Prime Focus Technologies

PFT

FY24 ESG Report

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ABOUT THE REPORT

Reporting year and cycle

The report details Prime Focus Technologies' handling of environmental, social, and governance issues from April 1, 2023, to March 31, 2024.
Reporting References - GRI, SASB, SDGs
The report has been developed keeping in mind Sustainable Developmental Goals (SDGs) for defining report content and quality. We also aligned our report with Global Reporting Initiative's (GRI) standards principles, and Sustainability Accounting Standards Board (SASB).

Scope & Boundary

The scope of this report encompasses Prime Focus Technologies' performance across various environmental, social, and governance parameters for its global operations. PFT operates in India, the UK, and the US. However, environmental data US is excluded due to PFT's minimal presence and low resource footprint there. Unless otherwise specified, India is considered our primary location.

Feedback & Questions

The ESG Report, in hand, is both a communications tool to all our stakeholders and an operational document that assists us in informed decision-making. Any feedback or query related to this report can be communicated to Prime Focus Technologies at pft.esgcommunications@primefocus.com.

Mr. Ramakrishnan Sankaranarayanan
Founder & CEO

Innovation is at the heart of everything we do at Prime Focus Technologies (PFT). As leading innovators in the Media & Entertainment (MSE) industry, we strive to revolutionize content management through our technology solutions like CLEAR® and CLEAR® AI. However, this progress comes with significant impact to the world around us. As a firm which spans across 3 continents, we are conscious of our work, how it affects the people, and the environment around us. This report is a key milestone for us to measure, report, and work towards a more sustainable future which aligns with PFT's core values.

In 2023, PFT embarked on a purposeful journey towards a more sustainable and equitable future, embedding "profit with purpose" into its core values. Recognizing the importance of climate action and social responsibility for our future generations, Prime Focus has committed to integrating Environmental, Social, and Governance (ESG) principles into our strategy and operations. We have defined our ESG philosophy, set short-term and long-term targets, and started several initiatives aimed at reducing our environmental impact, promoting diversity and inclusion within our workforce, and enhancing our governance frameworks.

To drive our sustainability strategy and ensure alignment with global best practices and stakeholder expectations, a dedicated ESG Council has been established. This council, comprises of senior leaders from all our global locations including India, UK, and US, plays a pivotal role in guiding our efforts. Through a materiality assessment and benchmarking exercise with industry leaders, we developed ambitious yet achievable ESG targets. Active measurement and transparent reporting of progress against these targets ensure accountability while we continuously seek innovative ways to create positive impact.

Additionally, we have conducted ESG training for employees across diverse functions and roles to foster a culture of sustainability across the organization. Our commitment to transparency is reflected in our rigorous measurement and reporting practices, which holds us accountable to our stakeholders.

As you explore this report, you will see our dedication to these principles and our ongoing journey towards a more sustainable organization, pioneering change in the media and entertainment industry.

Where we are

Reduced 130,000 units, powering 12 homes yearly *

> 25% of total waste diverted away from landfill disposals

100% Training for all employees on code of conduct

70+ policies ensuring efficient governance

0 incidents of discrimination

1:4 gender ratio for new hires

0 Workplace health incidents

0 identified leaks, thefts, or losses of customer data

0 complaints received concerning breaches of customer privacy and losses of customer data

*According to the U.S. Energy Information Administration (EIA), the average annual electricity consumption for a U.S. residential utility customer was about 10,649 kilowatt-hours (kWh) in recent years

Environment

KPI	GHG	Energy Intensity Ratio (KWH / INR Mn)	Waste Recycle
FY23 Baseline	Scope 2: 3,722	1,309	NA
Short Term Target (12-18 months)	10% Reduction	5% Reduction	Recycle 5% of total waste generated
FY24 Measure	3,447 (7% Reduction) Equivalent to planting ~130,000 tress	1,196 (9% Reduction)	17% of total waste generated recycled

Social

KPI	Diversity: Ratio of Women in workforce	Incidents of Discrimination
FY23 Baseline	17%	0
Short Term Target (12-18 months)	20% by end of Mar 2025	Zero Tolerance
FY24 Measure	19% by end of Mar 2024	0

Governance

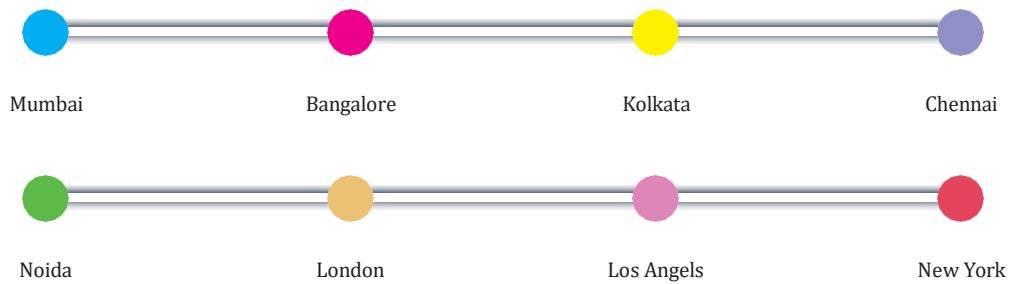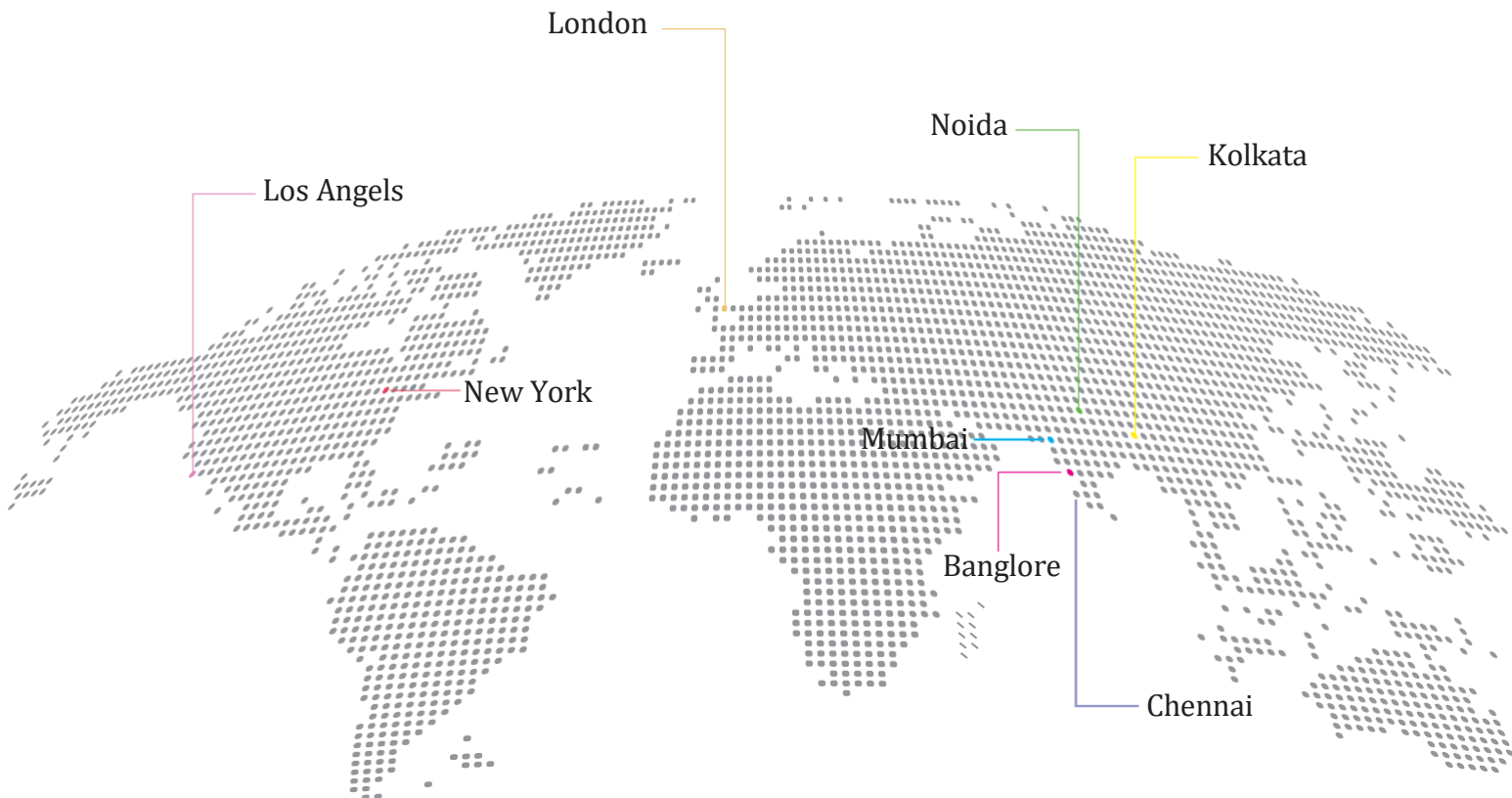| KPI	Customer Well Being
FY23 Baseline	Number of complaints received concerning breaches of customer privacy and losses of customer data: 0 Total number of identified leaks, thefts, or losses of customer data: 0
Short Term Target (12-18 months)	Zero complaints regarding breaches of data, thefts, and losses
FY24 Measure	Number of complaints received concerning breaches of customer privacy and losses of customer data: 0 Total number of identified leaks, thefts, or losses of customer data: 0

