

ESG-Report



2024



ESG Report

according to
VSME standard

Purple Bird Technology GmbH

Content ESG Report

Purple Bird Technology GmbH

1

Introduction

- 03 Letter Managing Director
- 04 Sustainability Goals
- 05 Sustainability Achievements
- 06 Scope
- 07 Company Description

2

Environmental Indicators

- 08 Policies to drive sustainability
- 09 Energy Consumption
- 10 CO2 Balance Sheet
- 11 Water Balance Sheet
- 12 Recycling
- 13 Waste Balance Sheet
- 14 CO2 Compensation

3

Social Indicators

- 15 General Employee Statistics
- 16 Health and Safety
- 17 Equal Pay
- 18 Training

4

Governance Indicators

- 19 Compliance
- 20 Business Ethics

5

Comprehensive Model

- 21 Business Model
- 22 Primary Business Relationships
- 23 Strategic Key Elements
- 24 Policies and Initiatives
- 25 Gender Balance
- 26 Human Rights
- 27 Whistle Blowing



1. Introduction

03. Message from our Managing Director



*There is nothing good.
Unless you do it.*

Thomas Maier
Managing Director

Message from our Managing Director

I am delighted that Purple Bird Technology can finally share its achievements in sustainability through our first sustainability report. Striving for excellence, this topic has been on our roadmap for quite some time. However, in the fast pace of daily business, time is limited, and it was important to me to personally contribute to this initiative, as sustainability is very meaningful to me.

One of the reasons for my strong connection to this topic is my upbringing in the countryside. Growing up surrounded by nature, it is impossible not to recognize its beauty, the responsibility we have to protect it, and the essential relationships between people and the environment. From an early age, I was taught a deep respect for nature—something that remains a core part of my identity today.

This report highlights what we have already achieved in the field of sustainability and outlines the initiatives we are currently driving forward. It sends a strong message to our stakeholders, especially our customers and employees, that we take sustainability seriously and position ourselves as a reliable partner for sustainable business—both environmentally and economically.

At Purple Bird Technology GmbH, we also believe in putting people first—whether by enabling our clients to achieve transformative success or by fostering an environment where our employees can reach their full potential.

We remain committed to socially responsible business practices that uphold human rights, fair labor standards, and anti-corruption measures. With the successful completion of our first Human Rights Policy, we have reinforced our Code of Business Conduct through extensive training initiatives.

This report is based on the brand-new VSME reporting standard for ESG reporting by the European Union, and Purple Bird Technology is among the first companies to adopt this framework.

To summarize our approach to sustainability: **“There is nothing good. Unless you do it.”**

A handwritten signature in blue ink, appearing to read 'Th Maier'.



1. Introduction

04. Sustainability Goals



The sustainability goals defined by the United Nations are a guiding principle for our effort to establish and maintain sustainable business practices.

We strive to achieve these goals for our own company, but we are also working hard to support others: The support of third parties mainly focuses on „Decent Work and Economic Growth“, „Industry, Innovation and Infrastructure“ and „Quality Education“, which is supported by our business and/or our sustainability initiatives.

This reports informs about our measures taken to achieve these goals.



1. Introduction

05. Main Sustainability Achievements 2024

- ISO 27001 Certification
- TISAX Audit
- Top Employer 2024 by Kununu
- 100% Customer Satisfaction 2024 Survey
- CO2 neutrality 2024
- Equal Pay Achieved



How we made a difference:
Sustainability Success 2024



1. Introduction

06. Scope

This report follows the Voluntary European Sustainability Reporting Standards (ESRS) for small and medium-sized enterprises (SMEs), which were published as a draft by the EFRAG (European Financial Reporting Advisory Group) in January 2024. The standard aims to facilitate and standardize sustainability reporting for micro, small and medium-sized enterprises in the European Union. It contains key figures and information that are important for our stakeholders and business partners. Through this report, we aim to create transparency and underline our commitment to responsible business.

This standard is explicitly aimed at SMEs who want to voluntarily report on ESG issues in order to provide customers, suppliers and the interested public with an overview. It is therefore a sensible option for Purple Bird Technology GmbH for ESG reporting. The scope of the reporting is defined as follows:

Basic Module, or Basic Module + Extended Module

The inventory is based on the Basic Module of the voluntary SME standard	No
The inventory is based on the Basic Module and Extended Module of the voluntary SME standard	Yes

Individual or consolidated reporting

The statement is prepared on an individual basis (i.e. the statement does not cover any subsidiaries)	n.a.
The statement is prepared on a consolidated basis (i.e. the statement includes the company's subsidiaries)	n.a.

Since Purple Bird Technology GmbH does not have any subsidiaries, the report is limited to one company.

Name of Legal Entity	Address	Geolocation
Purple Bird Technology GmbH	Neuhauser Straße 1. 80331 München, Germany	48.13780, 11.57121



1. Introduction

06. Detailed Scope

Below you can find an overview of reported basic modules.

