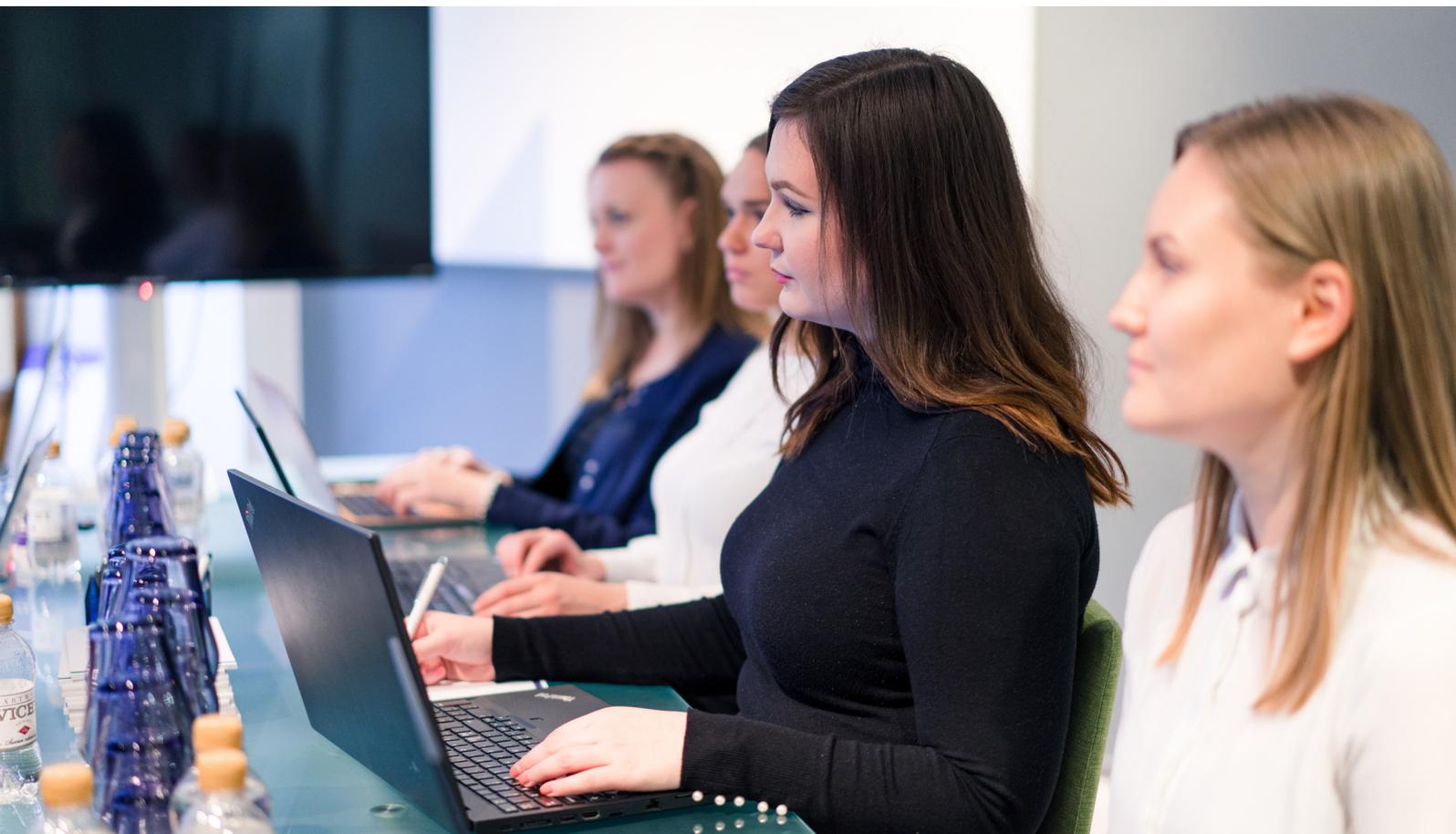
# People and work community

## Improving the Staria experience

We constantly work to further improve our employee experience and make our everyday life easier. We use a modern working model, which enables flexible remote work, contributing to a good work-life balance.

