

# Hornbill Corporate Governance



Hornbill is the No. 1 Enterprise Solution in Europe for ITSM, Service Desk & Customer Self Service. More than 350 customers and 34,000 analysts use Hornbill solutions to manage service delivery and workflow automation every day. We have the highest Net Promoter Score™, best support, adoption rate and customer relationship in the industry.

The market demands performance like no other time in IT's history. We excel across every metric that matters. Our proven technologies go head-to-head against any solution in the market and ensure support teams across every business function have the innovation and automation they need at their fingertips.

Our proven technologies fit perfectly into the Service Desk, ITSM, ESM, Workflow Automation and ITOM landscapes. Our ethos is simple – make our customers life at work better.

From our inception in 1995, Hornbill has grown to be a recognised technology leader in each

market it operates in. Throughout our growth, our focus on technology and our team has been in harmony. In short, our team is Hornbill, our product innovation set the leap forward for other vendors to follow.

We have refined and honed our processes and SaaS management practices over the last two decades and are the reason why our employee tenure is x3 industry norm (and growing), we have the highest customer NPS in the industry at +80 and our growth is +60% CAGR and increasing year on year.

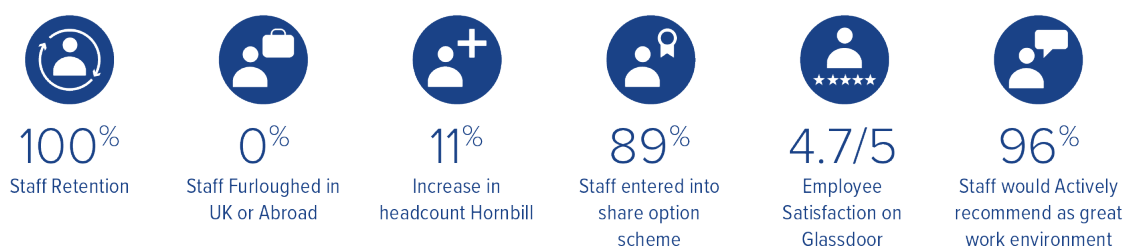
## Team Hornbill

Hornbill has 58 employees, with an average employee tenure of 9.9 years and rising. 7 of our team are based outside of the UK. Across Canada, Australia, and mainland Europe.

Our employee satisfaction remains exceptionally strong, with more than 50% of employees reviewing Hornbill on the Glassdoor platform

(<https://www.glassdoor.co.uk/Reviews/Hornbill-Reviews-E1012202.htm>). On Glassdoor our employee brand has a 4.7 / 5 rating, 96% would recommend the business and a 96% approval rating of CEO showcasing our brand to prospective talent and underlining the positive culture of the business.