Identifier	Title	
B1	Basis for preparation	applicable
B2	Practices, policies and future initiatives for transitioning towards a more sustainable economy	applicable
B3	Energy and greenhouse gas emissions	applicable
B4	Pollution of air, water and soil	n.a.
B5	Biodiversity	n.a.
B6	Water	applicable
B7	Resource use, circular economy and waste management	applicable
B8	Workforce – General characteristics	applicable
B9	Workforce – Health and safety	applicable
B10	Workforce – Remuneration, collective bargaining and training	applicable
B11	Convictions and fines for corruption and bribery	applicable

B4 is not applicable because Purple Bird Technology has not the obligation by any authorities to report on air/water/soil pollution. Therefore, reporting in ESG report is also not necessary.

As the company is not operating in / near biodiversity sensitive areas, there is no reporting regarding module B5.

Also several extended modules are reported.

Identifier	Title	
C1	Strategy: Business Model and Sustainability – Related Initiatives	applicable
C2	Description of practices, policies and future initiatives for transitioning towards a more sustainable economy	applicable
C3	GHG reduction targets and climate transition	applicable
C4	Climate risks	n.a.
C5	Additional (general) workforce characteristics	applicable
C6	Additional own workforce information - Human rights policies and processes	applicable
C7	Severe negative human rights incidents	n.a.
C8	Revenues from certain sectors and exclusion from EU reference benchmarks	n.a.
C9	Gender diversity ratio in the governance body	n.a.

Besides the general risks of climate change there is no direct relation to the impact of climate change to Purple Bird Technology's business. Purple Bird Technology has no revenue from any controversial industry sectors. There are no incidents known of human rights incidents in our value chain. Furthermore, Purple Bird Technology is managed by one managing director and a deputy managing director – therefore, no governance body. As a result modules C4, C7, C8 and C9 are not applicable to the company.

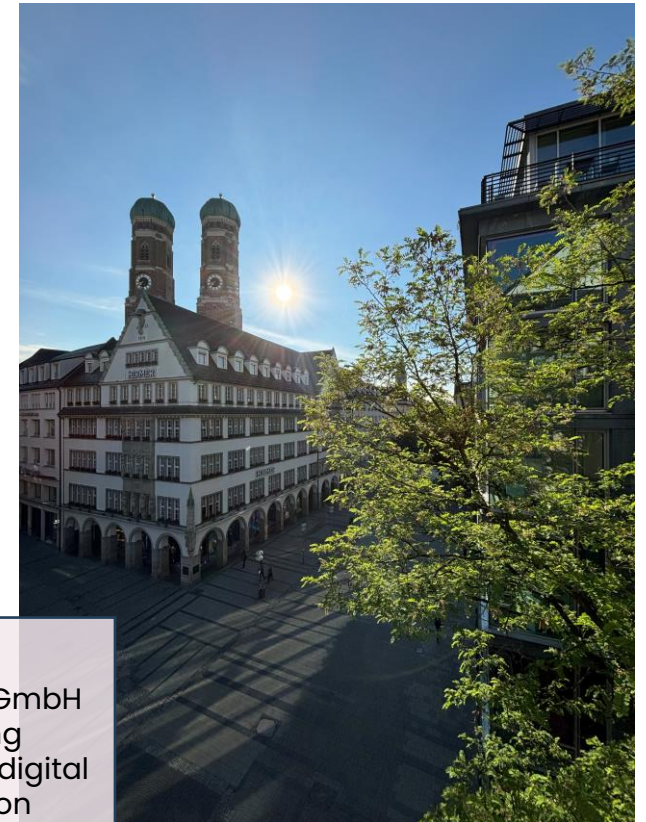


1. Introduction

07. Company Description

Basic information about Purple Bird Technology

Type of business	GmbH
NACE sector codes	62.02.0, 70.22.0
Balance Sheet Total (in Euro)	966.000
Revenue (in Euro)	899.000
Number of employees	11



Purple Bird Technology GmbH is a consulting boutique for digital transformation projects, located in Munich, Germany.



2. Environmental Indicators

08. Policies to drive sustainability (B2)

Purple Bird Technology is focusing on the most relevant areas of interest striving for more sustainability. Relevance is based on the impact of Purple Bird Technology's actions on sustainability. Therefore, actions focus on following areas of interest:

- Pollution
- Own Workforce
- Circular Economy
- Workers in Value Chain
- Corporate Governance

Reporting regarding these areas of interest reflects the UN Sustainability goals, which we decided to focus on.

As a result, there are currently no initiatives in these areas:

- Water and Marine Resources
- Biodiversity and Ecosystems
- Affected Communities
- Consumers and End Users

Following policies are in place to drive sustainability in the areas mentioned before:

- Code of Conduct
- Human Rights Policy
- Anti-Corruption-Policy
- Data Confidentiality Agreement
- Donations & Sponsoring Policy
- Mobile Work Policy
- IT Security Management Documentation according to ISO27001 and TISAX (incl. all policies attached to it)
- whistleblowing Policy
- Waste Management Policy
- Transport Policy

Following initiatives are currently ongoing to drive sustainability:

- CO₂ Neutrality 2024
- Green Energy 2026
- PBT @ School & Universities

More insights can be found in module C2 regarding these policies and initiatives.



