

ENENTO GROUP PLC

Annual Review

2021

Building trust in the everyday.



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ABOUT THIS REPORT

Enento Group's reporting for 2021 consists of Annual Review, Board of Directors' Report and Financial Statements, Sustainability Review and Remuneration Report.



A future need of sustainability services in decision-making is growing

WE FOCUS ON SUSTAINABILITY IN ALL FRONTS. We are and want to be a sustainable employer and sustainable investment but also support our customers in making more sustainable decisions. Enento Group wants to be a leading provider of ESG services with a comprehensive range of sustainability services that companies can use for risk management, credit processes, procurement and customer management. The first ESG Report service for unlisted companies, which is already available in the Finnish market, will be launched in Sweden in 2022.

NET SALES 2015–2021

■ Reported, MEUR
■ Pro forma, MEUR



ADJUSTED EBITDA 2015–2021

■ Reported, MEUR
■ Pro forma, MEUR



NEW SERVICES SHARE OF NET SALES 2015–2021

■ Reported, MEUR
■ Pro forma, MEUR



▨ The method for calculating the share of new products and services has been changed from the financial year 2017 onwards so that the total sales of products launched during the past 24 months are included in the shares. For the financial years 2015 - 2016, the share was calculated as the net sales for products and services launched during the past 12 months added by the change in net sales for products and services launched during the preceding 12 months.

NET SALES

163,5

EUR MILLION

8,1%

NET SALES GROWTH

PERSONNEL

432

AVERAGE 2021

ADJUSTED EBITDA

59,1

EUR MILLION

Timeline 2021

MARCH	APRIL	APRIL	JUNE	JULY	JULY	OCTOBER	NOVEMBER
29.3. Annual General Meeting	1.4. New Business Area structure and Data & Analytics Unit	21.4. CEO Jukka Ruuska's notice to continue in his position until 31.10.2021.	24.6. Acquisition of an associated company Goava Sales Intelligence AB	8.7. New financial guidance for 2021	15.7. Jeanette Jäger will commence as the CEO of Enento Group on 1 January 2022	29.10. Gabriella Göransson as Director of Consumer Insight Business Area on 1.11.2021	1.11. Daniel Ejderberg as CIO on 1.2.2022
	12.4. Distribution of funds EUR 0,95 per share					Siri Hane as Director of Business Insight Business Area on 1.1.2022	

Changing the guard in a positive atmosphere

– the year ended with strong growth

Enento went through many changes last year, and there were also surprises in the operating environment. The demand for Enento's services grew, driven by the market's increasing need for data to maintain trust. Consequently, Enento had its tenth consecutive year of profitable growth in 2021. During this ten-year period, CEO Jukka Ruuska together with his highly capable team developed the company to great effect. After Jukka Ruuska, Elina Stråhlman continued as CEO for an interim period to the end of 2021, until Jeanette Jäger started her CEO post in January, 2022. In this interview, Elina will review the past year and Jeanette will share her thoughts about the future.

The past year was characterised by the prolonged pandemic. How did it affect Enento's operations?

Elina: The changing COVID-19 situation required various measures to promote health security among our personnel and customers while maintaining the Group's business operations. The markets were surprisingly favourable, with consumer demand recovering in all of our market areas. On the whole, the financial situation of companies was stable during the year. Governments provided financial support to industries that suffered from the pandemic-related restrictions, which reduced their need for financing. This meant that the demand for our risk management services did



not grow like it usually does in times of instability. The pandemic-related increased activity in the real estate market was also an interesting phenomenon.

Enento aims to achieve 5 to 10 per cent annual average net sales growth and adjusted EBITDA growth exceeding the net sales growth rate. A further goal is to increase the share of new services. To what extent were these goals achieved last year?

Elina: Our performance was excellent and we achieved our targets. Our net sales increased in line with our long-term targets, growing from EUR 151,3 million in the

previous year to EUR 163,5 million in 2021, an increase of 8,1 per cent. Our adjusted EBITDA increased by 9,5 per cent to EUR 59,1 million. We also made good progress in new services development, with share growing to 7,3 per cent of net sales.

Jeanette: The key figures for 2021 are really excellent. Everyone at Enento performed very well, which puts us in a good position to move forward.

There were also many changes within the Enento organisation during the year. How did they affect the Group's operations?

Elina: It really was an eventful and busy year. At the beginning of April, we streamlined our organisational structure by going from four business areas to three and establishing a new Data & Analytics unit. With this change, our consumer information services and business information services were structured in separate business areas, while the digital processes business continues with its previous service offering. We continued the active development of new services and capabilities, including our significant investment in a common Nordic service platform. We also made an investment in expanding our service offering by acquiring a minority stake in Goava Sales Intelligence AB. At the same time, we agreed on terms for subsequently acquiring a majority stake in the company. In addition to the change of CEO, we also had other changes in personnel in our Executive Management Team. Our performance shows that we adapted to the changes successfully and maintained a high level of service quality while looking ahead at future success. It was a very busy year, so I am pleased to note that, according to the personnel survey, job satisfaction among Enento's personnel has remained high. The changes in the organisation have been favourably received.