### Staffing



### Progress made in 2020 with Team Hornbill

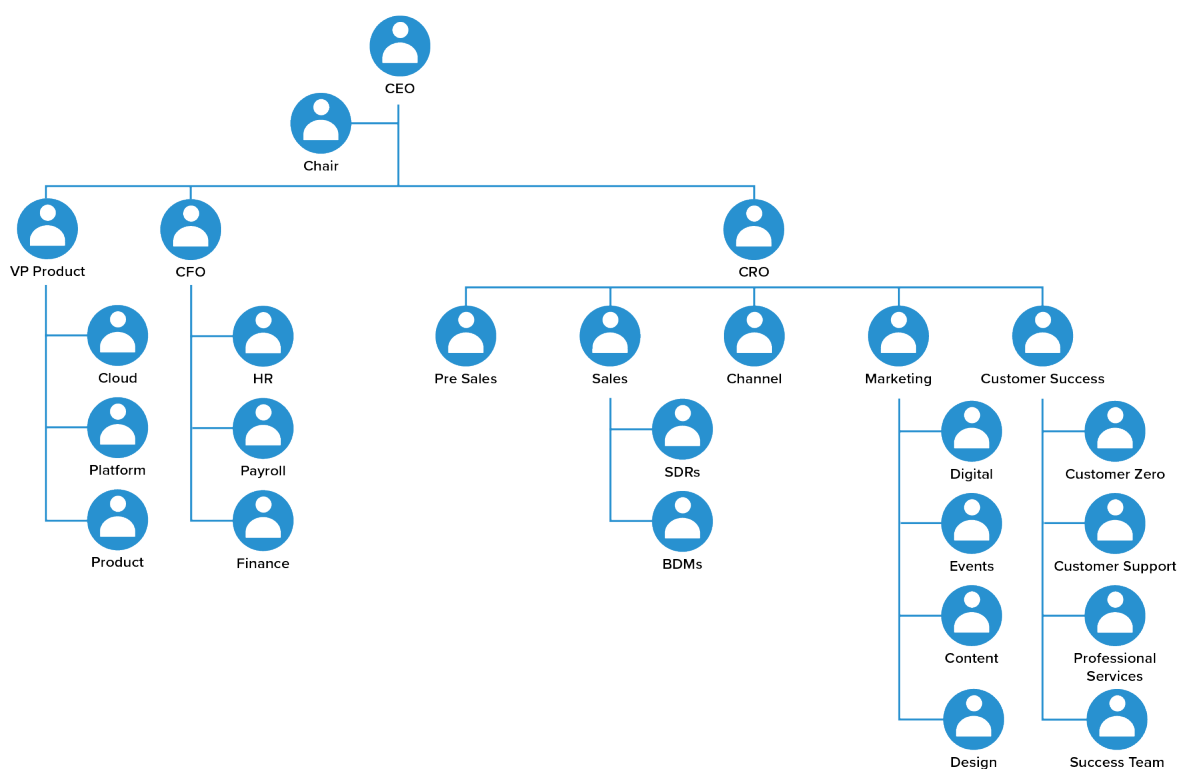
In 2020 the board announced to the business intention of rolling out employee share option scheme and enacted in July 2021.

## Organisational Structure

Company has seen significant expansion of our solution beyond IT within our existing customers as well as with new customers. While our go-to-market strategy has been focused on providing our solutions to IT, the capabilities of our Platform have created demand for business process automation outside of this niche, this is

primarily driven by our no-code/low-code environment which enabled non-technical people to design and automate business processes within their organisation.

Hornbill is wholly owned, organically funded at is growing at circa 60% CAGR.



## Governance: Quality Management

Hornbill operates a comprehensive set of quality standards across its operations, including but not limited to Cyber Essentials, ISO 27001, ISO 27018 and ICO Tier 2.

As a key part of our CSR framework, Hornbill ensures its supply chain complies to the latest ISO standards as our own ISO 27001 extends into supply chain management and governance.

In 2020 Hornbill reduced its carbon footprint by 15.7 tonnes of CO<sub>2</sub> and reduced energy consumption by 15,000 kWhs. Hornbill's Cloud Infrastructure Ecosystem complies with ISO 14001:2015 (the latest ISO standard for Environmental Management Systems), ISO 50001:2011 (the latest ISO standard for Energy Management) and complies fully with ISO 27001, 22301, 9001:2015, 45001 and OHSAS 18001, SOC1 Type 2 and SOC Type 2, as well as PCI DSS.

## Health and Safety

Hornbill complies with all requirements under the Health and Safety at Act 1974 and in compliance to these standards, operates a Health and Safety Policy which sets out seven key requirements which all Hornbill employees must comply with.

The Health and Safety requirements and guidelines are set out in the Employee Handbook which is accessed via the company's internal wiki.

## Equal Opportunities

We are proud of our track record on creating a positive work environment for all our employees. It is one of the key reasons why our employee tenure is three times greater than the industry average and rising, and why our employee score on Glassdoor is an exceptional 4.7/5.

We confirm that we have a comprehensive equal opportunity policy that complies or exceeds the following legislation: The Sex Discrimination Acts 1975 and 1986; The Race Relations Act 1976; The Disabled Persons Employment Acts 1944 and 1958 and the Equal Pay Act 1970 and Equal Pay Amendment 1983.

Hornbill actively fosters, cultivates, and preserves a culture of diversity, equality, and inclusion.

