

ENVIRONMENTAL SOCIAL & GOVERNANCE REPORT

2024



2024'S REPORT

As a new organization, we are excited to present our inaugural Environmental, Social, and Governance (ESG) report—a cornerstone of our commitment to creating a sustainable, responsible, and forward-thinking business. This report represents not just a reflection of our present efforts but also a foundational step toward embedding ESG principles into the core of our strategy and operations.

We believe that ESG is not only about doing what is right but also about building a resilient, future-ready company that delivers long-term value to all our stakeholders. From reducing our environmental footprint and fostering a culture of diversity, equity, and representation to upholding ethical governance practices, this report outlines our journey so far, the goals we aspire to achieve, and the guidelines for our continued progress.

As a company, we recognize the opportunity—and responsibility—of shaping our operations and policies from the ground up with sustainability and social impact.

We are proud to take this first step in our Environmental, Social, and Governance journey and look forward to building a legacy of accountability, innovation, and shared success.

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The reporting information in this Environmental, Social & Governance report corresponds to Helios & Partners Advisory Inc. a Texas corporation and its subsidiary Helios Worldwide S.A.S. a Colombian company.

With headquarters in Los Angeles, USA and other places of operation in Bogotá, Colombia.

Headquarters location at 228 Santa Monica Boulevard FL3, Santa Monica, California 90401.

Helios is an advertising and marketing company, offering tech solutions to its clients, with principal services as online advertising, including but not limited to media buy, content creation, website development, hosting and maintenance, creative productions, PR services, among others.

The reporting period of this ESG report is 2024.

For further questions, contact compliance@heliosww.com.

OVERVIEW

HUMPHREY HO



OUR CEO.

At Helios, we believe that building a responsible, future-focused company means embedding sustainability, integrity, and inclusion into every facet of how we operate. Our ESG report is a testament to this ongoing commitment—outlining a progressive roadmap for our firm while setting clear goals for continuous improvement.

Empowering Women, Championing Meritocracy

We are a female-forward company, and are proud to have promoted 71.4% women to managerial and executive positions within the last year—including our Media CEO and our Managing Director of Los Angeles.

But our commitment goes beyond gender. With 70% of our workforce representing diverse backgrounds and nationalities, and a multilingual team fluent in 5 languages across our offices in the US, APAC, and LATAM, multiculturalism isn't just something we support—it's how we operate. Cultural exchange isn't a program here; it's part of our everyday experience, fueling creativity, perspective, and innovation.

Yet, while we take pride in our diversity, our dedication to meritocracy remains firm. We don't believe in tokenism—we believe in recognizing and advancing talent based on performance and potential. This merit-based philosophy informs every aspect of our work, from hiring to leadership development.

(...)

(...)

Sustainable by Design

As a digital-first company, we are deeply committed to minimizing our environmental footprint. While we value the power of in-person collaboration and are gradually transitioning back to the office, our global, multi-office team continues to conduct over 80% of meetings virtually. We've invested in sustainable digital infrastructure, including power-efficient AI systems and fully paperless workflows. In our physical offices, we prioritize environmentally responsible practices—operating in spaces powered by over 50% renewable energy, outfitted with bottleless water systems, and strategically located to reduce reliance on intensive climate-control systems. Global Reach, Local Integrity

Though we are global in scale, we do not outsource our core work. Over 95% of our workforce is employed full-time, ensuring accountability, long-term investment in our culture, and a deep understanding of the regions and communities we serve. We believe business is personal, and while we harness technology to stay connected across time zones, we never lose sight of the human relationships that power our success.

Innovation with Responsibility

We will continue to invest in AI to enhance our capabilities—but never at the cost of quality. At Helios, we are building a future where progress is purposeful, technology is ethical, and success is shared.

HUMPHREY HO



HELIOS; WHO WE ARE



At Helios, we are a dynamic advertising company with a global presence, operating across multiple time zones to serve our clients seamlessly. With a team of highly skilled professionals, each bringing deep expertise in technology, marketing, strategy, and creative innovation, we craft impactful campaigns that drive real results.

We are committed to helping our clients achieve growth and success through strategic, creative, and results-driven solutions.

Helios Worldwide is formed by different enterprises which better encompass our client's needs.