2. Environmental Indicators

09. Energy Consumption (B3)

Energy consumption in KWh			
	Renewable energy consumption	Non-renewable energy consumption	Total energy consumption (KWh) 2024
Electricity	3.050	2.085	5.135
Fuels	0	0	0
Other (e.g. district heating)	3.193	13.367	16560
Total	6.243	15.452	15.841

As the district heating of the city of Munich has 21% renewables the results for the renewable energy in „other“ are higher than expected.

Currently, Purple Bird Technology's energy mix is not optimized considering sustainability. Therefore, initiatives have been started to achieve a „greener energy mix“ and CO₂ compensation was implemented to compensate for our carbon footprint.



2. Environmental Indicators

10. Balance Sheet (CO₂ Emissions, B3)

Greenhouse gas emissions	Year 2024 CO ₂ in t
Scope 1 CO ₂ emissions*	3,39
Scope 2 CO ₂ emissions (location based)**	2,73
Total CO₂ emissions (Scope 1 + 2)	6,12
Compensated CO ₂	7
CO₂ Impact by Purple Bird Technology	0

As part of the Purple Bird Technology program „Sustainability 2024“ all CO₂ emissions are compensated by carbon reduction projects. More information about these projects can be found later in this report.

	Year 2024
CO ₂ intensity (before compensation)	~0 to CO ₂ / Euro
CO ₂ intensity (after compensation)	0

* Including office heating

** Cloud services consumed by Purple Bird Technology are categorized as Scope 3 emissions as none of these services are dedicated services for the company.

Overall, Purple Bird Technology is a no energy and no CO₂ intensive company due to the business model. The focus of this report is on CO₂ emissions based on energy consumption as this is the main CO₂ source.

For non energy related CO₂ emissions (e.g. paper) we assume 1 t/CO₂ is more than sufficient to take in consideration for the CO₂ balance sheet.

Limited CO₂ emissions are tightly connected with a lot of remote service delivery for our customers. This reduces CO₂ emissions due to flying and hotels as staff can sleep in their own apartments. Additionally, Purple Bird Technology offers mobile work and work in the offices. To support sustainability also subsidies for public transport have been introduced in 2024.

Nonetheless, we have the ambition to reduce CO₂ and compensate CO₂ which can't be avoided. The company target is to compensate CO₂ emissions for

- Scope 1
- Scope 2
- CO₂ of flights (as most relevant Scope 3 CO₂ source)

CO₂ has been calculated with location based data.

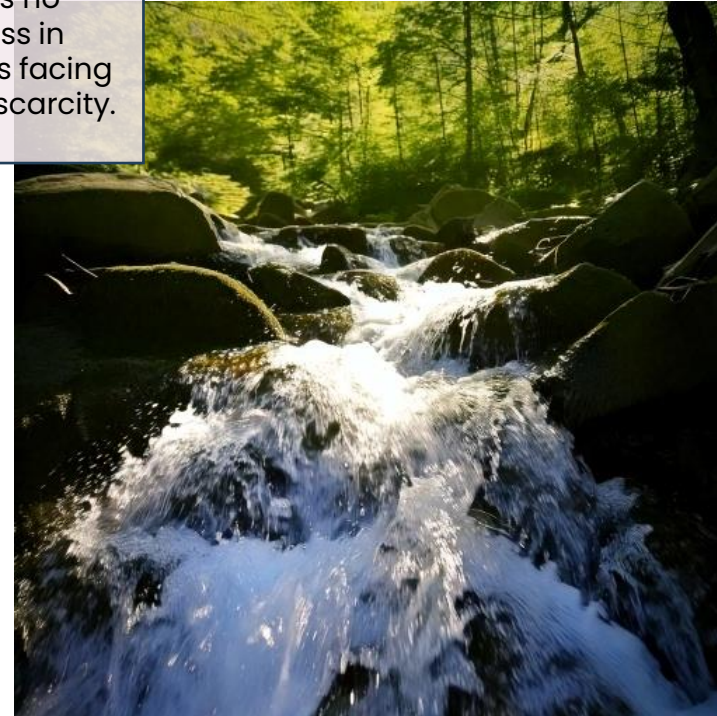


2. Environmental Indicators

11. Water Balance Sheets (Water, B6)

Categories	Year 2024
Water Withdrawal	21,08 m ³
Water Consumption	~ 0 m ³

There is no business in regions facing water scarcity.



2. Environmental Indicators

12. Recycling as main principle of circular economy (Resource consumption, B7)

Purple Bird Technology applies circular economy principles.



As the company is not producing any goods but services, the main source of waste is the waste of daily office work.

Accordingly, the main focus of the waste management is on waste sorting in the office and recycling the resources.