The development of sustainability is one of the fastest-growing trends in your customer industries. How was that apparent in 2021?

Elina: Sustainability is at the core of what we do. Our services enable our customers to make better and more sustainable decisions. We focused on developing sustainability service offering as well as our own sustainability. When it comes to service development, we are a forerunner in sustainability in our industry, and we intend to maintain that position. For example, the ESG Report service that is already available in Finland will be launched in Sweden in 2022. We also took steps to improve our sustainability and achieve our target towards net zero emission in 2023, and we published our first sustainability report.

Jeanette, you were appointed as Enento's CEO in July and you took up your position in the beginning of the year. What drew you to Enento?

Jeanette: I was immediately drawn to Enento because the company builds trust between various parties in society. Our services support sustainable economy and responsible lending. Over-indebtedness, and its prevention, has been the subject of widespread public discussion in recent times, especially in Sweden, and there is a genuine need for positive credit information. I was also impressed by Enento's strong market position and well-known local brands such as Asiakastiето, UC and Proff. Of course, I was equally drawn by the highly competent personnel and pleasant work community, which have given me a warm welcome.

What is your view of the market in 2022?

Jeanette: Our customer industries are experiencing constant change. In the banking and finance sector, for example, operating practices have changed radically over the past decade, and I expect that this will continue. The continued progress of digitalisation, responsible lending and tightening regulations are significant themes for our customers. They need increasingly high-quality and usable data to support their decision making.

And what is your view of Enento's future?

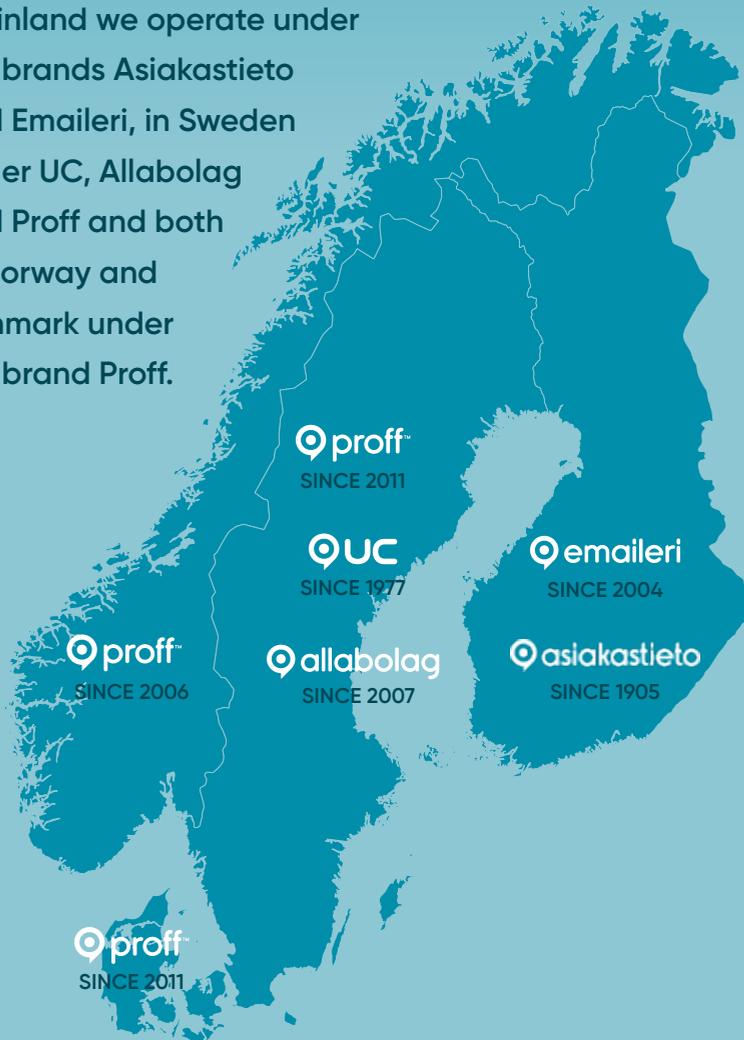
Jeanette: We have a strong market position, and our Nordic presence has grown stronger year by year. Our customer and employee satisfaction is high. I am confident that my previous experience in digital business, innovative service development and Nordic cooperation will support our further development. Enento is a company with a long and successful history. Its development has been particularly fast during the past ten years, with the Finnish company Asiakastiето first becoming publicly listed and then expanding into the Nordic Enento Group. At the same time, the company's net sales have grown by 350 per cent. This is an impressive achievement. I will now continue to work together with everyone at Enento to make our future equally bright.

Elina: For my part, I want to thank our personnel, customers and shareholders for their trust in Enento. I wish Jeanette the best of luck in her new position. We are full of confidence as we enter a new era at Enento.

ENENTO GROUP 2021

Building trust in the everyday.

In Finland we operate under the brands Asiakastiето and Emaileri, in Sweden under UC, Allabolag and Proff and both in Norway and Denmark under the brand Proff.



LISTED ON NASDAQ HELSINKI



MARKET CAPITALISATION
31.12.2021
793 meur



NET SALES
31.12.2021
163.5 meur

ADJUSTED EBITDA
31.12.2021
59.1 meur



Partners in Europe and in the Nordic region.