mercury•



HELIOS MEDIA



HYPERLUX

*modest
creative
company*

HORIZONTALLY OPPOSED, VERTICALLY INTEGRATED



Media With Purpose

Media Planning & Buying | Innovation | CRM | Identity



Stories Told At Scale

Creative | Brand | Purpose | Production



Innovation At The Edge

AI | Web | Applications | Enterprise | Growth



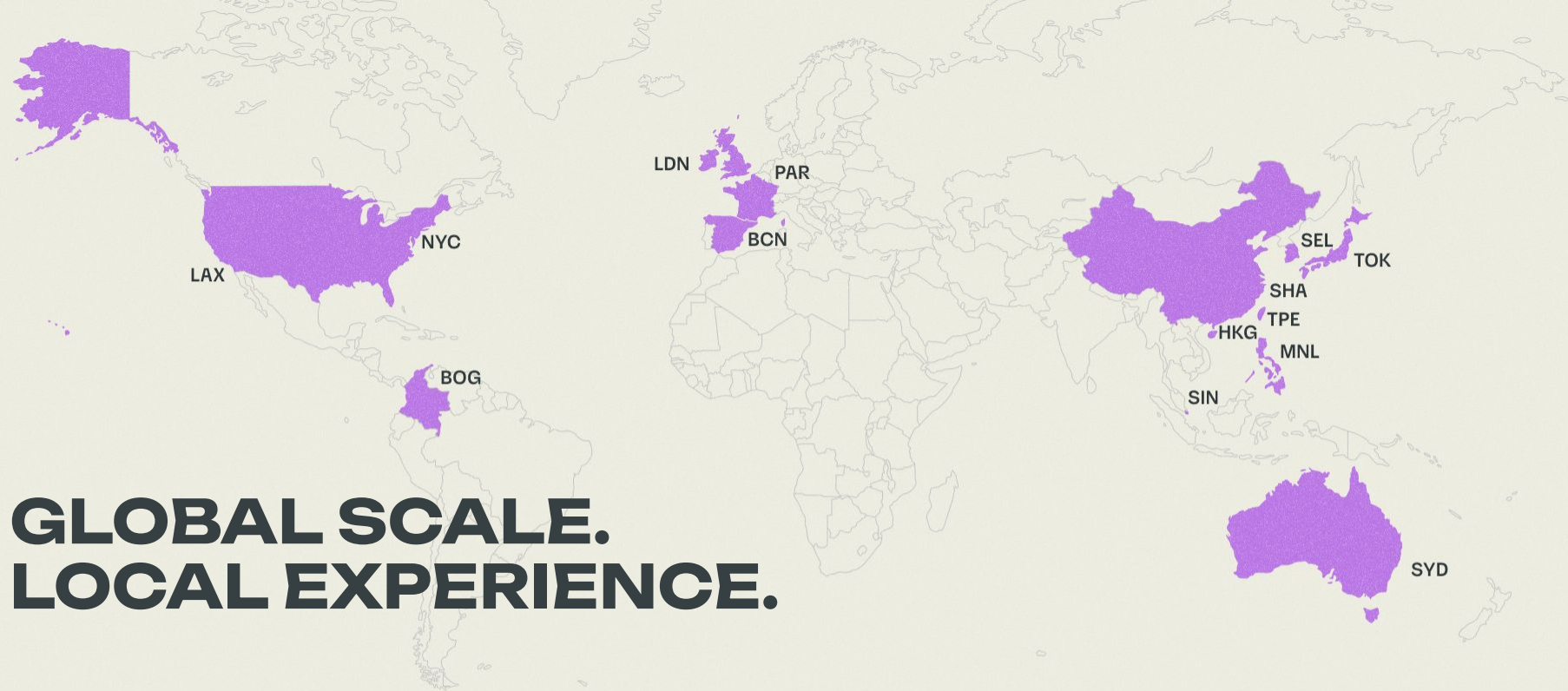
Amplifying Impact

Public Relations | Social Media

HYPERLUX

Consumer Ecosystem Investing

Influencer | Social Commerce | Luxury



GLOBAL SCALE. LOCAL EXPERIENCE.

100 Staff Worldwide

Global Team

Founded 2016

Member,
Worldwide Partners

24/7 Time Zone
Coverage

SEAMLESS
ENGAGEMENT



STRATEGY



OPERATIONS



ACCOUNTS

SEAMLESS
ENGAGEMENT

Seamless: Single Strategy + Client Engagement Teams
Engagement: Specialist Project Teams Ensure Craft Comes Standard

Single Global Team. Single Overhead.



