



Building a Connected and Sustainable Future

ESG Report 2021



About Infobip

Everything we do at Infobip centers around building meaningful connections.

Our cloud communications platform is the largest of its kind and reaches almost 70% of the world's population.

In 2021 we celebrated our 15th anniversary since the three engineers (Silvio Kutić, Roberto Kutić, and Izabel Jelenić) got together in 2006 to build a solution that would connect the Croatian community with their local government. This inspired a business that's dedicated to making it easy for people to connect with the brands they use in their daily lives. Infobip's global cloud communications platform enables businesses to build connected experiences across all stages of the customer journey. Accessed through a single platform, Infobip's omnichannel engagement, identity, user authentication, and contact center solutions help businesses and partners overcome the complexity of consumer communications to grow business and increase loyalty.

Today, we connect people, businesses, and internet of things on a truly global scale. With years of industry experience, Infobip has expanded to 70+ offices across six continents. We offer natively built technology with the capacity to reach over 7 billion people, mobile devices, and things in 190+ countries. We're directly connected to more than 700 telecom networks. And our 3,500+ employees are based across six continents and 70+ offices.

Infobip is a privately-owned company. We were entirely self-financed until 2020 when we achieved unicorn status and received our first strategic investment from US-based [One Equity Partners](#). In the same year, we took our first M&A steps in North America, with [the acquisition of OpenMarket](#). In 2021

we welcomed Anam and Shift, thereby, increasing our MNO products portfolio and developer relations, respectively. And now we await the final approval of Peerless Network joining our family.

Behind this exponential growth is the creativity and integrity of our people – most of all, our ability to make meaningful connections with each other, and our clients around the world.

We know that we achieve our best outcomes together – and that our long-term success is deeply connected with the world around us.

It's why collaboration is one of our core company values. And it's why teamwork, empathy, and connection will be key to reaching our next strategic milestones and defining the future of customer engagement.



The Infobip "Alpha Centauri" campus, Zagreb, Croatia

A word from **Infobip's CEO**

Imagine 2025 or 2030. We at Infobip do it all the time because we live in a digital universe where data is created and doubled every two years. Last year, there were 950 new internet users worldwide every minute. A growth mindset is at the heart of our company and a priority for all business segments - from improving our employees' knowledge and skills to the revolution in digital communication that redefines technology and our industry.

The unpredictable and challenging years of 2020 and 2021 are now behind us. The pandemic significantly affected the development of economies around the globe. At the same time, it accelerated digitalization in all segments and transformed how we live and work now and in the future. Our products and services have helped ease the world into this new normal.

For Infobip, this period has been very intensive. Last year showed us that amazing things are possible with dedicated teamwork and vision. Our hard work has resulted in some of the most important milestones of our 15-year growth story. We have raised more than €200 million in Series A investment and an additional \$500 million of financing. This has enabled us to enter into four acquisitions in under a year. We've welcomed OpenMarket, Anam, Shift, and Peerless Network into our Infobip family, making us stronger together as one global team.

We have also made significant changes in our customer approach, transforming our sales organization, introducing new customer segmentation to help us develop relationships more efficiently, and significantly improving our SaaS solutions. With all the acquisitions,

transformations, and other positive changes, we as a team have built a solid foundation for the new phase of our exponential growth.

When we think of a growth strategy for next year or 2025, we aim to create a world that will be an even better place to live. As our sustainability journey accelerates, we are devising an ESG strategy set to launch in 2022. Whether it's our response to the COVID-19 pandemic or perspectives on how we should integrate environmental, social, and governance principles to leverage our expertise for the advancement of society, we remain committed to our approach to ESG.

At Infobip we believe we must have a positive and meaningful impact on the environment, the wider community in which we operate and to do good business.

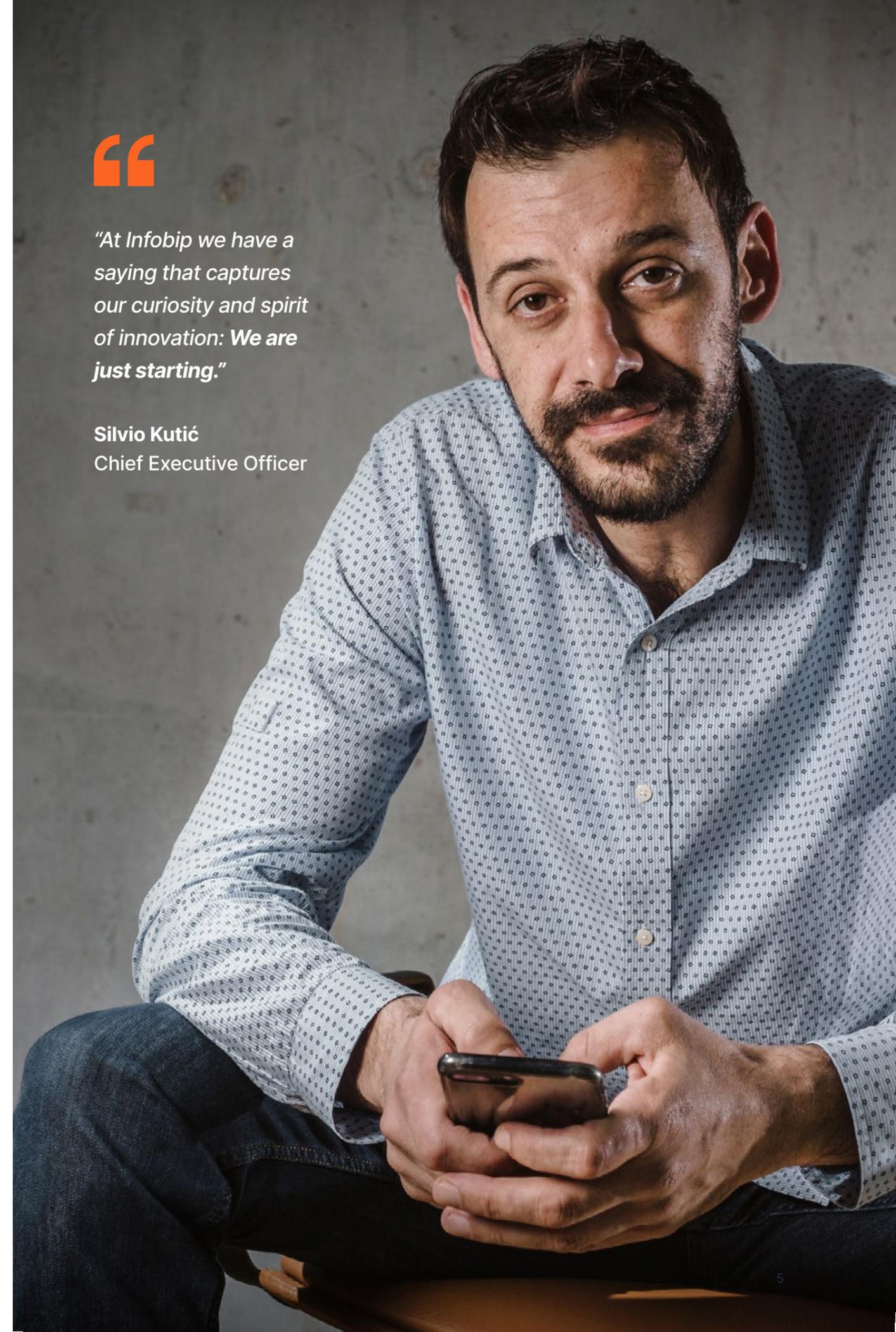
This year's report demonstrates our commitment to that belief and the substantial progress we have made in just the last 12 months. And we're not stopping now. We will continue to report on and enhance our ESG initiatives over the next year to deliver sustainable long-term growth as we help organizations make more meaningful connections with their customers globally.

Silvio Kutić, Chief Executive Officer




"At Infobip we have a saying that captures our curiosity and spirit of innovation: We are just starting."

Silvio Kutić
Chief Executive Officer



Infobip at a Glance 2021

700+

Direct Operator Partnerships

3500+

Employees Worldwide

10k+

Unique Active B2B Customers

120+

Operators with SMS Firewall

80%

Employee Engagement

280+

Partnerships

40+

Data Centers

30

Products in Portofilio

70+

Offices across the Globe



Our People

We're a team of 3,500+ engineers, developers, creatives, and much more - based across 70+ offices in 190+ countries and six continents.

What unites us is our appetite to learn and grow together, to create the best possible outcomes for our clients, their customers, and each other.

Infobip employees - or "Bippers" - enjoy a company culture that's centered on collaboration, lifelong learning, adding value, community, and creativity.



Infobip by numbers: 2021 at a glance



Employer awards

Infobip was again recognized as a great place to work in a year that kept posing challenges for employers and employees alike. In addition to the 2020 awards, we are also proud to be recognized by the Best Employer Brand Event 2021 - Winter Impact.



“Doing business in a competitive industry like ours requires constant innovating and there is no innovation without people driving it, which is why people are the most important resource of our growth. We encourage our teams all over the world, no matter where they are, to keep learning, thinking ambitiously, and innovating. It is thanks to each one of our more than 3,500 Bippers in 70+ countries that we are now a global leader.”

Aleksandar Raić

Vice President,
People and Transformation

Keeping Employees Connected During the Pandemic

COVID-19 forced every aspect of our lives online and posed continually evolving challenges for employers and their teams. We put in place several measures to support safety of our employees (i.e. remote work,

enhance home working environment with ergonomic chairs, additional monitors, keyboards, and more, etc.).

But we also prioritized the health, wellbeing, and the continuous development of our teams.

As part of maintaining staff interconnected during work from home Infobip continues to hold weekly remote panel sessions via

teleconference (#WFH). These sessions and virtual meeting surveys identified key challenges and opportunities around the remote working experience. We also implemented Future of Work survey in June 2021, which later became the baseline for creating the global BIP Anywhere program (Working From Anywhere - WFA). Insights from our employees directly influenced WFH guidelines and other remote working

initiatives. A survey on vaccination and recovery from COVID-19 was conducted for purpose of creating office access safety rules.

We kept update the internal website (Safety SharePoint site) with the purpose to make it easy for staff to access health and wellbeing tips, COVID-19 guidance from our Safety Team, remote work best practices, quarantine activities for kids, and more.



Learning and development

Building learning culture

Infobip is a constantly evolving organization that promotes and inspires learning by doing and our mission is to create a learning culture where meaningful experiences connect Bippers to inspire and enable cross-development, growth, and innovation with an impact on people, products, and places.

Onboarding academy

In 2020 our onboarding academy went virtual due to the pandemic. Since then we have continued to hold a three-day onboarding academy each month with additional self-paced learning programs that enabled new Bippers to seamlessly integrate into the Infobip family. This internal education program gave all new employees a global overview of Infobip's business, services, industry, and ways of working. It introduced new Bippers to our culture and connected them with colleagues around the world – something that's especially important in a remote working environment.

- 700+ participants
- 48 offices
- 12 academies
- Total average satisfaction rate: 9/10

Mentoring program

In 2021 to reflect business needs and the current reality we rebranded and relaunched the new format of our mentoring program. The new format supports a self-study and live sessions approach. The targeted



audience are Bippers who will mentor new employees in the onboarding process, or are already active mentors who would like to boost their skills and confidence with mentoring. The program has several goals in mind:

- Create better onboarding experiences for new Bippers
- Build a knowledge-sharing culture
- Recognize and retain talent
- Develop professional skills for mentors

Even though the program was relaunched in the mid-year, it became one of the most popular programs of 2021.

Leadership development

Building a leadership base was a commitment in 2021. It resulted in updating our current Leadership Academy, creating

two more programs, and opening three different initiatives targeting three stages of the leadership journey.

144 Infobip leaders took one step forward in 2021:

Management essentials – empower & guide

The first blended learning solution combines self-paced learning with interactive sessions, where leaders share their experience, learn from and empower each other. This is specially designed for new leaders to help them navigate their first management experiences.

Leadership Academy – inspire & network

An inspirational journey for curious and open-minded leaders ready to serve as role models and learn how to lead by example.