Approximately **73 000** corporate customers within banking, finance, retail, public sector and small companies.



Nearly **500 000** consumer customers.

EMPLOYEES

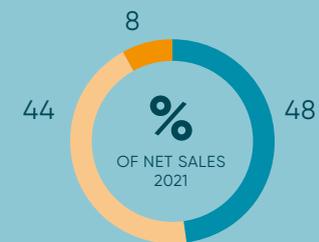
Average in 2021



SWEDEN FINLAND
NORWAY DENMARK

BUSINESS AREAS

31.12.2021



BUSINESS INSIGHT CONSUMER INSIGHT
DIGITAL PROCESSES

Strategy 2020–2023

We build trust in the everyday.

According to our strategy, our aim is to strengthen our leading position in the credit information business, to become the number-one choice in data-driven business processes as a service, and to become the leading provider of business information. Focusing on innovation, building a future-fit innovative organisation and developing a Nordic IT service platform will enable Enento to achieve these goals.

These goals continue to be valid, and we pursue to aim for 5–10% growth in the long term. New services are the key driver for future growth, and our aim is to increase the new services' share of net sales on a continuous basis.

Sustainability is at the core of Enento's business. The Group contributes to sustainability in society by, for example, preventing over-indebtedness and helping customers make responsible and sustainable decisions. The aim is to create a broad Nordic offering of sustainability services to support customers' decision-making. Enento has set a group-level target towards Net Zero emissions by 2023.

As the Nordic knowledge company we power society with intelligence.

Long-term financial targets



- An annual average net sales growth of 5–10%.
- Adjusted EBITDA growth rate exceeding net sales growth rate.
- Net debt to Adjusted EBITDA below 3x.

Strategic offering goals

1. Strengthen our leading position in the credit information business.
2. Be the first choice in data-driven business processes as a service.
3. Become the leading provider of business information.



Growth Opportunities

Ownership data
New data
Analytics
Procurement

API interfaces
Fraud
Housing
Compliance

Machine learning
Sustainability

Enablers

Future-fit and innovative organisation

Nordic Future Platform

Nordic Market

We recognise a significant value add to customers from a high-quality service offering which scales across the Nordics. We aim to have the leading local offering in each country combined with the ability to create customer value through Nordic level core services.

STRATEGIC AMBITION

NORDIC MULTILOCAL APPROACH

Build true Nordic presence to serve our Nordic customers with highest quality services in each country.

UNIQUE OFFERING

Broadening our presence in the Nordics will be built on unique offering development, such as sustainability and open banking.

NORDIC PLATFORM CAPABILITIES

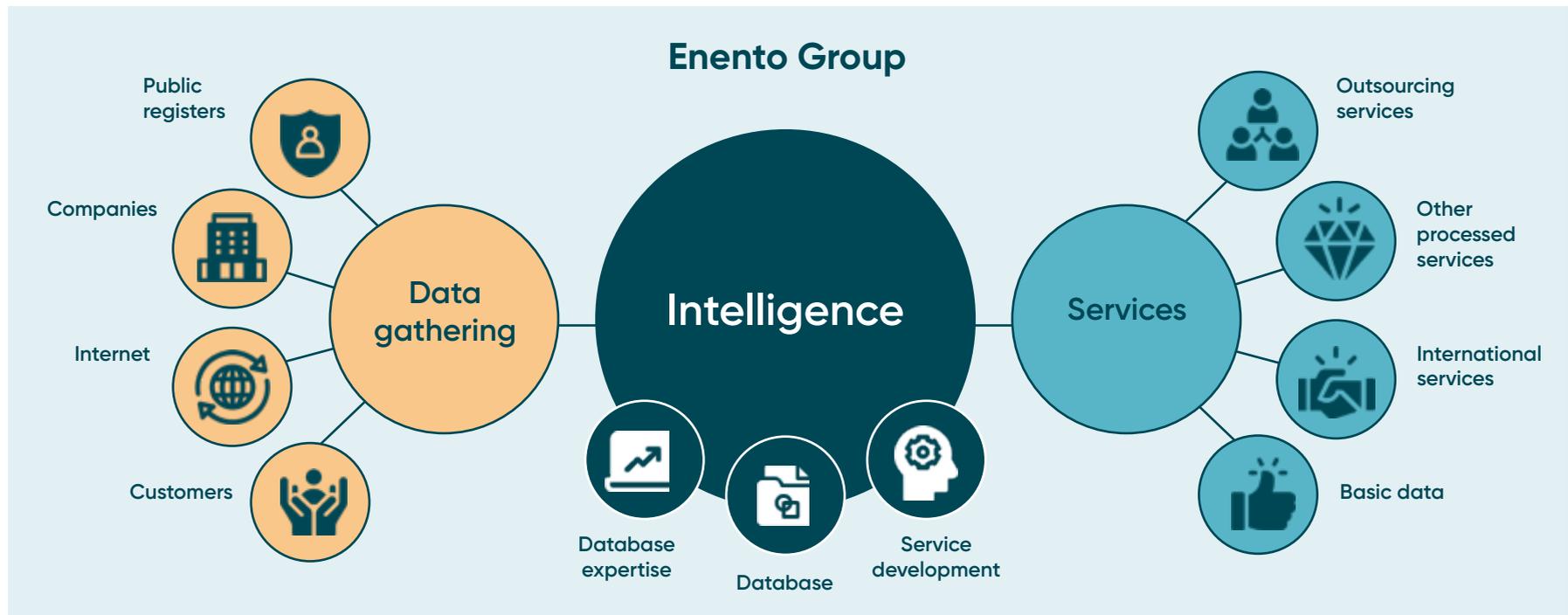
Our platform transformation will enable the scaling of our core service capabilities to a Nordic level.