HELIOS MEDIA

*modest
creative
company*



Forge/

mercury•

HYPERLUX



TRUSTED TO BUILD BRANDS

ESTÉE
LAUDER
COMPANIES

LVMH



RENE CAO VILLA

P&G

Wild
Fork



LA MER

TOM FORD

UCLA Health



SIEMENS



NYC
& Company



CRAFT COMES STANDARD

Where We Win

campaign



MM+M
AWARDS
2022



ADWEEK



The Drum
Search Awards



effie
awards



SIA
SUMMIT
INTERNATIONAL
AWARDS

ADWEEK
FASTEST GROWING
AGENCIES



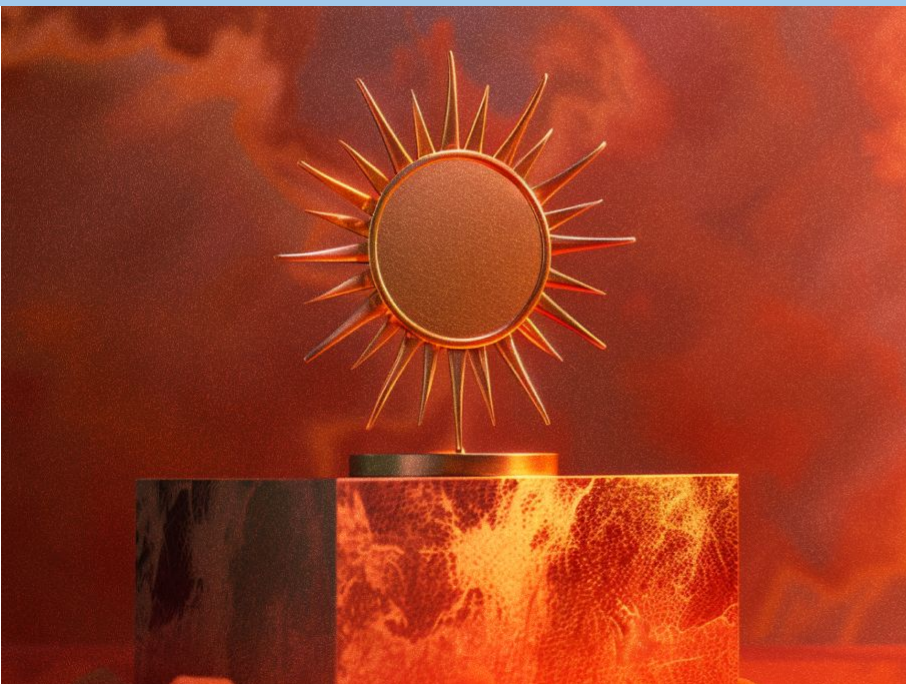
Where We Mentor



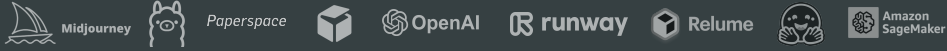
effie
awards



The Drum
Awards



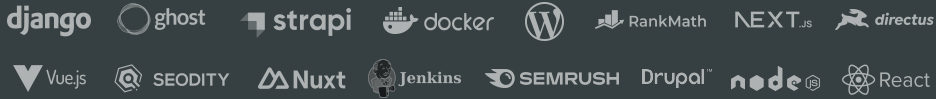
AI



CLOUD SERVICES



DEVELOPMENT & SEO



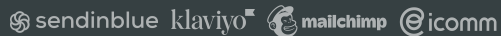
UI/UX EXPERIENCES



ECOMMERCE



EMAIL MARKETING



TECH STACK



HIGHLIGHTS OF 2024



Private Equity Owned Company.

New Vision: Established Helios & Partners and Helios Worldwide to drive our renewed mission and company goals, including our commitment to growth, sustainability, innovation, and ethical impact.

Data Governance & Ethics.

Launched a comprehensive Data Handbook, ensuring responsible data management and compliance.

Security & Compliance.

Implemented key processes to achieve SOC 2 Certification, reinforcing trust and data security. Kept all our internal policies updated with the latest industry standards.

These milestones reflect our ongoing dedication to ESG excellence and responsibility.



Helios Worldwide PRINCIPLES & VALUES

OUR PRINCIPLES

Integrity: We make sure that organizationally, we always behave in an upstanding way.

Innovation: We are constantly looking for ways to bring new ideas, methods, products, services, or solutions that have a significant positive impact and value

Inclusion: We take all measures at hand to make everyone, regardless of who they are or what they do for the business, feel equally involved in and supported in all areas of the workplace.

Empowerment: We encourage that employees take ownership of their work and contribute to meaningful decision-making, independently of their job position.

Excellence: We strive for excellence, meaning that we consistently deliver and perform surpassing requirements and expectations.



OUR VALUES

Intellectual Humility

Growth can only be achieved once you acknowledge your limitations. Embrace failure, and the constant pursuit of applying experience to what's ahead.

Be Pioneering, Inquisitive, and Explorative (PIE)

Embrace the unknown. Challenge assumptions, and embrace change. We believe the most curious of minds produce the best advertising.

Time Equity

Time is the only resource we cannot have more. We value the time that a person has spent with Helios, and it is rewarded with career latitude and ownership.

Continuous Improvement

We never settle for “good enough” and always set the bar higher, everytime. If you're meeting 100% of your goals - set higher ones.

Integrity, Intelligence, Ambition (IIA)

Individuality, integrity, intelligence, and ambition, possess immense power, but when intertwined, they become an unstoppable force.

Change

Not a foe to be feared but a companion to be embraced. It is the catalyst for progress and innovation. Through change, we advance beyond ambition.



Representation

We acknowledge the importance of being aware of the relevance to have a program that allows equity and inclusion in all areas, from the interview phase throughout everyone's employment term.

Hybrid Work-schedule

We set a permanent hybrid working schedule that helps both, our employees and their families, as well as the environment producing less emissions!

Reporting Channel

We created a reporting channel to ensure our third parties, vendors and clients can let us know activities within our company has not been done with the higher standards of ethics.

Data Handbook

Considering the importance of keeping all data, especially PII or other relevant information confidential, we developed a specific handbook with the primary security processes and other related specifics.

Compliance Training Sessions

We developed a series of permanent training sessions for all our employees for different matters, in a company scale or by teams.

WHAT WE HAVE ACHIEVED?

Helios ESG Standards

ESG Standards refer to a set of criteria used to evaluate our environmental, social, and governance (ESG) performance. They help us and stakeholders to assess our company's sustainability and ethical impact in a year time.

E **nvironmental:** Focuses on a company's impact on the planet.

S **ocial:** Covers how a company interacts with employees, customers, and communities..

G **overnance:** Ensures ethical leadership, accountability, and transparency.





1.

ENVIRONMENTAL

- A. ----- Resources Consumption
 - a. ----- Water Consumption
 - b. ----- Electricity Consumption
- B. ----- Carbon footprint & greenhouse gas (GHG) emissions
- C. ----- Other Issues
 - a. ----- Waste management
 - b. ----- Energy Efficiency



A. RESOURCES CONSUMPTION

At Helios, we recognize the importance of sustainable resource management and are committed to minimizing our environmental impact. We strive to optimize resource consumption across all areas of our operations by implementing eco-friendly practices, reducing waste, and promoting energy efficiency.