About Prime Focus Technologies

Prime Focus Group began its adventure in 1997 in a garage in Mumbai, when four young friends came together with a vision to create a business that would provide the finest in technology-enabled creative services for the Media & Entertainment (MSE) industry. Prime Focus Technologies is a subsidiary of Double Negative (DNEG)that provides cloud-enabled technology solutions for the Media & Entertainment (MSE) industry. It is the brain behind CLEAR®, an innovative Enterprise Resource Planning (ERP) software specifically designed for innovators, creators and visionaries providing them with a holistic and seamless experience of meaningful content creation. Prime Focus' mission is ingrained with its sustainable philosophy that surpasses the bare minimum of business and pushes it ahead of the competition. This constant drive for improvement has made Prime Focus Technologies an industry leader, and it acknowledges its role in the market, society, and natural environment with utmost respect.

Prime Focus's success is driven by a strong focus on collaboration, and innovation, with a strong undercurrent of sustainable, long-term relationships. Over the years, Prime Focus has built an ecosystem of deep-rooted business and personal relationships with its stakeholders, which pushes it to innovate and provide positive, and sustainable development throughout its value chain. Prime Focus revolutionizes the MSE industry by innovating and providing business value while giving back to the world around us.

What We Do

Streamline workflows	Prime Focus's solutions help studios, broadcasters, and streaming platforms automate tasks and optimize content creation processes, leading to significant cost reductions.
	AI-powered tools: We leverage cutting-edge AI to boost efficiency and deliver transformational media services.
Cloud-based solutions	Prime Focus's cloud-powered technology provides scalability, flexibility, and remote collaboration capabilities.
Reduced costs	By automating workflows, Prime Focus helps MSE companies lower their Total Cost of Operations (TCOP)
Increased efficiency	Our solutions streamline content creation processes, saving time and resources.
Enhanced creativity	Prime Focus empowers content creators to focus on their artistic vision by handling administrative tasks.

GEOGRAPHICAL PRESENCE

London

Noida

Kolkata

Los Angels

New York

Mumbai

Banglore

Chennai

Mumbai	Bangalore	Kolkata	Chennai

Noida	London	Los Angels	New York

Product Portfolio

Prime Focus Technologies is the creator of the World's first AI-powered Media ERP Suite –CLEAR®- that automates the media supply chain. CLEAR® runs on a unique Technology + Services approach, which combines both SaaS and CLEAR® enabled services, giving our customers the freedom to choose their own path. Prime Focus provides holistic support to visionaries in the Media and Entertainment industry. The three major areas where its operations fall include **Digital Media Services, Content Localization Services,** and **Techno Creative Solutions.** Prime Focus Technologies is part of the Netflix Post Partner Program, Netflix Preferred Fulfillment Program; it is iTunes Certified, Google Play Certified, YouTube Certified and Amazon Prime Certified.

Prime Focus provides the technological tools necessary to thrive in the media and entertainment industry. It combines Technology and Consulting to provide the best Quality Data (Reduce noisy data, 100% accuracy in many use cases) and Ready-to-use toolkits to solve real use cases. It operationalizes the latest in technology from Microsoft, Google, Amazon AWS, as well as IBM Watson.
Artificial Intelligence (AI) is at the core of CLEAR®, guiding its constant evolution and ensuring efficiency at every step.

CLEAR Enabled Services

Digital Media Services	Content Localization Services	Techno-Creative Solutions
• QC Services • Audio Services • Digital Distribution • Re-mastering Services 1. Film Scanning 2. Restoration 3. Up-conversion 4. Color Correction • Global Re-versioning including Compliance Services • Bulk Digitization • Storage Migration Services 1. LTO Migration 2. LTO to Public Cloud • MetadataServices 1. Creation, Curation, Localization	• Subtitling • Dubbing • Access Services 1. Closed Captioning 2. Audio Description 3. Subtitles for the Deaf/Hard of Hearing (SDH) • Text-to-Text Localization • Scripting	• Marketing Communications @ Scale Brands, Broadcasters, & OTTs

CLEAR®'s Data-Driven Success Story

The table below gives a glimpse of major achievements by Prime Focus' CLEAR®

14 million assets under management	VoD fulfillment of 10 million assets annually	Creates 1 million media essences annually	Power 400 TV shows everyday
Manages over 100,000 new TV episodes annually	Over 200 multi-cloud locations	Manages over 40,000 hours of subtitles and Closed Captions annually	10,000 Assets are uploaded on CLEAR® everyday

CLEAR® vision of Sustainability

Digital Technology has revolutionized the Media & Entertainment industry and CLEAR® is taking forward the revolution at an unprecedented speed. Automation of the supply chain, reduction of production costs, time, as well as infrastructure has made everyday tasks easier and sustainable. Utilizing digital tools removes the necessity of carbon intensive physical infrastructure with a high footprint in terms of waste, energy, and equipment- often required in traditional practices. CLEAR® vision cloud makes accessing data seamless and fast, removing the need for energy intensive data stations and servers, bringing its services to all devices all while reducing the stress on the energy systems. Across its locations Prime Focus ensures standards for energy efficiency are being met using efficient technology and appliances.

Mission and ESG Philosophy

Mission
Prime Focus offers broadcasters, studios, brands and service providers solutions that help lower their Total Cost of Operations by automating business processes around content and managing their business of content better

ESG Philosophy
Prime Focus endeavors to consciously measure and reduce its environmental footprint, create a fair and equitable workplace and adopt the highest standards of governance while delivering on its mission.

Company Values

Adventure
Our people share a sense of adventure, a thirst for knowledge, we listen, question & use our insights to make good ideas even better.

Hunger
Our hunger for creative & commercial success means that we constantly strive for improvement.

Diversity
Our strength lies in the qualities and diversities of our people.

Visionary
Our visionary outlook, talent and commitment means we are able to meet any challenge and succeed.