We recognise that our best ideas, and ability to effect organizational change, depends on our people. They are individuals, with different life experiences, knowledge, inventiveness,

innovation, self-expression, and unique capabilities. The collective talent they invest in their work, stands out in our culture, our reputation, and our company's achievements.

We embrace and encourage our employees' differences in age, colour, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, and other characteristics that make our employees unique.

The success of Hornbill as an organisation depends upon the effective use of the abilities of each of our employees. The company is committed to providing equality and fairness for all recruitment applicants and employees and not to discriminate against anyone because of their gender (including sex, marital status, and gender reassignment), race (including ethnic origin, colour, nationality, and national origin), disability, religion, belief, or age.

In addition, Hornbill will not discriminate against anyone who is associated with another individual who is protected under equality legislation. We oppose all forms of unlawful and unfair discrimination. All employees will be treated fairly and with respect. Selection for employment, promotion, training, or any other benefit will be based on aptitude and ability. The company is also committed to preventing discrimination of any type against its employees by third parties like suppliers, clients, and the public.

The responsibility for upholding this commitment is shared by, and is intended to benefit, every employee. Wherever it is practical, Hornbill will make any reasonable changes to the work environment or work

practices that prove necessary to ensure that employees with special needs, including those with a disability, are given the same opportunity as able-bodied individuals in fulfilling their roles effectively.

Breaches of our equality policy by an employee will be regarded as misconduct and could lead to disciplinary proceedings. If an employee has any concern, personal or otherwise, about discrimination, they should speak to the Human Resources Manager for confidential advice. Allegations of discrimination by an employee will be handled promptly, seriously and in confidence through the Hornbill Disciplinary Policy. Allegations of discrimination by a third party should be made to the Hornbill CFO as promptly as possible after its first occurrence

## Environmental Policy

The environment and our policy towards it, is the cornerstone of our Corporate Social Responsibility report. We confirm we have an

environmental policy in operation and that it extends into our supply chain and that we have a net zero carbon target by 2050 in operation.

### Energy

✓ 2050 Zero Carbon Commitment



**100%**  
of green energy  
used in new client  
data centres



**0.824**  
Days of 1 Wind  
turbine to power  
enterprise customer  
per year



**6**  
Green technologies  
used in data centres  
to reduce energy  
consumption



**15.7<sup>t</sup>**  
of CO2 saved



**15000<sup>kWhs</sup>**  
reduced energy  
consumption



**80.4<sup>kg</sup>**  
of CO2e footprint  
per enterprise  
customer

### Community



**850** pupils benefitting from IT  
equipment



**1** corporate sponsorship of national  
charity RSPB

Progress Made in 2020 with Environmental Progress.

## Sustainable Procurement

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Hornbill confirms that UK Enterprise Client data resides in Equinix Data Centre, which complies fully with the ISO standards listed. Equinix is a recognised as leader in green innovation for

data centres and managing six technologies to drive energy efficiency and sustainability: Adaptive Control Systems; Cold / Hot aisle containment; Energy efficient lighting; Fuel Cells; High temp chilled water set points and ASHRAE thermal guidelines.

Equinix joined data center operators and trade associations in committing to goals of the European Green Deal to achieve ambitious greenhouse gas reductions across the sector. The EU plans to use regulation to deliver on its goal to make Europe climate-neutral by 2050 and placed data centers at the forefront of this strategy.

Carbon footprint for Enterprise Clients based out of UK annually would equate to maximum of 80.4kg CO<sub>2</sub>e or 345 kWhs. We confirm the facility uses 100% Green Energy REGOs (Renewable Energy Guarantees of Origin) and environmental impact equates to 1 wind turbine running for 0.824 of 1 Day.

## Customer Snapshot

In the UK we currently provide ITSM / ESM services to 140 enterprises with circa 50% of these in the UK Public and Not For Profit Sectors.

61% of our customers are enterprise accounts with 34,000 users benefitting from Hornbill's innovation.

Customer Retention rates for the last three rolling 12 moth periods are 92% for Sept 2018-19, 87% for Sept 2019-20 and 95% for Sept 2020-21.

Zero Contracts have been terminated as a result of poor performance and zero contracts have triggered any form of service credits.