We believe that responsible resource consumption is essential for a sustainable future, and we are dedicated to making continuous improvements to reduce our environmental impact while maintaining operational excellence.





a. Water Consumption

In our offices we have permanent filtered water which removes 60 trips per year for water services and we emit 0% of plastic bottles.

We have saved a total of **2,439** 12 oz plastic bottles and cans from entering the environment.

→ That's **1,250 feet tall** in plastic bottles, the equivalent to the **Empire State building** (without the antenna)!

The environmental impact is equivalent to saving the CO2 emissions from 431 Miles driven by an average passenger vehicle.

→ The equivalent to traveling from **Downtown LA to Santa Monica 28 full times!**

With sustainability always in mind, Helios has installed energy-saving electrical appliances and water-saving faucets in our Los Angeles office.

Energy Use Intensity (EUI) is calculated by dividing the total energy consumed by the building in one year by the total gross floor area of the building.

Energy consumption within our organization: At Helios, the estimate for the **EUI is 4.34 kWh/sq ft/year**
We aim to keep our EUI at a maximum of 4.60KWH/SQFT/year.

Energy consumption outside of the organization is not applicable to our business.

As a compromise, Helios is also looking into new metric systems for next years' report such as "emissions per impression" for ad units, or "emissions per CPM".

b. Electricity Consumption





B. CARBON EMISSIONS

At Helios, we are committed to reducing our carbon footprint through sustainable workplace practices. One key initiative is our hybrid work model, where employees commute to the office three times a week.

By keeping a hybrid work model (of 3 days at the office instead of 5), Helios' employees collectively save **~38.8 metric tons of CO₂ per year!**

This is equivalent to:

- Removing 8 cars from the road for a year
- Avoiding 96,000 miles driven in a gas-powered car



C. OTHER ISSUES

Here at Helios, we recognize the need and importance of protecting and preserving the natural environment. Keeping our environment clean and unpolluted is a benefit to everyone. Helping to restore the environment is something that we encourage and promote as a company.

Apart from all related legal obligations from our local government, our company will proactively help to protect the environment. There is not such thing as “small help”, so we strongly believe that every step towards this goal is helpful.

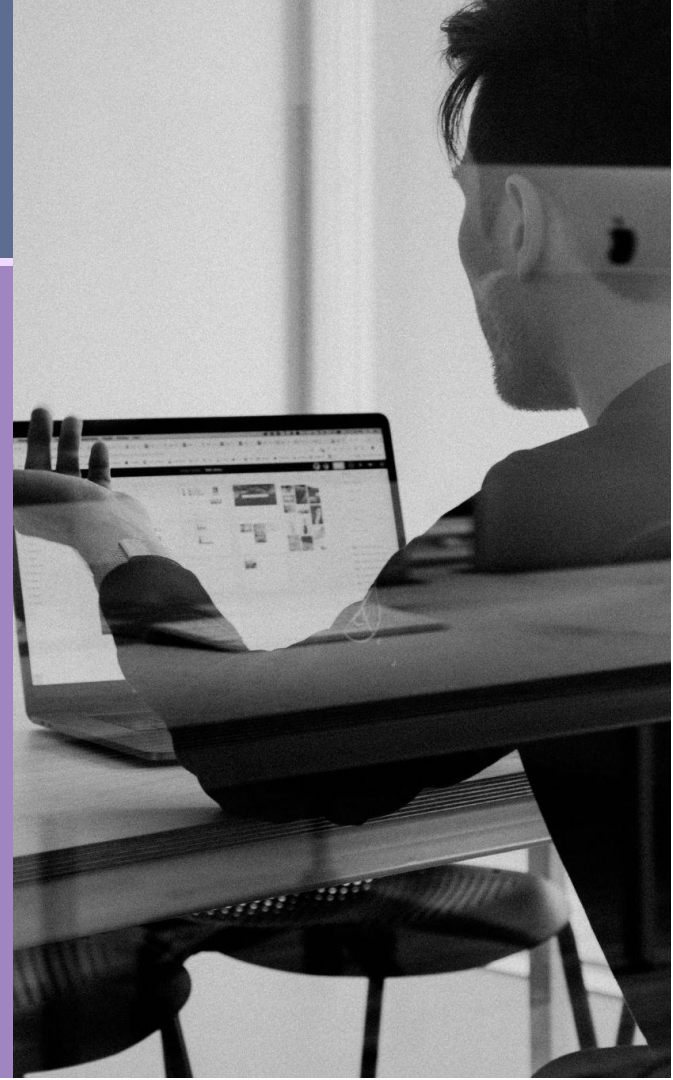
Paperless Operations: Encouraging digital workflows, minimizing printing, using digital signing apps, and using recycled materials whenever possible.

Waste Reduction: Reducing, reusing, and recycling materials across our offices to limit environmental impact.

- We have separate trash bins for recycling materials.

Energy efficiency:

- We have upgraded our electronics to a more power saving option.
- We are 100% Google Cloud enabled, saving power from data centers and servers, and scaling use on an “as needed” basis.
- We have energy saving systems with timed sensors lights.





2.