In 2020, we introduced monthly Pulse Surveys, measuring both employee and leadership satisfaction. We also conducted a larger Employee Satisfaction survey, Siqni, in 2020, with the aim to find out the most important topics for Starians regarding workplace satisfaction.

Inspired by the results of the survey, we have initiated e.g., the New Way of Working concept, which will further increase the ergonomics in remote work for all employees, by providing a selection of ergonomics equipment for the home office. The concept also builds on a previous project carried out in 2020, where we offered our people a chance to borrow or order remote work equipment for their home offices, as we moved to a strong remote working mode due to the pandemic. The project received highly positive feedback and we want to develop and refine the idea further.



# People and work community

## We support wellbeing in multiple ways

In addition to the new measures we have taken to improve wellbeing at work, we also support the everyday life of Starians by providing more traditional benefits, such as lunch support and recreational benefits. We actively collaborate with both occupational health care actors, HR-experts, team leaders and Staria's occupational health and safety representatives to further improve employee wellbeing.

“ Happy employees create happy customers

## Talent development and enabling interesting career paths

We want to support the learning and development of our people and offer them meaningful career development opportunities. So far, we have supported the updating of e.g., accounting, payroll and software related exams such as KLT and PHT amongst others. Based on the Siqni Employee Survey conducted in 2020, we have initiated a large-scale competence review in all business units. We will also launch a new training portal for all employees during 2021 to support both substance knowledge and working life skills. In addition, we will renew and further enhance our compensation and development program.

|                                             | What are we aiming for?                                                                                                                                                                                                                                                                                                  | Where are we right now?                                                                                                                                                                                                                                                     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>New Way of Working concept</b>           | With the New Way of Working concept, we aim support the everyday life of Starians. From a selection of remote working equipment, all Starians can choose products to support ergonomics at their home office. In addition, we offer internet connection for remote work.                                                 | We will start a pilot project in spring/summer 2021 and after this we will enroll all Starians for the project.                                                                                                                                                             |
| <b>Staria's Culture project</b>             | We want to create a strong culture that supports us in our growth and strengthens our Staria community. With the Culture project, we aim to crystallize our values and bring our culture closer to the everyday life.                                                                                                    | The Culture project started in the end of 2020 and will be brought into practice during 2021.                                                                                                                                                                               |
| <b>Employee and Leadership satisfaction</b> | Our goal is to continuously improve Starians' wellbeing and satisfaction at work. Also, we highly value quality leadership, and thus we want to get frequent data on these in the form of Monthly Pulse surveys.                                                                                                         | The first Montly Pulse Survey was sent out to all employees in October 2020, and we are continuing the trend going forward.                                                                                                                                                 |
| <b>Learning and development</b>             | To support Starians in their learning journeys, we want to provide them the best possible tools to increase and broaden their knowledge, both in terms of substance-related knowledge and other work life skills. Amongst other measures, we are planning to launch a new training portal for all employees during 2021. | We support competence development and updating of e.g., accounting, payroll and software related qualifications. Based on the Siqni Employee Survey conducted in 2020, we have initiated a large-scale competence review in all business units which will continue in 2021. |

## Responsible governance

### The core of our business is supporting our customers

As a partner for our customers, we are in a crucial position when it comes to supporting their sustainability work and accomplishing their position as a responsible actor in their own field of business.

Alongside offering reliable and high-quality services, we put substantial value on customer satisfaction. We strive to build long-lasting customer relationships based on mutual trust and open communication. By frequent customer satisfaction measurements, we strive to continuously improve our services according to the desires and needs of our customers. The continuous development is also visible in the growing use of digital solutions, such as robotic process automation and AI, where we take a responsible approach and view potential risks carefully.

“ We take care of both our customers' and Staria's financial responsibility and governance



### Information security and handling sensitive data

At Staria, we act confidentially by handling both our own and our customers' data and information responsibly according to our Data Protection guidelines. We require the same from all our partners and subcontractors.

