

2022

Corporate Sustainability Report

About Us

Circana is the leading advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data, and deep expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition.

For more information, visit [circana.com](https://www.circana.com).

Follow us on Twitter: [@WeAreCircana](https://twitter.com/WeAreCircana).



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Executive Summary

Dear Circana Stakeholders,

I am proud to share that 2022 was a milestone year for the sustainable performance of our company. It was also a historic one, marking the combination of IRI and The NPD Group to create Circana, the leading advisor on the complexity of consumer behavior. We formally announced the completion of our merger on August 1, 2022, and in March 2023 we launched our new Circana brand.

Our unparalleled technology, advanced analytics, cross-industry data, and deep expertise give our clients the clarity to take action and unlock business growth. We are now in 23 countries that represent 75% of the world's GDP, and our clients enjoy complete visibility into consumer behaviors covering over \$4 trillion in global consumer spending.

The merger also empowers us to build upon the sustainability momentum detailed in previous IRI sustainability reports. Due to the timing of the merger in the third quarter of 2022, only the energy, water, and waste data for heritage IRI is in scope for this year's report. We reduced energy consumption and numerous other impacts and costs as a result of synergies from the merger, including closing seven redundant office locations. To continue reducing our greenhouse gas intensity, we also increased the use of renewable electricity sources, from 10% to 14%, and continued promoting flexible-work options. Our commitment to flexible work not only allowed us to offset transportation-related emissions while expanding our global workforce, but also further promoted wellness and productivity.

As industry thought leaders, we continued to partner with Green Diamond and with the NYU Stern Center for Sustainability to research the durability of sustainability amid inflation. We also partnered with the Association of National Advertisers and its SeeHer movement, through which we have analyzed data to highlight the positive sales impact of accurate portrayals of diverse women and girls in ad campaigns.

We further empowered our Corporate Sustainability Steering Committee by developing cross-functional working groups in areas such as environmental, social, and data ethics. This approach allows us to focus our efforts on specific and tangible workstreams, goal setting, and results. We also sustained progress on diversity, equity, and inclusion, highlighted by the CEO Action for Diversity and Inclusion Pledge I signed in 2023 to reinforce our ongoing commitment. In 2022, we were privileged to have multiple diverse leaders join our Global Leadership Team and another female leader join our Executive Leadership Team. By year-end 2022, our percentage of female employees was 52.1%, and 27% of our employees represented minority races and/or ethnicities.

I look forward to sharing even more exciting news about our sustainability journey and 2023 accomplishments in next year's report. In the meantime, I hope you enjoy reading about our successful results in 2022.

On behalf of Circana, we thank you for all you do to help Circana sustain its business. We are humbled, and honored, by every opportunity you give us to help sustain yours.

Sincerely,



Kirk L. Perry

Member, Circana Board of Directors

President and CEO, Circana



Corporate

Company Profile

Organization

Circana, Inc. (Circana) is a Delaware corporation with global headquarters at 203 N. LaSalle Street, Suite 1500, Chicago, IL 60601, and international headquarters at Maxis 1, Western Road, Bracknell Berkshire, RG12 1RT UK. Circana is a global company with employees and clients in North America, Latin America, Europe, the Middle East, Africa, and Asia-Pacific. We are proud to bring our capabilities to almost 7,000 of the world's leading brands and retailers with whom we have had a 97% client retention rate over the last five years.

2022 Significant Changes

2022 marked a momentous shift for the corporate future of IRI. On April 7, 2022, IRI announced its plan to merge with The NPD Group, a global provider of market information and advisory services in more than 20 countries. The completion of the merger was subsequently announced on August 1, 2022.

Prior to the merger, NPD served more than 2,000 of the world's leading brands and retailers, helping these companies measure, predict, and improve performance across all channels, including brick-and-mortar, e-commerce, and B2B. NPD's data, industry expertise, and prescriptive analytics help clients understand the retail landscape and prepare for the future. NPD clients use this information to make better decisions across nearly every aspect of their businesses, including sales, marketing, demand planning, distribution/assortment planning, product development, and more.

On March 7, 2023, the two companies came together formally under the name Circana, with the combined entity positioned as the leading advisor on the complexity of consumer behavior. Circana's unparalleled technology, advanced analytics, cross-industry data, and deep expertise enable its clients to gain the clarity they need to take action and unlock business growth.

The merger brought together colleagues from both companies around the world to offer almost 7,000 clients a more complete, accurate view of consumer behavior and total retail purchasing and consumption trends across a broad range of industries. Together, the companies offer clients deep sector knowledge, leading data assets, and strategic retail relationships across 26 industries and more than 2,000 categories. This industry expertise includes CPG, softlines, hardlines, beauty, technology, foodservice, food consumption, and more. Circana's presence extends to 23 countries representing 75% of the world's GDP and includes POS data supplemented with high-quality purchase and consumption panels. These capabilities give Circana clients complete visibility into consumer behaviors covering over \$4 trillion in global consumer spending. And these insights are accessed and powered by Circana's industry-leading technology platform, Liquid Data®.

Because the merger and the formal rebranding only recently occurred in 2022 and 2023, respectively, the integration of the two companies continues in some areas. Where possible and appropriate, this year's CSR covers the combined business. Where combined full-year data is not available (e.g., energy, waste, and water), the focus remains on IRI as in prior sustainability reports. The next edition, covering the 2023 calendar year, will offer a more comprehensive view of the combined Circana organization.

Brands, Products, and Markets

As one of the original innovators in big data, Circana provides integrated data, predictive analytics, and forward-looking insights. These offerings drive business growth for CPG, general merchandise, and foodservice companies and retailers as well as over-the-counter health care organizations, financial services firms, and media companies. Circana has the largest repository of purchase, media, social, causal, and loyalty data, all integrated on Liquid Data®, our industry-leading, on-demand, cloud-native technology platform. Used by more than 2,500 companies and 100,000 users globally, Liquid Data offers a comprehensive view of the consumer and the market.

The market data available through Liquid Data includes point-of-sale (POS) data covering more than \$4 trillion in annual tracked spend globally and more than 30 million CPG and general merchandise products. Circana has in-store and e-commerce transaction data covering 96% of U.S. households, as well as the industry's largest set of retailer loyalty-card data, which includes exclusive access to 210 million loyalty cards.

Liquid Data also includes dozens of applications to enable high-powered insights and analytics, comes with hundreds of pre-integrated data sets for use in Circana's public cloud solution, and can be further enriched with client data in a tailored private or hybrid cloud environment. It connects, integrates, and aligns data across multiple dimensions of brand, customer, segment, geography, channel, store, and time and uncovers relevant patterns to determine the specific action steps clients should take for growth.

A key feature of Liquid Data is its Unify+™ user interface, which enables fast and seamless access to visualized insights. Unify+ provides a single point of global access to all Liquid Data solutions and delivers role-based insights in an easy-to-use format. It's also the only visualization software optimized specifically for CPG, retail, general merchandise, and foodservice data and global access while also being highly flexible, scalable, and customizable.

We believe strong data and analytics capabilities are among the last remaining sources of competitive advantage, particularly in the CPG, general merchandise, foodservice, and retail industries. Through the unification of our leading technology, prescriptive analytics (powered by artificial intelligence and machine learning), and integrated data, Circana enables companies to have a relentless focus on consumers, collaborate more effectively between their retailer and supplier partners, protect and grow share, and meet their business objectives.

Circana currently actively sells more than 100 services across the globe and access to more than 50 applications, with a solutions portfolio focused on eight key areas:

- 1. Market, Consumer, and Shopper Insights:** Circana's solutions help clients make better decisions, faster, using integrated data and insights. Our POS, receipt, scan panel, loyalty panel, survey, and segmentation data enables companies to measure what's happening in the market online, offline, and across all channels. Our consumer and shopper data helps clients track and diagnose consumers and shoppers to better understand, explain, and anticipate people's choices. And a wide variety of topic-specific solutions help answer other specific market, consumer, and shopper questions.
- 2. Demand Forecasting:** Circana's offerings in this area include forecasting solutions for better long-term planning and tactical forecasting that supports organizational agility and short-term sales improvements.
- 3. Innovation:** Circana helps companies reduce innovation costs by identifying winning ideas for product development and supporting increased speed to insights. These solutions, powered by Hendry™, increase forecast accuracy, shorten the product planning cycle, substantially increase the chance of retailer item acceptance, and allow clients to develop a continuous pipeline of incremental line extensions and distribution opportunities that enable ongoing growth.