SOCIAL

- A. ----- Representation at the company
- B. ----- Human Rights Protection, Labor rights & fair wages
- C. ----- Workplace safety
- D. ----- Community engagement & social impact programs
- E. ----- Ethical supply chain practices

A. REPRESENTATION AT THE COMPANY

Representation is a key factor that has helped our business grow. Helios it is what it is thanks to the diverse and engaged team we have. **We empower and enable.**

As our business develops, we have realised that bringing more perspectives and voices to our discussions is a key element for our growth and success not only in the last few years, but to keep looking into the future.

Including diverse and qualified candidates to select the correct person for each position and role, has led us to find employees with all different backgrounds and knowledge which made them perfect for our company. It has helped us to grow and it has helped them in their own personal growth.

Continuous growth and learning is something we take very seriously. Trainings are being held as often as mandated and inclusive of our learning and development programs. New areas of learning in our business within our own staff are always taken into consideration. Managers are constantly looking into new and diverse ways of teaching and learning to help employees improve and to motivate constant growth, within the company and as professionals.

Employees are also encouraged to propose new ideas and to bring any doubt or concern to talk about.



REPRESENTATION VALUES



RESPECT

Inclusion begins with learning to embrace our differences - which can only be done through mutual respect of one another.



TRANSPARENCY

Transparency is just the beginning. Helios is also committed to maintaining up to date statistics on the gender and ethnic backgrounds of our employees.



PERSONAL GROWTH

The only way to grow is by embracing diversity, equity, and inclusion, and by actively discussing the areas in which we fall short or may experience bias.



COLLABORATION & INNOVATION

Without collaboration, there is no innovation - and in order for innovation to thrive, it is essential for people with different experiences, opinions, and ideas to come together.



EMBRACING OUR DIFFERENCES IN THE WORKPLACE

We Embrace Inclusion and Empower People!

At Helios, we believe that a diverse and inclusive workplace drives innovation, collaboration, and success, everything that we all looking for as a creative company!

For that reason is that we ensure and abide by inclusive hiring practices, committed to recruiting and retaining talent from diverse backgrounds,

We guarantee fair compensation, career development, and leadership opportunities for all employees.

We ensure that we provide Ongoing Education & Training – Providing training to create a culture of respect and understanding.



REPRESENTATION IN THE WORKPLACE



CULTURAL

We currently have employees in Shanghai, Singapore, Taiwan, Colombia, UK and the United States. We know that diversity matters and we are striving to give job opportunities to people all over the world while increasing our employee's knowledge of other cultures through education, travel, and celebration.



GENDER

We are committed to increasing the presence of women in agencies, closing the pay gap, and increasing the number of female leaders in corporate. We encourage women of all backgrounds and experience levels to apply, we offer childcare and family planning benefits to working parents with the hopes of supporting a positive work/life balance, and we are committed to pay transparency in all roles and on all job descriptions.



AGE

Age diversity brings a wealth of perspectives, experiences, and skills that enrich our workplace culture and drive better business outcomes. Experienced employees offer mentorship, while younger professionals bring fresh ideas and tech-savviness. Valuing employees of all ages promotes engagement, retention, and mutual respect.

BY GENDER

REPRESENTATION IN NUMBERS



The advertising industry has made strides toward gender equality, but disparities still exist in leadership roles, creative positions, and representation in the decision making process.

While progress is being made, Helios has continued to challenge gender biases and promote equitable representation in both leadership and content creation.

Industry Average

60%

Females
in advertising

Helios worldwide

66.27%

Of our professional
Workforce are female.



BY GENDER / REGION

REPRESENTATION IN NUMBERS

Office	Women	Men
Bogota	63%	37%
Los Angeles	78%	22%
Shanghai	100%	
Singapore	100%	
Remote	40%	60%



Representation matter, and we show our commitment throughout all our offices to represent and empower our female workforce!



MANAGERIAL POSITIONS REPRESENTATION IN NUMBERS

***Despite women hold a majority of marketing roles, they are underrepresented in top positions, such as Chief Marketing Officers (CMOs) and Directors.**



In Helios we have made sure this is not the case! Proof of that, is that we have a big female representation in managerial and Director positions.

Industry Average

30%

Top executive
Positions held
by women

Helios worldwide

71.4%

Of our managerial
positions and above
are represented by
female leaders.

AGE REPRESENTATION IN NUMBERS



Industry Average

8%

Workforce
represented by
people older than
41

Helios Worldwide

Age Gap	Percentage
18-25	8%
26-40	86%
41-60	6%

Age diversity in advertising remains a challenge in workforce representation. Advertising tends to be a youth-driven industry, with the majority of employees under 40.

Our compromise will be to improve our age diversity metrics encouraging authentic, multi-generational storytelling across all age groups.