In handling financial information, we are guided by precise and clear instructions and standards, and we are committed to following them throughout the whole organization. In the end of 2020, we also introduced an Information Security Training, which all Starians are required to complete on a yearly basis. We require a passed achievement from all employees, trainees, and subcontractors, who use Staria's email address.

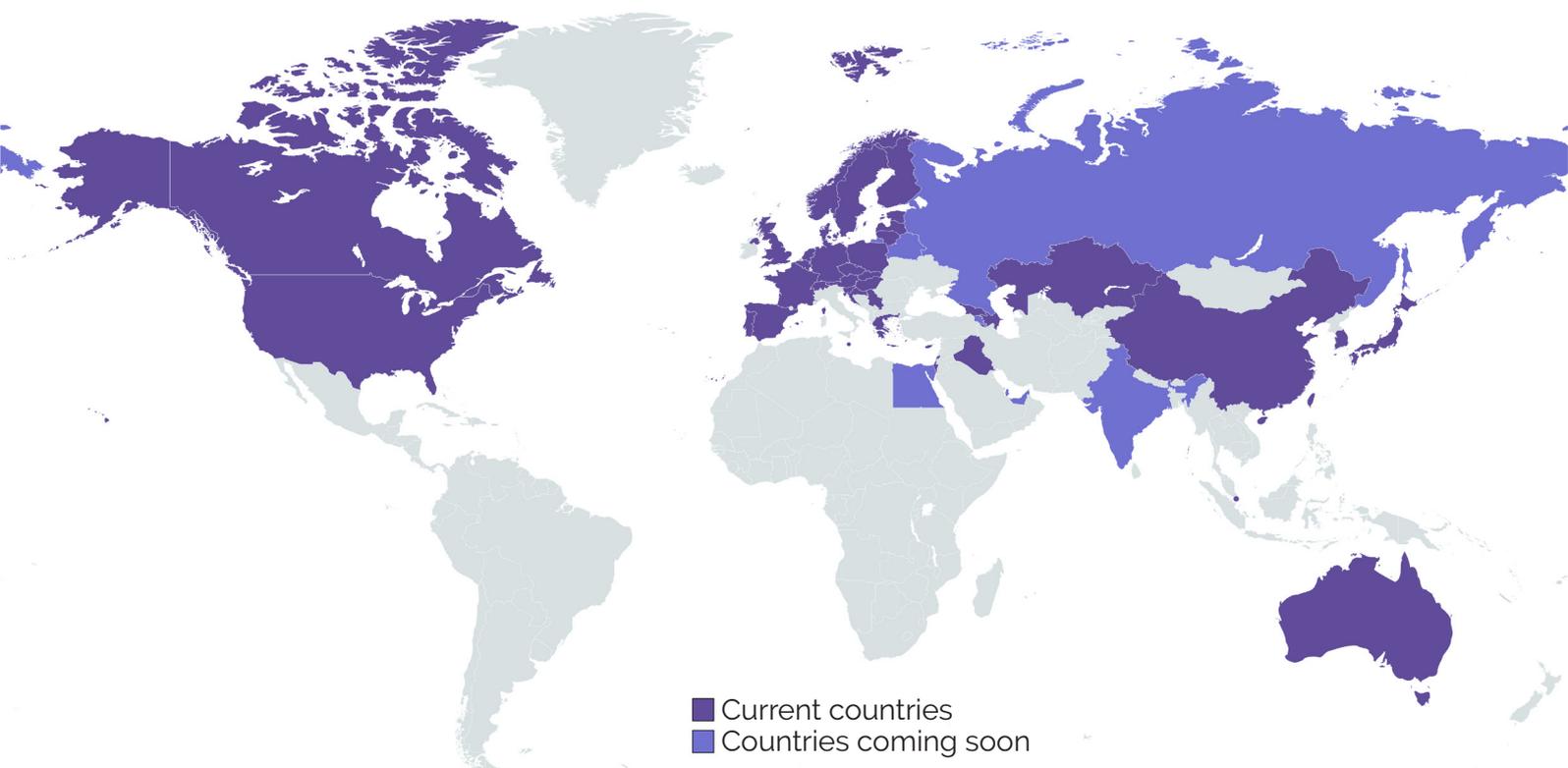
## Corporate governance

### We support economic growth and development both locally and globally

Our services support companies of different sizes in Finland and globally in over 40 countries. The services we offer are strictly guided by local laws and regulations, governmental policies, information security and protection, which further emphasizes the importance of responsible governance.