Waste sorting rules and its targets are defined in the Waste Separation Policy.

Additionally, the company provides employees with drinks based on returnable bottles and supports environmental behavior (e.g. bringing own food for lunch, public transport to work) by „nudging“.

So, environmental-friendly behavior is simple or the default option.



2. Environmental Indicators

13. Waste Balance Sheet

Total amount of waste in 2024	
	Total amount of waste
Non-hazardous waste	0
Hazardous waste	0

Nonetheless, we like to emphasize that we are recycling whatever is possible. Due to the lack of detailed documentation only a rough estimation of recycling quota is possible but we estimate that about 70% of waste is recycled by separating paper, plastic/packaging and organic waste), batteries from residual waste.

Currently, there is only limited guideline on interpreting and applying VSME standard.

For now, there is no information by German authorities for applying the standard. Therefore, we utilize the guidelines given by the Danish Business Authority (Erhvervsstyrelsen) which is part of the Ministry of Economic Affairs and Development.

In accordance with these guidelines the amount of waste can be reported with zero if there is only "household waste".



2. Environmental Indicators

14. CO₂ Compensation

Purple Bird Technology has a strong commitment to CO₂ compensation which is being effectively implemented through concrete measures for both reduction and offsetting

1. CO₂ Reduction through Sustainable Mobility

Since **no employees commute by car**, additional measures can further enhance sustainability:

Promotion of Public Transport:

- Supporting the **MVV public transport ticket** for employees.



2. CO₂ Compensation through Climate Protection Projects

Since the company's direct CO₂ emissions are low, **offsetting through targeted initiatives** are a meaningful contribution:

CO₂ Compensation

- Calculating the annual CO₂ footprint (goal: 0)
- Investing green energy:
 - **Support energy transition**
[Solar energy - atmosfair](#)
- *Via atmosfair our company supports projects to reduce CO₂ like e.g. the generation of clean electricity in Senegal through Solar-PV plants.*



2. Environmental Indicators

14. CO₂ Compensation

CO₂ Compensation through Climate Protection Projects



atmosfair is a German non-profit organization that actively contributes to CO₂ mitigation by promoting, developing and financing renewable energies in over 20 countries worldwide



2. Environmental Indicators

14. CO₂ Compensation

Currently, there is only limited guideline on interpreting and applying VSME standard.

Currently, there is no information by German authorities for applying the standard. Therefore, we utilize the guidelines given by the Danish Business Authority (Erhvervsstyrelsen) which is part of the Ministry of Economic Affairs and Development.

In accordance with these guidelines the amount of waste can be reported with zero if there is only "household waste".



Nonetheless, we like to emphasize that we are recycling whatever is possible.

Due to the lack of detailed documentation only a rough estimation of recycling quota is possible but we estimate that about 70% of waste is recycled by separating paper, plastic/packaging and organic waste), batteries from residual waste.



2. Environmental Indicators

14. Transportation Policy

Company cars are only permitted for business purposes and for senior management. Only e-cars are permitted.



Purple Bird Technology supports the **MVV public transport ticket** for employees in order to further enhance sustainability.

The company pays a travelling allowance („Fahrtkostenzuschuss“) of 14,50 EUR per employee per month for the „Jobticket-Deutschland Ticket“.

The jobticket can be ordered here: [Abo bestellen](#). The code is being provided by the management.

80% of the employees have used this great offer. The other employees come to work by foot.

100% get to work sustainably (by foot or with public transport)



3. Social Indicators

15. General employee statistics



Gender equality

A big success for our company is the high quota of female staff, which is extraordinary in the IT industry. This highlights our efforts in gender equality.



Gender	Number of employees
Male	7
Female	6
Other	0
Not registered	0
Total Number	13

Staff with diverse cultural backgrounds

Additionally, the company is also emphasizing women in leadership roles which reflects that 50% of management positions are covered by females.

Our staff is recruited from four different countries which is, considering the company size a quite diverse cultural background.



Country of Origin	Number of employees
Germany	9
Tunesia	2
Iraq	1
Ireland	1
Total Number	13

Corporate language is English to ensure integration of non-German speaking colleagues.