PAY GAP

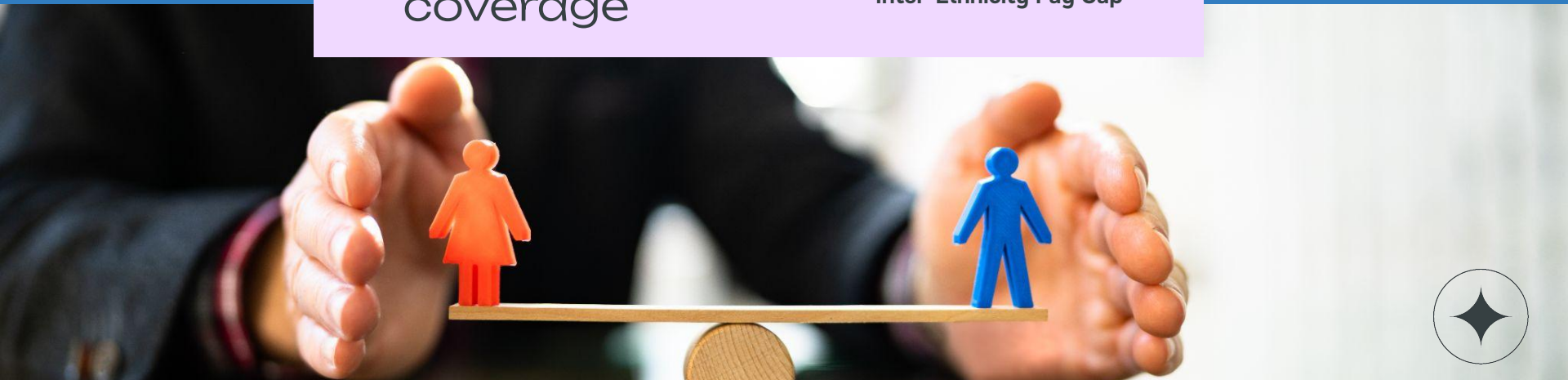
REPRESENTATION IN NUMBERS

We will keep to empower and support women and minority classes to succeed in their roles and to grow professionally and personally. We believe that by giving the right incentives and the correct empowerment, all persons are able to succeed and prove their value under the same circumstances.

100%
coverage



Female / Male Pay Gap
Inter-Minority Pay Gap
Inter-Ethnicity Pay Gap





TOTAL ANNUAL COMPENSATION RATIO

The following numbers were generated using January 2024 exchange rates for each country to calculate employees annual salary in the USD equivalent.
**The median salary does not include the highest paid employee's salary.*

\$121,176

Median Salary
Company Wide
in USD

\$105,333

Median Salary for
US employees in
USD

\$92,032

Median Salary for
Helios employees
in USD.

3.04:1

Ratio of Highest Paid
Employee to Median
Salary in USD

10%

Median Annual Salary
Increase



HELIOS ACTION PLAN 2025

Preventing Discrimination

All of our job descriptions contain a statement about our organization's commitment to EEO and non discrimination practices, as well as our internal policies.

Promote Wage Equality

We run quarterly wage reports and bi annual market based wage reports to ensure our compensation packages are on par with industry standards, are job, skill, and education specific, and that we as an organization maintain a 0% wage gap between genders.

Training Sessions

We will train periodically all our employees and our hiring managers on how to prevent discrimination in different stages, such as interviewing, hiring, giving raises or feedback and how to promote each ones career independently of their background or specific characteristics.

Promote Age Equality

We are committed to eliminating Age Bias in hiring, promotions, and creative opportunities, while fostering an inclusive culture where professionals of all ages thrive.



B.

HUMAN RIGHTS PROTECTION

Helios is committed to respect all recognized Human Rights. The protection of basic rights and freedoms that every person should be entitled to, is the minimal standard of conduct in which Helios based all its protocols.

We make sure that our activities do not directly or indirectly violate Human Rights in any country we work on.

As a company, we will always fight against child labor, forced labor, and human trafficking.

&

LABOR RIGHTS, AND FAIR WAGES

Our internal guidances and all our actions are directed to promote and secure core principles such as dignity, fairness, equality, respect, and autonomy.

Helios is committed to fair and equitable compensation for all employees. We ensure that wages are competitive, aligned with industry standards, and meet or exceed local living wage requirements. Our compensation practices are guided by transparency and pay equity, with no discrimination or differences between roles for any reason that is not based on legitimate foundation.





As part of our dedication to protect Human Rights, we have a strong policy of no discrimination, equal opportunity, and we abide by all fair labor practices.

All these values are listed throughout our Code of Ethics and Conduct, our Employee Handbook and reiterated in trainings during the year.





At Helios we take care of our employees and their **physical and mental safety** is one of the primary concerns of our Operations department.

We keep all emergency exits clearly marked and we follow all building's safety rules. We keep instructions and manuals on how to proceed in case of fire and emergency situations during office hours and at the office. We have clearly marked safe spaces for different contingencies.

Permanent trainings are provided to all employees to prevent and avoid harassment and sexual harassment. We follow all State and local **labor laws** related. Supervisors, manager levels and above, receive special training on how to proceed in these kind of situations.

We have a detailed process for queries, **concerns and complaints** stated in our Code of Ethics and Conduct, our Whistleblower Policies, and our Employee Handbook. Our People Operations department is prepared to handle in the most private and fast way possible any complain, ensuring no retaliation.

We make sure that we don't risk the health and safety of our employees and community in any of the activities we realize. Our final goal is to create a safe environment and that the office space remains to stay as a safe place.

C. WORKPLACE SAFETY

Workplace Safety in our Bogotá office

In our Colombia office, we have the COPASST, an employee-formed committee which is in charge of the promotion and monitoring of standards on occupational health and safety issues within our company.