Leader as a Coach

Coaching style leaders can motivate, inspire and serve as an example. Equipping them

with the ability to ask the right questions and understand their team members better helps not only improve performance, but also everyone's future development.

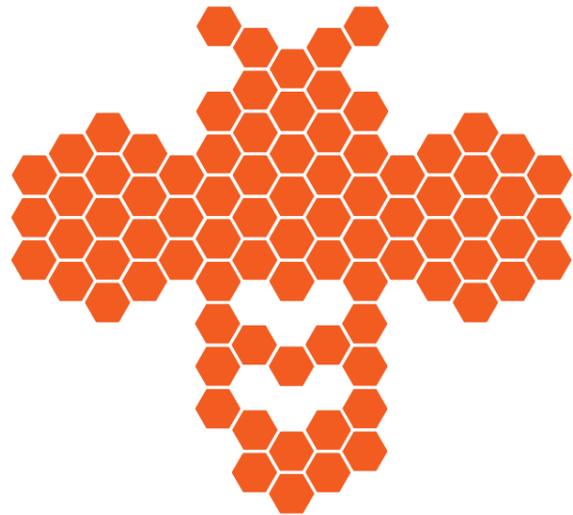
Upskilling

The Upskilling program was launched to support business growth and help people develop within the company by utilizing existing skills and expanding new ones for our future needs.

The main goal was to identify skill gaps at the department/team or individual level, and develop an upskilling strategy out of it. In 2021 with the updated and digitalized process in the system and mapped out 1/3 of the organization. Further, we even started the 2nd stage - competency gap assessment.

Bippers Educating Bippers

Bippers Educating Bippers (BeB) is an internal knowledge-sharing platform – for employees, by employees. It was started back in 2020 as an important platform for knowledge cross-sharing. The schedule caters to employees in different time zones, and recordings are available on-demand,



helping to grow our internal learning library. The training celebrated our multiculturalism and focused on topics such as promoting diversity and supporting innovation.

- 51 sessions (31 sessions more than the previous year)
- 78 certified trainers (5 trainers more than the previous year)

Team Booster

In 2021 we introduced Team Booster in response to pandemic and remote work-related growth in demands for team workshops.

Booster is a team coaching tailored workshop for a particular team that targets precise

business goals and needs. Boosters are built on discovery surveys and are designed with a clear learning objective and business impact in mind.

This initiative had a profound impact on the collaboration, retention, and performance aspects of the teams:

- 416 participants
- 16 engaged teams

Digital learning habits

Udemy Platform for all Bippers to boost professional and personal growth.

We learned that Bippers love digital content. They love to learn at their own pace during the time most convenient for them. Although we have Udemy digital content available for all Bippers, to support major Infobip initiatives we launched internally designed digital content that fits Bippers’s needs:

- Feedback to Go
- Communication Path
- Making Meetings Matter
- Growing Agile

WFH Sessions

We continued with the WFH sessions to bring our community together and help people build personal and professional connections. We held **33 episodes** (which has led to over 100 sessions since launch in 2020) of these virtual educational seminars, featuring internal and external speakers, with an average audience of more than 150 employees per session. The program was key to maintaining our focus on lifelong learning in a **remote working environment**.



University partnerships and student community development

Building a community around Infobip and impacting people’s lives for the better has long been a priority at Infobip. We’re committed to supporting younger generations and encouraging their participation in STEM subjects and careers.

This is why we regularly partner with top universities across the world and try to positively influence the students’ way of learning and support them as they prepare to kick-start their careers. In 2021, our employees held multiple lectures and workshops at various faculties and participated in several student conferences, job fairs, and meetups. We also worked hard to set up several internship programs for students of technical and business faculties that were to be launched in 2022.

We have also decided to join forces with [STEMI](#), a company pioneering the project

School of the Future (Škola Budućnosti) in Croatia. The main goal of the project is to set a unique example in the world and be the first school system that presents the most modern knowledge from the industry within the school program of artificial intelligence for primary and secondary schools. With the mentorship of Infobip’s engineers and experts, teachers and students participated in the project to gather the most advanced knowledge and skills in the field of AI.

We want to motivate and encourage new generations to innovate and be entrepreneurial, and consequently, we expect the gap that exists between the IT industry and education to be reduced. It’s the kids that we want to provide an opportunity to learn and become future leaders. During the 2021/2022 school year, the program engaged 100+ schools, 200+ teachers and 2000+ students.



Diversity and Inclusion

Our team of more than 3,500 people, based across six continents, is the most valuable thing we have as a company.

We know that our achievements and capabilities are the sums of our individual differences, life experiences, knowledge, self-expression, and capabilities. That's why we embrace and celebrate our employees' differences in age, color, disability, ethnicity,

family or marital status, gender identity or expression, language, national origin, physical and cognitive capabilities, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique. We believe that establishing a true culture of diversity and inclusion is key to creating the best possible environment for our people, and for achieving our best outcomes as a business. We believe that diverse teams are better problem-solvers and that our workplace should represent society and the people we build products for. And we believe that our industry will only reach its full potential when

everyone has equal opportunities to participate. Our diversity initiatives are applicable but not limited to our practices and policies on recruitment and selection, compensation, and benefits, professional development and training, promotions, social, and recreational programs, layoffs, terminations, and the ongoing development of a work environment built on the premise of gender and diversity equity.

When it comes to gender, we are comparable with our peers, with more than a third (37%) of our roles held by women (+2% vs 2020¹)

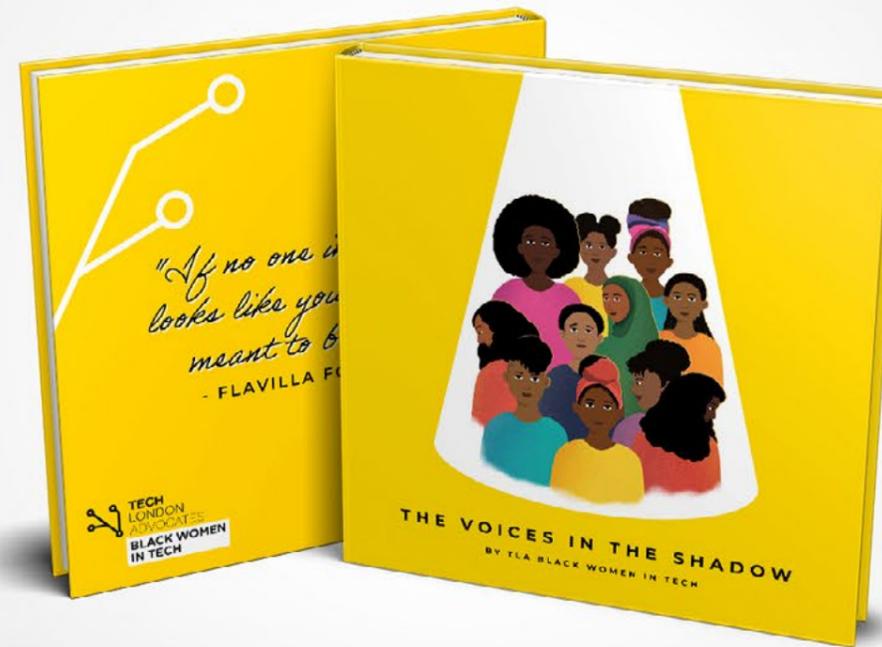
We know that there is a clear need to build on this, particularly when it comes to positions held by women in senior management, which we will focus on improving. In 2021, we partnered with [International Cultural Diversity Organization \(ICDO\)](#) to build our Global Diversity, Equity, and Inclusion Policy, and corresponding training. Furthermore, we held leadership training in an effort to promote the importance of this topic, with the subjects of the training being:

- Diversity, Equity & Inclusion
- Inclusive Leadership
- The Culture Map: Building an Inclusive Global Mindset.

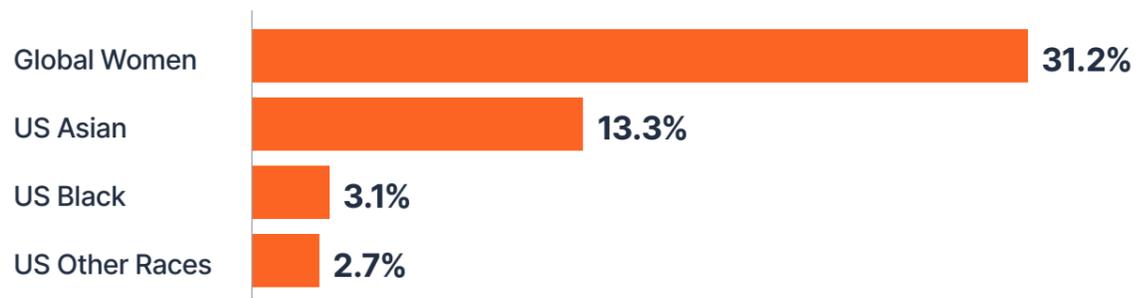
The Voices in the Shadow

(Black women in tech)

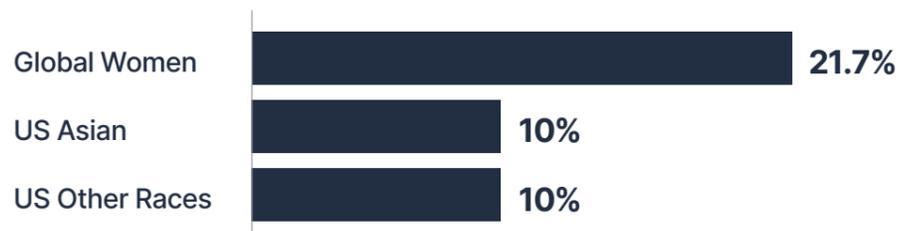
As a global company, we know the value and strength that comes from diversity. Sponsoring the publication of [The Voices in the Shadow](#), a collection of 51 success stories of black women in the tech industry, brought us one step closer to a world of equal opportunities for all. Bippers were able to join it, by supporting the cause and by contributing to purchasing the book.



Hiring rates



Leadership representation (directors+)



Anti-Discrimination and Harassment

Infobip is committed to preventing discrimination. We ensure equal treatment and equal opportunities for all our employees in all aspects of working practice, including recruitment and selection, employment terms and conditions, training, salary, work allocation, promotion, and our Grievance Policy and Procedure and Disciplinary Code.

We consistently review our recruitment, selection, and promotion procedures to ensure fair and equal treatment for all employees and candidates. We also require all employees to acknowledge and implement our Anti-Discrimination and Harassment Policy.

As a diverse company that is always willing to include the local community, we cooperated in Croatia with the Center for Social Entrepreneurship and [Centar za inkluziju i podršku u zajednici / Community Inclusion and](#)

[Support Center](#) to employ its members' users, which are people with disabilities. They worked on our Vodnjan Campus canteen/coffee shop daily and are a precious part of the company.

Infobip is strongly committed to the principles of diversity, equity, and inclusion (DEI) as well as to providing a respectful and positive working environment for everyone.

We encourage all our employees to contribute to and uphold our efforts to create a working environment free of all forms of harassment, including but not limited to harassment, sexual harassment, discrimination, bullying, and any other type of misconduct. We also strive to provide a work environment that welcomes, values, engages, hears, involves, and respects employees of all backgrounds and provides opportunities for all employees to make contributions, grow professionally, and reach their full potential.

Employee Share Ownership Plan (ESOP)

Initial enrolment to the Employee Stock Option Plan (ESOP) was already introduced in 2017 and extended to the entire staff (2500+) in October 2021. All future new hires will also be enrolled once they start their Infobip journey.

In addition to employees' current compensation packages, Infobip rolled out its ESOP (employee stock option plan) to all employees ensuring everyone shares the value they help create. Culture and talent

have always been the driving force behind Infobip's success, and this benefit demonstrated commitment to a philosophy of inclusion that forms the basis for its future as a company.

Digital transformation

Main goal of the digital transformation team, which was setup in 2021, is to improve employee experience of internal tools and processes, and thus enhance both satisfaction and efficiency. This is to be done through governance and optimization, development and acquisition of tools,

continuous satisfaction and efficiency tracking, and employee education. Besides experienced team members, the digital transformation team consists of entry level positions, aligning with our goal of education and development of new employees.