4. Marketing and Media: Circana's marketing and media solutions help clients drive growth through more accurate targeting using 100% purchase-based audiences and through closed-loop measurement of media effectiveness. Our audience solutions drive up to six times greater ROI compared to other audience targeting approaches and are available for easy activation across major partners. Circana's closed-loop measurement solutions enable clients to assess the incremental sales impact of individual media tactics across all advertising channels.

5. Price, Promotion, and Trade: These solutions help clients understand how to optimally adjust pricing and promotional levers to maximize sales and profitability across their entire portfolio and across all channels and geographies. Clients can predict likely outcomes and determine optimal pricing strategies to improve the effectiveness of their promotional investments.

6. Assortment: Circana offers solutions that maximize performance at the shelf and around the store. Artificial intelligence, machine learning, deep analytics, benchmarking, and automation capabilities help companies get the right products on the shelf, understand the performance of in-store initiatives, and ensure that products and brands meet execution expectations.

7. Supply Chain: Circana offers supply chain solutions that help companies get the right products in the right place at the right time. These solutions help businesses find inventory problems, fix inventory problems, and avoid inventory problems to maximize on-shelf availability and minimize out-of-stock issues.

8. Retailer-Manufacturer Collaboration: Circana's solutions help retailers and their manufacturer partners streamline collaboration and identify actionable insights. These collaboration solutions deliver a single source of truth so retailers and their suppliers can uncover new opportunities and drive significant revenue growth using fully integrated data and analytics.

Circana's solutions also support sustainability in our clients' companies, such as with supply chain solutions that optimize supply chain operations for CPG manufacturers and retailers; media targeting and activation solutions that support more effective digital marketing, reducing wasted ad dollars and minimizing consumers being burdened with ads for items not applicable to their lives; demand forecasting, portfolio optimization, and market/consumer measurement solutions that support greater operational efficiency within organizations; innovation solutions that can support the development and marketing of new sustainable products; and technology solutions that integrate data from many disparate sources, supporting more streamlined operations at client companies.

For more information about the data used in Circana products, please reference the Privacy and Data Protection section on page 10.

Partnerships

Through the Circana Marketplace™, we maintain an industry-leading open partner ecosystem, which ensures that we bring the best of what each has to offer to our clients so they can achieve new levels of growth. Learn more about Circana's partnership approach and current partners on our website.

Circana also continued to partner with the NYU Stern Center for Sustainable Business on a thought leadership study. This year's sustainability report reveals the durability of sustainable products amid the current period of high inflation. Sustainability continues to matter more to consumers, especially younger consumers, than in previous years and the dollar share growth trajectory of sustainability-marketed products continues. Specific findings include:

- Sustainability drives new product adoption. The majority (81%) of consumers believe that name brand product manufacturers should practice sustainability, and 78% report seeing more new products with sustainable benefits. 70% report they are more likely to choose a new product if they know the company practices sustainability.
- 38% of respondents report buying sustainable products more frequently than a year ago. Beauty, pet care, and OTC buyers are more likely to report they've started buying certain products because they are more sustainable.
- Most (90%) who have tried more sustainable products in 2022 plan to continue buying all or some of the new sustainable products they have recently tried in the next 12 months.

2022 Initiatives and Beyond

In 2022, Circana was proud to announce new products, new research, and new partnerships, as well as content for clients on sustainability topics through our thought leadership efforts.

Key business, product, and technology announcements:

- IRI partnered with Associated Wholesale Grocers, the nation's largest cooperative food wholesaler, to launch the AWG Partner Gateway.
- IRI announced the appointment of former Google executive and senior marketing leader Misty Muscatel Davis as its global chief marketing officer.
- IRI announced that the company had been named a leader in marketing measurement and optimization solutions by the independent research firm Forrester Research.
- IRI announced the findings of its collaborative study with SeeHer, which showed that accurate portrayals of diverse women and girls in ads generated significant sales lift for brands.
- IRI launched a strategic, multiyear partnership with Ulta Beauty to improve the beauty retailer's view of the total beauty market.
- IRI extended its partnership with Ventura Foods, a leading provider of food service products, to enhance the latter's product assortment strategy.
- IRI signed a definitive merger agreement with The NPD Group to create a leading global technology, analytics, and data provider.
- IRI and Profitero launched the industry's most comprehensive and granular solution for omnichannel insights using IRI's POS data and Profitero's digital-shelf metrics.
- IRI partnered with TikTok to provide granular media measurement solutions for retailers and manufacturers that advertise on the social platform.
- IRI deepened its strategic partnership with PIM Brands, a leading global snacks and confections maker, to drive success using insights from IRI's full suite of solutions.
- IRI launched its next-generation receipt panel sourcing data from 120,000 active households to enhance omnichannel views of consumer purchases.

- IRI completed its merger with NPD to create a leading global technology, analytics, and data provider.
- IRI expanded its partnership with Ajinomoto Foods, a leading frozen foods manufacturer, to help the company proactively combat supply issues and improve retailer relations.
- IRI and InfoSum partnered to enable seamless data collaboration for advertisers with an emphasis on customer privacy.
- IRI announced an expanded partnership with Epsilon that taps into the latter's clean room, accelerating CPG's ability to create closed-loop data ecosystems.
- IRI and LiveRamp announced an expanded data collaboration partnership that helps CPG brands optimize marketing campaigns and drive better business outcomes.
- IRI partnered with Lasso Partners to make the world's most extensive purchase data set for CPG and OTC products available in Lasso's proprietary audience builder.
- IRI expanded its media campaign evaluation to include omnichannel data that increased its CPG sales coverage by 25%.
- IRI extended its partnership with apple and pear grower-owned cooperative Tree Top to help the latter monitor its pricing activity with more granularity.
- InfoSum and Experian announced a collaboration incorporating IRI data that brings identity resolution, data onboarding, and data collaboration into a single, privacy-safe environment.
- IRI announced the results of the first year of its Diversity Advantage Program (DAP), which provided free data, training, and consulting to 27 women- and minority-owned CPG companies.
- IRI announced its selection as Church & Dwight's market insights partner, helping the company drive innovation, shopper activation, and productivity through integrated decision support.

Thought leadership on sustainability topics Circana shared with our clients included:

2022 Webinars

- 2022 Top Trends in Fresh
- Multicultural Influencer Marketing
- Fresh Produce During Inflation
- Embrace Future Fresh Consumers
- Fresh Foods 2022 Year in Review

2022 Blogs

- The Global Appetite Is Growing for Sustainable Snacks
- How Brands Can Unleash the Power of Multicultural Marketing
- The Future of CPG Products Will Be Sustainable

2022 Publications

- 2021 GEM Lift Study
- Sustainability and the Consumer
- Sugar Reduction Trends in Candy and Confectionery Products

2022 Podcasts

- January 2022's Fresh Pulse
- February 2022's Fresh Pulse
- March 2022's Fresh Pulse
- Achieving and Winning With Accurate Portrayals of Women and Girls in Media
- Fresh Produce in an Era of Inflation
- Fresh Perspectives with Jonna and Sally: Inspire Consumers With Their Definition of Value
- Fresh Perspectives with Jonna and Sally: Leverage Fresh to Fight the Split Trip
- The Customer Is Key in Multicultural Marketing
- The Sustainability Growth Opportunity
- Fresh Pulse: Meal Making and Mood Lifting
- C-Suite Conversations: Silver Fern Farms CEO Simon Limmer and Applegate President Joe O'Connor Talk Sustainability

Governance

Structure

Circana's current board was formed following the 2022 merger. It is composed of one chair, nine additional members, and Audit & Risk Management and Compensation committees. Sustainability oversight is the responsibility of management, with input from the Corporate Sustainability Steering Committee, and the board of directors. The chief privacy officer and chief information officer report regularly to the Audit & Risk Management Committee on matters relating to privacy and data security issues.