3. Social Indicators

16. Health and Safety



Accidents at work

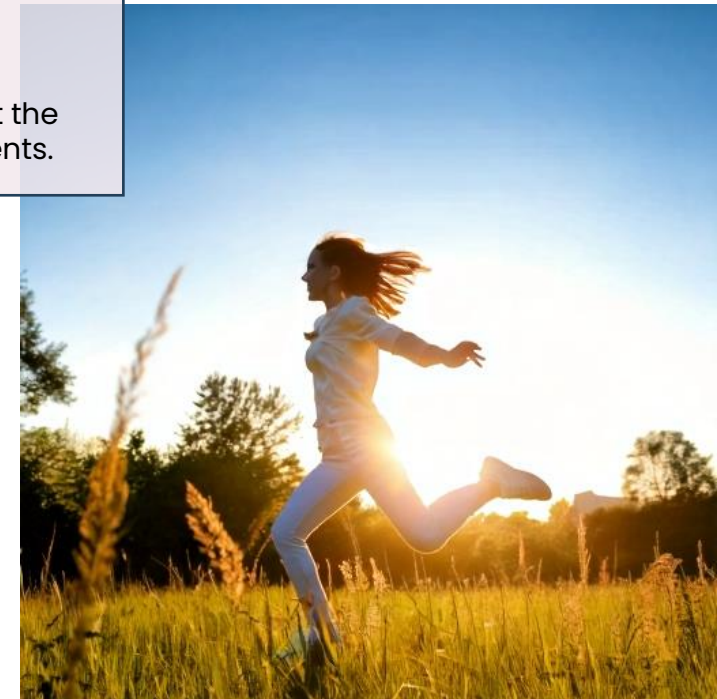
Registered accidents at work	Reporting Year
Number	0
Frequency	0

Overall, the company is not engaging in business activities, which are connected with a high risk for employees (e.g. construction).

Therefore, it is not surprising that the statistics do not show any incidents.

Work-related deaths

Work-related deaths	Reporting Year
As a result of work injury / accident	0
As a result of work-related ill health	0



3. Social Indicators

17. Equal Pay (B10)

No collective agreement applies to Purple Bird Technology.

All employees are being paid non-tariff due to the salary level at the company. Even junior consultants at Purple Bird Technology require at least 3 years of working experience.

Purple Bird Technology pays wages over the average of IT consultants also if only Munich area is considered to hire the best talent on the market.

Accordingly, there are no minimum wage employees hired.

In addition, interns earn more than the minimum wage via bonus payments.

There is no gender pay gap at Purple Bird Technology, if all wages are calculated with full time wages – even without further data cleansing.*

Gender Pay Gap: -6%

Women earn 6% more than male employees at Purple Bird Technology if wages are adjusted to full time employment.

If part time jobs are considered, the pay gap is: Gender Pay Gap: 15 %

Therefore, there might be potential to support women better in work-life-balance to help them with more full time employment.

Sources:

[IT-Consultant/in Gehälter in München | StepStone](#)

[Assistenz Gehälter in München | StepStone](#)

* Calculation based on salaries of internal employees in December 2024

Furthermore, employees benefit from a variety of benefits

- Tax free bonus payments in 2024
- Subsidized job ticket
- Free snacks / drinks
- Socials / Team events
- Training options
- High quality IT equipment
- Ergonomic office environment



3. Social Indicators

18. Training (B10)



Purple Bird Technology is heavily engaging in **training to recruit the best talent** and to **build up more skills** based on already existing outstanding skills.

Metric	Average training hours per employee in the reporting year
Male Employee	74
Female Employee	72
Other employees	n.a.

Learning hours include formal training, eLearning and training on the job.

The company is mainly focusing on two forms of training: 1:1 coaching and formalized training via eLearning.

By focusing on eLearning we offer the flexibility which is needed by the employees and can invest the money in certification exams and 1:1 coaching.

By doing so we offer our employees the option for the development of skills and personality.

Every employee has the option to do an unlimited number of eLearning-Session on our eLearning platform from a wide variety of trainings.



4. Governance

19. Compliance (B11)



Metric	Internal investigation	Number of judgements	Total fine size in Euro
Corruption and bribery	0	0	0

In addition, there are no law suits ongoing regarding any compliance violations (incl. bribery & corruption). Furthermore, there were no compliance violations regarding bribery/ corruptions reported.

Compliance regulation at the company is based on several policies – especially the Anti-Corruption policy.

Besides the Anti-Corruption-Policy for Purple Bird Technology all policies, IT systems and processes regarding IT Security are very critical as our stakeholders expect a high compliance level to any IT Security related topics.
If we can not run our own systems why should they trust us with there systems?

During the reporting period there were a total of 12 information security incidents. None of these incidents

- was connected to criminal acts by employees.
- had an impact on security of data (incl. availability and confidentiality of data).

Counter measures defined as part of IT Security Management and audited according to ISO 27001 / TISAX standard mitigated successfully any risk of these incidents.

Metric	Number
Information security incidents	12
Entries in whistleblowing form	0
Metric	Number



4. Governance

20. Business Ethics

Business Ethics

- 1. Integrity:** Upholding honesty, transparency, and moral principles in all business dealings.
- 2. Fairness:** Treating all shareholders, employees, vendors, and communities equally and with consideration.
- 3. Accountability:** Establishing clear lines of responsibility and holding individuals and the board of directors accountable for their actions.
- 4. Environmental awareness:** Recognizing the company's responsibility to contribute to the well-being of society and the environment.
- 5. Transparency:** Ensuring open and timely disclosure of material information to stakeholders.



5. Comprehensive Model

21. Business Model (C1)

Purple Bird Technology is offering a wide portfolio of services regarding digitalization and organizational consulting. Consulting services range from a high strategic level – defining a business strategy – to „getting things done“ by supporting implementation of organizational changes or software rollouts.