Integration and Change Management

2021 was a significant year since we joined our forces with Industry top talents. M&A came as the next step in Infobip exponential growth and evolution.

We have established our Integration office, leading all M&As professionally, with care and never losing what we value most out of sight – our **Customers and People**.

We have set strong criteria for M&A that goes beyond technology and business achievements. Respecting the highest ethical and DEI standards allows us to connect our business objectives with SDGs and empowering every Bipper to be a world citizen.

During 2021 we've successfully integrated OpenMarket and Anam welcoming 400+ employees with diverse backgrounds, experience and skillset.



Our Communities

At Infobip, giving back is deeply rooted in our mission and core values. We're committed to making a positive impact in the communities where we live and operate.

As part of our Social Impact program, we gave back through monetary and in-kind donations (i.e. laptops, dock stations, monitors, etc.), and through employee volunteering initiatives around the world. We also provided competitively priced and often free access to our products and solutions for charities and non-profit organizations.

Our funding is directed towards charitable projects in the areas of science, technology, engineering, arts and mathematics (STEAM), health, and humanitarian need. In 2021, we donated more than €200,000 (*double that of 2020*), in supporting 70+ non-profits, schools, educational centers, organizations and social enterprises globally.

Equally, we understand that while financial backing goes a long way, there's more we can offer – our people, their passion, and expertise through the Infobip employee volunteering program.

From offering pro-bono CPaaS and SaaS solutions to eligible non-profit organizations, or through Infobip's Bippers4Community volunteering program, Infobip believes it has a duty to make a positive and meaningful impact both on its employees and the wider communities in which it operates.

“We are extremely ambitious when it comes to growth; however, one of the priorities we can never forget is the wellbeing of the communities on six different continents, where we live and operate. We want to guide and inspire everyone by operating transparently and respecting our employees, who share these values by contributing and assisting their local communities, making a positive impact on them.”

Martina Rizman Matić, Director of Global Internal Communications

Infobip DNA

Everything we do at Infobip centers around making meaningful connections. We connect people, businesses, and internet-connected “things” on a truly global scale. We do so through the power of Science, Technology, Engineering, Arts, and Mathematics (STEAM). STEAM is in our DNA and it is our expertise.



Giving Back

Social Impact

Improving opportunities for young people around the world

With Social Impact we want to create positive change by helping close the education, geographical, and gender STEAM gaps through non-profit partnerships on a global scale. But we also want to support humanitarian initiatives that emerge locally.

The priority population that we aim to support with Social Impact are youths up to 30-years-old, in all countries where Infobip and its companies operate.

Focus areas:

1. Reduce the education gap

Increase the number of youths participating in STEAM education/programs

2. Reduce the gender gap

Narrow the disproportionate participation in STEAM based on gender

3. Reduce the geographical gap

Support STEAM programs in disadvantaged areas/groups

Bippers4Community

Leverage our employees' skills

We want to help our non-profit partners achieve their mission. Bippers4Community is the Infobip volunteer program designed to engage employees in volunteering activities.

The program provides the Infobip non-profit partners who are in need of practical skills and expertise to leverage our employees' skills and contributions.

Infobip Startup Tribe

Amplify the positive impact of Tech

We provide high-growth startups with tools that can enhance the lives of everyone in their ecosystem.

More than just an offer, the Infobip Startup Tribe is a community of startups that Infobip, as a global leader in omnichannel communication, recognizes as the next wave to make a major impact on the world.

Such startups are dedicated to their products, demonstrate extremely high growth potential, and are predetermined to positively impact the lives of everyone involved with them.

Infobip will work with such startups and provide them with tools to help them achieve their vision and mission.



At Infobip, we believe corporate social responsibility is very important and the company is making it a top priority through investment in resources and dynamic programming to support Global empowerment.

Infobip People Survey 2021



Croatia

Infobip continued supporting the **Pula Hospital** in 2021 by equipping it with critical, life-saving devices. In addition to this, the support also involved in-kind donations to provide the hospital with IT equipment necessary for their daily activities. We also supported [Udruga osoba sa invaliditetom Labin](#) / Persons with Disabilities Foundation and [Specijalna bolnica za ortopediju i rehabilitaciju Martin Horvat Rovinj](#) / Special Hospital for Orthopedics and Rehabilitation to purchase medical equipment such as mobile respirators and oxygen concentrate, defibrillators for children and adults.

We partnered with [SOLIDARNA – The Foundation for Human Rights and Solidarity](#) for assistance and support to people in the area of the earthquake-affected Sisak-Moslavina County. We supported projects (including development of education, building new permanent housing and providing crisis housing) with more than €130,000 (HRK 1,000,000).

Due to the persistence of the pandemic, we provided IT equipment (including laptops, monitors, and docking stations) to **high schools in Rovinj** and **elementary schools Jordanovac** to keep supporting remote learning.

Through the Infobip Foundation, we supported **more than 30 charitable projects in the areas of science, technology, engineering, arts and mathematics (STEAM), health, and humanitarian aid.** We provided financial and non-financial assistance, including in-kind donations of IT equipment (i.e. laptops, etc.) throughout the Republic of Croatia, to support operations of non-profits, schools, educational centers, organizations, and help them achieve their charitable goals.

Bippers are passionate about changing lives through non-profit partnerships. That's why funds were also raised through initiatives initiated directly by employees in different offices.

Zagreb

Traditional holiday charity initiative [Mala želja, velika sreća](#), organized in cooperation with [Savez za rijetke bolesti](#) (Rare Disease Croatia). The goal of the initiative was, first and foremost, to put a smile on children's faces, as well as raise awareness and introduce the population to the rare diagnoses among us. The initiative grew bigger and bigger every year, thanks to Bippers who set new records in the number of wishes fulfilled year after year. In 2021 we fulfilled a list of 70+ wishes. Supporting this initiative since 2016, Bippers have fulfilled more than hundreds of wishes for children with rare diseases, and 2021 marked the 6th year in a row of supporting them.

We partnered with [Mali zmaj](#) to provide support and help increase the quality of life for children without parental care, or those living under the poverty line.

Vodnjan

Every December we organize a charity event to collect gifts for the children of the [Dječji dom Ruža Petrović](#) (Ruža Petrović Children's Home) in Pula. For the 9th consecutive year, our mission was to make children happy, bring cheer to a group of children on Christmas day and make that day special.

APAC

While the world continued to get back on its feet after various prolonged and strict lockdowns, many businesses were still operating within controlled guidelines. Similarly, students were still going about their education virtually. That means investing in proper hardware that can enable and sustain these away-from-office and -class scenarios. We supported the local community with the Repurposed





Laptops Donation Programme. Infobip APAC (Malaysia), in wanting to help communities make the inevitable leap into the digital era, connected with the Medical Awareness Camp Outreach (MACO) in Malaysia - a non-governmental organization founded by a group of specialist doctors and non-medical volunteers to provide free medical services to disadvantaged people - to donate decommissioned laptops which benefited students and schools who could not afford to get one.

Africa

We supported [Ubongo Kids](#) in Tanzania to create and deliver free, localized, and life-changing edutainment for African children, the world's largest demographic. Ubongo Kids works to equip the next generation of African kids with the cognitive foundation, skills, and behaviors to change their lives, their communities, and the world for the better.

As a part of our Tech4Good program, we provided [TEARS Foundation](#) in South Africa with the possibility to use our WhatsApp line for people to report any issues or get professional advice from TEARS. We also supported TEARS Foundation with monetary donations.

Europe

We provided IT equipment (including monitors, TVs) and office equipment (including chairs, mugs, cups, and stationary) to Edmonton Country School and Menorah Primary School in London/Chiswick.

Traditionally, Infobip has offered small gestures of appreciation to our customers, but after yet another difficult year for many communities, and in the spirit of the holiday season, we wanted to help provide some relief for those who find themselves in true need. In 2021, in honor of our gratitude to valued customers, we put those funds from

Bippers from all around Europe (Croatia, UK, Spain, Germany, Italy) towards making charitable donations during holiday season to:

- Unicef - United Nations Children's Fund
 - OHCHR - Office of the United Nations High Commissioner for Human Rights
- of €10,000 each.

India and Bangladesh

We supported the [Project Smile Trust](#) in Bangalore working towards poverty alleviation and holistic upliftment of the vulnerable. Project Smile is an Integral part of Mercy Mission which is an emergency response team formed to provide support to the public across Bangalore during the pandemic. We donated 500 health/protection kits to the COVID-19 frontline workers.

In addition we worked with SOS Children's Village in Pune that provides care to orphaned children, by taking them under

their care and providing them shelter, food, and education. Infobip supported the education of 10 children for one year.

Rotary Club of Binani Model Town in Dhaka

The Rotary Club of Binani Model Town is a non-profit based out of Dhaka, Bangladesh. We donated money to build a Female Friendly Sanitation and Hygiene facility for girl students of Dular Char High School who constructed two toilets, two commodes, a water tank, and a rack for sanitary pads.

LATAM

We supported the Amigo Secreto Solidario campaign in the Bogota, Brazil (Curitiba & São Paulo), and Mexico offices (Mexico City & Guadalajara), in which we invited Bippers, their families and friends to contribute to a non-profit organization while Infobip matched the number of donations:

In Brazil and Mexico, we partnered with the local branches of [Aldeias Infantis](#) (SOS Children’s Villages), a leading global organization in direct child care, present also in 137 countries and territories.

While in Colombia we partnered with [Fundación Alimentar Colombia](#) by supporting the physical, emotional, and social development of children and their families in the country’s extreme poverty situation. The main focus was to provide food for children and support their families for the generation of income and improvement of their quality of life.

We also partnered with [Mision INALDE](#) in Bogota, Colombia, and [Associação Casa Do Pai](#) in Curitiba, Brazil by donating refurbished laptops as a part of the in-kind donation program under Social Impact.

MENA

As part of our ongoing mission to bring about change and enhance experiences, Infobip signed a Memorandum of Understanding with [Al Aman Fund](#), a Jordanian organization that provides livelihood support through helping educate local, orphaned youth. We helped support three recipients pursue university degrees

in electrical engineering, cyber security, and financial technology.

The commitment in Bosnia and Herzegovina to support local non-profits grew in 2021. Thanks to a partnership with humanitarian organization [Pomozi.ba](#), our employees were able to provide meals for citizens in need as part of the “Meals for Everyone” initiative. We also provided medicine, funds for medical equipment, medical expenses, and heating expenses for six families and six individuals. We supported one-year scholarship for a high school student, and granted a scholarship for another student. Additionally, we supported specific causes to raise further funds for other non-profits.

We wanted to give kids and their families a little bit of joy and happiness for the holiday season. For this, we partnered with the humanitarian organization [Ruku na srce](#) to support the initiative “No child without a holiday present” (Ni jedno dijete bez paketića). Donations collected through this action were used to buy toys, food, and other gifts for children.

We partnered with **Superar u BiH** for a project of establishing the first children’s orchestra in Sarajevo. They offer every child an opportunity to join an orchestra without an audition or selection process. We donated funds to purchase instruments for the orchestra.