NORDIC ACQUISITIONS

We aim to strengthen and expand our Nordic presence through targeted acquisitions which accelerate customer value creation in combination with Enento's capabilities.

We operate in a scalable and digital business with intelligence at the core.

We offer a broad selection of services that are based on our comprehensive database. Data is acquired from several public data sources, from companies themselves, from internet as well as through our own data gathering processes. Once saved, data can be refined several times without additional costs. Data processing and the database are at the core of our business.



Business Areas

Since the beginning of April 2021, we have operated under three Business Areas instead of previous four. In addition, we have one new Functional unit – Data & Analytics. The reason behind this organisational change is to enable faster and smoother strategy implementation and emphasise the importance of data and analytics.



BUSINESS INSIGHT'S BUSINESS LINES

- **Enterprise Solutions** is responsible for service offering and development for the strategic and large customers in the key customer verticals, including banking and finance.
- **Premium Solutions** business line provides business information services for the needs of SMEs.
- **Freemium Solutions** develops freemium-model business information websites in all Nordic markets.



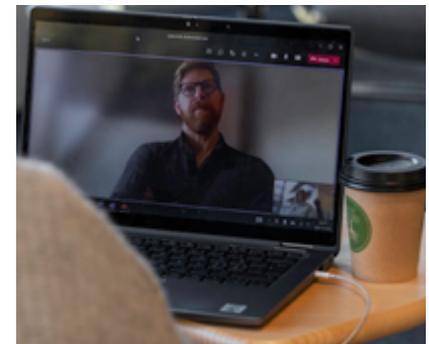
CONSUMER INSIGHT'S BUSINESS LINES

- **Credit Information** services are primarily used for risk management, finance, administration and decision-making.
- **Direct to Consumer** develops and provides leading consumer information and decisioning services in the Nordics.
- **Consumer Information Marketing** serves both consumers and several industries, the largest ones including finance and banking as well as e-commerce, oil and energy sectors.



DIGITAL PROCESSES' BUSINESS LINES

- Real Estate and Collateral Information**
- Real estate and apartment information
 - Information about buildings and their valuation
 - Solutions to automate collateral management processes
 - Solutions to digitalise the management of housing transactions
- Compliance services**
- Compliance services to identify companies' beneficial owners and politically exposed persons.



BUSINESS AREA *% of net sales 2021

Freemium and premium services at the forefront of growth

BUSINESS AREAS: BUSINESS INSIGHT

Business Insight consists of three business lines. Enterprise Solutions is responsible for service offering and development for the strategic and large customers in the key customer verticals, including banking and finance. The Premium Solutions business line provides business information services for the needs of SMEs. Freemium Solutions develops freemium-model business information websites in all Nordic markets.

THE KEY DRIVERS OF THE BUSINESS AREA'S net sales growth during the review period were premium services aimed at SMEs and freemium services focused on company visibility. The business area's net sales increased to EUR 78.5 million (2020: EUR 74.2 million), growth of 5.7% at reported exchange rates and 3.8% at comparable exchange rates.

The development of net sales was particularly strong in Norway, where premium services have seen significant growth. Freemium Solutions performed well and exceeded its budget in all active markets mainly due to successful sales efforts but also thanks to innovative product development.

The development of the net sales of Enterprise services aimed at large corporations was supported by new services but was moderate while the demand for risk management services remained at the previous year's level. In addition, prior year net sales were boosted by demand for services related to Covid-19 government support activities. The business area will continue to actively invest in customer-driven service development.

Revenue from new services

In 2021, Business Insight launch a total of 20 new services and saw strong development boosted by sales efforts. In line with our strategy, the Freemium platform for

BUSINESS INSIGHT

free company information was launched to new sites in Denmark and Finland. The Nordic Growth Certificate in Sweden started strongly and was launched in Finland as well. The positive business credit information service (BLIS – Business Loan Information System) started to generate net sales in the second quarter of the year, and the pipeline looks solid. We also invested in the sales and marketing company Goava, which is about to launch services in all the Nordic countries and is a perfect match with the other business lines within Business Insight.

The key investments were done within the sustainability (ESG) offering both in Sweden and Finland. In Finland, we launched the ESG Check, which works as a traffic light and gives our customers a clear signal on their sustainability risks. The sustainability offering continues to attract interest from our customers, and the need for sustainability data due to new EU regulations will further accelerate the growth during the coming period.