Family
We are a family from different backgrounds and experiences that share a common purpose and goal

Full-Blooded
We share a full-blooded passion for our work, which means we will always go the extra mile in pursuit of excellence

Our Impact

Prime Focus Technologies' goals are aligned with a sustainable future that works for "Profits with Purpose." Recognizing that the MSE industry has yet to fully embrace Environmental, Social & Governance (ESG) principles in a holistic manner, Prime Focus Technologies aims to lead by integrating ESG into its operations, ethos, mission, and vision.

In alignment with its commitment to sustainability, Prime Focus Technologies has embarked on a journey to embed ESG principles into its operations. This year, PFT has made significant strides in refining its ESG policies, ensuring compliance with global standards, establishing a dedicated ESG council, and integrating ESG considerations into its training programs and everyday operations. Furthermore, PFT has initiated comprehensive reporting on its ESG performance through internationally recognized frameworks such as GRI, SASB, and EcoVadis. By focusing on six core tenets –IT & Data Security, Governance, Our Customers, Our Employees, Diversity, Equity and Inclusion, and Resource Footprint– Prime Focus aims to drive meaningful change and create long-term value for all its stakeholders.

Sustainability at Prime Focus

Prime Focus Technologies is committed to sustainability and has integrated environmental, social, and governance (ESG) principles into its core business strategy and operations. PFT actively works towards reducing greenhouse gas emissions, waste generation, and energy consumption. It also nourishes robust governance practices that align with Diversity, Inclusion, and Equity goals and maintains high standards of governance. Regular training and awareness sessions educate employees on ESG and its relationship with the organization's activities. To ensure continued progress, an ESG Council has been established to oversee the implementation, monitoring, and reporting of ESG initiatives.

ESG Council

Mangesh Pathak
Executive Sponsor
Chief Strategy Officer

Shailesh Manohar
Executive Sponsor
SVP, Finance

Santosh Repale
Sustainability Officer
Head Admin APAC

Prathamesh Tare
Program Manager

Riddhi Shah
Marketing POC

Tarique Sheikh
EMEA Admin POC

Brigid Stancin
NA PE SPOC

Angela Clarke
EMEA PE SPOC

Tanisha More
APAC PE POC

Rakesh Gopalan
IT/ Infosec POC

ESG Policy

The ESG policy at Prime Focus serves as the backbone of its commitment to sustainability. This policy guides Prime Focus in integrating Environmental, Social, and Governance (ESG) principles into every facet of its operations, ensuring that responsible business practices are not an afterthought. Through this policy, Prime Focus has identified material ESG topics and established ambitious targets to track its progress over time. The policy also mandates rigorous documentation, monitoring, and verification processes to ensure transparency and accountability in PFT's sustainability efforts. By prioritizing ESG considerations and adhering to this comprehensive policy, Prime Focus aims to amplify its positive impact and maintain robust governance standards while achieving its business objectives.

Policies guiding our ESG operations to greener goals

Green Procurement Policy	Sustainable Energy Consumption SOP
Prime Focus Technologies' Green Procurement Policy prioritizes environmentally responsible purchasing by favoring products and services that minimize toxic substances, conserve resources, reduce emissions and waste, and promote reusability and recyclability. This is achieved through a Supplier Code of Conduct, contract provisions addressing social and environmental concerns, CSR risk mapping, and employee engagement in sustainable practices.	Prime Focus Technologies' Sustainable Consumption SOP lays the groundwork for lowering its resource consumption. It covers carbon footprint reduction, waste management, biodiversity, compliance and reporting, and supply chain decarbonization—it enforces a supplier code of conduct ensuring these regulations are being spread throughout its value chain. It also mentions continuous improvement through benchmarking and strict reviews, ensuring high standards of resource efficiency.
Vendor Supply chain SOP	**Waste Management SOP**
The Vendor Supply Chain SOP establishes some key regulations for PFT and the vendors it chooses to conduct business with. The supplier code of conduct ensures suppliers follow the regulations set by Prime Focus. The policy ensures integration of ESG material topics within contracts to make it binding and is guided by the ILO conventions. CSR Risk Mapping procedures are also highlighted in the policy. Overall, the policy creates an environment where vendors and suppliers are included within the ESG operations.	The Waste Management SOP guides Prime Focus offices to ensure proper waste management etiquette and procedures are being followed. The policy ensures evaluation, segregation, and proper disposal of all kinds of waste identified within the policy. It also establishes proper reporting timeline, method, and content for ensuring that disclosures include credible data regarding waste management.

Our ESG Topics and Ambitions

ESG Pillar	Material Topics	Ambitions
Environment	Climate Change and Emissions	Prime Focus aims to encourage the fair use of appliances and products with reduced energy consumption to lessen the overall emissions.
	Waste Management	Prime Focus's Waste Management SOP aims to ensure that waste is reduced wherever possible, is segregated, and safe disposal of the generated waste is happening across locations.
	Energy Consumption	Prime Focus aims to follow the Prime Focus Energy Conservation SOP, which encourages and supports investment in renewable energy alternatives. It is also committed to raising awareness and training programs for employees to disseminate energy conservation techniques.
Social	Employee Well-Being and Development	Prime Focus aims to encourage employee development to safeguard the employee-centric culture and amplify human potential for all employees, temporary or permanent.
	Community Uplifting Initiatives and CSR	Prime Focus aims to use CSR as a means create meaningful positive impact on society and the environment through collaborations with relevant partners.
Governance	Corporate Governance	Prime Focus aims to foster stakeholder interests through a diverse and inclusive board that ensures compliance, builds responsible supply chains, and incorporates integrity in practices.
	Data Privacy	The data privacy function has been constituted at Prime Focus Technology with an incentive to bring a great deal of operational ease and efficiency to processes.

Stakeholder Engagement and Materiality Assessment
Stakeholder Engagement

Prime Focus Technologies maintains consistent communication with its stakeholders to preserve long-term relationships and recognize their interests. Stakeholders vary in their degree of interest, influence, and control over a project, which also varies depending on the project's stage. PFT recognizes its responsibility to a diverse array of stakeholders, from its employees and investors to regulators, industry partners, suppliers, and the wider community. PFT actively engages with stakeholders to incorporate their perspectives into strategic decision-making, ensuring alignment between business objectives and sustainability goals. PFT is committed to ongoing and inclusive stakeholder engagement that goes beyond traditional corporate social responsibility. PFT believes that active stakeholder participation fosters accountability and benefits the organization by engaging in strategic decision-making.

Stakeholders	Objective of Engagement	Mode of Engagement	Frequency of Engagement
Board Members	AGM, ACM, Financial updates, ESG Updates, Other key updates	Virtual In-person emails	Quarterly As and when required
Regulatory bodies	External and Internal Audits	Virtual In-person emails	Quarterly Yearly
Employees	Talent engagements, Talent retention, Key organizational announcements, ESG Updates, Performance feedback, Learning and development, etc.	Virtual In-person emails Townhall	Min Quarterly, & As and when required
Vendors	Compliance	Virtual In-person emails	As and when required
Community	CSR, Trade Shows , Award Functions, Talk Shows etc.	Virtual In-person emails	As and when required
Media	Regulatory Press Realease, News etc.	Virtual In-person emails	As and when required

Materiality Assessment & Topics

The materiality assessment process was designed to ensure that Prime Focus Technology's sustainability efforts align with global standards and the specific needs of stakeholders. The assessment began by considering key frameworks and standards, including the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB). This foundation provided a comprehensive approach to identifying material ESG topics relevant to the industry and operations.

A comprehensive peer benchmarking study was conducted to further understand the material topics deemed important by the overall industry and peers. This involved analyzing the sustainability reports and disclosures of leading companies within the sector to identify common priorities and emerging trends.