We supported the [Nahla](#) education center - a non-profit that empowers women and girls with education, skills, and courses to make them competitive in the job market. We also worked with [Education Builds BiH - Jovan Divjak](#) - a non-profit that helps young people to finish their schooling – by providing IT equipment and laptops for their

workshops and lessons. Infobip further assisted Education Builds BiH -

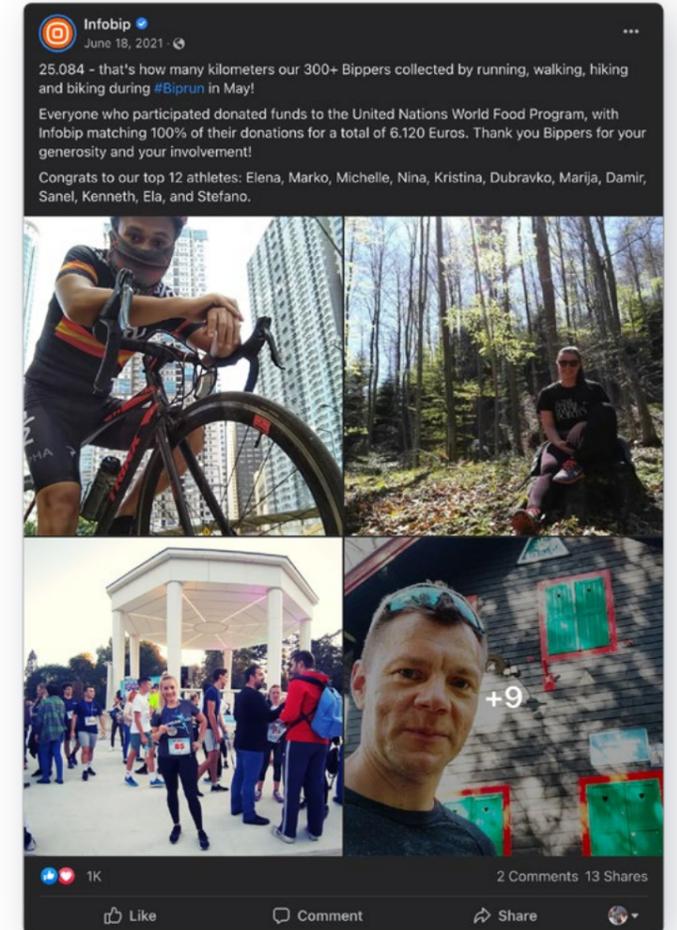
Jovan Divjak by purchasing 50 calendar publications. This went towards their ongoing project for calendar publications, with all profits going to scholarships for different youth.

More than 20 charitable projects in the STEAM fields, as well as health and humanitarian aid were funded to support operations of non-profits, schools, educational centers, and organizations, to achieve charitable goals and make an impact in the community.

ANAM

Anam partnered with [Aware](#) – an organization providing support, education, and information services to those impacted by anxiety, depression, bipolar disorder, and related mood conditions. During the Christmas 2021 Charity Campaign (“[Snap & Share](#)” holiday picture campaign), employees were asked to share a photo from their holiday season and Anam made a €20 donation. Anam achieved the target €3,000 donation to Aware based on the employees’ participation in the Christmas Charity fundraising campaign.

Over the past few years, the Anam office in Dublin does an annual Christmas Jumper fundraiser in aid of an Irish Charity, [Peter McVerry Trust](#) - a national housing and homeless charity committed to reducing homelessness and the harm caused by substance misuse and social disadvantage. In 2021 we raised 2k bringing our donation to date to just under €6,000.



Global

Participating in a virtual race and donating to a noble cause at the same time.

In 2021 we launched BipRun - a Global Virtual Charity Race - where 300+ Bippers from all over participated and contributed by donating to a noble cause.

BipRun connected all Bippers from around the globe. Bippers completed races and submitted their results, earning them a spot on the final leader board and – at the same time – choosing which organization to make a donation to. Ultimately, Bippers voted to donate to the **UN World Food Programme**.



Adopted by all the United Nations Member States in 2015, the 17 Sustainable Development Goals (SDGs) provide a guideline toward ending all forms of poverty, fighting inequalities, and tackling climate change by 2030.

Here's how we worked towards these goals in 2021:



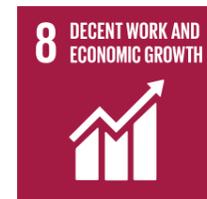
SDG 3: Throughout the COVID-19 pandemic, we proactively deployed several measures to support the wellbeing of employees as we lived our “new normal.” We gave our workforce the flexibility to keep working remotely or from offices where epidemiological situations and regulations permitted. We kept the “Wellbipping” program to prioritize the mental health of our employees. This included “Joy”, our wellbeing chatbot that was designed to help Bippers focus on their health and happiness. We provided flu vaccinations for all interested employees. Infobip also partnered with healthcare, government, and other organizations on chatbot initiatives to help share real-time COVID-19 information across people’s preferred channels.



SDG 4: We used our international footprint and community partnerships to promote IT and communications learning. We partnered with STEMI in 2021 to promote STEM subjects and careers by giving students a hands-on look at the world of artificial intelligence. We believe employee development is key to the success of every organization, and internal and external educational events are some of the best ways to grow, learn, and gain new perspectives. That’s why all Bippers receive an education budget to grow their capabilities and enrich their teams.



SDG 5: Infobip recognizes the vital role of women as agents of development. We believe that gender equality and the empowerment of women must be achieved to accelerate sustainable development and the critical success of all the sustainable development goals. In 2021, 37% of positions at Infobip were held by women **(+2% vs 2020)**.



SDG 8: We protect labor rights and promote safe and secure working environments for all Bippers in all the countries where we operate. We achieve higher levels of economic productivity through technological upgrading and innovation. Our focus on digital transformation enabled us to continue to provide customers with essential communication services during a global pandemic. Our products were used by public and government health organizations worldwide to keep the public informed and safe during the COVID-19 pandemic.



SDG 9: The economic and social ramifications of the COVID-19 pandemic significantly impacted the lives of millions of people. We advanced the digitization of communications technology, business models, and information, especially in the healthcare sector where citizens worldwide sought real-time information from trusted sources. We helped our clients and partners pivot to digital business models and digital channels to better meet the changing needs of their audiences.



SDG 10: With the launch of our global Social Impact, we wanted to increase the number of youths participating in STEAM education/programs to address the education gap, narrow the disproportionate participation and invest in STEAM programs in disadvantaged areas and groups (geographical gap). Our funding was directed towards charitable projects in the areas of science, technology, engineering, arts and mathematics (STEAM), health, and humanitarian need.



SDG 12: We aim to achieve the sustainable management and efficient use of natural resources. Environmentally, Infobip has adapted everyday business with sustainability initiatives such as waste reduction, energy and water conservation, recycling and environmentally friendly travel ensuring business is conducted in an ecologically and socially responsible manner ensuring that company success and development does not exploit local or international natural resources.



SDG 13: Climate action is a pressing issue for our world. To reduce our impact, we built our Zagreb and Vodnjan campuses in Croatia under the EU directive 2010/31EU, achieving an “A” grade EPC certificate. Our campuses were designed in line with greener structure best practices, and we will explore opportunities to further reduce our environmental impact in 2022.



SDG 16: We want to ensure responsive, inclusive, participatory and representative decision-making at all levels. To effectively deliver the Social Impact strategy worldwide, each region has its own Regional CSR Group that coordinates the activities at a regional/country-level. The regional CSR Groups are made up of employees from various countries, different departments and at different levels within the organization. We make sure that all the activities do not in any way include corruption and bribery in all their forms. An anti-bribery and corruption policy is in place on a global level.



Since 2020, we partnered with [STEMI](#) and developed [Škola Budućnosti / School of the Future](#) a unique project introducing young people to the world of artificial intelligence. More than 100 schools, 200+ teachers and 2000+ students joined the School of the Future project.

Their task was to **create chatbots that had to be developed with the aim of solving problems within the UN SDGs**. With the support of Infobip mentors who introduced them to the world of AI through several educational videos.

The closing event was held on 2021, 5th October (World Teachers Day) in Zagreb to celebrate the results, the winning teams, and their teachers.

The issues in the UN SDGs areas that the winning teams aimed to solve were:

- SDG 1 No poverty (helping people in need)
- SDG 13 Climate action (raising awareness on climate change)
- SDG 7 Affordable and clean energy (sustainable energy)





Environment

Connecting with our environment

Environmentally, Infobip has adapted everyday business by pursuing sustainability initiatives such as waste reduction, energy and water conservation, recycling, and environmentally friendly travel. Our goal is to see business conducted in an ecologically and socially responsible manner, ensuring that company success and development do not exploit local or international natural resources.

Creating an “A standard” office

We’re committed to minimizing our carbon footprint by making changes in our everyday business, as well as pursuing sustainability initiatives which include reducing waste, conserving energy and water, and promoting recycling.



Carbon neutral by design: Infobip products are software-based, making our services carbon neutral by design.



Environmentally-friendly travel policies: we actively promote responsible and sustainable principles across our travel policies. Even before the pandemic - and throughout the duration of the pandemic into 2021 - virtual meetings were standard practice, and inter-office travel is organized with an emphasis on ride-sharing and minimizing vehicle count.



Energy management: energy management is currently handled on an office-by-office basis, but across the board, we regularly assess our energy consumption and optimize for efficiencies.

Infobip's first campus

Our Vodnjan HQ office is an "A Standard" building under the EU directive 2010/31EU.

Here are some of the ways we achieved this milestone:



Automated, energy-efficient lighting

We use automated lighting systems, based on timers and motion sensors, and energy-efficient LED bulbs throughout the buildings.



Reduce, reuse, recycle

We banned single-use kitchenware and included extensive recycling facilities.



Water efficiency

Our taps have been engineered to reduce water waste by up to 50%. Drinking water is heated exclusively by solar power, and our green outdoor spaces are served by a rainwater irrigation system.



Minimal heat waste

Campus buildings are well insulated to minimize heat waste and keep things warm in winter, and cool in summer.



Minimal food waste

Canteen meals must be ordered a day in advance to optimize planning and minimize food waste. We use local food suppliers to help minimize the environmental footprint of our food and to help support the local economy.



The Infobip "Pangea" campus, Vodnjan, Croatia



The greenery around the Vodnjan campus allows the cultivation of olive trees. The olive oil produced from olives on our IT campus won gold at the New York International Olive Oil Competition - one of the biggest competitions for evaluating the quality of olive oil in the world!

The same olive oil is then used by the employees and kitchen staff themselves to prepare meals on campus every day.

Infobip's biggest Innovation Center

Alpha Centauri, the brand-new campus in Zagreb, covers 11,900 square meters of indoor and 5,100 square meters of open space.

It is unique in that, in addition to modernly designed spaces for work and education, it also has accommodation units that can accommodate employees and guests from other company offices worldwide.

The campus follows global trends, so great emphasis is placed on green details and sustainability.

In addition to the highest standards that have been used to build the first campus in Vodnjan, our Zagreb HQ office is an "A+ Standard" building under the EU directive 2010/31EU. In other words, it received the highest energy efficiency rating.

The surrounding groundwater is used

for cooling and heating the working premises, which results in lower electricity consumption (water-to-water heat pumps). A "green façade" surrounds the outer element of the campus and provides more sun in the winter, and protection from too much sun in the summer.

All employees and guests of Alpha Centauri can use self-service, canteen's cafeteria and canteen for free. We put special attention on a healthy diet, so fresh and balanced meals are prepared daily across nearly 20 meals per week. Ingredients for breakfasts, lunches, and healthy snacks, are procured from local family farms.

Most of the produce for our canteens comes from domestic companies and family farms.

Moreover, considering the seasonality of the products, Bippers in Croatia enjoyed delicious vegetables from the Gruntek Eco Garden, where we leased five gardens with a total area of 250 m2.



"Alpha Centauri represents the evolution of our first campus in Vodnjan, Pangea, which was an important turning point for the accelerated development of our business and development."

Silvio Kutić, Chief Executive Officer



Carbon footprint

Infobip's commitment to the environment continued in 2021. In fact, Infobip measured the carbon footprint of the business's direct activities, identified areas for improvement, and set a carbon reduction target.

An organizational boundary was defined for Infobip's international operations, identifying Scope 1, 2, and 3 sources, in line with the [Greenhouse Gas Protocol Corporate Accounting and Reporting Standard, revised edition](#). Scope 1, 2, and 3 is a way of categorizing the different sources of carbon emissions a company creates in its own operations and in its wider value chain for carbon accounting.

Data was collected and inputted into a carbon footprint tool that employs a bottom-up, consumption-based approach for calculating emissions.

Scope 1: direct greenhouse gas (GHG) emissions occur from sources that are owned or controlled by Infobip. These refer to emissions derived from the combustion of natural gas and other fuels at sites or in assets that are owned or controlled by the company.

Scope 2: indirect GHG emissions that arise from Infobip's operations due to the generation of electricity that the company's operations consume.