To offer this broad scope Purple Bird Technology is closely collaborating with other consulting companies (mainly Munich area and UAE). We work specifically together with Purple Bird Technology f. z. o. o. (located in UAE). This company isn't a subsidiary of Purple Bird Technology GmbH but a spin-off by a former manager of our company.

The main focus of Purple Bird Technology within this networks are the following industries:

- Finance, Insurance and Banking
- Renewable Energy, Agriculture, eCommerce

Focusing on the following topics via Competence Center:

- (Agile) Organizational Development
- IT (Project)-Management, Off-Shoring, Digital Workplace, AI

As a result, Purple Bird Technology is a B2B company without end user customers.

Consulting areas of Purple Bird Technology

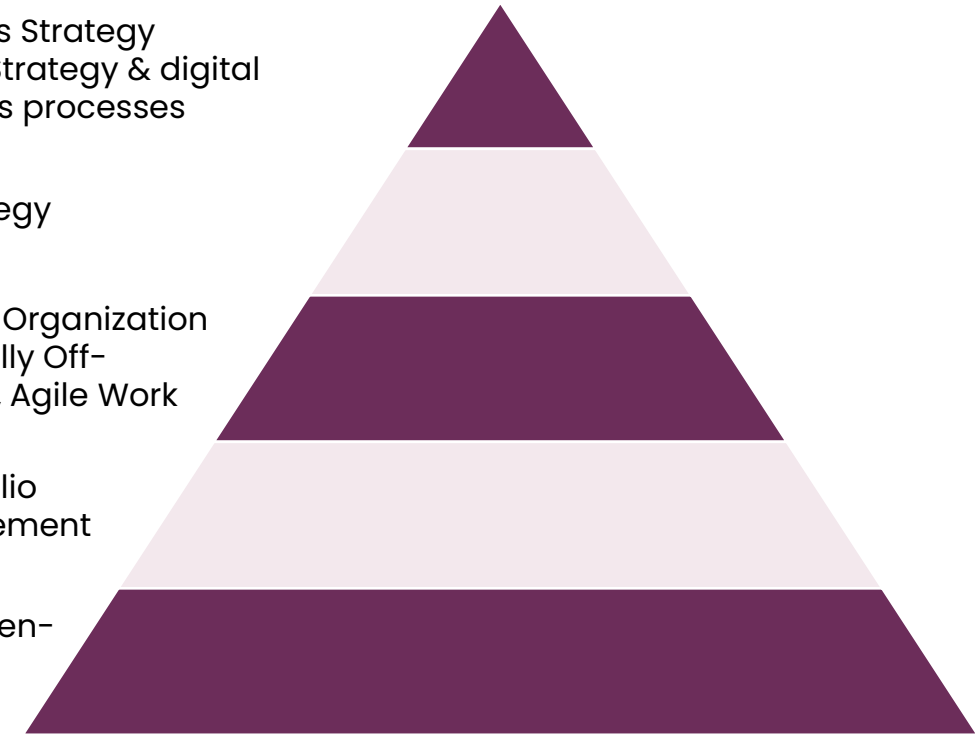
Business Strategy
Digital Strategy & digital business processes

IT-Strategy

IT (Re-) Organization especially Off-Shoring, Agile Work

IT Portfolio Management

Implementation



Areas of digital Transformation



5. Comprehensive Model

22. Primary Relationships (C1)

Relationship with more than 10 other consulting companies

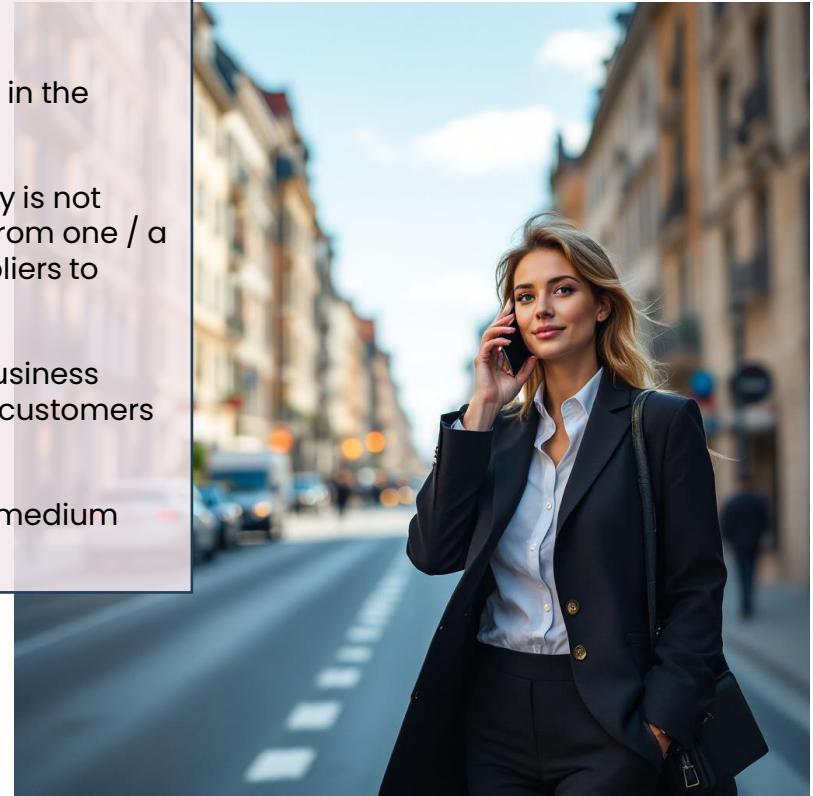
For the delivery of services our relationship with more than 10 other consulting companies is critical to offer the portfolio (e.g. blusystems, Ekstend).