### Risk management and partnership network

Staria is exposed to risks that may arise from its operations and co-operation together with global subcontractors. As we operate in over 40 countries in collaboration with our local partners, the importance of understanding the related risks increases significantly. We have identified the countries which are exposed to prominent risks, and we address particular attention to these when considering the possibility to expand our services or start co-operating with a new partner. We validate our potential partners and subcontractors thoroughly before initiating a new partnership, with a particular focus on Anti Money Laundering (AML) and Know Your Customer (KYC) practices. Also, we do not co-operate with sanction-listed actors or non-cooperative jurisdictions.



## Corporate governance

### Actions against money-laundering, corruption and bribery

We approach anti-money-laundering, corruption, bribery and conflicts of interest very seriously, and we require compliance with strict ethical standards from all Starians, our subcontractors, partners, and customers. We react immediately if any deviations or suspicious actions are noticed. Moreover, Staria uses a fair competitive strategy and we do not engage in aggressive tax planning.

### Responsible actions through quality leadership model

With the help of a clear leadership model our communication and decision-making is transparent and responsible on all organizational levels, and we continually want to improve our processes in order to increase these. During 2021, we will also launch our Code of Conduct policy, which will further crystallize our ethical guidelines.

|                                             | What are we aiming for?                                                                                                                                | Where are we right now?                                                                                                                                                                                                                            |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Whistleblowing System</b>                | With the help of a Whistleblowing System, we aim for even more efficient risk management by having an easily accessible and low-barrier system in use. | By the end of year 2021, we will implement a Whistleblowing System according to EU's Whistleblowing directive.                                                                                                                                     |
| <b>Partner Auditing and Risk Management</b> | We have comprehensive and standardized risk management guidelines for all countries, where Staria operates through partners.                           | We have recognized country-specific risks on a general level, and we are continuously developing separate process descriptions for all countries, where all country-specific regulations and information requiring special attention are included. |
| <b>Code of Conduct</b>                      | Our ways of working and ethical guidelines are collected in our Code of Conduct, which is easily accessible for all Starians.                          | Staria's Code of Conduct will be launched during year 2021.                                                                                                                                                                                        |
| <b>Measurement for sustainability</b>       | Our goal is to determine clear ways to measure sustainability and the projects around it. We will continue the development of these during 2021.       | We use a general roadmap for the various sustainability related projects and initiatives, both ongoing and upcoming.                                                                                                                               |