Scope 3: All other indirect emissions that are the result of activities from assets not owned or controlled by Infobip, but that Infobip indirectly impacts in its value chain.

Saving paper with electronic signatures

We are witnessing the changes in the way business is conducted. In these unpredictable conditions, companies are devoted to finding the best way to adapt to the new environment, and still make their businesses viable.

One of the aspects of the change is how we approach the final stage of a business transaction, circulating legal documents for signing and archiving in order to close the deal.

If on one side e-signature goes hand in hand with the new business environment and the challenges of working in the circumstances of limited mobility, travel restrictions, and lockdowns, on the other it reduces the use of paper and helps to protect our environment.

For these reasons we decided to digitize and streamline signing of documents through legally binding software in more than 180 countries. We have implemented a process to promote e-signatures internally but also externally with clients and suppliers.

Organizational boundary

The following organizational boundary covers the operations from all facilities operated by Infobip.



European Climate Pact

We joined the European Climate Pact and encouraged Bippers to contribute by volunteering to build a better future for our planet through the [Count Us In platform!](#) We also invited Bippers to get active and find out how they can help fight climate change.

Governance

Accepting the highest ethical standards of business conduct.

Transparency, integrity, and respect underpin our strong governance in all business operations. This approach gains and maintains the trust of our stakeholders, and that is why we choose to accept only the highest possible standards of ethical business conduct.

The Infobip Management Board is responsible for overseeing the business strategy, including the review and approval of our strategic plan and long-term objectives. Strong management is the backbone of Infobip's success. It's made up of the [Management Board and Regional Managing Directors Board](#), with an average board tenure of seven years.

“By uncompromisingly applying the highest and most stringent governance standards, we have earned the trust of our stakeholders. Our priorities include looking after our employees, protecting user data and privacy, energy efficiency, and caring for the environment.”

Aurora Volarević,
Vice President, Corporate Affairs

Materiality Assessment

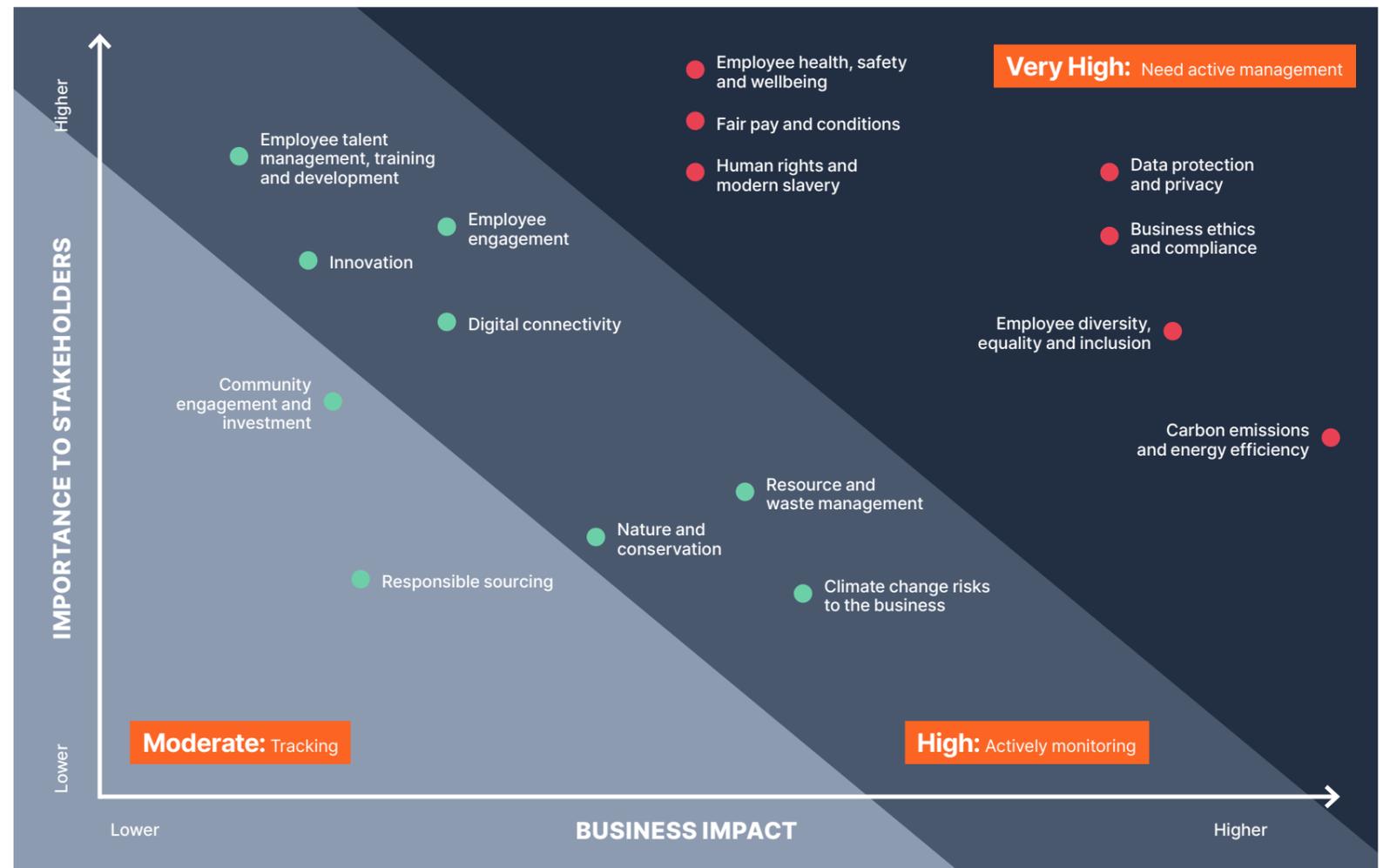
We conducted our material assessment for the first time in 2021. Infobip's materiality matrix shows what matters most, based on Infobip's business impact assessment, stakeholder interviews, and surveys.

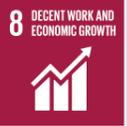
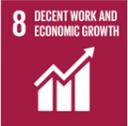
The process undertaken was in line with and exceeding best practice standard GRI (Global Reporting Initiative):

- stakeholder identification and desktop review
- stakeholder engagement
- business impact assessment and prioritization

Priority issues

- Employee health, safety and wellbeing
- Fair pay and conditions
- Human rights and modern slavery
- Data protection and privacy
- Business ethics and compliance
- Employee diversity, equality and inclusion
- Carbon emissions and energy efficiency



Priority issues from Infobip's materiality assessment	Link to the UN SDGs
<p>Employee health, safety, and wellbeing: Ensuring workplace-related health and safety risks to employees are prevented or minimized and promoting good mental and physical health and wellbeing.</p>	
<p>Fair pay and conditions: Ensuring our employees receive equal pay for equal work and that wages and conditions are fair and reasonable for the type of work done.</p>	 
<p>Human rights and modern slavery: Ensuring fair employment practices for direct and indirect employees, including zero-hour contracts, guaranteed hours, labor standards and eliminating modern slavery.</p>	 
<p>Data protection and privacy: Safeguarding our customers' and users' data and ensuring privacy by securing computers, servers, mobile devices, electronic systems, networks and data.</p>	
<p>Business ethics and compliance: Upholding moral and ethical standards of business, including governance, reporting, transparency, anti-corruption, anti-bribery, anti-competitive behavior and paying taxes.</p>	 
<p>Employee diversity, equity and inclusion: Ensuring individuals or groups of individuals are not treated differently or less favorably based on their gender, race, disability, religion or belief, sexual orientation and age. And promoting an inclusive culture that recognizes, respects and values people's differences so they can contribute and realize their full potential.</p>	   
<p>Carbon emissions and energy efficiency: Managing and measuring energy and carbon emissions from our direct and indirect operations, purchasing renewable energy sources and carbon offsetting.</p>	 

Infobip Foundation

Infobip Foundation (Zaklada Infobip) is a non-profit organization supporting our social impact objectives in Croatia. Since the beginning, we have had a strong connection with the local community supporting various non-profit organizations. The commitment to make a positive impact in our communities is ingrained in who we are as a business.

In 2021 Infobip Foundation supported several non-profit organizations, schools,

universities, and hospitals in the Republic of Croatia through monetary donations, tech4good, and in-kind donations.

The Infobip Foundation Board meets periodically in Croatia to make decisions on donation requests, or more frequently in the case of urgent requests. Our funding is directed towards charitable projects in the areas of STEAM, health, and humanitarian need. In 2021, we reviewed numerous donation requests and provided funding to more than 30 non-profit organizations in Croatia.



Legal head office: Istarska Ulica 157, 52215 Vodnjan (Croatia)
 Registration number: 18000002
 OIB: 78732556610
 Email: foundation@infobip.org

Regional CSR Groups

To effectively deliver the Social Impact strategy worldwide, each region has its own Regional CSR Group that coordinates the activities at a regional/country level. Groups were established to handle global decision-making relating to charitable donations.

Regional CSR Groups are always open to the candidacy of new members and the composition may change over time. In 2021 the regional CSR Groups consisted

of 41 employees from various countries, departments, and at different levels within the organization, a gender split of ~71% women and ~29% men. They meet periodically to make decisions on donation requests for their regions and are responsible for implementing the social impact strategy in their respective regions.

To ensure a consistent approach, the Global ESG Team HQ supports the implementation and coordination of the Infobip social impact strategy on a global level.



Infobip.org

In line with Infobip's mission to simplify how brands connect with, engage and delight their customers at scale, Infobip introduced a new domain to make it easier for stakeholders to transparently share environmental, social, and governance (ESG) initiatives through a communications hub, as well as to make it simpler for the company to partner with the charitable sector.

As the sustainability journey accelerates, [Infobip.org](https://infobip.org) seeks to make a lasting positive global impact with a comprehensive ESG strategy. It entails adopting the highest ethical standards on business conduct, investing in communities through non-profit partnerships - specifically those that help close the educational, geographical, and

gender gaps in STEAM - and giving back through monetary, tech4good, and in-kind donations. These have been administered both through Infobip on a global scale and The Infobip Foundation in Croatia.

Being able to give back is a privilege and a responsibility of any successful business – so we made it one of our priorities in 2021 and onwards. We've launched Infobip.org, a hub that makes it even easier to connect with communities on a global scale, share our sustainability journey and provide non-profit organizations the opportunity to request funding through two verticals:

- Social impact - partnerships with non-profits
- Bippers4Community – volunteering our employees' skills and contribution

Business Continuity Management

The Infobip Business Continuity Program, approved by the Infobip Management Board, provides a proactive framework and an adequate approach to avoiding and mitigating risks that may impact business operations, such as unplanned threats and/or incidents. It is aligned to ISO22301 Business Continuity Management System and the Business Continuity Institutes' Good Practice Guidelines. The goal of the program is to:

- protect people, as they are Infobip's most valuable asset
- ensure the organization can maintain continuous business operations during disasters, emergencies, and other business disruptions

- resume normal business operation as early as possible

The Business Continuity Management Program is made of up of four pillars: crisis management, business recovery, technology recovery, and premises recovery plans. Periodic tests and exercises are conducted to validate, update, and maintain plans that support each BCM program pillar. Continual improvement of Infobip's Business Continuity Program is ensured through regular evaluation and taking into account any changes to legal and regulatory requirements. Ongoing education and awareness programs ensure that all employees are familiar with Program goals, priorities, responsibilities, and response requirements.

Enterprise Risk Management

Enterprise Risk Management (ERM) represents a holistic approach to risk management across Infobip's business. The ERM strategy and processes systematically and comprehensively identify and qualify various business risks, and effectively manages them in an integrated way, with the goal of increasing Infobip's competitive position and achieving long-term business sustainability.

Under the oversight of the Board and executive management, Infobip implemented the three lines of defense model to establish control, accountability, ownership, and confidence in our risk management models. Risk at Infobip is also managed through internal controls, company policies, procedures, guidelines, audits, and other company processes.

Raising concerns

We are committed to providing a safe and pleasant workplace for all employees, together with compliant business conduct and in accordance with the rules and regulations in the countries where we operate. It's our policy to provide an effective process for employees to express concerns or report potential misconduct without retaliation or intimidation, in accordance with applicable laws and regulations, and to report any such concerns.