At Circana, privacy issues are managed by the chief privacy officer, who works with a team dedicated to handling privacy compliance, with oversight from the chief legal officer. Information security and data protection issues are overseen by the chief information security officer, who works with a team dedicated to handling information security and data protection, with oversight from the chief information officer. The Privacy and Information Security teams meet regularly to discuss hot topics, best practices, and shared initiatives.

Privacy and Data Protection

Circana is the world's leading advisor on the complexities of consumer behavior. Our insights and products are built on data that our clients can count on. Circana has developed privacy and data protection principles that govern our data partnerships and data collection. We require that all data we process be ethically sourced and collected in compliance with privacy laws. The company is committed to these principles and continually improves upon them to ensure that we are conducting business ethically and fairly with consumers' expectations in mind.

Circana is committed to:

- Accountability
- Data Minimization
- Data Protection and Confidentiality
- Data Quality and Accuracy
- Digital Ethics and Equality
- Lawfulness, Fairness, and Transparency
- Privacy by Design
- Privacy Rights
- Purpose and Use Limitations
- Storage Limitations

To ensure these principles are met Circana has implemented various Privacy and Data Protection policies and procedures that embed the obligations, spirit, and intent behind global privacy and data protection laws, regulations, and best practices within our products, services, and business practices.

Circana Privacy and Data Protection Overview

Circana often operates as a Processor, meaning that we process data on behalf of a client according to their instructions, and the resulting deliverable can only be commercialized for the benefit of that client (in connection with many of our services). Circana may also operate as a Controller in some instances, which means that we process and maintain personal information by collecting it directly from our panelists. Under the California Consumer Privacy Act ("CCPA"), where the terms Controller/Processor aren't used, Circana is most often considered a "Third Party" even when processing data on behalf of a client according to their instructions.

Tokenized Personal Information

Notably, Circana leverages Tokenized Personal Information ("Tokenized PI") from our clients and our panels. Tokenized PI means direct personal identifiers (e.g., name, address, etc.) are removed and replaced with a unique indirect identifier. While tokenized data is not directly identifiable by Circana, this unique identifier is associated with and ultimately could be reasonably linked to a particular individual or household by our

partners. Therefore, because Tokenized PI is still indirectly identifiable, it is still regulated by applicable privacy and data protection laws.

Circana data about households, including retailer loyalty program data, is considered Tokenized PI. This means that Circana's clients, vendors, and other partners apply an indirect tokenized identifier to replace directly identifiable information prior to sending it to Circana. The tokenized ID is a consistent identifier that enables the data to be updated and appended to on an ongoing basis and further allows Circana to link, merge, and/or combine individual and household-level datasets without needing directly identifiable information. This can include Circana's own market data, our clients' data, and other third-party data.

How does Circana manage its Privacy and Data Protection program?

Circana is committed to being accountable for the data under our control and to properly managing our compliance with all applicable privacy and data protection laws that regulate our data from and about our customers and employees. We also closely partner with our clients and service providers to verify their compliance with Circana's policies, regulatory requirements, and industry-specific best practices. For example, Circana may issue privacy and data protection assessments to clients and service providers, incorporate privacy and data protection language within our relevant contracts, and evaluate internal products and services to ensure privacy and data protection compliance.

How does Circana conduct Privacy and Data Protection training and awareness?

Privacy and data protection are central to the daily work of all Circana employees. All required training is administered annually to existing employees and is part of the onboarding training for new employees. Circana also provides security awareness coaching to continuously educate users on security and privacy topics.

In 2022, we formalized and developed our Global Data Compliance Champion Program. Our Champions act as points of contact for their local market and the global Privacy Office, and they support rolling out privacy policy and procedures as well as identifying potential privacy gaps. The Champions represent all parts of the organization throughout the world and receive additional training both internally and with external providers.

For more information about Privacy at Circana, please [click here](#).

Information Security and Incident Response

Circana operates a risk-based data protection model. We apply numerous layers of protection to ensure the integrity of our systems, which include, but are not limited to, certificates, encryption, risk assessments, network and system hardening, and a vendor management program. Internal and external vulnerability scans, as well as independent third-party network penetration and OWASP testing, are performed regularly, the results of which are reviewed and incorporated into a risk analysis used to prioritize remediation and mitigation activities. Circana continues to monitor and evolve our data security platform to provide visibility and stay on top of threats facing our environment.

Circana has developed an incident management program to respond to information security incidents. This process includes triage, investigation, evidence collection and storage, root cause analysis, incident resolution, and reporting. Information security incidents are responded to by the Circana Security Incident Response Team, which manages our incident response procedures that detail the relevant framework, roles, prioritization and escalation, and other supporting procedures.

As in 2021, Circana had no material breaches or losses of customer data in 2022.

Endorsements (GRI, CDP, UN, ETC.)

Circana believes in the principles of a range of sustainability standards, protocols, and initiatives, including, but not necessarily limited to:

- Global Reporting Initiative (GRI)
- United Nations Global Compact/Sustainable Development Goals (UN GC/SDG)
- Sustainability Accounting Standards Board (SASB)
- International Standards Organization (ISO) 9000, 14000 and 27000
- Carbon Disclosure Project (CDP)
- ENERGY STAR, WaterSense, and other voluntary EPA initiatives
- Occupational Health and Safety Assessment Series (OHSAS) 18001

Ethics and Professional Integrity

Circana Global Code of Conduct

Circana believes acting ethically and responsibly is not only the right thing to do, but it is also good for business. Our Global Code of Conduct (our “Code”) is a declaration of Circana’s commitment to maintaining the highest standards of ethics and integrity in all that we do. The Code establishes clear expectations and guidelines for all employees, prohibiting unethical behaviors such as bribery, fraud, discrimination, antitrust/anti-competitive practices, and more. It is also designed to provide employees with expectations and guidance for positive behaviors, give them the resources they need to make ethical choices, and ensure they understand how to report Code violations without fear of retaliation. Mandatory compliance training is given annually and at the time of employee onboarding. You can review the Code of Conduct [here](#).

Circana Vendor Code of Conduct

Circana expects that our vendors will share and embrace the letter and spirit of our commitment to integrity. In this case, “vendor” means any firm or individual that provides a product or service to Circana or indirectly to any of our clients. Because of this, Circana expects all vendors and their employees, agents, and subcontractors (their representatives) to adhere to the company’s Vendor Code of Conduct while they are conducting business with and/or on behalf of Circana. You can review the Code of Conduct [here](#).

Global Compliance Helpline

Every person, regardless of position, shares in the responsibility for promoting an ethical work environment. To make certain that potential issues will be reported, Circana maintains the Circana Global Compliance Helpline, a phone- and internet-based confidential reporting system that allows employees to report concerns anonymously. It is managed by EthicsPoint, an independent third party. More information can be found [here](#).

Monetary Losses

There were no cases or fines associated with ethics, corruption, lack of professional integrity, or other environmental, social, or governance issues during the reporting period.

Scale

The table below lists Circana's "material" office locations, representing more than 90% of our leased office area globally (excluding heritage NPD offices). As such, these sites represent what we consider material for reporting purposes throughout this CSR.

City	Country
Chicago	United States of America
Chambourcy	France
Athens	Greece
Providence	United States of America
Bracknell	United Kingdom of Great Britain and Northern Ireland
Sydney	Australia
Nuremberg	Germany
San Jose	United States of America
Zaltbommel	Netherlands
Madrid	Spain
Pune	India
Milan	Italy
Cape Town	South Africa
Melbourne	Australia
Dusseldorf	Germany

Operations

As of the end of 2022, Circana was leasing office space at 27 locations across 14 countries (excluding heritage NPD offices).

Workforce

As of December 31, 2022, Circana employed approximately 6,400 people worldwide. Circana continued to respect employees' rights to collective bargaining and worked in good faith with works councils in Germany, France, the Netherlands, Italy, and Spain. Overall, only a minority of Circana personnel worldwide belonged to works councils in 2022.