During 2022, we continue to have a strong position in the market, growing as a Nordic actor and constantly improving the value for our customers. We focus on increasing the usage of our services throughout the client base and continue to deliver a high percentage of revenues from new services. Business Insight aims to invest in the Norwegian market and continue co-operation with Goava. We also focus on ESG and Nordic services such as the Freemium platform and APIs. The main risks and uncertainties are related to the market recovery and its pace.

We can offer the market products and services that attract customers all the way from the one-man business up to the large enterprise. This means that the customer can grow with our services and together with us.

LIME

CRM PROVIDER LIME USES DATA INTEGRATIONS FROM PROFF FORVALT FOR ITS CUSTOMERS

Lime is a Nordic market-leading provider of CRM systems for those looking for a smarter way to run a business. Lime has more than 30 years of experience in developing CRM systems and has transformed from a small company in Lund in Sweden to a Nordic listed company with more than 350 employees.

"From day one, our goal has been to deliver exceptionally user-friendly systems that simplify everyday life for our customers. The balance between commitment and technology has made us one of the Nordic region's leading CRM suppliers," says Country Manager in Norway, **Nicklas Weldingh**.

"We want to create out-of-the-ordinary customer experiences and believe that satisfied customers help companies attract new clients. That is why we also want to offer companies smart and user-friendly CRM tools that make it easy to acquire new clients, alongside retaining and deepening customer relationships. We call such companies 'customer magnets'," Weldingh continues.

With this in mind, Lime sees it as important to be able to offer its own customers the company information Proff delivers. According to Weldingh, customers demand comprehensive, reliable, and up-to-date business information. Proff in Norway meets these requirements and helps to ensure that Lime can create so-called customer magnets.

"Finding new customers can be time consuming if you lack structure. With Add Company Data (ACD), you can easily search for business information directly in Lime CRM with just a few clicks," Lime profiles Proff Forvalt API.

"I am glad we can offer Proff Forvalt API to our customers. Proff is attentive, flexible and professional. It is a strong and reliable brand, which aligns with how we want to be perceived," Weldingh concludes.



CASE



The recovery of consumer credit information demand boosted the year

BUSINESS AREAS: CONSUMER INSIGHT

Consumer Insight develops and provides leading consumer information and decisioning services in the Nordics. It serves both consumers and several large industries. Services are primarily used for risk management, finance, administration and decision-making. Services for consumers help consumers to understand and better manage their own finances and protect them from identity theft and fraud.

FOR CONSUMER INSIGHT, 2021 was a solid year with high volumes and organic growth. The growth was supported particularly by the recovery of the demand for consumer credit information services. The regulatory trends also supported our sales towards the end of the year, and the removal of interest rate cap in Finland from October 1st had a positive impact. The business area's net sales increased to EUR 71.9 million (2020: 66.2 million), growth of 8.7% at reported exchange rates and 6.2% at comparable exchange rates.

The negative impact from Covid-19 was limited, and the business area saw a bounceback as the customer activity increased with the removal of restrictions. The sales and marketing offering within Consumer Insight continued to see strong development in Finland thanks to new customer acquisition and new services.

The positive development of direct-to-consumer services was supported by successful marketing investments. The demand for our services was boosted by increased awareness regarding protection from identity theft. The amount of new financial institutes established during 2021 was limited, but consumer information services managed to attract several new strategic customers.

CONSUMER INSIGHT

By our offering, we promote the availability of unique data and expertise on positive credit information. In 2021, we improved our Positive Credit Registry in Sweden and extended its coverage of daily updated information. In Finland, we built the ability to include mortgages in the system.

Sustainability is at our core, and we have a key role in supporting sustainable economy and lending and preventing the growing problem of over-indebtedness in the society.

New services during 2022

We are the market leader within consumer information in the Swedish and the Finnish market. Our position is strong both within banking and finance sector and in consumer credit market. Having an excellent quality in our basic credit reports and data gives us a good basis to attract customers, but our game-changing factor lies in more advanced services like scoring models, positive credit data and advanced decisioning solutions.

In 2022, Consumer Insight continues to enhance its Positive Credit Registries. We develop new services for fast growing e-commerce sector and for sales and marketing. We will also focus on täydentämään our PSD2/Account Insight services further.

Direct-to-consumer services in Sweden and Finland have already achieved a considerable market position, and there is still significant potential for further growth supported by new service features and productive marketing investments.

DANSKE BANK

POSITIVE CREDIT INFORMATION PROVIDED BY ASI-AKASTIETO IS AN IMPORTANT PART OF RESPONSIBLE LENDING AT DANSKE BANK

Responsible lending is a natural part of Danske Bank's operations, which it has always observed.

"In my opinion, responsible lending is a basic requirement for our operations in the modern society. If we want to attract customers or employees, we have to be able to operate responsibly," says **Jermu Säippä**, Head of Retail Credit Portfolio at Danske Bank.

In practice, it means that when making the credit decision, the bank and the customer review the customer's needs and financial situation together. In this way, the financier can provide the customer with the right solutions and appropriately sized credit. This is the stage where Danske Bank utilises the positive credit information service of Asiakastiето.

"We use the positive credit information service of Asiakastiето in all of our application channels, and it is an important part of our credit decision process. It would be difficult to give up using this service since through it, we can verify information about customers' financial situations in real time," says Säippä.

