



Our view on sustainable investing in early B2B SaaS

February 2023

ESG is a necessary component in investing.



Create broader value to help **contribute to a more sustainable world**

Give purpose and **create loyalty amongst stakeholders** (customers, employees, investors)



Minimize risks and liabilities across portfolio (security risks, employee health, environmental...)

All in all, academic research shows that a focus on ESG also **yields financial benefits**





Ampli's ESG strategy on a page.

MAIN OBJECTIVE

"We support all UN sustainable development goals and actively promote #5, #8 & #13. We implement our ESG strategy in all aspects of our work; from **how we select** our new investments, **how we work** with our portfolio, and **how we contribute to the broader** investing community"



Support all UN SDGs and actively promote:



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HOW WE OPERATIONALIZE



Selecting our new investments.

Actively avoid high risk industries

ESG as lens in due diligence

- Risk/opportunity assessment
- Management willingness to improve
- Identification of any unresolved breaches/remarks
- Good governance practices



Working with our portfolio.

Implement best practice ESG framework to improve across:

- Strategy & responsibilities
- Processes & policies
- Key performance indicators

Work in structured manner with portfolio companies to move up the maturity ladder



Contributing to broader community.

Coaching female entrepreneurs & supporting female investor community

Open sourcing our ESG practices

Allocation of time and money into selected initiatives supporting focus UN SDGs

UN sustainable development goals.

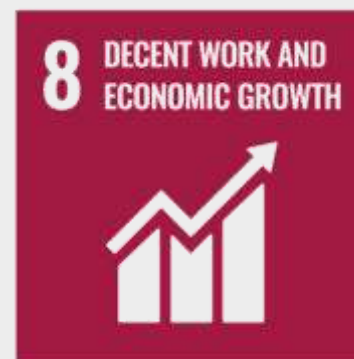
We support all UN SDGs in our investing...



...and make proactive contributions across selected SDGs



Promote **equality** in the **companies we invest in**, throughout the organisation including the management and Board of Directors; as well as in the **broader investing community**.



Invest in companies that **create new jobs** and ensure **fair employment agreements** and policies that follow local regulations.



Invest in cloud-based software companies that in it's nature leaves a relatively low CO2 footprint; help our companies to **track and mitigate their climate impact**.



Selecting our new investments.

We avoid high risk industries...

...and actively diligence ESG related risk factors

Highlights are just indicative to show how to use the framework

-  **Tobacco & non-pharma**
-  **Unlicensed gaming & private high interest lending**
-  **Adult entertainment**
-  **Arms & weapons**
-  **Fossil fuels**

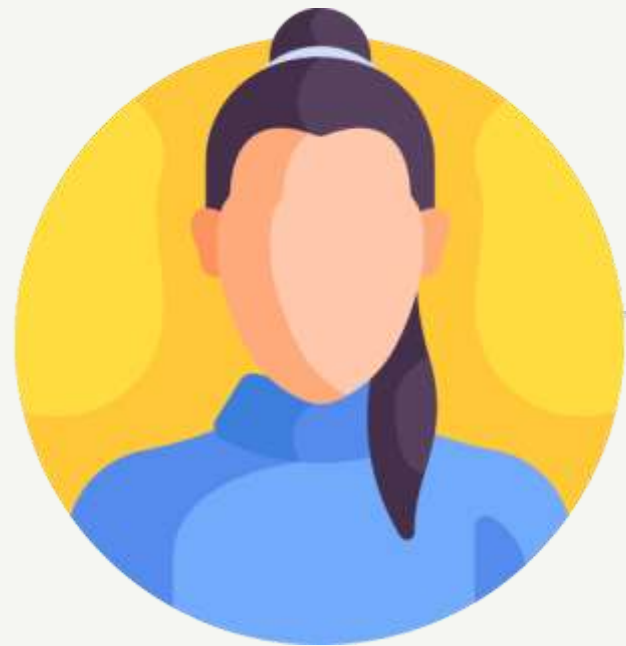
Category	Element	Assessment		
		Not sufficient	Partial	Good level
Strategy & ambition	• ESG risk/opportunity assessment & goals exists		Partial	
	• Business model is compliant with UN SDGs			Good level
	• ESG responsible in place	Not sufficient		
	• Management shows ambition to improve on ESG topics			Good level
Communication & training	• Mgmt. & BoD regularly discuss ESG goals		Partial	
	• Employees are regularly trained on ESG goals		Partial	
	• ESG goals are discussed with suppliers & customers	Not sufficient		
Breaches & remarks	• No unresolved remarks/breaches across security, privacy, employee health, tax, financial audits, corruption/bribery etc.			Good level
	• Employees are happy and low churn			Good level
	• Customers are happy and low churn			Good level
	• Mixed gender balance across operations, mgmt., BoD		Partial	
	• Low Co2 emissions per employee		Partial	
Policies & practices in place	• Security & personal data policies in place			Good level
	• Employee well-being/fair remuneration policies in place		Partial	
	• Diversity & inclusion policies in place	Not sufficient		
	• Whistleblowing mechanisms in place	Not sufficient		
	• Emission policies in place	Not sufficient		
	• Additional ESG policies in place		Partial	
Governance	• Key ESG goals tracked		Partial	
	• Good governance practices (SHA, owner's agenda, independent BoD etc.)			Good level

Working with our portfolio.