Supply Chain (and Risk)

Our suppliers are among our key stakeholders. In 2022, Circana had more than 600 direct suppliers worldwide, spanning more than 10 countries. The majority of our total spend was in the U.S., and most of our spend was concentrated in five countries:

- U.S.
- UK
- France
- Australia
- Italy

Given the ever-changing landscape of business practices, requirements, and laws across Circana's supply chain, the focus is on both strategic sourcing and redundancy to ensure a balance of optimal pricing and continued availability. We also prescreen all, and selectively audit some, suppliers to ensure they comply with our policies and help sustain our performance.

Circana strives to work with and verify our key suppliers' sustainability practices, checking for relevant ESG indicators and progress on their goals at least biennially for those suppliers that comprise at least 80% of Circana's annual spend. Within this scope, in 2022 approximately half of our strategic suppliers were reviewed.

Memberships

Circana recognizes the importance of being part of an ecosystem of organizations trying to achieve and sustain performance together, and in some cases helps lead those organizations. In 2022, organizations with which Circana was associated included, but were not limited to:

- Advertising Research Foundation (ARF)
- American Frozen Foods Institute
- Assirm
- Association of National Advertisers (ANA)
- Association Nationales des Industries Alimentaires (ANIA)
- Australasian Association of Convenience Stores (AACS)
- Australian Drinks Association
- Australian Food and Grocery Council
- BDSI Bundesverband
- Bot Fraud Prevention Council (BFPC)
- British Frozen Food Federation (BFFF)
- BSI Bundesverband
- Category Management Institute
- Centre National Interprofessionnel de l'Economie Laitiere (CNIEL)
- Charta der Vielfalt Deutschland
- Consumer Brands Association (CBA)
- Consumer Healthcare Products Association (CHPA)
- EASE – Association of Chief Executive Officers
- ECR Greece
- EEDE – Hellenic Management Association
- ESOMAR
- Federation des Entreprises et Entrepreneurs de France (FEEF)
- Federation of Wholesales & Distributors (FWD)
- Food & Grocery Association
- Food, Health & Consumer Products (FHCP)
- Food Industry Association (FMI)
- Generating Genius
- GS1
- GS1 Deutschland Solution Partner
- Institut de Liaisons des Entreprises de Consommation (ILEC)
- Institut Du Commerce (IDC)
- Institution of Grocery Distribution (IGD)
- International Association of Privacy Professionals (IAPP)
- International Dairy Deli Bakery Association (IDDBA)
- International Fresh Produce Association (IFPA)
- International Standards Organization (ISO)
- Investors in People
- Le Comite National des Interprofessions des Vins (CNIV)
- Markenverband e.V. Deutschland
- Market Research Society
- Marketing Excellence Netzwerk Deutschland
- MMM Club Deutschland
- National Association of Chain Drug Stores (NACDS)
- National Association of Convenience Stores (NACS)
- National Association of Retail Traders of Australia
- National Chicken Council
- National Confectioners Association (NCA)
- National Frozen and Refrigerated Foods Association (NFRFA)
- National Grocers Association (NGA)
- Netcomm
- Network of Executive Women (NEW)
- New York University Stern School of Business
- New Zealand Food & Grocery Council
- Path to Purchase Institute
- Private Label Manufacturers Association
- Proprietary Association of Great Britain (PAGB)
- Retail Drinks Association
- Shop! Association
- Snac International
- The Data Institute
- The Female Quotient
- Trustworthy Accountability Group
- University of Illinois at Chicago

Economic

Management Approach

As a for-profit corporation, Circana understands that our fiduciary responsibility to shareholders is to efficiently and effectively manage our financial bottom line.

Circana understands that managing social responsibility, environmental stewardship, and other nonfinancial factors is essential to the company's long-term sustainability. In addition to long-term, holistic planning and rigorous corporate governance, the other key elements of our approach to managing healthy economic returns are strong management, collaborative decision-making, transparent reporting, and continuous innovation.

Performance

Contribution of Sustainable Products

Understanding that any organization must sustain the demand for its products to sustain its financial health, Circana continues to invest in new products and to improve our sustainability footprint. We believe that the products we sell are a direct reflection on the areas of focus we have around people, profit, and planet. The company's commitment to human capital, ethics, sustainable procurement, and environment has a direct link to the quality and sustainability of Circana products, as illustrated throughout this report. A surrogate metric also considered is how highly third parties rate Circana. The scores received in 2022, largely reflecting disclosures from 2021, indicate we are also perceived to be more sustainable than the average company in our industry.

Innovation

While technology, analytics, and ethically sourced data is Circana's business, innovation is our DNA. Circana has continually leveraged first-to-market technology to propel clients' businesses into the future. In 1980, we launched BehaviorScan, and in 1987, we evolved to Infoscan, the first national scanner-based grocery store tracking system to gather point-of-sale purchase data from bar codes. In 2008, building on continuing innovation in the 1990s and 2000s, the company introduced the Liquid Data platform. It revolutionized the industry with disaggregated data, automated analytics, and breakthrough in-memory technology, years ahead of competitors. The platform, along with Circana's products, continues to evolve to enable better and faster business decision support.

Each month, Circana hosts client webinars, speaks at industry conferences, and publishes white papers to share research, insights, and practices that help clients improve their knowledge and businesses.

With more than 1,500 clients present, Circana traditionally hosts an annual Growth Summit event to provide thought leadership and in-depth, hands-on views of its products and innovations. To safeguard health from COVID-19, Circana postponed the event in 2021 and 2022, so it was exciting to commit in 2022 to hold the event again in 2023 (which we did, to overwhelmingly positive responses from attendees). Circana employees are already looking forward to the next Growth Summit, scheduled for 2025.

Circana is regularly acknowledged by Gartner, Forrester, and other top third-party analysts and research studies for our leading technology and solutions. The latest reports are highlighted [here](#).

Vitality

For 2022, Circana estimates that a significant portion of our revenues was attributable to new products introduced within the prior 36 months.

Environment



Management Approach

Circana believes in good environmental stewardship. We lease 100% of our heritage IRI office space and, therefore, utilities such as cooling, heating, and waste disposal services are often managed by the lessor. However, Circana continues to work with lessors and utility providers to lessen the impact of our environmental footprint. This includes implementing water reduction and waste recycling programs. In addition, we also consider building efficiencies as part of the leasing process. For 2022, we were able to obtain electricity consumption data from our locations that represented approximately 90% of our global office footprint.

Circana recognizes the need to assess the environmental impact of our remote employees and expects that once integration is complete, it will be possible to incorporate this information as part of a new baseline analysis.

Energy

GHG Emissions and Energy Consumption

In 2022, Scope 1 emissions from the purchase of natural gas for heating was approximately 381 t(CO₂e), and Scope 2 emissions from purchased electricity was approximately 951 t(CO₂e). Location-based emission factors are used to calculate Scope 2 emissions.

Circana is also reporting partial Scope 3 emissions of 480 t(CO₂e), primarily due to business travel. Circana continues to work with sustainability advisor Green Diamond Solutions to enhance our reporting and tracking of Scope 3 emissions.

Circana's primary consumption of energy is in the form of electricity and natural gas. Our total energy consumption in 2022 was 16,500 gigajoules, composed of 60% electricity and 35% natural gas from leased office spaces. Our global headquarters, at 203 North LaSalle Street in Chicago, IL, accounted for the largest consumption of energy at 1,600 GJ of electricity. This location is also responsible for approximately 17% of the company's Scope 2-related annual emissions.

Renewable Energy

In 2022, Circana obtained approximately 14% of our electricity from renewable sources, up from 10% in 2021. We continue to evaluate ways to increase renewable energy solutions to supply our energy needs.

Energy Intensity

In 2019, heritage IRI established a goal of achieving a minimum of 1% per year reduction in energy intensity through 2025 over the 2018 baseline. We define our energy intensity as energy consumption in gigajoules (GJ) per square meter (m²) of leased space. In 2018, our baseline year, energy intensity was 1.10 GJ/m². In 2022, energy intensity was 0.56 GJ/m², based on electricity and natural gas consumption records where available, and pro-rated for remaining sites as applicable. In 2024, we expect to establish a new energy intensity baseline number and energy intensity target for 2030.