These partner companies are mostly located in the Munich area.

Besides these partners Purple Bird Technology is not buying high volumes of any services/goods from one / a few suppliers but from a broad range of suppliers to maintain daily operations.

To distribute our services we do not rely on business partners but interact mostly directly with our customers via different channels.

Customers are B2B customers only – mostly medium and large sized corporations.



5. Comprehensive Model

23. Strategic Key Elements (C1)

Strategic Key Elements

Purple Bird Technology **integrates sustainability** as a central element of its corporate strategy.

We support our customers in implementing **digital solutions with low resource consumption** and maximum efficiency.

We **achieved CO₂ neutrality** in 2024 – but only through CO₂ offsetting. Our goal is to further **reduce our carbon footprint** before offsetting by using only electricity from renewable sources.

We also promote **flexible working models** for our employees and focus on a **diversity-friendly corporate culture**.

In our consulting practice, we sensitise companies to ESG risks and develop sustainable digital business models.

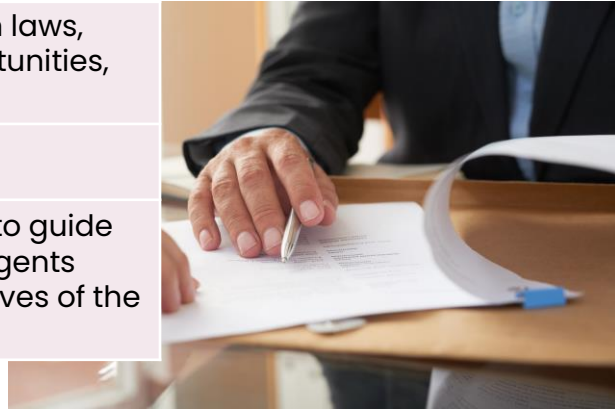


5. Comprehensive Model

24. Policies and Initiatives (C2)



Title	Code of Conduct
Areas of interest	Compliance with laws, corporate opportunities, competition
Availability	public
Description	basic principles to guide all employees, agents and representatives of the Company



Title	Waste Management Policy
Areas of interest	Climate Change, Pollution
Availability	On request
Description	The policy focuses on procurements and disposal of goods. It defines guidelines to be considered from a point of view of sustainability.
Targets	<ul style="list-style-type: none"> Keep residual waste on the current minimalized level and by doing so minimize CO2. Keep current recycling quota.



Title	Human Rights Policy
Areas of interest	Policy against Human Trafficking, Slavery, Child Labor, discrimination & harrassment, workplace health & safety, diversity
Availability	public
Description	Fundamental rights, freedoms and standards



5. Comprehensive Model

24. Policies and Initiatives (C2)



Title	Whistleblowing Policy
Areas of interest	Own workforce, workers in the value chain
Availability	public
Description	This policy describes raising and handling the (anonymous) reporting of sustainability and legal issues.
Targets	Follow up on every notice.



Title	IT Security Policies
Areas of interest	Own workforce, workers in the value chain
Availability	Summary on request ISO 27001 certificate public
Description	These policies and procedures focus on ensuring the security of our data and the data of our customers, suppliers and partners.
Targets	<ul style="list-style-type: none"> Keep up ISO27001 certification and TISAX auditing.



Title	Transport Policy
Areas of interest	Own Workforce, Climate Change
Availability	Internal only
Description	Clarification and rules on utilizing public transport and rules regarding company cars.
Targets	<ul style="list-style-type: none"> 100% of employees use public transport or go by foot 100% electric cars.



5. Comprehensive Model

24. Policies and Initiatives (C2)



Ongoing initiative impacting sustainability

Title	CO2 Neutrality 2024
Areas of interest	Climate Change
Availability	internal
Description	Target to achieve Scope 1 & 2 CO2 neutrality by reducing CO2 and compensate for CO2.
Targets	<ul style="list-style-type: none"> CO2 neutral in 2024

Title	Green Energy 2026
Areas of interest	Climate Change
Availability	internal
Description	Target to utilize only renewable energy (electricity) by 2026 (due to ongoing contracts). Discussing options with landlord to switch to renewable heating.
Targets	<ul style="list-style-type: none"> Only renewable energy by 2026 Only renewable heating by 2030

Title	CO2 Compensation Project
Areas of interest	Climate Change, CO ₂ Compensation
Availability	internal
Description	Purple Bird Technology supports internationally recognized climate protection initiatives, contributing to the project "Solar Systems for Households and Social Institutions in Senegal" by atmosfair
Targets	Compensation of 100% of Purple Bird Technology's carbon footprint

Purple Bird Technology's reduction targets are designed to limit global warming to 1.5°C above pre-industrial levels. These targets have been formulated based on scientific recommendations and are followed up on a yearly basis.