We actively work with our companies to improve ESG maturity...

	MVP (In place within first 3-6 months of Ampli ownership)	Developing	Target (Target position for all Ampli portfolio companies)
Responsibilities & strategy	ESG responsible: In place	Mgmt. & BoD comm's: Recurring cadence to discuss ESG status & progress	Customer & supplier comm's: Comm's on website and in customer/supplier dialogues
	ESG assessment: Risks & opportunities identified	Employee comm's: Trainings in place	
Processes & practices	Personal data practices/policies: (GDPR, Privacy, DPA etc.)	Employee wellbeing practices/policies: Work conditions, insurance, remuneration etc.	Emission practices/policies: Travel guidelines, emission offsetting etc.
		Diversity & inclusion practices/policies: Targets for hiring, inclusive behavior etc.	Whistleblowing mechanisms: In place
		Security & privacy: Annual security penetration testing & privacy assessments	Other company specific ESG policies
Key performance indicators	Employee attrition & satisfaction	# Privacy & security breaches	CO2 emissions per employee & amount offset
	Customer attrition & satisfaction	% females in company / mgmt. / BoD	Female / male pay gap (incl. adjustment for roles)
			Other company specific ESG targets

Contributing to broader community.



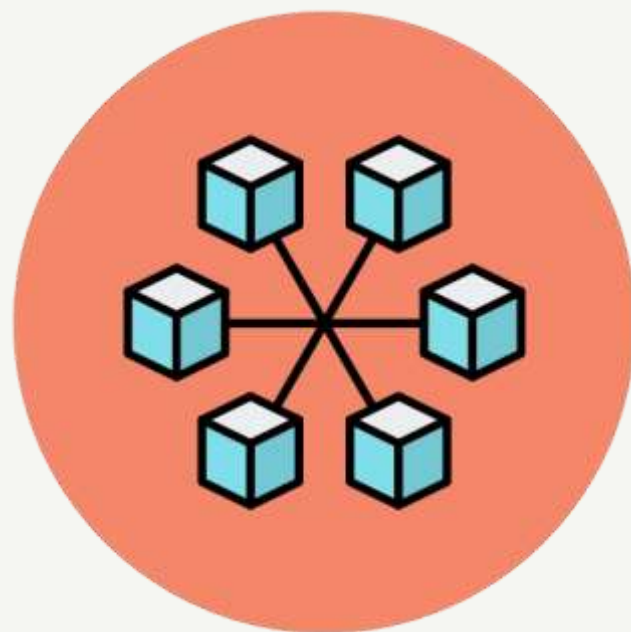
Promote female entrepreneurs & investors

We commit to making contributions to the Nordic community of female entrepreneurs and investors through organizing **networking sessions**, actively **facilitating connections to promote the success** of women, and offering our **coaching & sparring in topics close to Ampli's core** competences (e.g. strategy, capital raising etc.)



Allocate time & money in high impact initiatives

We commit to making contributions in the forms of time and money (whatever is the most impactful) in **selected initiatives that help to promote Ampli's focus areas within the UN Sustainable Development Goals** (#5 gender equality, #8 decent work & economic growth, #13 climate action)



Open sourcing our ESG practices

We commit to making our methodologies & practices in regards to ESG available to others in the investing community. By doing this we hope to provide **inspiration and insight into our work** on the topic, but also get **input in order for us to continue improving** in our own work.

About Ampli Ventures.



- Invest in **Nordic B2B SaaS companies**
- Look for companies with **ARR €0.5-5M**
- **Founder friendly** team with **experience**
- **Strong SaaS network** as sparring partners
- **Long-term horizon** in our investing

The team.



Adrian Iredahl, Co-founder

Many years experience from Bain & Company (Nordics & Silicon Valley). Advised leading technology firms and investors on growth strategy and M&A. Prior to Bain, worked with SaaS investing at Alfvén & Didrikson.

Loves working closely with management teams to add structure and strategic direction.

Contact: Adrian@ampli.vc



Hannah Meiton, Co-founder

Extensive experience from tech startups & SaaS. Previously CCO at Soundtrack Your Brand, VP Sales at iZettle & Sales Director at Meltwater. Active board member of e.g. Mentimeter, Insurely, Videoly & All Ears.

Loves to support leadership teams based on her operating experience.

Contact: Hannah@ampli.vc

+ Ampli is backed by pioneering SaaS funds and successful SaaS entrepreneurs that **commit time & expertise to support our investment companies**

→ **Contact us or learn more at www.ampli.vc**