Asiakastiето built this positive credit information service to suit its customers' needs in 2013 and continues to develop it with its customers. Today, the service's information is used to make half a million credit decisions every month.



CASE



Successful development in favourable market climate

BUSINESS AREAS: DIGITAL PROCESSES

The business area's range of services includes real estate and apartment information, information about buildings and their valuation as well as solutions to automate collateral management processes and digitalise the management of housing transactions. In addition, the service offering includes compliance services to identify companies' beneficial owners and politically exposed persons or information services related to sanction lists.

FOR DIGITAL PROCESSES, 2021 was a strong year. Thanks to successful service development and the favourable market climate, the new sales of our compliance services and digital real estate and housing information services grew significantly. The net sales of the business area in the review period increased to EUR 13.1 million (2020: EUR 10.9 million), growth of 20.5% at reported exchange rates and 19.1% at comparable exchange rates.

Activity in the housing market remained high during 2021 in both of our main markets, i.e. Finland and Sweden, and the volumes were at very high level especially during the second and third quarters. This had a positive impact on the net sales performance of our housing related digital services. The demand for our digital services was also increased by the Covid-19 pandemic and the restrictions related to it.

Regarding the organisation, we strengthened our team and started a new position as Joakim Wiljebrand joined us as local manager for Digital Processes services in Sweden.

DIGITAL PROCESSES

Improving customer experience

During the year, Digital Processes achieved important milestones in developing and investing in new services. The business area continued digitalising the Nordic PEP (Politically Exposed Persons) services as companies must be able to prove to an increasing extent that their practices related to knowing their customers are of high quality and function well. The business area also enhanced valuation services, including farm and forest valuation service, in Finland.

In Sweden, we introduced new reports for our house valuation services as well as real estate information reports and developed also new climate risk reports evaluating risks with flooding, for example. The Tambur housing transaction service achieved high coverage of the transaction volume in the market, and we continued to develop the service in close cooperation with key customers.

In line with the strategy, the business area will continue to make significant investments in the service development aimed at the digitalisation of data-intensive processes related to compliance services as well as housing and collateral management. In these areas, improving the customer experience and process efficiency holds significant value creation potential. There seems to be increasing demand for high quality and digital compliance services, so Digital Processes will focus on that area at the Nordic level in 2022.

STABELO

THE MORTGAGE INSTITUTION STABELO BREAKS NEW GROUND WITH THE HELP OF UC

Thanks to an efficient and highly digitalised mortgage process, the innovative mortgage institution Stabelo can offer its customers competitive mortgage rates with short processing times. UC plays a decisive role in Stabelo's business and digitalisation.

"Our business concept is to offer pre-negotiated mortgages with digital and transparent discounts through digital channels," says **Hampus Brodén**, CEO and co-founder of Stabelo.

When Stabelo was established in 2016, a lot of time was spent on streamlining the application process for mortgages. According to Brodén, the Swedish mortgage market is uniquely digitisable – but to succeed, data is needed.

"UC was the only supplier that could deliver all the breadth of data we needed. With them, we could pick everything from one place and get packed data based on our needs. UC is a partner who wants to develop with us."

Stabelo's mortgage management is remarkably fast, a maximum of four processing days. The speed comes from the automated mortgage management and signing all documents digitally with BankID.

When Stabelo created its automated mortgage process, UC acted as a partner and sounding board.

"We developed a credit model that we could play with UC's analysts. Everyone from product manager to customer manager has been committed and helped us realise the high level of digitalisation that we were striving for," Brodén says.

The collaboration with UC has resulted in Stabelo being able to break new ground and present innovative solutions in the mortgage market. Stabelo was named the winner of the Private Business Award for Mortgage of the Year 2020.

"I can only state that we are happy that we teamed up with UC. They are service-minded, flexible, and professional. UC's ability to adapt their services to our needs has contributed to us being able to digitalise our mortgage process to such an extent. They have a natural role in our future business development as I see it," says Hampus Brodén.



Sustainability in our daily operations in 2021

Our sustainability strategy and actions are supporting our overall business group strategy, in order to deliver on long- and short-term expectations from our customers, shareholders and other stakeholder in society that we affect with our business such as the general public. The world and society are facing new and increased challenges, and we are determined to be part of the solution. Therefore, we always need to evolve, adopt and develop.

OUR SUSTAINABILITY PROGRAMME contains four focus areas that are aligned with the strategy and ambitions, which are connected to the four UN Global Goals we have decided to focus on. Each focus area is managed by a stream leader who has the overall responsibility to deliver on the targets of that specific area.

The four focus areas of our sustainability programme are:

- Enento Group as an enabler of a sustainable economy
- Enento Group' product development of sustainable services
- Enento Group's environmental impact
- Enento Group as a sustainable workplace



Read more about Enento Group's sustainability.