Some of the main objectives of the COPASST are:

- Generate a culture of self-care and continuous improvement in the quality of life of each of the employees of the CES University.
- Carry out promotion, prevention, training and coaching activities for managers, committee members and employees in general.
- Generate strategies that allow the effective dissemination and circulation of lessons learned aimed at self-improvement.
- Actively participate in the investigation of accidents and work incidents, safety inspections and emergency plans that allow risk identification, supported by effective and assertive communication.
- Be spokespersons for workers' concerns regarding Safety and Health at Work -SST.



D. COMMUNITY ENGAGEMENT & SOCIAL IMPACT

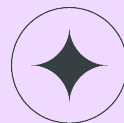


Making an Impact Together: Our Volunteering Initiatives

At Helios, we believe in the power of community engagement. Through our volunteering programs, employees have the opportunity to make a real difference by donating resources, capacities and time.

2024 Volunteering Highlights

- Organized 3 office-wide volunteering events and 1 company-wide event
- Partnered with 3 different organizations
- Employees contributed 20+ volunteer hours



VOLUNTEERING IN LOS ANGELES OFFICE

Beyond our work, we believe in giving back to the community

We partnered with **Baby 2 Baby** which is a nonprofit that provides children living in poverty across the country with diapers, clothing and all the basic necessities that every child deserves.

We organized this event while the whole organization was in Los Angeles for our annual gathering. More than 20 employees went to help ensemble boxes with different products for families in need.

In total we have
achieved

1,055+
Boxes of baby
products

Baby2Baby 

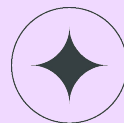




VOLUNTEERING IN OUR COLOMBIA OFFICE

As part of our company culture, we organize **quarterly volunteering events** to support important causes. So far, we have partnered with the **local food bank three times**, and in December, we came together to donate **Christmas dinners** to the cancer hospital (Instituto Nacional de Cancerología de Bogotá through Fundación Segundos de Vida), ensuring families could enjoy a warm holiday meal.

At Helios, success isn't just measured in business growth—it's also about the positive impact we create for our clients, our people, and the communities we serve.



FOOD BANK





FUNDACIÓN SEGUNDOS DE VIDA

E. ETHICAL SUPPLY CHAIN PRACTICES

Committed to Responsible Sourcing

- **Fair Labor Practices:** We partner with recognized suppliers that uphold fair wages, safe working conditions, and labor rights.
- **Contracting Terms:** By having specific contractual terms with third parties, we ensure that we work with partners who uphold responsible and sustainable business standards.
- **Transparency & Accountability:** We conduct regular audits and assessments to ensure compliance with ethical standards and regulations are met.

By working with responsible suppliers, we ensure that our services and deliverables reflect our values of integrity, fairness, and sustainability.





3.

GOVERNANCE

- A. ----- Business ethics
- B. ----- Anti-corruption Policies
- C. ----- Risk Management
- D. ----- Internal Controls



A. DOING BUSINESS ETHICALLY

Responsibility and accountability, the essence of a business.

Being a responsible and ethical business matters to us. Helios prioritizes its responsibility to promote and uphold an ethical business conduct and provide transparency of actions.

Through this commitment, we have developed policies and procedures to ensure that we act responsibly and ethically across our operations, internally and externally, and during the production and delivery of our services.

Our approach to ethical issues and our commitment to complying with all relevant local, federal, and international policies and regulations is covered throughout all our internal guides.

As a company, we have the primary responsibility that all our employees undergo diverse trainings and verify that they've read, understood, and agreed with all the principles outlined in the **Code of Ethics and Conduct**, the **Employee Handbook** and several other policies in place. Is our final goal that all our employees follow and comply with our policies, which will represent them and the company.



B. Anti-corruption policies



Zero Tolerance for Corruption

At Helios, we uphold the highest standards of integrity and transparency in all our business dealings.

Strict Internal Policies: Our internal policies explicitly prohibit bribery, fraud, and unethical business practices.

Contractual Safeguards: All supplier and partner contracts include anti-corruption clauses to ensure compliance.

Employee Training: Regular training to reinforce ethical decision-making and regulatory compliance.

Monitoring & Enforcement: Robust reporting mechanisms and audits to detect and prevent misconduct.



C. RISK MANAGEMENT



We proactively identify and address potential risks—whether in market trends, compliance, or operational processes—to safeguard our clients, employees, and stakeholders. By integrating risk assessment into our strategies, we ensure stability, security, and long-term success in an ever-evolving business landscape.

Helios compromises to follow all internal and external rules applied to the business industry:

- Respect and follow the law
- Respect to Human Rights
- Honor our internal policies and processes
- Anti-bribery and anti-corruption practices
- Ensure that all its business operations are legitimate
- Respect and protect all forms of confidential information
- Respect and honesty towards the client and consumers
- Transparency and Collaboration in each partnership
- Data Privacy and Transparency (PII) Policies



RISK MITIGATION

We take a proactive approach to risk management, ensuring that potential challenges are identified, assessed, and mitigated before they impact our business, clients, or stakeholders. Some key **risk mitigation strategies** we implement include:

- **Continuous Market Research:** We stay ahead of trends and shifts, allowing us to adjust strategies and maintain competitive advantage.
- **Cross-Time Zone Collaboration:** With teams in different locations, we ensure uninterrupted service, reducing risks associated with delays or regional disruptions.
- **Robust Cybersecurity Measures:** We implement data protection protocols, encrypted communications, and regular security audits to safeguard sensitive client information.
- **Regulatory Compliance Monitoring:** We stay up to date with advertising regulations, data privacy laws (e.g., GDPR, CCPA), and ethical marketing practices to avoid legal risks.
- **Strict Budget Controls & Audits:** Regular financial reviews and forecasting help us maintain financial stability and prevent unexpected shortfalls.