Employees are encouraged to ask questions about Infobip's compliance policies,

procedures, and practices, and to speak up if they're unsure whether an action, activity, or decision is consistent with regulatory requirements, our own policies, our business ethics, or our company values.

We have a robust process for reporting non-compliance with Infobip's Code of Conduct, and a zero-tolerance approach to retaliation against any employee who raises concerns or questions regarding a potential violation of policy.

Privacy commitment

As a global cloud communication platform, we process a significant amount of personal data. As such, it's our responsibility to integrate data protection and privacy into our business practices, products, and services.

We pride ourselves on being a reliable business partner and employer. Our privacy commitment is about more than compliance with privacy laws. We want to foster a data protection culture within our organization through the following privacy pillars:

1. Establish and maintain good data protection practices

We've set up an efficient privacy and security organization with policies and procedures to guarantee that customers' communications and data entrusted to Infobip are appropriately handled and protected.

2. Use consistent global standards

The General Data Protection Regulation (GDPR) provides the backbone of our privacy program since it requires high

standards of practice when handling personal data. We work hard to offer the same high standards of data protection to all employees, customers, and partners, wherever they're based in the world.

3. Apply data protection principles

Infobip is committed to upholding global privacy best practices. To support this goal, Infobip bases the processing of personal data on a set of core principles:

- Relying on appropriate legal grounds
- Making sure that individuals are provided with transparent information about Infobip's activities affecting their personal data
- Collecting and using personal data only for specified and legitimate purposes
- Processing only the relevant amount of personal data
- Keeping personal data correct
- Not keeping personal data longer than necessary
- Using appropriate administrative, technical and organizational measures that ensure an

adequate level of data protection

The validity of our privacy controls was confirmed by obtaining the [ISO/IEC 27018:2019](#) certificate related to processing personal data within the cloud. Adherence to this international standard demonstrates our commitment to protecting customers' data by following the most comprehensive data controls and best industry practices.

4. Incorporate additional specific privacy requirements

We undertake the necessary work to ensure that the requirements needed to help our customers fulfill their privacy obligations, specific to a certain industry or region, are integrated into our overall privacy program. An example of that is our work around the [Health Insurance Portability and Accountability Act \(HIPAA\)](#), a US law related to health information. In 2021, we organized a comprehensive internal HIPAA due diligence review and preparatory work, and then successfully completed a HIPAA attestation examination, conducted by an independent service auditor, for our SMS services.

Infobip is compliant with the:

- ✓ ISAE 3000 framework (SOC2 Type I) report
- ✓ ISO 27017:2015
- ✓ ISO 27018:2019 standards

It's great to have this reaffirming our global commitment towards security, privacy, compliance and continuous improvement.



Safety and COVID-19 response

The COVID-19 pandemic impacted every continent, sector, and community forcing many aspects of people's lives to take place online.

To help our employees navigate the periods of the greatest public health risks, we formed our response and actions to be empathetic and to ensure maximal safety.

At the beginning of pandemic, we formed a **Safety team**, guided by our Crisis

Management Plan for Pandemics to govern our COVID-19 response. Our safety measures were regularly evaluated and adjusted, considering both internal and external case numbers and trends and local health authorities' recommendations. Measures are adjusted to maintain the appropriate level of safety given the current state of the pandemic in every region and country where our company offices are situated.

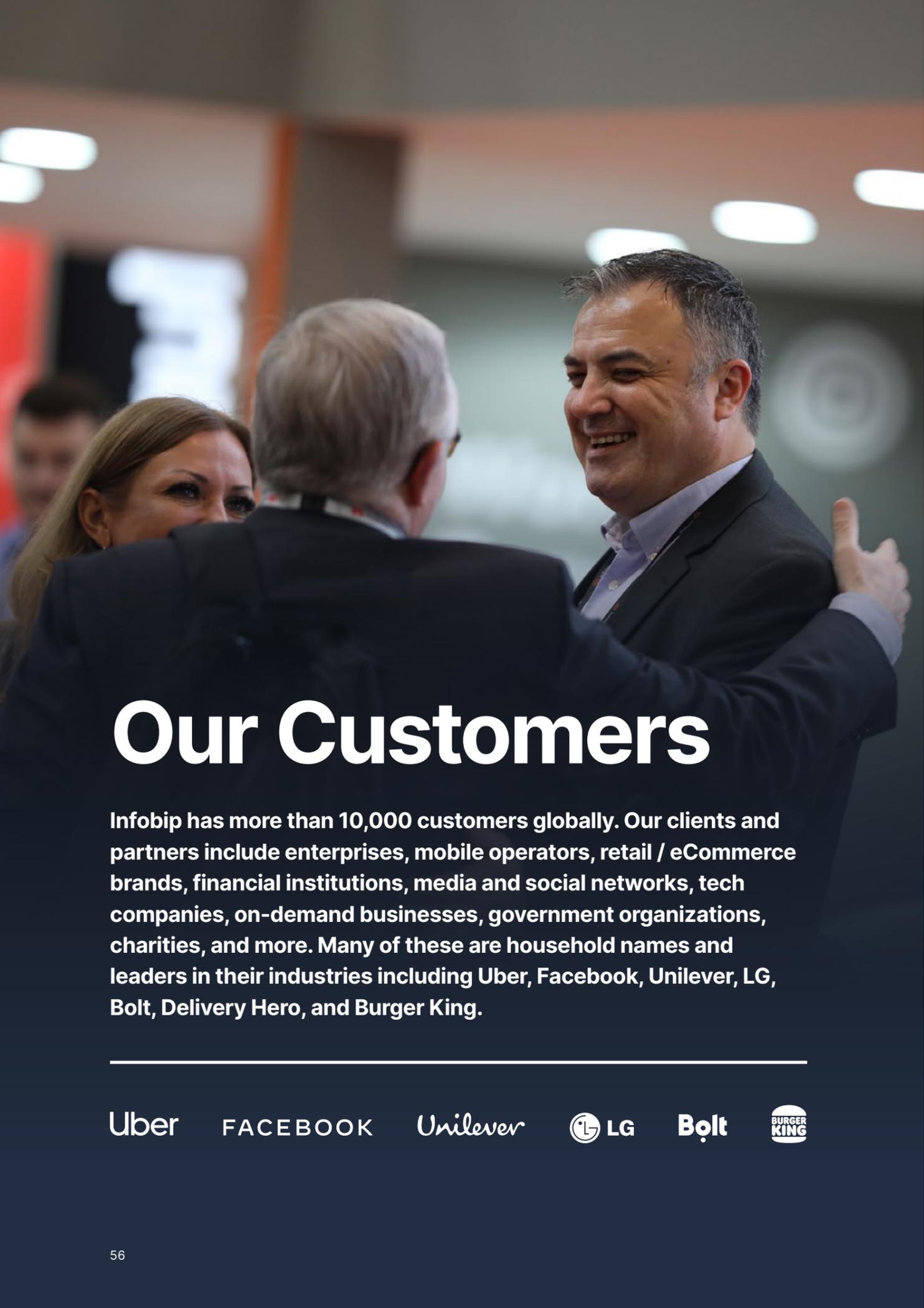
Communications were sent via the company intranet, email, and BipSpace Workplace platform. On our internal Safety site, we published all relevant information regarding the pandemic and safety measures in a timely manner.

Many measures were undertaken to improve the quality of life for our employees during this time. We provided routine on-site testing, contact tracing, and return-to-work guidelines; implemented a mask policy and full vaccination policy on-site.

In support of our employees Infobip offered the following options:

- Employees have been enabled to work remotely or from the office for up to 50% capacity, epidemiological situations permitting.
- We encouraged employees to enhance their remote working environment using ergonomic chairs, additional monitors, keyboards, and more.

- Covering 100% of employee salary during a specific period in case an employee needs to be on sick leave due to COVID-19.
- An internet allowance was introduced to help cover monthly internet expenses.
- A workplace reservation tool was used in the largest offices to help regulate the number of people in the office and ensure social distance.
- As part of ensuring employees were interconnected during work from home, Infobip continued to hold weekly remote panel sessions via teleconference (#WFH).



Our Customers

Infobip has more than 10,000 customers globally. Our clients and partners include enterprises, mobile operators, retail / eCommerce brands, financial institutions, media and social networks, tech companies, on-demand businesses, government organizations, charities, and more. Many of these are household names and leaders in their industries including Uber, Facebook, Unilever, LG, Bolt, Delivery Hero, and Burger King.



OUR CUSTOMERS

We help these organizations deliver business impact by **making better connections** with their audiences:



Telecommunication company Telekom Deutschland saw a **two-fold increase in campaign performance** with RCS Business Messaging



Car manufacturer Nissan grew **lead generation by 138%** with a chatbot after introducing a verified WhatsApp channel



Ride-hailing company Bolt optimized its driver registration journey and secured a **40% rise in conversion rate**



Fast-growing payroll service provider Edenred **decreased waiting times by 96%**, transforming customer service



Mobile network operator and provider Indosat Ooredoo **increased international traffic revenue x3**



“Right now, a revolution is underway in the digital interaction between brands and customers. For the past fifteen years, our main goal has been to lead that revolution with our technology solutions and enable the best possible experience through a platform that meets the goals of our clients and the needs of our customers.”

Ivan Ostojić, Chief Business Officer



"Infobip worked alongside Telekom Deutschland through the implementation process to ensure the creation of a rich media marketing campaign to convert many of our customers into Spotify Premium users. The team at Infobip brought together the understanding of the campaign objectives and technology expertise, allowing us to efficiently communicate via RCS Business Messaging, the same way we would interact with friends."

Thomas Welzel, Senior Proposition Manager Messaging, Deutsche Telekom



"Infobip helped us improve the way we register and onboard drivers using WhatsApp. We used Answers, Conversations, and Moments to enhance our driver registration process and achieve additional growth in conversions. Together, these technologies mean we can deliver better experiences to drivers and optimize internal processes. Our strong partnership with Infobip helps support the company's rapid growth."

Yev Baluyeva, Lifecycle Marketing Manager, Bolt



"Infobip was a gamechanger in helping us digitally transform the way we communicate with customers. Conversations and Answers helped us deliver a seamless customer experience over WhatsApp – using a chatbot to solve 69% of common queries and effortlessly transfer complex queries to agents decreased our average wait time by 96% and improved our customer satisfaction."

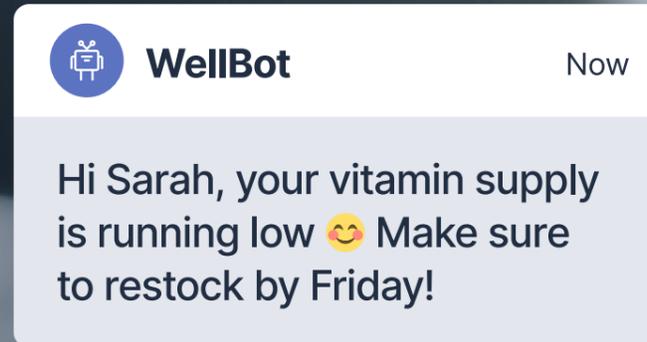
Abdullah Khan, Customer Service Team Lead, Edenred UAE

A word from our Chief Customer Officer



"Making meaningful connections with our clients is key to the mutual success of our businesses. That's why we treat our customers like partners, essentially viewing them as an extension of our own teams. We are focused on our clients' success, and we help them achieve their best possible outcomes through close collaboration and teamwork."

Adrian Grbavac,
Chief Customer Officer



Our work with public and non-profit organizations

Our products and solutions helped enterprises achieve their goals in 2021. But they also helped public and non-profit organizations to navigate the challenges throughout the global pandemic, and improve life for citizens worldwide.

Keeping people informed during COVID-19

To help prevent the spread of COVID-19 in 2021, Infobip continued giving public health and government organizations free access to its global cloud communication platform for the duration of the pandemic, as part of its [“Worlds Connected for the Greater Good”](#) initiative.