CO₂ Intensity

We define our CO₂ intensity as metric tons of CO₂ (Scope 1 + Scope 2) per square meter of leased space. In 2022, our CO₂ intensity was 0.045 metric tons CO₂e/m².

Water: Use, Intensity and Baseline Water Stress

For 2022, total water use is estimated at approximately 7,500 cubic meters based on high-quality data available for the majority of our material footprint and pro-rated for our remaining sites. Water use is predominantly for consumption and sanitary use. At some of our leased office spaces, water may also be used for irrigation or architectural features.

Water intensity is calculated as cubic meters consumed per square meter of space leased. For 2022, our average intensity was 0.25 cubic meters/m².

In 2022, 20% of Circana's total water consumption was by sites that reported the use of water in areas the World Resource Institute defines as having high, or extremely high, baseline water stress. This is down from 23% in 2021.

Waste and Recycling

Circana continues to offer employees remote and hybrid (remote and office) work solutions. Currently, only a few of our lessors provide accurate waste data. As a result, we are in the process of estimating our waste generation per employee. However, globally we believe the percentages of recycled to landfill waste is approximately 70% to 30%, respectively, based on prior data.

Items recycled in 2022 continued to include on-site collection for recycling batteries, aluminum, glass, plastics, ink and toner cartridges, and coffee pods.

Social



Management Approach

Circana recognizes the importance of maintaining and promoting the fundamental human rights of employees by operating under policies that:

- Promote a workplace free of discrimination and harassment.
- Prohibit child labor, forced labor, and human trafficking.
- Provide fair and equitable wages, benefits, and other conditions of employment in accordance with local laws.
- Provide a safe and healthy working environment.
- Recognize employees' rights to freedom of association and collective bargaining.

Circana's approach to being responsible to people is often first a function of keeping them safe and healthy so they can have a better quality of life. In our business, Circana does not face the kind of risks that mining, manufacturing, and other companies face with higher physical risks, but the company still prioritizes health and safety. We also offer employees the benefit of an employee wellness hotline, called the Employee Assistance Program (EAP), and have worked to build a dynamic culture that promotes the health and well-being of all employees. Building on that foundation, our approach expands to focus on the growth of our people: by finding the best, diverse talent and investing in their development. We are advancing diversity, equity, accessibility, and inclusion in our global workforce, and advocating for public policies and laws that improve the lives of our employees and communities. Additionally, we are actively engaging with our workforce and encouraging employees to meaningfully contribute to the communities in which they live and work.

Health and Safety

The two primary ways Circana manages health and safety are to minimize incidents and lost days. Each location complements our global policy with local additions as appropriate. The policy highlights key elements we tend, such as the provision of:

- A healthy working environment.
- A safe place in which to work with safe means of access and egress.
- Suitable and sufficient information, instruction, training, and supervision to enable all staff to comply with the Health and Safety Policy.
- Safe equipment and systems of work.
- Arrangements for the safe use, handling, storage, and transport of articles, materials, and substances.
- Appropriate management procedures and consultative arrangements to monitor and audit compliance with the Health and Safety Policy.
- Appropriate arrangements to assess and control risks associated with work activities undertaken at Circana premises or by Circana personnel.
- Appropriate procurement policies to ensure that only competent contractors and suppliers are engaged by Circana.

Incidents and Lost Time

Circana's worldwide business safety performance includes all full-time and part-time employees. The company's goal is to minimize health and safety incidents. For U.S. personnel, excluding heritage NPD, the incident rate in 2022 was 0.037, down from 0.660 in 2021. Internationally in 2022, five incidents were reported, with a total of 52.5 days lost because of those incidents. Circana is committed to providing a safe and healthy work environment for all our employees worldwide. We take all incidents seriously and will continue to work diligently to ensure the health and safety of all team members.

Human Capital

Learning and Development

At Circana, we invest in providing our global employees with ongoing opportunities to learn and develop. In 2022, while the organization was in the process of merging resources, processes, and cultures, both heritage companies offered a variety of blended learning resources and experiences, including e-learning courses on a variety of professional and technical skills, virtual instructor-led courses, cohort-based development programs, and more. Comprehensive training and briefings are also offered as Circana launches new products so employees serving clients can speak confidently to them about the offerings.

In 2022, 76% of the heritage NPD population engaged with learning content through the learning management system, totaling a cumulative 13,000 hours of completed courses across 964 unique course titles. Employees completed an average of 6.1 hours of training over the course of the year. Top course topics included business knowledge, security best practices, sales, data science, personal effectiveness, leadership, MS Office, data analytics, and communication. Business-specific programs were also offered in 2022. Fifty of our Research Science employees participated in a specific apprentice-style R Programming language training; 200 cross-functional technology employees participated in a robust, blended Cloud Analytics training curriculum; and 63 commercial employees participated in sales training pilots. Of the heritage IRI population, 786 unique users engaged with learning content in the learning management system. Top course topics included unconscious bias, information security, and effective goal setting. 477 employees also engaged in virtual instructor-led courses, 80 offerings in total.

In 2022, we delivered the first joint learning programs across both heritage organizations. Two cohorts of a management curriculum pilot reached 40 employees. The program focused on supporting leaders making the transition from individual contributor to people manager/leader. The content areas included transitioning to management, performance management, elevating feedback, and coaching conversations. We also launched two cohorts of a leadership curriculum pilot that reached 40 employees. This program was designed for experienced leaders to help them drive

and inspire exceptional performance across the broader organization. The content areas included strategic thinking, driving results, communicating powerfully, and high-performing teams.

Both employees and clients have the opportunity to receive product training, and a blended approach to learning features a variety of flexible training options. In 2022, more than 1,000 certifications were earned by the Circana employee population. As a partner, Circana recognizes the importance of investing in our clients' human capital. So, throughout 2022, the Circana team continued to train clients on Unify and other solutions and best practices to succeed.

Also in 2022, the Better Together Learning Series was available to internal employees, designed to build awareness around key product areas across the combined new organization. Those sessions included 11 different topics; attendance was 17,000 people across the 11 sessions.

Diversity, Equity, and Inclusion (DEI)

Circana's DEI Vision

At Circana, we believe in the undeniable strength that diverse people, culture, thought, and skill bring to our business, our clients, our people, and our communities. We are committed to nurturing a dynamic culture that embraces and celebrates openness, collaboration, creativity, equity, inclusivity, and growth for all.

Our beliefs are rooted in diversity of heritage, origin, perspective, experience, and expertise. We are dedicated to using our unique position, assets, and relationships to support diverse and minority-led businesses to strengthen our communities.

DEI Overview

In 2022, we accelerated our progress on a number of fronts to establish key programs and baseline metrics, and to identify ways to foster deeper engagement both internally with employees and clients, and externally in our communities.

Circana increased our diversity representation at the top by adding a new female leader to the Executive Leadership Team and multiple diverse leaders at the executive leadership level in the U.S. In 2022, excluding field employees, the company's percentage of female employees

was 52.1%. In 2022, the percentage of our employees who represented minority races and/or ethnicities was 27%. The upward trend continued toward the equality the company has achieved since 2015. Asian, African American, and Hispanic employees accounted for the largest minority constituencies.

DEI Center of Excellence

Circana's global Diversity, Equity, and Inclusion Center of Excellence (COE) has the responsibility to take a unified and intersectional approach to delivering impact for employees, clients, customers, and the communities we serve. The COE plays an important role in supporting the company's commitments to advance equity and create lasting impact both internally and externally. The COE also partners with global senior leaders and collaborates with various COEs including Talent Acquisition, Legal, Operations, etc. to continuously evolve Circana's DEI global strategy, initiatives, tools, and resources in keeping with the company's mission and core values.

Employee Engagement

We foster diversity, equity, and inclusion throughout our culture by actively engaging with, listening to, and sponsoring DEI groups. These include but are not limited to the Global Employee Advisory Board, Business Resource Groups (BRGs), Italy DEI Committee, APAC Gender Equity Steering Committee, and South Africa Employment Equity Committee – all of which support the implementation, advocacy, and promotion of DEI efforts throughout the firm.