5. Comprehensive Model

24. Policies and Initiatives (C2)



Ongoing initiative impacting sustainability

Title	PBT @ Schools and Universities
Areas of interest	Quality Education
Availability	internal
Description	Purple Bird Technology supports schools and universities on a regular basis for free with lectures and workshops – although this does not make sense from a business perspective.
Targets	<ul style="list-style-type: none"> • Deliver at least 6 guest lectures at universities • Deliver at least 2 career guidance lectures • Deliver at least 2 workshops to pupils / students

To support education and career guidance, Purple Bird Technology is collaborating with several schools and universities.

Targets formulated have been met in 2024. Additionally, Purple Bird Technology established a cooperation with AIESEC e.V. to foster international student exchange and learning of leadership skills. AIESEC is a organization run by students only to train „the leaders of tomorrow for a better world“. This seems to be a very sustainable and long term oriented approach.



5. Comprehensive Model

25. Gender Balance & Employment Contracts (C5)



Ongoing initiative impacting sustainability

Metric	Reporting Year
Gender balance at management level	1
Percentage of women in management positions	50%

There are two management positions within Purple Bird Technology:

- Managing Directors
- Deputy Managing Director

The positions are covered by a male / female management team.

Metric	Reporting Year
Gender balance at management level	1
Percentage of women in management positions	50%

Overall, there is a high number of freelancers. This is due to the Purple Bird Technology business model, which indicates that we collaborate for some skill sets with freelancers and partner companies, but overall we prefer to hire internal whenever this is possible. As daily rates for freelancers in the IT industry are high, there is no risk of precarious employment especially as all our freelancers have several customers and do not depend on Purple Bird Technology as main customer. Subcontracting is only implemented in alignment with our customers.

Contract Type	Number of employees
Fixed-Term Employment Contract	1
Permanent Employment Contract	8
Temporary Workers (recruited via temp agency)	0
Freelancer	4
Total Number	13



5. Comprehensive Model

26. Human Rights Policy and processes(C6)

As stated before Purple Bird Technology has a Code of Conduct implemented to guide business decisions and daily actions.

The Code of Conduct addresses:

- Child labor
- Forced labor
- Human trafficking
- Discrimination
- Workplace Safety/ accident prevention

There are neither incidents reported nor confirmed regarding any of the topics mentioned above considering our own workforce or any partner companies / freelancers supporting Purple Bird Technology in service delivery within projects.

The points covered under Human Rights Policies and Processes for our own workforce in the VSME standard include:

1. Existence of a Code of Conduct or Human Rights Policy: This should address issues such as child labor, forced labor, human trafficking, discrimination, and accident prevention.
2. Complaint Mechanism: Availability of a grievance mechanism for employees to report violations or concerns.
3. Implementation of Due Diligence Obligations: Measures to ensure compliance with human rights standards within the organization.
4. Internal Guidelines and Measures: Documentation of policies and procedures aimed at protecting employee rights and ensuring fair treatment.



5. Comprehensive Model

27. Whistle Blowing

At Purple Bird Technology we are committed to the highest standards of integrity, accountability, and ethical behavior.

Our Whistleblowing Policy provides employees, business partners, and other stakeholders with a confidential and secure mechanism to report unethical or unlawful conduct without fear of retaliation.

This policy applies to all employees, suppliers, customers, contractors, and other stakeholders associated with Purple Bird Technology.

Whistleblowing concerns may include, but are not limited to:

- Fraud, corruption, or financial misconduct
- Environmental violations
- Human rights abuses
- Workplace safety violations
- Discrimination, harassment, or bullying
- Violations of laws, regulations, or company policies

Whistleblowers can report concerns through the following confidential channels:

- Email: compliance@purplebirdtechnology.com
- [Online Portal: PBT Whistleblower System](#)

All reports will be handled with strict confidentiality.

- Whistleblowers may remain anonymous if they choose.
- No retaliation: Any form of retaliation against whistleblowers is strictly prohibited. Retaliation may result in disciplinary action, including termination.

Acknowledgment: The report will be acknowledged within 10 working days.

Initial Review: The compliance officer (Raphael Lohrer) will assess the report and determine the necessary actions.



ESG Report



2024



ESG Report

according to
VSME standard

Purple Bird Technology GmbH

Purple Bird Technology GmbH
Neuhauser Straße 1
80331 München
info@purplebirdtechnology.com
+49 89 2620 0653