Protecting public health can be just a message or an alert away - and we wanted to help organizations get them delivered on time. Providing critical information and

answering important questions helps keep people safe.

Looking back, from 2020 onward, we were able to help governments across the globe with WhatsApp powered by our chatbot building platform and technology, by keeping citizens informed about COVID-19.

Public health and other government health organizations around the world used our chatbot-building platform to build and launch self-service WhatsApp chatbots that answered people’s questions about COVID-19 and combatted the spread of misinformation.

Use cases

Optimize support efforts	Keep the public informed
<ul style="list-style-type: none"> • Create a self-service chatbot • Assign inquiry to the right department • Forward inquiry to a specialized agent • Provide support over the most suitable channel • Be available with just one click 	<ul style="list-style-type: none"> • Use failover channel to make sure instructions reach the audience • Send appointment reminders

As the global pandemic escalated, public and health organizations worldwide needed to provide information quickly and at scale. Citizens around the world wanted fast and reliable access to information from trusted sources as the situation continued to change. But traditional channels like websites and call centers presented bottlenecks and were unsuitable for managing the high volume of queries.

Private organizations chose Infobip: for example [Healthcare at Home](#), the UK’s leading provider of out-of-hospital healthcare, partnered with us to enable two-way messaging flows across patient and staff

communication channels, ensuring it can keep up with the digital pace of change caused by the COVID-19 lockdowns.

WhatsApp Business powered by our chatbot building platform, Answers, helped solve this challenge, with WhatsApp chatbots launched by health authorities in India, France, Germany, Ghana, Kazakhstan, Nigeria, Pakistan, Qatar, UAE, United Kingdom.

As well as being accessible and easy to use, these chatbots were available 24/7 to provide critical information on demand. More than 70 million messages were exchanged between health authorities and citizens using chatbots built on our platform.



Building connections between a United Nations agency and its donors

Unicef: Unified communications to cut churn

For more than 70 years, [UNICEF](#) has been protecting and promoting children's rights in more than 190 countries. Donors are key to the UN agency's mission to deliver change for children. But, in recent years, UNICEF saw a decrease in donor retention and an increase in churn for first-time donors. There was a clear need to streamline and optimize donor communications to improve engagement, reduce churn, and help convert every conversation into a donation.

To inspire donors into taking action, UNICEF needed to revamp the way it engaged its donor community and offer meaningful communications to influence change.

The donor-centric approach provided by Infobip allowed UNICEF to engage with donors in an intelligent and data-driven manner, resulting in:

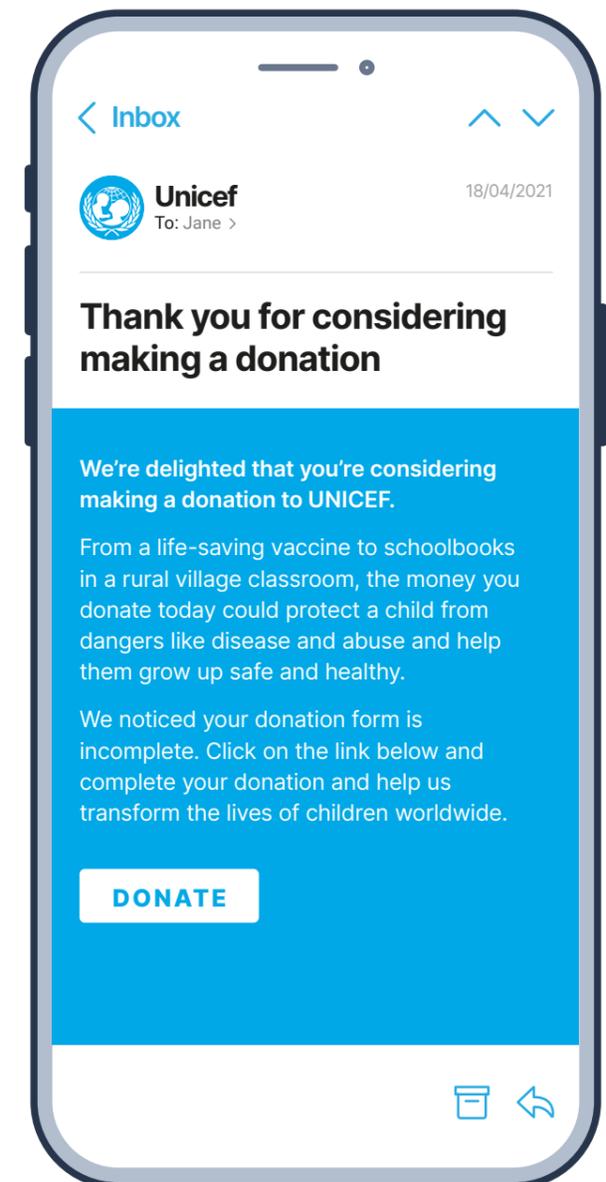
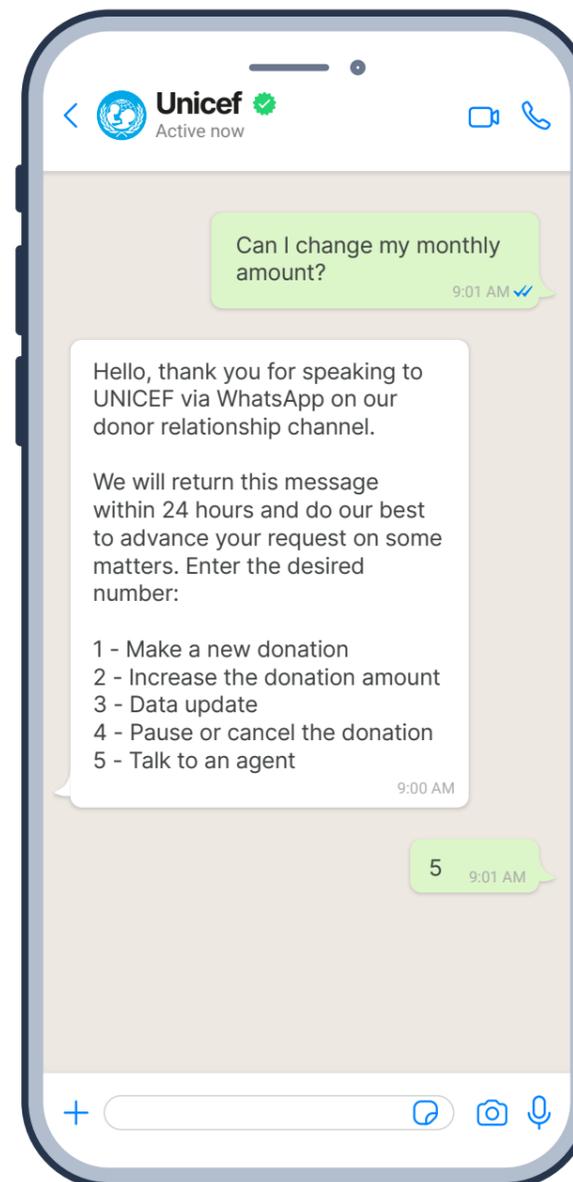
- Ability to manage multiple communication channels over the same interface
- Using data and insights to segment and personalize campaigns for each donor profile
- Improving customer experience and lead generation
- Automated omnichannel communication

Infobip support helped UNICEF engage with donors in a meaningful way and it helped even more to increase total results. What's more, these integrated solutions helped the UN agency to cut the cost of sending the same message over different channels.



"Infobip provided the best value for money and offered the array of solutions we were looking for, as well as a set of tools to implement as our operations expanded. With Infobip, agile service and support are guaranteed. Throughout the implementation process, they were very proactive and always available. Such care in customer service is something that stands out."

Paula Costa,
Marketing and Partnerships at Unicef





Bringing healthcare communications into the digital age

Mediclinic: boosting digital transformation with microsoft and infobip

[Mediclinic](#) - a diversified international private healthcare services group – prioritized the safety of their healthcare workers, patients and visitors by offering a streamlined screening process via our WhatsApp solution over Microsoft Bot Framework, massively reducing bottlenecks while simultaneously improving safety for everyone.

“Thanks to Infobip and Microsoft, we managed to streamline COVID-19 screenings. This reinforced our determination to support our clients and make their hospital stay as comfortable as possible. Microsoft Bot powered by WhatsApp and Infobip helped us migrate almost a third of COVID-19 screenings to a digital channel, making the process quicker – and safer.”

Francois du Tot, Enterprise Systems Manager



Engaging donor community for a crowdfunding platform

Milaap: transforming fundraising communications with whatsapp business

[Milaap](#) - South Asia's largest crowdfunding platform for personal causes and healthcare emergencies, which is transforming the way India gives to those in need - increased user engagement, click-through rates, and gross dollar volume payments through the deployment of WhatsApp Business.

The ease with which donors can share campaigns amongst friends and family means that WhatsApp now drives a quarter of it's total traffic to the Milaap platform.

“Infobip's WhatsApp solution is transforming the way we engage our wonderful donor community. Allowing users to donate and get real-time information on the causes they support – all within a channel they already use – means we're able to grow our active users, boost engagement, grow donations, and build lasting customer relationships.”

Manya Sharma, Product Manager at Milaap



Informing people while traveling

ETF Airways: improved operational efficiency and flight safety with Infobip Things

[ETF Airways](#) - a Croatian airline carrying out charter flights and ACMI operations – was able to become a paperless cabin crew, increase operational efficiency and increase flight safety by using Infobip’s global connectivity management solution for IoT devices, [Things](#).

“Using Infobip’s IoT global sims helped us become a paperless cabin crew. Now, our pilots, cabin and ground crews are always connected – regardless of where they are in the world. As a result, we’ve improved operational efficiency, increased flight safety, and reduced costs. We look forward to expanding our services with Infobip in the future to deliver real-time information to our customers.”

Marko Brankovic, Flight Operations Manager at ETF Airways

Solidaridad

Bridging distance in supply chains for an international civil society organization

Solidaridad: increased reach with voice communication

Our voice solutions helped [Solidaridad](#) - an International Civil Society organization with over 50 years of experience in developing socially responsible, ecologically sound, and profitable supply chains – to provide training and other relevant information to miners, farmers, and other producers. This enabled them to bridge language, distance and literacy gaps across the West Africa Region.

“Infobip’s voice solution has been crucial in helping us move our communications to digital channels. As a result, we’ve been able to reach over 30,000 cocoa farmers and over 5,000 oil palm farmers across five countries, as well as over 1,000 miners in Ghana alone.”

Abdul Basit Ahmed, Head, Digital Innovations at Solidaridad West Africa



Connecting smallhold farmers and non-profit agricultural service providers

One Acre Fund: managing more interactions per day

Infobip enabled [One Acre Fund](#) - an agricultural service provider for smallholder farmers - to interact more efficiently with farmers participating in its program and cut operational costs by rolling out a USSD portal. One Acre Fund is one of the most prominent non-profit organizations on the continent, supplying approximately 1.5 million farmers in East Africa with asset-based financing and agriculture training services aimed at reducing hunger and increasing income for farmers. It also offers crop storage solutions and teaches farmers about market fluctuations to time crop sales to maximize their profits.

Since the introduction of the USSD portal, One Acre Fund has seen an increase in engagement with farmers. USSD gives One Acre Fund a clear user entry point that allows it to rely on less on-field staff to disseminate information. Implementing the solution also helped One Acre Fund reduce its deficit, allowing it to expand to more regions faster, with a limited donor funding growth per year. In addition, USSD enabled the organization to move away from manual data manipulation, resulting in faster processing times with fewer overhead costs and improved customer experience.

“The choice for USSD was made based on user friendliness. We have added roughly nine extra services to the USSD code and typically run a daily volume of 40 000 to 80 000 interactions.”

John Ohaga, Africa Communications Manager at One Acre Fund



Leveraging learning of kids across Africa

Ubongo: edutaining kids with WhatsApp Business Platform

With our Answers, [Ubongo](#) - Africa's Largest Classroom, providers of educational entertainment for millions of kids across Africa - met the increasing need for at-home education during the COVID-19 Pandemic for the 226 million learners unable to attend school. The implementation of Infobip's Answers solution enabled Ubongo to stay true to its commitment to support kids on their educational journey.