Circana's inclusive groups of BRGs are open to all employees to provide them the opportunity to develop and strengthen leadership skills, connect with colleagues and peers in a global network, support business initiatives, and learn and exchange ideas with others in a supportive environment. Circana currently sponsors seven active global BRGs: ASPIRE (Asian/Pacific Islander), DiversAbility (Disability/Neurodiversity), Somos (Hispanic/Latino), EmpowHer (Women), Power Up (Early Career), Pride Alliance (LGBTQ+), and VIBE (Black), with a combined membership of over 2,000, a 40% increase over the previous year. This is driven by the integration of the BRGs and a comprehensive list of events and initiatives hosted throughout the year (e.g., Pride Month, Women's History Month, Black History Month, etc.).

Community Impact

We believe that our DEI strategy should improve the world. Our programs have helped create measurable growth and equity for diverse and minority-owned businesses and talent.

Our Diversity Advantage Program (DAP) supports diverse supplier ecosystems and helps level the playing field for minority- and women-owned small CPG businesses to grow. Through this program, the company offers gratis access to a certain set of Circana solutions, consulting services, and training. Founded and led by volunteers, the DAP program boasts partnerships with 11 leading retailers selling products from 48 CPG and general merchandise businesses in the U.S. and UK, with more than 250 Circana volunteers supporting the program. The heritage NPD Black Business Incubator Program was also integrated into the DAP program. More information about DAP can be found [here](#).

We are proud to open our workplace to young people via Generating Genius, showing them what it's like to work in data insights and analytics, inspiring their interest to work in the field, and ultimately helping create more diversity in the industry.

Our collaboration with the Association of National Advertisers (ANA) and its SeeHer movement supports increasing the accurate portrayals of women and girls in marketing, advertising, media, and entertainment. In partnership with ANA SeeHer, we analyze layers of shopper, panel and store sales data, along with viewership data, to learn the sales impact of Gender Equality Measure (GEM)-scored ad campaigns.

Learning and Development

Circana's DEI learning and development plan is a critical enabler of broader workplace DEI efforts. It supports the development of an inclusive culture and workforce committed to expanding diversity and supporting equity throughout the business. More than 2,300 employees engaged in DEI-related on-demand learning and workshops offered by Circana in 2022. The top five attended courses covered these topics: inclusive culture, bridging the diversity gap, culture kit, global diversity, and understanding and identifying bias. We also welcomed a new cohort of mid-level and senior-level leaders in our APAC Women in Leadership Program to support women's career

development, leverage the company's diverse workforce, and create a safe and barrier-free environment for women to be themselves and achieve their professional objectives.

Additionally, a diverse group of employees participates in external development programs with strategic partners, including Network of Executive Women (NextUp) Rising Stars Program, Executive Leadership Council (ELC) Mid-Level Managers' Symposium, Advertising Research Foundation Women in Analytics, and Young Pros, and others.

We will continue to expand training opportunities across international employees and with new courses and topics.

Talent Initiatives

- In the U.S., Circana established the UIC Diversity Marketing Scholars Program at University of Illinois Chicago (UIC), which provides diverse students with scholarships, training, and 1:1 mentorship with employees to prepare them to enter the workforce in the U.S. Twenty-five students have participated in the program since its inception in 2021.
- In the UK, Circana is in partnership with Generating Genius to drive opportunity and investment in underprivileged and underrepresented communities and backgrounds. As part of this partnership, Circana offers paid summer internships and work experience for sixth-form students from the program.
- Circana also launched a data science apprenticeship program in partnership with Coop, designed to provide educational and work experience to nurture the skills of the next generation of talent in the UK.
- The Human Resources team in Italy consolidated its partnership with Adelante Dolmen, a local association that helps unemployed people with disabilities find new jobs. We hosted a person with a disability in our Occupancy team for six months.

2022 Workplace Recognition and Pledges:

- Human Rights Campaign – 100% perfect score on Corporate Equality Index
- "Great Place to Work" certification
- Investors in People (IIP) accreditation
- Fundacion Diversidad
- Diversity Charter Ireland
- Carta per le pari opportunità
- Charte De La Diversite
- Charta der Vielfalt

The focus moving forward includes, among other goals, engagement and accountability on DEI focus areas, diversity recruiting, expanding diversity awareness activities, and partnering with CPG and retail clients on DEI efforts.

Employee Workforce Data*

	2019		2020		2021		2022	
Gender	Female	Male	Female	Male	Female	Male	Female	Male
Women/Men (%)	50.7	49.3	52.5	47.5	51.0	49.0	52.1	46.2
Race/Ethnicity								
Hispanic or Latino (%)	4.4	4.9	4.7	4.8	4.8	4.9	5.6	6.4
White (%)	76.5	74.6	75.5	73.6	75.8	72.1	74.8	69.3
Black or African American (%)	5.3	3.1	4.7	3.2	4.6	3.2	4.6	4.1
Native Hawaiian or Pacific Islander (%)		0.1		0.1	0.1	0.1	0.1	0.1
Asian (%)	11.6	15.7	12.4	16.5	12.0	16.5	11.7	16.0
Native American or Alaska Native (%)	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.1
Two or More Races (%)	1.4	0.7	1.6	0.8	2.1	1.5	1.9	1.6

*All data excludes field staff

"I am so proud of the work being done to expand diversity, equity, and inclusion throughout our newly enlarged global organization. With DEI infused into our company's performance culture, day by day we continue to create a more diverse and inclusive company so our employees feel a greater sense of empowerment and exercise the freedom to be their authentic selves at work. We also rely on our DEI program to ensure our organization reflects the broad diversity of the markets and shoppers our global clients serve."

— Kirk Perry, President and CEO, Circana

Employee Engagement

In a year that saw the company navigate a large-scale merger, the priority was to ensure people from both heritage organizations retained their sense of belonging and remained engaged and supported throughout the change, alongside building a strong foundation for Circana's identity and culture as a new organization moving forward. Ensuring opportunities for two-way feedback and connection with leaders was a focus, with regular Town Hall meetings, video updates from our CEO, informal coffee chats with senior leaders, and global site visits with open Q&A sessions. To track employee sentiment and course-correct in real time, we introduced two specific, merger-related pulse surveys at three-month intervals. These maintained a positive score of 71% and helped inform ongoing support plans.

Along with support materials around change management and forming new teams, knowledge-sharing sessions helped employees learn about the capabilities the merger provided in delivering new growth opportunities to clients, as well as providing time to form connections with new colleagues.

We also embarked upon a program of work to define our new culture at Circana, forming a group of representatives across the business called Cultural Architects. We conducted listening sessions with employees and worked with our CEO and Global Leadership Team, Cultural Architects, and BRG members to identify what should be

retained from the heritage companies, what these groups hoped to change, and what was needed for success as Circana. This work resulted in creating the "Unstoppable Together" rally cry and seven core behaviors, as well as a detailed roadmap to help embed our culture across the organization in 2023 focusing on the following areas:

Launch and Engage: Leadership workshops, team culture workshops, playbooks, employee spotlights

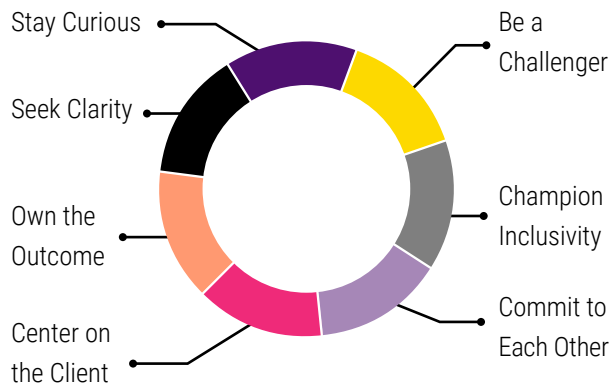
Communicate and Educate: Culture Conversations with leaders, Culture intranet site, surveys and focus groups, learning series

Integrate and Embed: Embedding into processes such as recruitment and onboarding, performance management, leadership development, and learning and development

The role, model, and mission of engagement will transform in 2023 to reflect the new company, including simple tools such as annual full engagement surveys and developing routes for continuous listening.