## Environment and society

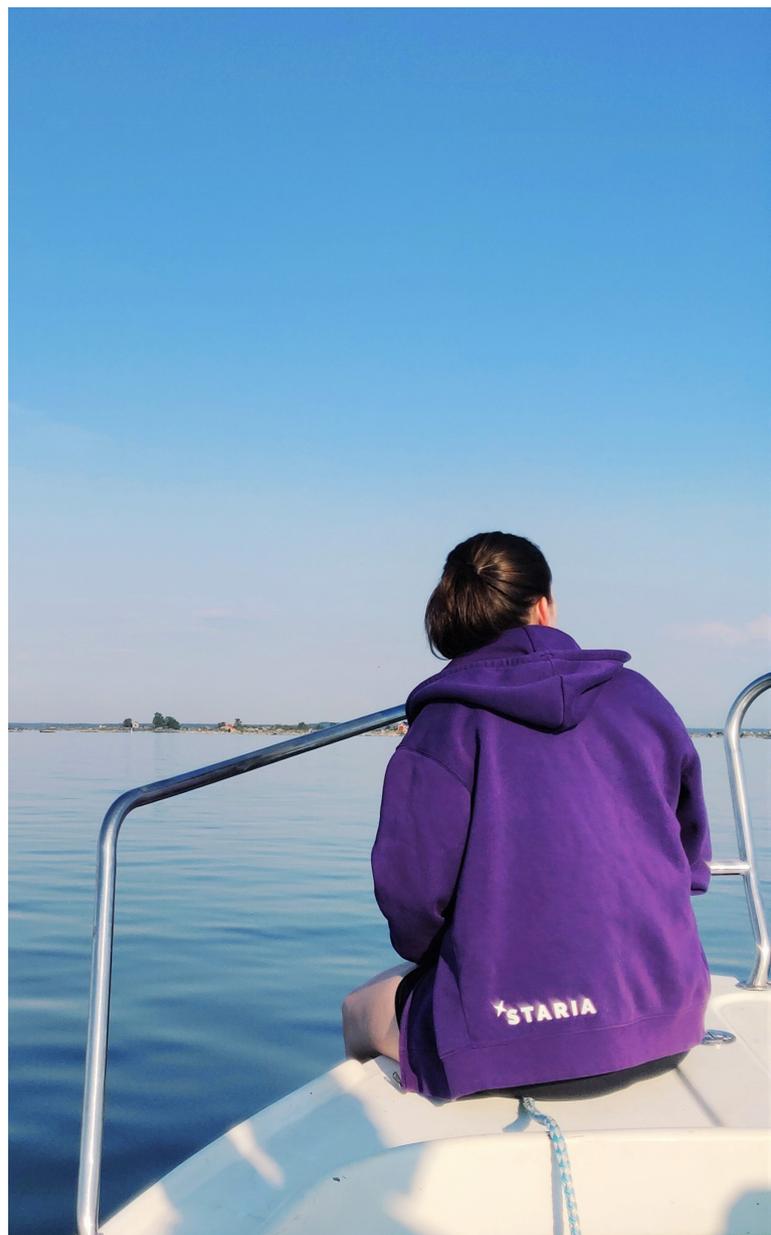
### Modern and flexible solutions

By using digital solutions, we operate in a completely paperless environment, enabling us to reduce our environmental impact. We also encourage our customers to adopt more modern solutions and advancing their sustainability thinking both in terms of environmental and governance aspects.

Remote work has been part of our everyday life at Staria even before the pandemic, but during 2020, we moved to a stronger remote working mode to ensure a safe working environment for everyone. Working remotely has further reduced commuting to and from the offices, and Starians have the possibility to choose the working mode that suits themselves the best. Regardless, we aim to work flexibly by also considering the wishes and needs of our customers. When commuting or traveling, we prefer using public transport.

### Strengthening employment in Finland and abroad

We aim to strengthen employment in both Finland and abroad by opening new jobs. This is possible thanks to both Staria's and our customers' successful growth. In addition, we offer students a fairway to working life through our Trainee program, and we aim to offer as many of them a chance to continue working with us after completing their trainee period.