COMPLIANCE WITH REGULATIONS

People Operations, Compliance, and the Finance Departments work closely together in order to oversee all legal and regulatory requirements, such as new or modified laws, standards, orders, and everything that is required to make Helios a compliant agency. Labor laws and laws regulating our activity in a local, state, or federal level are being updated and communicated accordingly to our employees as corresponds. The same occurs within different jurisdictions where we operate.

Helios follows all concerning regulations from **local governments in all countries** that we operate in and we comply with every rule and order dictated by them. We keep track of all our local dispositions and we have all our business licenses in compliance with each city stipulations.

In a **State** level, we keep special care of all rules, orders, and laws that governs our activity. Taxation, labor laws, non-discrimination laws, intellectual property laws, among others are being followed and updated accordingly, independently the state location of our office.

Federal rules, orders, and laws related to our business activities, business corporation, labor laws, are followed and respected. Employees' rights are communicated and kept updated in our Employee Handbook.

Helios maintains **ISO27001, HIPAA, GDPR, PIPL, CPRA, SOC2** compliances by utilizing vendors that comply and actively audit our digital systems to ensure such compliance.



D. INTERNAL POLICIES AND CONTROLS



CODE OF ETHICS AND CONDUCT

Sets the parameters, values and beliefs that employees need to abide by.

CONFLICT OF INTEREST & ANTI CORRUPTION POLICY

These policies sets the conduct expectations of all employees when presented certain circumstances.

EMPLOYEE HANDBOOK


Where we keep all our policies updated, as well as all relevant information for our employees.

DATA HANDBOOK

This handbook has all relevant information in regards to the treatment of sensitive, confidential and personal information and the processes to follow when handling it.

WHISTLEBLOWER POLICY

This policy presents the cases where our employees can report certain conducts, the process, and the rights granted to those who report.



DATA PRIVACY & CUSTOMER PROTECTION

Strengthening Security & Trust.

At Helios, we are committed to protecting customer data through continuous improvement and rigorous security standards.

1. **Comprehensive Review & Updates:** We have reviewed and enhanced all data privacy processes, controls, and policies to align with the highest industry standards.
2. **New Data Handbook:** Developed a company-wide Data Handbook to ensure consistent, responsible, and compliant data management.
3. **SOC 2 Certification Process:** Implementing key security measures to achieve SOC 2 Certification, reinforcing our commitment to data integrity and protection.

We prioritize transparency, compliance, and security to safeguard customer information and maintain trust in every interaction.



DRATA COMPLIANCE - SOC2

We have officially initiated the process to obtain **SOC 2 certification**, a recognized standard for security, availability, processing integrity, confidentiality, and privacy.

What This Means for Helios

- **Enhanced Data Protection:** Strengthening safeguards for client and company data.
- **Industry Best Practices:** Aligning with top-tier compliance and security frameworks.
- **Ongoing Risk Management:** Continuously improving security policies and controls.
- **Building Trust:** Demonstrating our commitment to secure and responsible business practices.

Achieving SOC 2 certification will reinforce Helios' dedication to ensuring that we meet the highest security and compliance standards in our industry.



SEEKING ADVICE AND REPORTING BACK

Helios has various mechanisms for individuals to seek advice on implementing the organization's policies and practices for a responsible business conduct and to raise concerns about the organization's business conduct.

- 1 Open Door Communication**

We have an open policy to communicate with all managers, including the CEO, any concern, feedback, or questions.
- 2 Reporting Channel**

We have an internal channel where employees can communicate any misconduct in a secure way.
- 3 Third party reporting**

We also have an external reporting channel in case any third party or vendor want to report a misconduct from our company.
- 4 Trainings and Q&A**

We provide permanent training related to the different ways of communication within the company and we always offer a Q&A session to respond to any questions or concerns.





Commitments & Vision

At Helios, we are dedicated to continuous growth, innovation, and responsible business practices. Looking ahead, we reaffirm our commitments to driving positive change for our clients, employees, and the global community.

- **Expanding Our Global Presence** – Strengthening our reach across markets to better serve our clients worldwide.
- **Enhancing Digital & AI Capabilities** – Investing in the latest tools to refine advertising solutions and maximize results.
- **Strengthening Corporate Social Responsibility (CSR)** – Growing our quarterly volunteering programs and increasing charitable contributions, as well as moderating our impact to the environment.

At Helios, we don't just adapt to the future—we shape it. Our focus remains on building a stronger, more innovative, and socially responsible organization, committed to excellence in everything we do.

About this Report

This report provides a comprehensive overview of Helios' commitment to innovation, excellence, and corporate responsibility. It highlights our strategic approach to client success, ethical business practices, risk management, and community engagement.

At Helios, we are not only shaping the future of advertising but also building a resilient, responsible, and impact-driven organization. This report reflects our ongoing dedication to growth, integrity, and making a meaningful difference for our clients, employees, and the communities we serve.

For any questions or further details, please reach out to our Compliance team.

Thank you for reviewing this report.





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THANKS

ENVIRONMENTAL, SOCIAL
& GOVERNANCE REPORT

2024