In addition to peer benchmarking, PFT engaged directly with stakeholders to gather their insights and perspectives on critical issues. This engagement included discussions for a rapid materiality assessment. Their feedback was invaluable in refining the understanding of material issues and ensuring that the sustainability strategy is aligned with their expectations and concerns.

From this comprehensive assessment, several ESG topics emerged as top priorities for PFT. These include:

Materiality Assessment of Prime Focus Technologies

ESG Topics	ESG Theme	Material Topics	Rationale	Code
Environment	Resource Footprint	Energy	Reducing the carbon footprint through efficient energy use and	GRI 302: Energy
		Emissions	Minimizing greenhouse gas emissions.	GRI 305: Emissions
		Water	Implementing sustainable practices to manage water use	GRI 303: Water
		Waste Management	Implementing sustainable practices to manage waste generation.	GRI 306: Waste

Social	Our customers	Customer Welfare	Prioritizing the safety, satisfaction, and well-being of customers through high-quality products and services.	GRI 2: General Disclosures 2021
	Our employees	Employee Engagement & Retention	Fostering a positive work environment that encourages employee loyalty and reduces turnover	GRI 401: Employment
		Diversity, Equity & Inclusion	Promoting a diverse and inclusive workplace that values and respects individual differences.	GRI 405: Diversity and Equal Opportunity
Governance	Business Ethics and Fair Business Practices	Business Ethics & Compliance	Upholding the highest standards of ethical behavior and regulatory compliance across all operations.	GRI 205: Anti-Corruption
	Data Security and IT	Data Security & Privacy	Ensuring the protection of customer and company data against breaches and cyber threats	GRI 2: General Disclosures 2021
	Our Employees	Training & Development	Investing in the continuous learning and professional growth of employees.	GRI 403 Occupational Health and Safety

Prime Focus Technologies' Commitments

Prime Focus has identified the following material themes for its sustainability reporting, in these

IT and Data Security:
Protecting your sensitive data with robust security measures

Governance:
Ensuring transparent and accountable operations through strong governance practices

Our Customers:
Delivering exceptional experiences and value to our customers

Our Employees:
Fostering a positive, inclusive, and rewarding work environment for our employees

Diversity and Inclusion:
Embracing diversity and promoting an inclusive culture where everyone feels valued

Resource Footprint:
Minimizing our environmental impact and promoting responsible resource use

1. IT and Data Security

SDGs served	SDG 8, 9

Why	**Prime Focus's Commitment to IT and Data Security** Prime Focus understands that data security and IT governance are crucial to its global operations, which rely heavily on the internet and cloud services. Secure and responsible management of information technology (IT) and data is fundamental to maintaining the trust of our customers. To achieve this, Prime Focus has created a robust net of safety around all of its IT operations to safeguard it against threats of cyber-attacks, security breaches, or infrastructure risks from external factors. This commitment is further solidified through a comprehensive and robust list of data security and protection policies that govern its day-to-day operations, ensuring the highest standards of information and data security.
Initiatives	Regular security capability training for all employees.
	Training on threat recognition and best practices.
	Training conducted through HRMS portal and physical sessions.
	New employees sign NDAs to ensure adherence to data security procedures.
Targets	Zero complaints regarding breaches of data, thefts, and losses

Prime Focus Technologies upholds the highest standards for information and data security. It is also ISO certified in Information Security, ensuring global compliance. This commitment encompasses the protection of personal information belonging to its employees, customers, business partners, and other individuals. Guided by global data protection principles, it prioritizes responsible handling practices, no personal, confidential, PCI, or HIPAA data is collected from the customers. No members of the information security team can access user data, only alerts are handled, keeping all information confidential

Technical controls

- IDS and firewalls with real-time updates.
- Logging of incoming and outgoing data.
- SOC team for real-time monitoring of security alerts.
- Train micro antivirus for traffic and malicious files.

Regular monitoring and audits keep our systems up-to-date and always secure

- Annual ISMS audit by external body (BSI).
- Internal audits conducted prior to external audits.
- Trusted Partner Network certification.

ISO Standards Certification

- ISO 27001:2013 Information Security Management System (ISMS)
- ISO 27001:2015 for cloud services

"

Our Information Security Management System is compliant with international standards like the ISO 27001:2013, we also hold the Trusted Partner in Network certification, all these systems in place make sure we maintain our standard of 0 breaches and complaints

Rakesh Gopalan
IT/ Infosec POC, India

"

Information Security Framework

Prime Focus maintains a robust information security framework that extends beyond personal data. This framework encompasses all information, systems, applications, and networks owned or held by PFT. Effective communication channels are maintained with key stakeholders regarding information security matters. Confidentiality, integrity, and availability of data are paramount, with access restricted to authorized personnel.
To ensure that each employee is participating in the safekeeping of company data the following measures are taken.

• Regular security awareness training for all employees.
• Training on threat recognition and best practices.
• Training is conducted through HRMS portal and physical sessions.
• New employees sign NDAs to ensure adherence to data security procedures