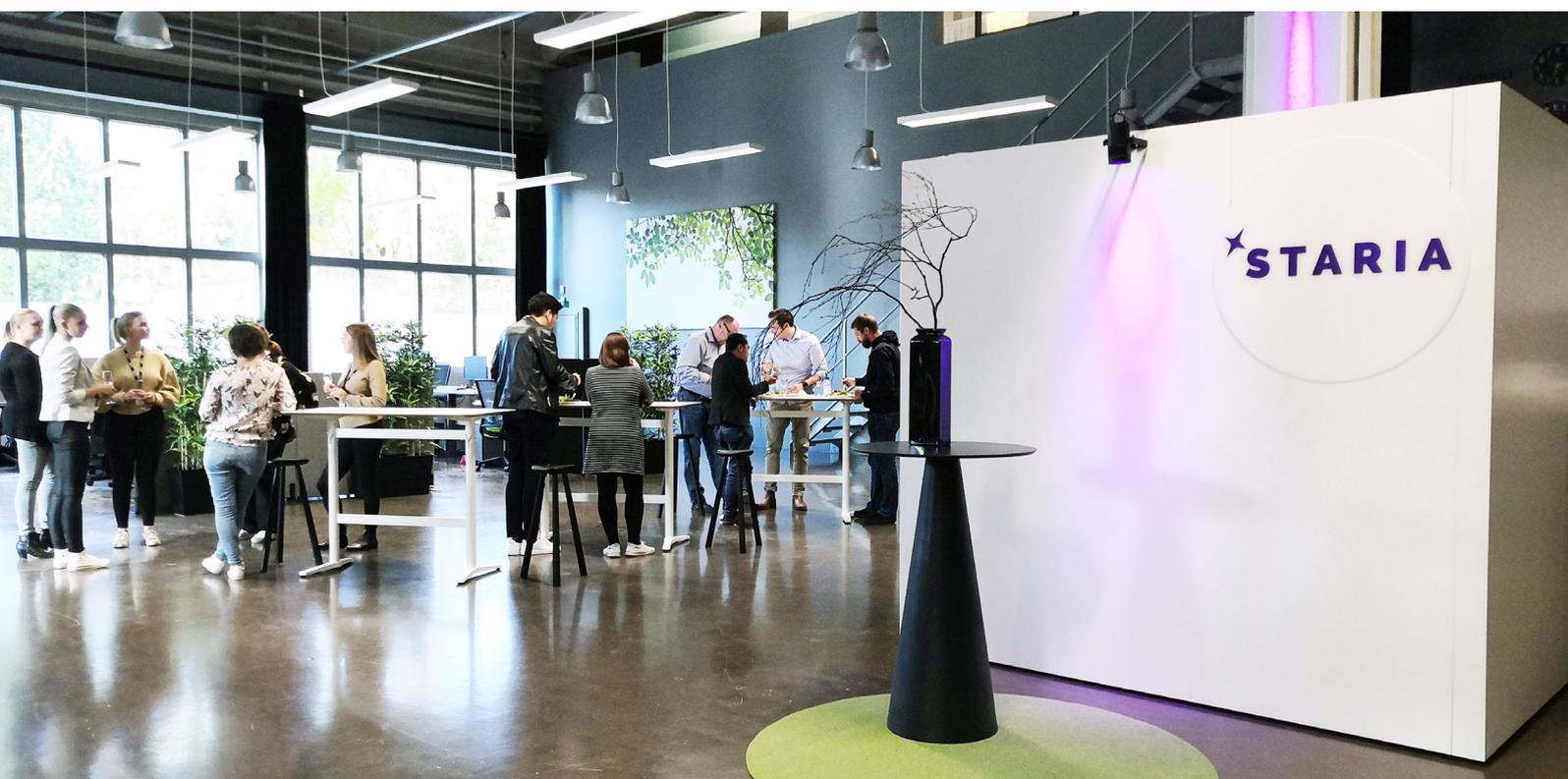
## Environment and society

### Office premises

We have functioning recycling systems at our offices, according to the recycling capacity of the premises. We also use internal recycling of electronics and other working equipment. We have also opened the dialogue about sustainability and office efficiency with our landlords for Staria's main offices, and in 2021, we aim to use primarily wind energy, or other renewable energy form in as many of our offices as possible.

“ We consider the environmental impact of our business and recognize our role as a responsible actor in the society.

|                           | What are we aiming for?                                                                                                                                                                                                                                                                            | Where are we right now?                                                                                                                                                                                                                                                                                       |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Office efficiency</b>  | In addition to recycling and promoting use of renewable energy, we consider sustainability at the offices when thinking about moving premises or renovating the existing ones. Here we aim to prefer locally produced products. Old furniture are either recycled or sold by using sales services. | Staria's main offices have functioning recycling functions. We have also opened the dialogue about sustainability and office efficiency with our landlords for Staria's main offices, and in 2021, we aim to use primarily wind energy, or other renewable energy form in as many of our offices as possible. |
| <b>Company car policy</b> | Staria considers the sustainability angle in choosing company cars.                                                                                                                                                                                                                                | So far, we have aimed to choose company cars with restricted emission rates. From May 2021 onwards, all new company cars will be either hybrid or fully electrical.                                                                                                                                           |





 **STARIA**

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