- Our net impact ratio was +51% – among the best 20% of all analysed companies worldwide according to Upright project.
- We were able to continue to decrease our CO₂ emissions even more during 2021. During 2019–2021, we have decreased our emissions with 87,5%.
- We educated more than 1 100 young adults in Finland and Sweden in private finances through our education concepts TarkkaFyrkka and The Bill.
- Every month, our customer operations helped and educated more than 15 000 people from the general public in credit reports and private finances.
- We reached a Nordic Trust index of 79% in our yearly employee survey and continued to be a Great Place to Work certified company.
- In addition to Finland, Sweden was added to the ISO 9001: 2015 certificate in connection with the quality management system certification.
- We continued the development of our Nordic ESG offering which will be launched during 2022 in Sweden.

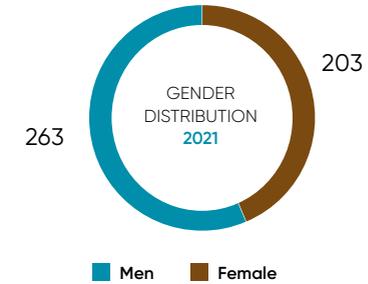
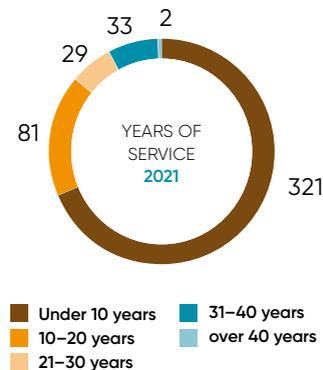
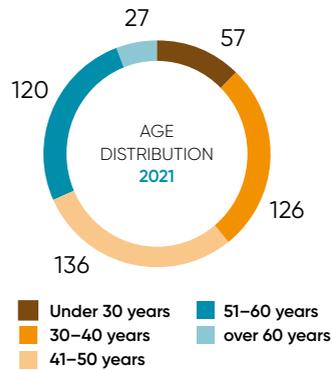


Enento Group as a sustainable workplace



At Enento Group, we strive to build trust in the everyday, for our customers, partners, investors, society, media and internally amongst our personnel. By being a responsible employer who believes in our employees' own abilities, we strive to create the best possible work environment.

QUARTERLY WELL-BEING SURVEYS known as Pulse surveys have played a key role in monitoring the health and well-being of the Group's personnel, especially during the pandemic. We have received feedback from our employees on what we can improve on and what they want us to keep doing, and they have also shared their observations and best practices concerning remote work. This feedback has provided us with valuable insight into our employees' coping with the demands of work, motivation, the employee experience regarding managerial work and the use of the hybrid work model. We implemented measures to support well-being at work during the year, such as the Meeting Free Wednesdays. The aim is to support an efficient meeting culture so that everyone has time for productive work in a balanced environment with less workload and fewer meetings. We also started the Auntie well-being services. Auntie is a low-threshold service that supports our employees' well-being and stress management. We have also received positive feedback on our weekly Health Hour, which is an hour of motivation that encourages employees to look after their well-being.



Grow Talk target-setting discussions

The quality of management, experience of the work community, clear work objectives and competence are the key factors influencing the employees' commitment to work and well-being at work. The Grow Talk model was continued in 2021 to encourage and support each employee to grow as a professional and to succeed together with colleagues. Grow Talk discussions start with an annual personal target-setting discussion held in the first quarter of the year. The target-setting discussion is followed by monthly follow-up discussions with the manager and evaluation discussions held twice a year. The purpose of the discussions is to create commitment and build an understanding of how each employee contributes to the achievement of the shared goals. Another purpose of the discussions is to ensure each employee's well-being and ability to develop in their work.

Hybrid work at Enento

The Group continued to develop its competencies related to hybrid work in the post-pandemic era, with regard to the work of the Group's entire personnel and the management of hybrid work. At Enento Group, the hybrid model means combining the advantages of in-office work and remote work to ensure that each employee can maintain a healthy balance between work and family life. Each team is em-

powered to decide their level of hybrid work. The nature of the duties guides the decisions on where and when work is performed. However, finding a new approach to work requires continuous assessment and adaptation to identify the most suitable model for our organisation. We decided to introduce the SAFe framework to support new ways of making our organisation's operations more agile. We started with the training of the Executive Management Team last year and will continue the SAFe trainings this year.

The Plaza Academy learning environment is accessible to all employees

In 2021, eLearning courses continued to be offered via the Plaza Academy, a digital forum for company-level internal training that is accessible to all employees. All of Enento's internal courses and lectures are available on Plaza Academy. It is an excellent learning environment that helps maintain awareness throughout the Group's personnel regarding topics such as safety, data security, compliance, company practices and services. We have also created an eLearning course dedicated to the theme of sustainability.

Great Place to Work

In late 2018, we started working together with the Great Place to Work® institute, which led to our first Great Place to Work certification in September 2020. The most recent Trust Index survey carried out in September 2021 showed that being a friendly workplace is one of Enento Group's biggest strengths. As many as 91 % of Enento's employees participated in the Trust Index survey. Great Place to Work certification is based on Trust Index® surveys, which measure the organisation's starting point and help identify its strengths and development areas. If the Trust Index score is 70 % or higher, the organisation is awarded the international Great Place to Work® certificate for good employee experience and corporate culture. Suomen Asiakastieto Oy and UC AB are Great Place To Work certified companies since 2020, and Proff AS since 2021.