Key Principles

Prime Focus's information security approach is guided by the following principles
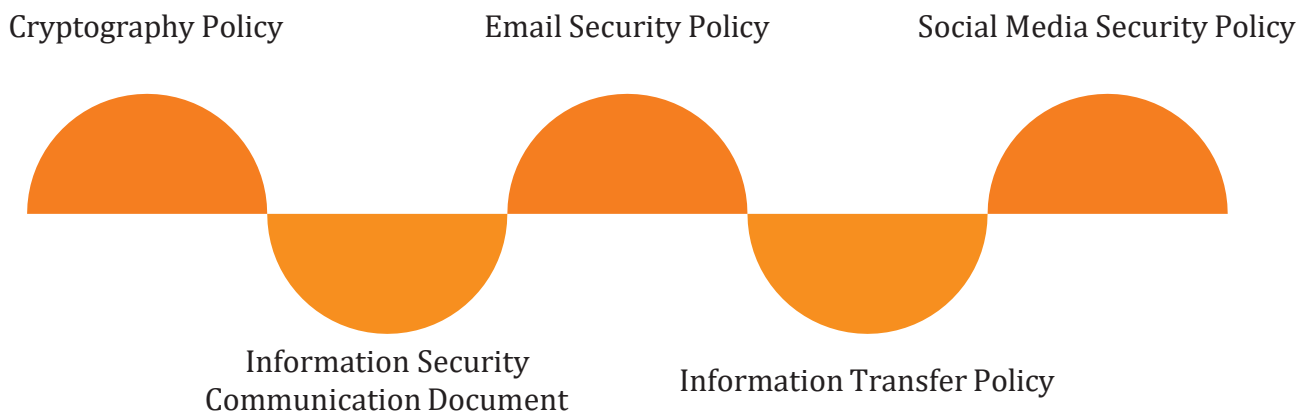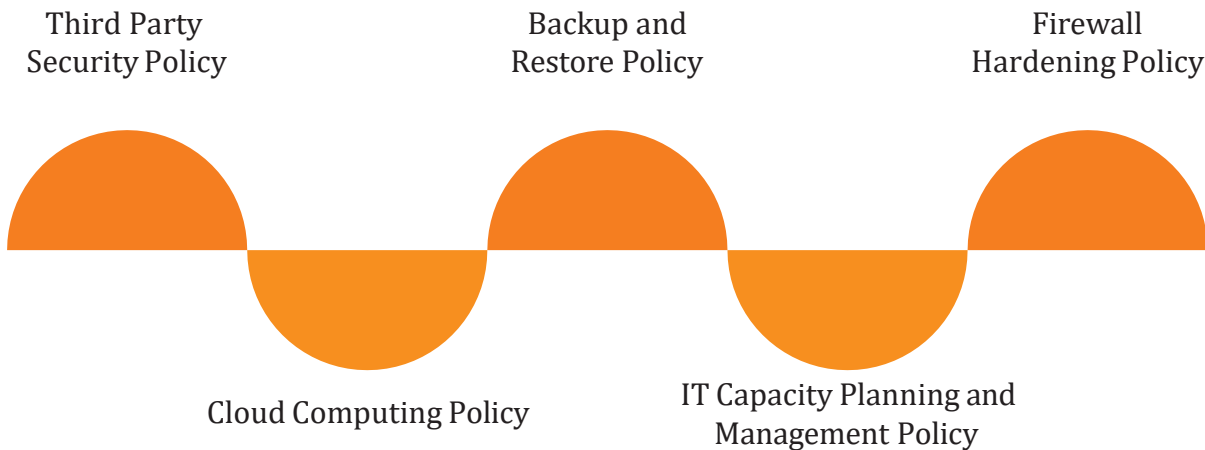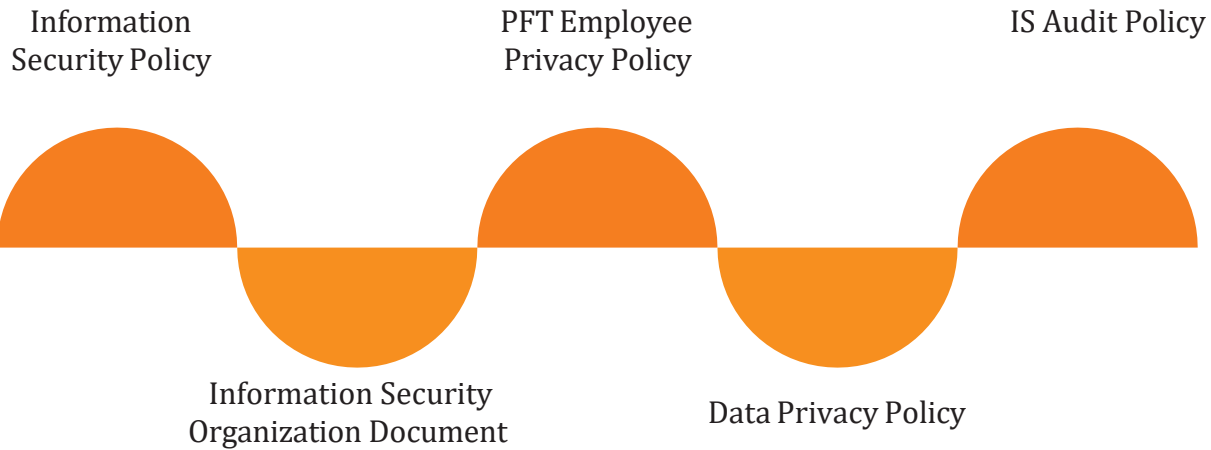
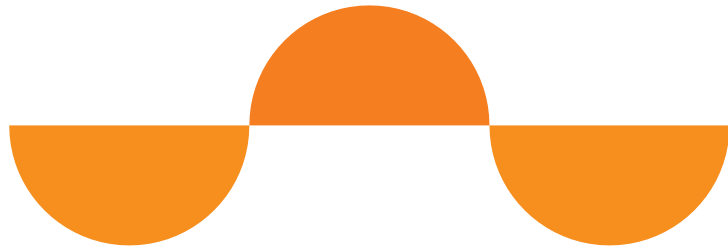|	
Confidentiality	Access to data is confined to those with appropriate authority
Integrity	Information is complete, accurate, and all systems operate as intended
Availability	Information is accessible and delivered to the right person when needed.

By adhering to these principles and industry standards like Control A5 of the ISO 27001, Prime Focus effectively manages risk and upholds the trust placed in us by our stakeholders.

0 complaints concerning breaches of customer privacy and losses of customer data
0 identified leaks, thefts, or losses of customer data

Policies governing Data and IT Security

The IT Policy is the cornerstone of our information security framework, shaping our overall security posture and safeguarding sensitive data. It not only ensures compliance with regulations but also protects against threats such as data breaches, cyberattacks, and phishing scams. By establishing clear roles, responsibilities, and procedures, this policy fosters accountability and enables us to proactively identify and mitigate risks.

Information Security Policy

PFT Employee Privacy Policy

IS Audit Policy

Information Security Organization Document

Data Privacy Policy

Third Party Security Policy

Backup and Restore Policy

Firewall Hardening Policy

Cloud Computing Policy

IT Capacity Planning and Management Policy

Cryptography Policy

Email Security Policy

Social Media Security Policy

Information Security Communication Document

Information Transfer Policy

Content Security Policy   Mobile and Data Card Policy

2. Governance

| SDGs served	SDG 5, 8, 9, 10, 16
Why	**Prime Focus' Commitment towards fair and robust governance** Prime Focus Technologies prioritizes fair and transparent management through strong corporate governance practices. An organization working in the Media & Entertainment industry requires a net of securities which should protect its stakeholders from any relevant risks or uncertainty. Prime Focus' global operations demand a strong deck of policies to safeguard its operations, keep it compliant with laws and regulations, and ensure the interests of its stakeholders. Sustainability runs as an undercurrent to all policies at Prime Focus. All the policies are assessed and integrated with ESG principles to ensure no gaps in terms of the commitment towards a sustainable future.
Initiatives	MyFocus: An interactive platform to integrate governance principles MyFocus is Prime Focus' human resource management system, which educates employees on their rights, policies, safety and best practices in PFT in interactive ways.
Targets	100% Human Rights and Code of Conduct training

Board Governance

Strong leadership is essential to our ESG journey, and our Board of Governance provides the guidance and vision needed to drive positive change across our organization.

Mr. Ramakrishnan Sankaranarayanan
Whole-time Director
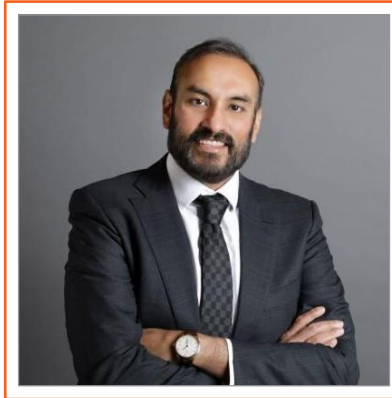
Mr. Namit Malhotra
Director

Mr. Nishant Fadia
Director

Mr. Devarajan Samu
Whole-time Director

Mr. Vibhav Parikh
Director

Mr. Bharat Shashikumar Dighe
Director

> The integration of sustainability is also encouraged within the board of directors and their respective fields, to ensure accountability at all levels of operations and make ESG integration successful.
>
> **Shailesh Manohar**
> Executive Sponsor
> SVP, Finance

Governance at Prime Focus

Prime Focus Technologies operates under a robust governance structure, firmly rooted in the principles of accountability and transparency. PFT's governance framework is hierarchical, with the Board of Directors at the apex, providing strategic oversight and direction.

At the operational level, governance is entrusted to the heads of various departments such as Finance, Human Resources, Information Technology, Administration, and others.

These department heads are responsible for the governance and management of their respective domains, ensuring compliance with both internal policies and external regulations.

The Chief Strategy Officer (CSO) and the Chief Executive Officer (CEO) form an additional layer of supervision, overseeing departmental operations and ensuring alignment with PFT's strategic objectives and adherence to governance norms.
The Board of Directors, as the ultimate governance authority, provides the final layer of oversight. They ensure PFT's adherence to legal and ethical standards, safeguarding the interests of all stakeholders.

This governance structure underscores Prime Focus Technologies' commitment to maintaining high standards of corporate governance, which is integral to its sustainability and success. It also reflects PFT's dedication to upholding the principles of fairness, transparency, and accountability in all its business dealings.