Circana maintains our commitment to empower all employees' well-being, increasing the Me Day program from one day per year to four to encourage employees to relax, recharge, and focus on themselves, and introducing meeting-free Friday afternoons to allow team members to reduce the volume and distractions of meetings and give employees an opportunity to have dedicated focus time on individual work.

Circana Core Behaviors



Retention

The 2022 figure combines IRI and NPD. Significant change such as a merger means employees naturally feel a sense of uncertainty around their role and career pathway. They also absorb new ways of working or communications from leadership that are not a standard experience, so extra attention on employee voice and connection with leadership was employed to mitigate against risks of losing talent.

	2019	2020	2021	2022
Turnover %	15	12	12	16

Community Engagement, Philanthropy, and Volunteerism

Circana believes in being a good corporate citizen. We support the communities where our employees live and work – and beyond – through philanthropy, volunteering, and striving to create more equity in our industry.

Circana's Diversity Advantage Program, also known as DAP, was officially launched in 2021 after employees banded together to find a way to help level the playing field for micro-sized CPG businesses that were minority- and women-owned. This innovative program, which offers gratis access to a certain set of Circana solutions, consulting services and training, is proudly supported by more than 250 Circana volunteers. We also recently began a pro bono Legal Masterclass series for DAP participants to equip them with knowledge on subjects such as protecting their brand through trademark use and other means.

We are proud of our employees who devote their time and resources through volunteerism, and they are encouraged to give back to the causes they care about. Circana offers annual paid time off to all full-time employees to be used for volunteer initiatives of their choice. We also offer company-organized and sponsored events throughout the year. This allows employees to bring their whole selves to work and contribute to causes that are meaningful to them while having the opportunity to collaborate with other team members.

Both heritage companies supported several organizations and initiatives in 2022, including the following:

- Toy drive for the **"Yes We Can" Community Center** annual holiday celebration
- Silent auction for **The Trevor Project**
- Donation drive for the global nonprofit **Dress for Success**
- Built a home for a low-income family in partnership with **Habitat for Humanity of Long Island**
- Back-to-school donation drive for **Kids in Need Foundation**
- Partnered with **Elkweizijn** for a special meal preparation in the Netherlands
- Volunteered at local food banks in Germany and Canada
- Supported the work being done at **Hellenic Society for Equine Welfare** in Greece
- Delivered food and performed garden maintenance for a local food bank in France
- Helped the social organization **Opera in Fiore** with park cleanup in Italy
- Scout Campsite Improvement in the UK
- Participated in community clean up events in Canada

As a company, we also made donations to a variety of organizations supporting a diverse set of worthy causes. Moving forward, Circana will look to expand philanthropic support and activities across the whole of the enterprise to ensure the greatest possible impact on our communities.

Serving Our Communities



Reporting

Reporting

Management Approach

Circana believes in reporting broadly, deeply, transparently, and with forward-looking statements to the extent that they are material, practical, and safe to disclose. One linchpin in this approach is measurement, and we work to continuously improve our data quality and stewardship.

Materiality

Material Entities/Boundaries

Of Circana's 27 locations, the top 15 by area reflect greater than 90% of the company's physical footprint. Therefore, unless otherwise specified, the disclosures in this CSR tend to focus on the most material parts of our business. The table in the Corporate Scale subsection of this CSR lists each of Circana's material sites.

Defining Report Content

To prioritize the issues of most importance to our stakeholders, Circana hired a third-party consultant to assist in assessing disclosure topics. The assessment focused on identifying, prioritizing, and validating aspects from the following key sources:

- Investors
- Views of customers (e.g., client survey)
- Views of employees (e.g., employee survey)
- Circana's own documents on its sustainability strategy
- Feedback from key internal stakeholders
- Industry protocols (GRI, SASB, CDP, UN, etc.)
- Market research
- Regulatory drivers
- Authorities and surveys of U.S. environmental attitudes
- Findings from peer benchmarking studies

Finally, for each topic, we determined the boundary of applicability. For example, when considering energy, the boundary included energy that our sites consumed, but not energy that our vendors consumed on Circana's behalf. Going forward, stakeholder feedback will be extended to include that of the combined organization.

Material Aspects

The aspects Circana has defined as material for this CSR, organized by disclosure categories and subcategories, are as follows:

- Corporate/Reporting – Governance Structure, Privacy and Data Protection, Ethics and Professional Integrity, Brands/Products/Markets, Facilities/Countries, Workforce/Union, Supply Chain, Stakeholder Engagement
- Economic – Performance, Innovation
- Environment – Energy, Water, Waste
- Social – Health and Safety, Human Capital (Learning and Development, Engagement, Diversity), Community Engagement
- Reporting – Materiality, Stakeholder Engagement

Stakeholder Engagement

Groups

Circana has a broad swath of stakeholders but tends to consider the following the primary ones, in no particular order:

- Investors
- Customers (retail, CPG, media)
- Employees
- Suppliers
- Industry associations
- Partners (channel sales partners, tech, content/data partners, platforms)
- Analysts
- Media/Press/Publishers

Selection

From investors and customers to business partners and employees, we know our financial and corporate sustainability depends on establishing healthy relationships with those we serve and rely on, especially in the communities in which employees work and live. We select our stakeholders through a number of processes, namely input directly from stakeholders, executives and employees, recognized industry organizations, and peer studies.

Approach

From presentations and surveys to meetings and audits, Circana engages stakeholders in myriad ways.

Investors

Circana engages with investors through discussions of financial statements and performance, as well as through ad-hoc Q&A sessions and sustainability surveys. In addition, certain investors engage with Circana through board meetings held four times a year on average.

Customers

The primary formal approach Circana takes to engaging customers for feedback is via a formal satisfaction survey, which canvasses thousands of client contacts and offers clients insights and action plans to continuously improve within days of the survey being completed.

The survey centers on understanding Circana's Net Promoter Score (NPS). Circana calculates its NPS by subtracting the percentage of clients who are detractors of Circana from the percentage who are promoters. In 2022, the company's NPS was 47, with 58% of our clients being promoters. This represented the company's second-highest NPS score since 2013.

Related to that performance, 87% of customers surveyed were extremely satisfied or somewhat satisfied with Circana.

In 2022, the top three reasons customers were satisfied with Circana were:

- Circana is responsive to their needs.
- Data is delivered when needed.
- Data quality meets/exceeds expectations.

In addition to Circana's annual client satisfaction survey, the firm conducts quarterly client health studies that evaluate Circana's performance across hundreds of clients. The purpose is to understand performance across a robust set of factors and ensure the firm proactively addresses any potential client issues. The results of the internal study are reviewed by senior management and are used to increase the firm's responsiveness across both its account teams and vertical units, improve day-to-day and overall client satisfaction, and track Circana's progress in key areas — people, data, technology, and financial performance.

Employees

Circana provides frequent written, online, and in-person communications to employees, including through our Insider SharePoint site, email distribution, monthly newsletters, and quarterly global town halls led by our CEO and other senior-level staff who discuss large-scale corporate initiatives, financial information, and other relevant topics. Each town hall is held live at two different times to accommodate employees' varying time zones. Q&A sessions are included at the end of each presentation. Our CEO also gives regular video updates to keep employees informed about what's happening across the organization and to offer his perspective on a variety of topics employees care about. Staff meet with their managers and teams regularly to set and check in on goals and the progress of projects.

Suppliers

Circana initially tends to engage suppliers during identification and screening to explore fit. For larger and more strategic vendors, we continue to elicit feedback and collaborate on improvements via vendor account/relationship management. For the larger number of smaller vendors, Circana tends to engage more often through RFPs and/or ad-hoc Q&A sessions.

Industry Associations

Circana works closely with industry and trade associations in the CPG, retail, and media industries to provide additional knowledge to their members on how to improve their business results. This includes regularly participating in advisory roles on associations' member boards and committees, providing Circana data and commentary for association-generated reports and articles, and sponsoring and presenting at industry association events. We may also offer data to the associations for their or their members' use.