Their continued efforts to maintain their reach and serve their market during the pandemic were recognized by the New York Times, Al Jazeera, and Reuters.

“We will use the chatbot built by Answers over WhatsApp to encourage smartphone users to essentially be champions of Ubongo and share our content with kids and parents who otherwise wouldn't have access to it.”

Stephen Boustred, Head of Digital Products at Ubongo

Our Products

Our products and solutions help organizations communicate with their audiences across any channel, any device – anytime and anywhere in the world.

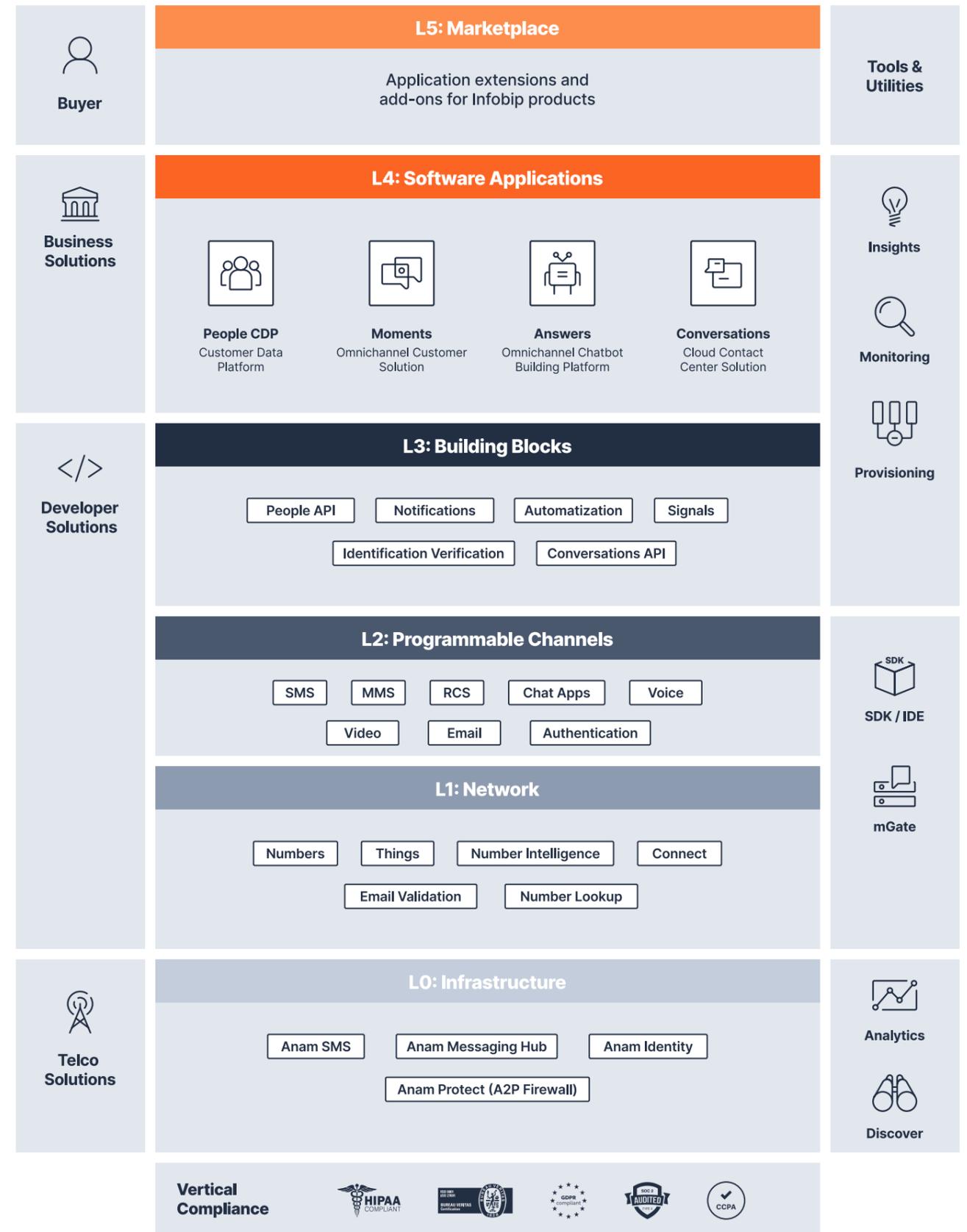
The Infobip technology stack is designed to reduce the points of friction and empower companies to forge stronger relationships with their customers. This makes it easier to acquire new and retain existing customers, which increases customer lifetime value. This is why thousands of organizations choose Infobip to help them with their **digital transformation**, their omnichannel communications strategy, their secure communications, or just simply their customer engagement.

Our product stack includes everything **individual developers** and **businesses** would expect from a **communications platform** beyond just the ability to send messages over multiple channels. We offer native access to a huge number of channels such as SMS, email, voice, video, all major **global chat apps** (Whatsapp, Viber, Apple Messages for Business, Google Business Messages, Messenger, Instagram, etc.), **regional chat apps** (KakaoTalk, Line, Zalo, etc.), and all the major digital channels through API or web interface - but this is further enhanced by a suite of SaaS solutions consisting of Conversations (in-house developed cloud contact center solution that allows

you to manage omnichannel interactions between your brand and your customers), Moments (in-house developed customer engagement solution which centralizes and orchestrates all your communications and customer data in a programable code-free single interface) and Answers (in house developed solution for building, testing, and deploying chatbots, both rule-based or AI-based). At the very top of our “stack” is a very active **marketplace** that enables our customers and partners to deploy extensions and applications that are built on top of our CPaaS solutions either for themselves or towards our large customer base. Our entire product stack can be reinforced with our **Authentication solutions** to add an extra layer of security to end users relying on whole variety of 2FA solutions, silent mobile verification, SIM swap check, and more to secure all steps in customer journey.

Alongside our above mentioned portfolio, we also provide **mobile operators** around the world with solutions designed to generate revenue from A2P messaging, optimize network functions, and introduce new technologies and additional layers of security and spam filtering.

With over fifteen years of industry experience, Infobip technology - developed in-house - has the capacity to reach seven billion mobile devices and ‘things’, directly connected to over 700 operator networks in more than 190 countries.





Full stack vendor offering CPaaS

Our belief is that the supply chain is critical for the delivery of global CPaaS communication services. We are the only full stack vendor offering CPaaS. That gives us and our customers the huge benefit of full control through the whole supply chain which enables us to do optimization on both macro and micro levels resulting in superior quality and performance.

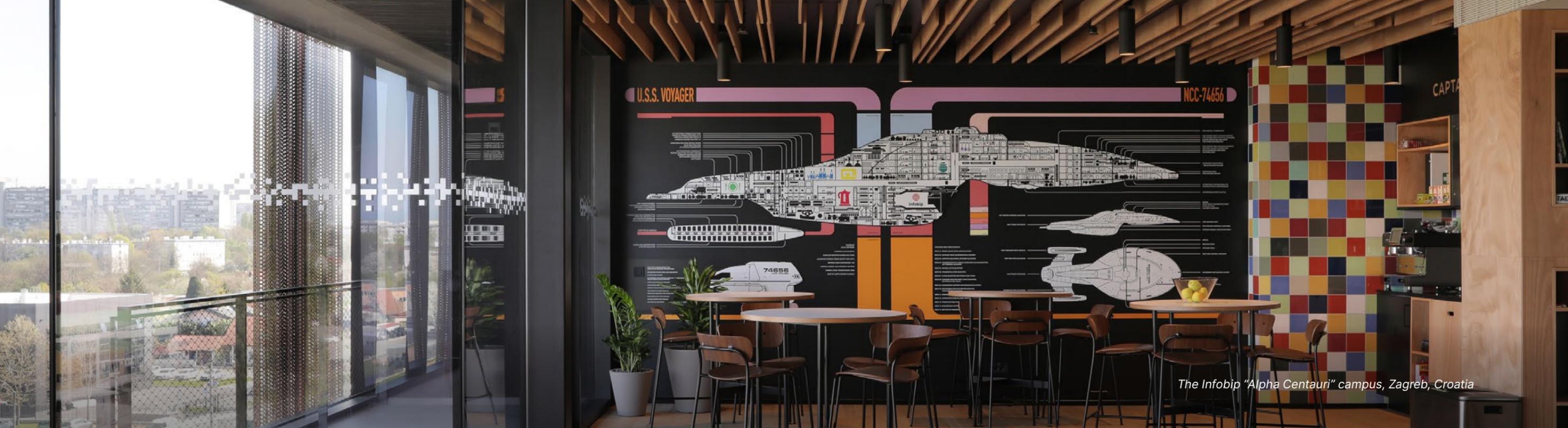
Infobip as a CPaaS leader/ Product Led Growth

The power of CPaaS is being able to deliver the right type of communications at the right time to right audience. In order to do so, it is necessary to address all communication needs in each step of the journey with the appropriate channel. Since Infobip's platform relies on flexibility and modularity, this empowers our customers to tailor communication flows in optimal ways. Also, the breath of the channels that our platform provides opens up a whole new dimension of flexibility and scalability for our customers.

Global leader with hyper local presence

We combine a global and local strategy. It is important in this space, because we can offer the telcos a local presence combined with global brands. Then we add elements of our infrastructure such as messaging, firewall, SMS to guarantee superior quality, network protection and reliability.

We look at each region and which communication channels are being used. For us, channels are not a choice; they're a pre-condition to be able to sell in the region. We review the local channel mix and decide which ones to add.



A word from our Chief Product Officer



“Our role is to redefine how communications can help bring brand stories to life. In the ever-changing field of communication, customers are always seeking options for faster and easier connections with organisations and brands. CPaaS has become one of the most valuable tools in the business landscape and an important growth industry as a result. Infobip is committed to staying ahead of the changing trends in the marketplace and will continue to add new capabilities and work with customers to surface valuable use cases and deliver the tools they need to be successful in a hyperconnected environment.”

Adrian Benić, Chief Product Officer

Awards and Recognitions



Ranked the leading service provider in CPaaS by Juniper Research in its new Competitor Leaderboard CPaaS Vendors (October 2021)

Ranked the leading service provider in the mobile messaging space by Juniper Research in its new Competitor Leaderboard (September 2021)

Mover & Shaker in Telco Innovation at the 2021 Juniper Digital Awards



Infobip named a Leader in the IDC MarketScape: Worldwide Communications Platform-as-a-Service (CPaaS) 2021 Vendor Assessment (doc #US46746221, May 2021)



ROCCO

Best A2P SMS provider for the fourth year running by mobile operators and enterprises in ROCCO's annual Messaging Vendor Benchmarking Report 2021

Best CPaaS Provider of the Year, Best RCS Provider of the Year



The Infobip "Alpha Centauri" campus, Zagreb, Croatia

Final Thoughts

2021 was a remarkable and challenging year, and we're proud of what we achieved together as a global organization.

In 2021, we witnessed further tectonic shifts in the world of communication, highly accelerated by the pandemic that had increased the need for direct digital interaction. Our industry continues with solid growth in the wings of increased digitalization.

Last year, we marked our 15th anniversary. In this incredible and exciting journey, which began with a small startup launched by three engineers in Vodnjan, we have grown into a global leader with services used by seven billion people in over 190 countries.

We continued to experience exponential growth by acquiring Open Market, Shift, and Anam and expecting all the regulatory approvals for the Peerless Network acquisition. In addition, a new round of

\$500 million investment has accelerated our international strategy by several years.

Besides the accelerated growth, our ESG strategy is also one of our priorities. ESG is deeply rooted in our values. Along with operating transparently, we genuinely care about our employees, with whom we contribute to the community and the environment in which we operate.

In 2022, Infobip will keep its target growth projection made at the beginning of 2021 as a three-year phase, during which the entire company will apply the "exponential mindset". We are confident that we will continue on our journey of creating the impossible by working together as one team and staying committed.

Thanks for reading!



infobip

Infobip Limited
35-38 New Bridge Street
London, UK, EC4V 6BW

www.infobip.com