Our Progress

KPI	Baseline FY23	Short Term Target	5 Year Goal	Progress FY23-24
Total number of identified leaks, thefts, or losses of customer data	0	0	0	0
Number of complaints received concerning breaches of customer privacy and losses of customer data	0	0	0	0

Our Policies

Prime Focus Technologies places a strong emphasis on upholding high standards of corporate governance throughout its operations. This commitment to fairness and transparency is reflected in its extensive collection of policies, encompassing various aspects of the business. These policies serve as the foundation for Prime Focus' robust governance mechanism, ensuring that decisions are made responsibly and ethically, guided by PFT's core values.

This comprehensive framework of policies addresses not only the day-to-day operations but also long-term strategic goals, fostering sustainable growth for PFT. By adhering to these evolving guidelines and industry best practices, Prime Focus Technologies ensures its continued success while maintaining a steadfast commitment to responsible business practices.

Business Ethics and Code of Conduct Policy

Prime Focus Technologies' Code of Conduct and Business Ethics Policy is the backbone of its corporate governance. It mandates transparency, integrity, and ethical decision-making, safeguarding a speak-up culture, and requiring the disclosure of conflicts of interest. The policy promotes fairness and respect in dealings with all stakeholders, prohibiting child/forced labor, corruption, bribes, money laundering, anti-competitive practices, and unnecessary gifts. It ensures fair dealings, builds trust, and guarantees equal access to accurate information for all stakeholders, preventing market manipulation.

Employee Rights Handbook	The Employee Rights Handbook is a cornerstone of PFT's governance framework, ensuring a fair, transparent, and legally compliant workplace. The handbook outlines PFT's commitment to providing a safe working environment, abolishing child labor, adhering to health and safety regulations, and actively mitigating workplace hazards. It also emphasizes PFT's dedication to diversity, equity, and inclusion, fostering a positive work culture where all employees feel valued and respected. The handbook ensures a safe, supportive work environment by allowing employees to voice safety concerns without fear of retaliation. It also provides grievance redressal contact information.
Prevention of Sexual Harassment (POSH) Policy	Prime Focus Technologies ensures a safe, inclusive workplace with a comprehensive POSH policy that prevents and addresses all forms of sexual harassment. This policy promotes acceptance and inclusivity for everyone, respecting individuals' dignity and rights irrespective of gender, sexual orientation, or gender identity. Access to mental health professionals is also available to support employee well-being.
Whistleblower Policy	In adherence to its commitment to ethical conduct and transparency, PFT has implemented a robust Whistleblower Policy. This policy empowers employees to report suspected misconduct or wrongdoing without fear of reprisal. It covers issues such as fraud, misuse of authority, policy violations, and actions that jeopardize public health, safety, or company interests. Encouraging employees to raise concerns helps maintain integrity and accountability standards. The policy ensures whistleblowers are protected from unfair treatment, fostering a culture of trust and openness.

3. Our Customers

SDGs served	SDG 8, 9, 16, 17	
Why	Prime Focus Technology's mission is to be relentlessly customer obsessed. Each step in its operations is perfectly aligned with the needs of the customers, ensuring their satisfaction and driving them beyond their potential. Prime Focus Technologies prides itself on delivering exceptional quality of service at all levels of operations. It recognizes the importance of its customers and their trust in its services. The highest standards of security, data protection, and ethical business practices are rigorously followed to ensure customer welfare and satisfaction.	
Testimonial	"We've collaborated closely with Prime Focus on several strategic programs, including powering content for our direct-to-consumer platform, Hotstar, which changed the digital landscape of India. Across all engagements, Prime Focus has proven itself as an execution powerhouse. The team's penchant for innovation, quality, flexibility, and ability to handle scale have helped us consistently set new creative and operational excellence benchmarks." **Sanjay Gupta** Former Managing Director, Disney Star	
Initiatives	Grievances are addressed within 48 hours	
	Security checkpoint and data collection through entry system and NDA signing	
Targets	Maintain zero complaints regarding breaches of data, thefts, and losses	

Customer Welfare

Prime Focus engages with some of the biggest names in the media and entertainment industry. Their hard work, time and resources create content that needs foolproof protection from leaks, security issues, structural issues. The content managed through Prime Focus' comprehensive suite of products and services is extremely sensitive and confidential. To protect the integrity of this work, as well as to maintain the process envisioned by the creators, Prime Focus technologies has put state of the art, and comprehensive measures to ensure air-tight security and safety of our customer's data. The trifecta of Prime Focus' Acceptable Use Policy, Access Control Process (Admin), and Access Control Policy create a procedural security net around confidential information in use at that time. This attention to detail is part of PFT's commitment towards customer welfare and satisfaction, fostering trust and responsibility at all levels.

Selling Practices & Product Labeling

Prime Focus Technologies is committed to ethical selling practices and transparent product labeling. Our policies strictly prohibit bribery and ensure accurate information is provided to customers, adhering to relevant regulations and industry standards. Our product information is communicated in a transparent and clear manner to all stakeholders to ensure there are no gaps in our vision and the display.

> "
>
> Our customer obsessed work ensures that all queries, grievances, and issues are tended to within 48 hours of escalation
>
> Mangesh Pathak
> Executive Sponsor | Chief Strategy Officer
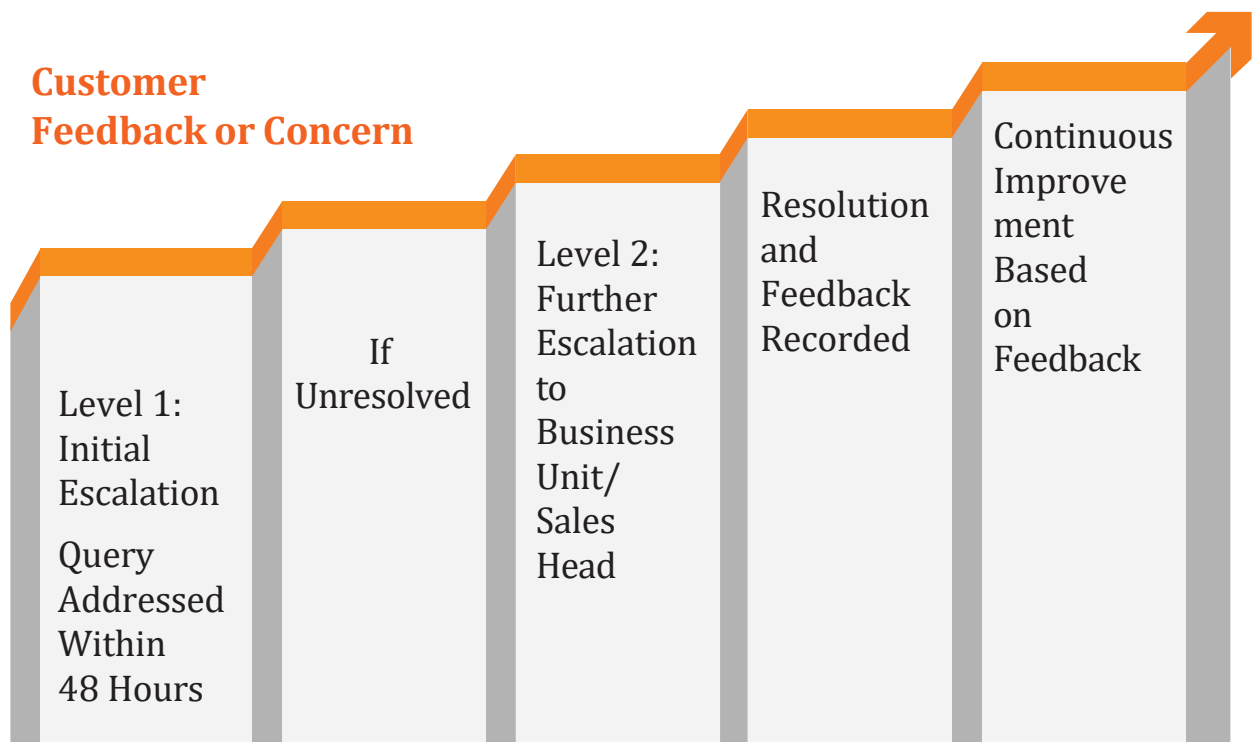>
> "

External Grievance & Redressal Mechanism

Prime Focus Technologies values customer feedback and addresses concerns through a clear grievance redressal process. It includes multiple levels of escalation and established channels for customers to voice concerns and seek resolution.
All grievances are recorded to improve service and for future reference.
Contact information for relevant authorities is included in contracts, demonstrating a commitment to customer welfare, ethical business conduct, and building trust-based relationships.