Partners

Circana has developed a robust partner ecosystem with dozens of other companies in and adjacent to our industry. Employees meet in person and via virtual meeting/phone and communicate digitally on an ongoing basis with Circana's partners. This includes working together on client business, developing joint solutions, and co-promoting major joint initiatives through webinars, industry events, and other marketing initiatives. Partners are often included in meetings with clients and are regularly featured at the Circana Growth Summits and other in-person and online events. More information on Circana's partner ecosystem can be found [here](#).

Analysts

Circana meets regularly with top-tier analysts from firms such as Gartner and Forrester. During these meetings, Circana briefs industry analysts on our latest capabilities, including product launches and updates as part of the analysts' research process on what's happening in the market. Circana has a dedicated global analyst relations head who organizes these sessions between Circana and analysts and ensures that they have the latest information on the company's offerings, connects them to clients for case studies and references, and helps Circana understand the latest priorities and feedback from analysts so that we can remain competitive in our offerings and messaging.

Media

On an ongoing basis, Circana issues press releases to the media and works with editors and reporters on company and executive profile stories. We also provide some of our data on an as-needed and complimentary basis to help support publications' various stories on the CPG and retail industry. A list of press releases Circana has issued to the media can be found [here](#), and a selection of Circana media coverage is [here](#).

Concerns

While stakeholders have a multitude of interests in Circana, the areas of primary focus are:

- Social – learning and professional development; diversity, equity, and inclusion
- Economic – customer satisfaction
- Environment – energy consumption

Report Profile

Report Period/Report Cycle

This CSR covers calendar year 2022 and was last published for calendar year 2021. Circana intends to publish CSRs annually, publishing the next report by the end of 2024, for the 2023 year.

External Assurance

Circana has engaged since 2017 Green Diamond Solutions to calculate greenhouse gas (GHG) emissions, waste, and water performance reporting. This enhances the credibility of data reported by Circana to stakeholders in its public sustainability report. The engagement also identifies opportunities to continue to improve the management of key environmental, social, and governance processes and key metrics.

Contact

For questions about this report or to speak with Circana about our corporate sustainability program and plans, please call +1-312-726-1221 or email compliance@circana.com.

2022 Standards, Frameworks, and Goals Traceability

Circana invests in understanding how the aspects it defines as material to manage, and the key performance indicators it defines to measure them, relate to the policies, practices, and protocols suggested by the organizations considered to be thought leaders on sustainability. The table below shows how Circana strives to adhere to, and how the content in this CSR traces to, four of those organizations: the Task Force on Climate-related Financial Disclosure, the United Nations, the Global Reporting Initiative, and the Sustainability Accounting Standards Board.

2022 CSR Subsection	2022 CSR Page #	TCFD Pillar	TCFD Disclosure	GRI Standard Disclosure Title	GRI Standard Discl. #	UNSDG Goal	UNSDG #	SASB Disclosure (in 2022)	SASB Discl. ID (2022 CSR)
Executive Summary	3			Statement from senior decision-maker	102-14				
Organization	5			Name of the organization; Location of headquarters; Ownership and legal form	102-1 102-3 102-5				
Significant Changes	5			Significant changes to the organization and its supply chain; Changes in reporting	102-10 102-49				
Brands, Products and Markets	6			Activities, brands, products and services; Markets served	102-2 102-6				
Structure	10	Governance	a) Describe the board’s oversight of climate-related risks and opportunities; b) Describe management’s role in assessing and managing climate-related risks and opportunities.	Governance structure	102-18				
Privacy and Data Protection	10			Explanation of the material topic and its boundary; Substantial complaints concerning breaches of customer privacy and losses of customer data	103-1 418-1	16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	16.10	Description of approach to identifying and addressing data security; Description of policies and practices relating to collection, usage and retention of customer information; (1) Number of data breaches; (2) Percentage involving customers’ confidential business information (CBI) or personally identifiable information (PII); (3) Number of customers affected	SV-PS-230a.1 SV-PS-230a.2 SV-PS-230a.3
Endorsements	12			External initiatives	102-12				

2022 Standards, Frameworks, and Goals Traceability *continued*

CSR Subsection	CSR Page #	TCFD Pillar	TCFD Disclosure	GRI Standard Disclosure Title	GRI Standard Discl. #	UNSDG Goal	UNSDG #	SASB Disclosure	SASB Discl. ID
Ethics and Professional Integrity	12			Values, principles, standards and norms of behavior	102-16	16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	16.3	Description of approach to ensuring professional integrity; Total amount of monetary losses as a result of legal proceedings associated with professional integrity	SV-PS-510a.1 SV-PS-510a.2
Scale	13			Scale of organization	102-7				
Operations	13			Location of operations	102-4				
Workforce	13			Information on employees and other workers; Collective bargaining agreements	102-8 102-41	10. Reduce inequality within and among countries; 8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all	10.3 8.8	Number of employees by type: (1) full time and part time, (2) temporary, and (3) contract; Employee hours worked, percentage billable	SV-PS-000.A SV-PS-000.B
Supply Chain	13			Supply chain	102-9				
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Contribution of Sustainable Products	16			Direct economic value generated and distributed; Financial implications and other risks and opportunities due to climate change	201-1 201-2	8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all 13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries	8.10 13.1		
Innovation	16			Financial implications and other risks and opportunities due to climate change	201-2	13. Take urgent action to combat climate change and its impacts. Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.	13.1		
Vitality	16			Direct economic value generated and distributed;	201-1	8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all 12. Ensure sustainable consumption and production patterns 13. Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries	8.10 12.4		
GHG Emissions and Energy Consumption	18			Energy consumption within the organization	302-1	7. Ensure access to affordable, reliable, sustainable and modern energy for all	7.2		

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CSR Subsection	CSR Page #	TCFD Pillar	TCFD Disclosure	GRI Standard Disclosure Title	GRI Standard Discl. #	UNSDG Goal	UNSDG #	SASB Disclosure	SASB Discl. ID
Energy	18	Metrics and Targets	a) Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process b) Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions and the related risks	Direct (Scope 1) GHG emissions; Energy indirect (Scope 2) GHG emissions; Other indirect (Scope 3) GHG emissions; GHG emissions intensity;	305-1 305-2 305-3 305-4	12. Ensure sustainable consumption and production patterns	12.4		
Water Use	19			Water withdrawal Water consumption	303-3 303-4				
Water Use in Stressed Locations	19					6. Ensure availability and sustainable management of water and sanitation for all			
Waste and Recycling	19			Financial implications and other risks and opportunities due to climate change; Waste by type and disposal method	201-2 306-2	13. Take urgent action to combat climate change and its impacts; Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change. 12. Ensure sustainable consumption and production patterns	13.1 12.5		
Management Approach	21			The management approach and its components	103-2				
Health and Safety	21			Promotion of worker health; Work-related injuries	403-6 403-9	3. Ensure healthy lives and promote well-being for all at all ages			
Incidents and Lost Time	21					8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all	8.1		
Human Capital	22			Average hours of training per year per employee; Programs for upgrading employee skills and transition assistance programs; Percentage of employees receiving regular performance and career development reviews; Diversity of governance bodies and employees; Ratio of basic salary and remuneration of women to men; Incidents of discrimination and corrective actions taken	404-1 404-2 404-3 405-1 405-2 406-1	4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all 8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels	4.3 8.2 8.5 16.b		
Diversity, Equity and Inclusion	22			Incidents of discrimination and corrective actions taken	406-1	16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels	16.b	Percentage of gender and racial/ethnic group representation for (1) executive management and (2) all other employees	SV-PS-330a.1

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CSR Subsection	CSR Page #	TCFD Pillar	TCFD Disclosure	GRI Standard Disclosure Title	GRI Standard Discl. #	UNSDG Goal	UNSDG #	SASB Disclosure	SASB Discl. ID
Employee Engagement	25						-	Employee engagement as a percentage of total employees	SV-PS-330a.3
Employee Retention	26			New employee hires and employee turnover	401-1	8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all	8.5	(1) Voluntary and (2) involuntary turnover rate for employees	SV-PS-330a.2
Community Engagement, Philanthropy and Volunteerism	26			The management approach and its components; Direct economic value generated and distributed	103-2 201-1	8. Promote sustained, inclusive and sustainable economic growth; full and productive employment; and decent work for all	8.1		
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