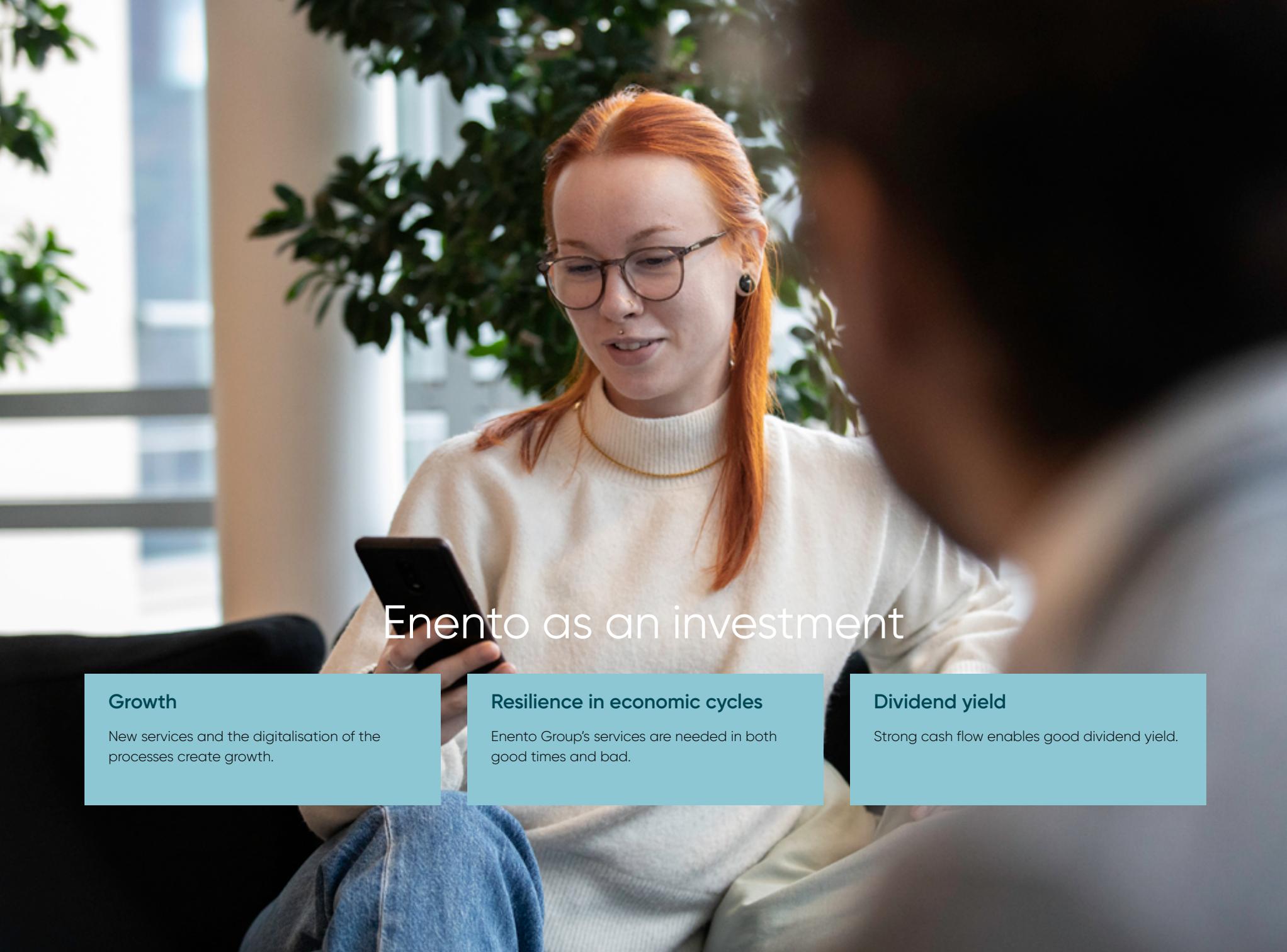
Enento employees' Nordic Activity Group

The Nordic Activity Group established to support a strong sense of community within Enento Group continued to operate in 2021. The group is open to all Enento employees and consists of active employees who plan and implement activities that promote team spirit and well-being at work throughout the year. During the pandemic, the Nordic Activity Group has engaged in digital activities instead of in-person meetings and events. Nevertheless, new and inspiring forms of interaction have been sought under the circumstances.

Personnel as the first priority

In 2021, the average number of people employed by Enento Group was 432 (418), of whom 178 (169) worked in the Finnish companies, 207 (206) in the Swedish companies, 43 (42) in the Norwegian company and 4 (2) in the Danish company. Thanks to our strong employer image, we managed to recruit many new colleagues to join our ranks during the second year of the pandemic. The health and safety of employees is Enento's highest priority. As the pandemic continued through its various stages, the employees of all of the Group's offices worked remotely during the year if their duties allowed it. The importance of our internal values has been highlighted during the exceptional circumstances. Our values emphasise trust (We Build Trust), growth (We Grow Together), caring and courage (We Care and Dare).





Enento as an investment

Growth

New services and the digitalisation of the processes create growth.

Resilience in economic cycles

Enento Group's services are needed in both good times and bad.

Dividend yield

Strong cash flow enables good dividend yield.



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