Customer Feedback or Concern

Level 1: Initial Escalation

Query Addressed Within 48 Hours

If Unresolved

Level 2: Further Escalation to Business Unit/ Sales Head

Resolution and Feedback Recorded

Continuous Improvement Based on Feedback

4. Our Employees

SDGs served	SDG 3, 8, 9, 16				
Why	Prime Focus puts the health and safety of its employees above everything else, employee wellbeing is a crucial material issue which affects not only employee performance but also the overall culture of the firm. To drive the business of PFT, employees are our key strength. Prime Focus ensures continued support for employees so they can be at their best mentally and physically. PFT makes continual efforts to recognize and celebrate the opportunities for inclusive employee development. Strengthening people management efforts not only ensures health and well-being but also opens new horizons for personal growth and development beyond the professional realm, creating better citizens for society. At Prime Focus Technologies, all employees are trained with necessary skills to help them contribute to a healthier workplace and environment.				
Initiatives	**Prime Focus Partners with Amaha Health:** Provides employees with access to online therapy, psychiatry, and counseling services through anonymous and confidential channels				
	Mentor-mentee and career acceleration programs				
Targets	Monetary Support for Higher Education				
	Zero Incidents, 100% Safety: Our Commitment to Employee Health & Well-Being				
	Ensuring equal opportunities for the employee's career development.				
	Recognizing the potential for continued development for the employees.				
	Enriching the individual's growth and investing in initiatives that benefit the employees.				

Prime Focus Technologies (PFT) operates with a significant global footprint, with its largest employee presence based in India. The India office accounts for the majority of PFT's workforce, reflecting its substantial operational capacity and strategic focus. Additionally, PFT has established offices in the UK and US, where it maintains a diverse team contributing to its international operations. For instance, the UK office employs 42 staff members, while the US office has 36 employees, highlighting PFT's commitment to a balanced global workforce distribution.

Employee Distribution Across the Globe

Indicators	UK	US	IND
Total Number of Employees	42	36	1628
Proportion of total employees across offices	2.10%	1.80%	81.10%

Our Progress

KPI	Baseline FY23	Short Term Target	5 Year Goal	Progress FY23-24
Proportion of employees trained on Code of Conduct	100%	100%	100%	100%
Training on human rights to its employees	100%	100%	100%	100%

Employee Benefits

Prime Focus values its employees and fosters a positive work environment that supports their growth and well-being. PFT offers a leave policy covering various types of leave, including annual leave, maternity/paternity leave, sick leave, and bereavement leave - promoting work-life balance. A dedicated Learning Council identifies training needs and facilitates knowledge sharing, while the Employee Champions initiative organizes engagement activities and wellness sessions to enhance employee morale and collaboration. To facilitate a positive work environment, some of our locations include recreational activities such as musical instruments, games, and common areas for employees to wind down and take a break.

Employee Wellbeing

Prime Focus Technologies prioritizes the safety and well-being of its employees, ensuring a comfortable and secure working environment. PFT complies with all health and safety regulations with a particular focus on fire safety through regular drills and dedicated management systems. Recognizing the potential stress of desk-based work, PFT's partnership with "Amaha" offers confidential mental health support to employees. The administrative team is proactive in enhancing employee well-being, equipping its offices with emergency response assets like stretchers, wheelchairs to provide passage to special-abled staff/clients/visitors, first-aid kits, and oxygen concentrators to handle all kinds of medical emergencies. PFT also celebrates festivals and provides regular health check-ups, demonstrating its commitment to employee health and preparedness.

> " At PFT-UK, we're committed to helping our employees grow and develop. We offer a wide range of training programs covering everything from mandatory compliance topics like workplace health and safety and fire awareness, to softer skills that help people thrive in their roles. Everyone receives training on display screen awareness to prevent musculoskeletal disorders, and we even follow that up with a personalized assessment to make sure everyone's workstation is set up properly. We believe that investing in our people is key to building a strong and successful team.
>
> Angela Clarke
> EMEA PE SPOC, UK office "

Capacity building

Prime Focus understands that employees must stay ahead of the curve and engage in activities that provide them with meaningful development both personally and professionally. PFT has set up a comprehensive structure of programs, including on-the-job training, classroom training, e-learning courses, mentoring programs, coaching sessions, and leadership development programs. In addition to this, Prime Focus offers a special education program for employees to gain formal education from reputed universities and portals like UpGrad, which is provided with a scholarship of up to "60% + credit from salary".

Training sessions and skill development are crucial for a fulfilling career.
At Prime Focus Technologies, employees get training not only on in-demand technical skills such as Data Analytics but also on essential life skills such as Critical Thinking, Proactive attitude in the workplace, and team building. These programs contributed to more than 12,000+ hours of training spanning across multiple topics. The training was spread to all employees from managers to MSPs. Special emphasis has been paid to Environment, Social, and Governance (ESG) training provided to employees to integrate sustainable practices at a deeper level and help employees understand their impact on ESG related material topics. Some topics of training include workplace harassment, inclusivity, unconscious bias, waste from food and water, and usage of office supplies with a significant carbon footprint.

Fostering young talent

Prime Focus works with local universities throughout Leeds to offer summer work placements to students. This year the office welcomed a 6th form student from a local school as part of her work experience week. UK Head of Operations has spoken to forums of students about his career within the media industry at university events and attended events to help young people with tips for CV creation, applying for jobs and interview skills.
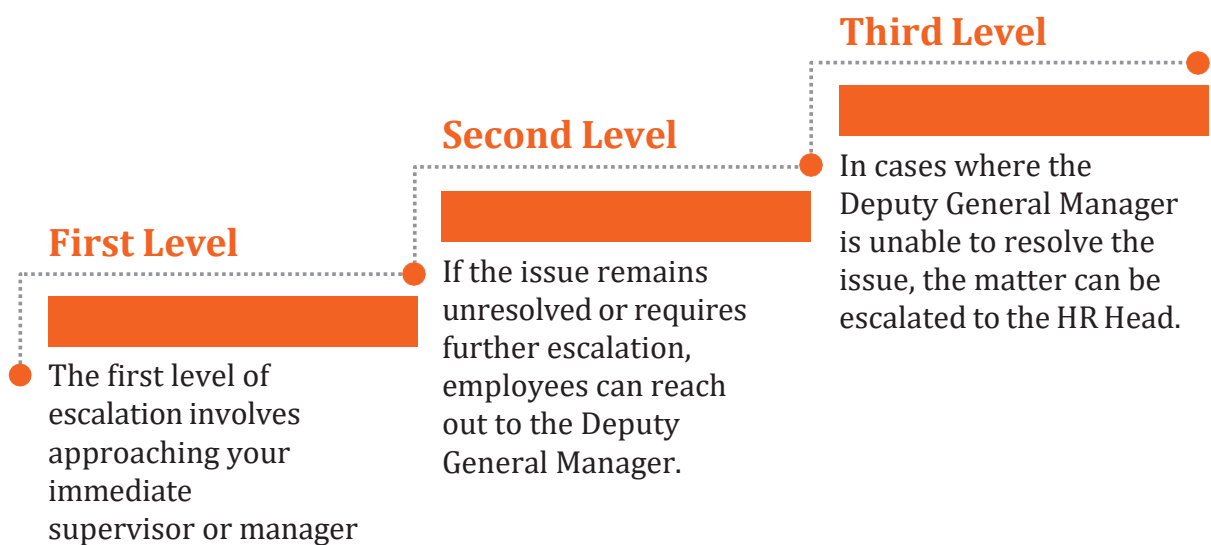
Angela Clarke
EMEA PE SPOC, UK office

Internal Grievance & Redressal Mechanism

Prime Focus Technologies is committed to fostering a fair and equitable work environment where all employees feel heard and supported. To address concerns or grievances that may arise a robust and transparent redressal process has been established. The employees are encouraged to raise any workplace-related concerns or grievances promptly and openly. PFT follows a structured escalation matrix to ensure timely and effective resolution which includes multiple levels.

Third Level

In cases where the Deputy General Manager is unable to resolve the issue, the matter can be escalated to the HR Head.

Second Level

If the issue remains unresolved or requires further escalation, employees can reach out to the Deputy General Manager.

First Level

The first level of escalation involves approaching your immediate supervisor or manager

All grievances are treated with the utmost confidentiality. PFT maintains a dedicated tracker to monitor and document each complaint, ensuring appropriate action and follow-up.

5. Diversity, Equity & Inclusion

SDGs served	SDG 5, 8, 10, 16	
Why	Prime Focus Technologies demonstrates a rich cultural landscape and leverages a gamut of talents and perspectives. PFT ensures that its content resonates with diverse audiences and embraces a spectrum of backgrounds to foster identities beyond gender diversity. Prime Focus is making continual efforts by monitoring, assessments, and feedback that bolsters diverse engagements.	
Initiatives	Female replacements for roles held by women	
	Employee Resource Groups (ERGs) for women	
	Earmark the roles for diversity hiring	
	Hiring management trainees from diverse backgrounds during campus drives	
	Organizing unconscious bias awareness sessions	
	Third-party vendors committing to inclusivity and diversity in their operations	
Targets	Ratio of women in company from 19% to 30%	
	Increasing female representation in the senior management roles	
	100% Human Rights and DEI training	
	Maintain Zero incidents of discrimination	

Prime Focus Technologies champions a thriving and inclusive workplace where diversity fuels success. Recognizing that employees are valuable assets, PFT actively invests in creating an environment where everyone can reach their full potential. Diversity, Equity, and Inclusion (DEI) are fundamental principles at Prime Focus, driving its growth and fostering a supportive environment for all individuals involved in the value chain.

Our Progress

KPI	Baseline FY23	Short Term Target	5 Year Goal	Progress FY23-24
% of women in workforce	17%	20% by end of Mar 2025	30%	19%
Total number of incidents of discrimination	0	0	0	0

Workforce Diversity

Prime Focus understands the importance of representation in addition to inclusion, currently 19% of the total workforce is women. PFT has seen an increase in the percentage of women employees in senior management across its US, UK, and India offices, as well as in the overall workforce. PFT is committed to continuing this progress and ensuring a strong representation of women in leadership roles.

Additionally, Prime Focus promotes diversity through various initiatives aimed at fostering a more ethnically diverse workforce and ensuring the inclusion of people from all genders and communities.

> To make sure we reach diverse talents and expand our culture base, we use various diverse portals in our hiring process, ensuring a healthy inflow of diverse entries into the organization
>
> Brigid Stancin
> NA PE SPOC, US Office

Global Diversity Data for PFT

Indicators	UK	US	IND
Percentage of Female Employees	24%	22%	17%
No. of Female Employees across offices	10	8	277
Proportion of female employees across offices	3.60%	2.89%	93.51%
Women employees in senior management	25%	25%	14%

"

Diversity is one of our core values at PFT. With our dedicated strategic intervention, PFT is poised to become a flagbearer of DEI in MSE

Prathmesh Tare
Program Manager, Mumbai Office

"

Embracing Women Empowerment through employee wellbeing

Prime Focus Technologies is a member of RISE, a leading organisation dedicated to fostering gender diversity within the broadcast and media technology sector. The team regularly attend the International Women's Day forum that they organise and are working with RISE to provide mentorship to women within the media technology sector. Prime Focus employees also participated in a hackathon – Hacking Employee Wellbeing – organised by Working Futures; and an HR Forum Event focusing on Respect & Dignity in the workplace and the Power of Diversity.

Diversity Initiatives at Prime Focus Technologies

Diversity & Inclusion Initiatives	Actions Taken	Goals
Targeted Hiring	Identified roles in various departments (legal, sales, finance, etc.) and are actively hiring.	Ensure diverse representation across PFT and foster innovation through varied perspectives.
Campus Recruitment	Successfully hired management trainees with a focus on diversity (7:3 ratio).	Enrich the talent pool with individuals from different backgrounds to enhance creativity and problem-solving.
Replacement Hiring	Actively replacing departing female employees with qualified women candidates (53% in Q3-Q4).	Maintain gender balance and ensure continuous female representation in the workforce.
Unconscious Bias Training	Conducting workshops and sending regular email reminders about unconscious bias.	Raise awareness of unconscious biases, promote fair decision-making, and foster a more equitable workplace culture.
Employee Resource Groups (ERGs)	Developing an ERG specifically for women to provide support and networking opportunities.	Foster a sense of community and belonging, empower underrepresented groups, and gather insights to improve DESI efforts.

Awareness training

Prime Focus Technologies understands the value of DEI and how it fosters an inclusive culture for determining overall business success. PFT's commitment to ensuring diversity, equity, and inclusion in the workforce stems from the core values that promote cultural competence and effective communication. DEI training helps PFT create a sense of belongingness and understanding among employees from different backgrounds to help build stronger, more cohesive teams that collaborate effectively in building a more respectful and harmonious work environment.

6. Resource Footprint

SDGs served	SDG 7, 9, 12, 13	
Why	Prime Focus Technologies believes accounting for the resource footprint is vital to understanding its environmental impact and economic implications. Minimizing resource consumption can help contribute to more sustainable practices in the media industry as it is susceptible to rapid technological advancements and digital content consumption. Prime Focus strives to adopt eco-friendly practices that can enhance PFT's reputation and foster long-term viability and environmental responsibility.	
Initiatives	Paperless Friday: Reduce paper usage for the day for waste reduction	
	Installed high efficiency hand dryers for decreased energy reduction	
	Using women owned brand coffee in UK office that recycles the coffee grounds	
Targets	10% reduction of Scope 1 & 2 emissions	
	5% reduction of energy intensity	
	Recycle 5% of total waste generated	

KPI	Baseline FY23	Short Term Target	5 Year Goal	Progress FY23-24
Scope 1 & 2 GHG Emissions (in MT CO_2)	4273	10% reduction	25% reduction	Reduced by 5%
Energy Intensity Ration (kWh/Rev-INR Mn)	1309	5% reduction	20% reduction	Reduction of 9% in its overall energy intensity

GHG Emissions

Greenhouse gas emissions are a growing concern in the media and entertainment industry. Although not as heavy an emitter as manufacturing or transportation, this sector still contributes notably to GHG emissions. Prime Focus Technologies (PFT) recognizes the urgent need to combat climate change and is committed to measuring, managing, and reducing GHG emissions across its operations and value chain. This section outlines PFT's approach to GHG emissions accounting, progress towards reduction targets, and ongoing initiatives for a sustainable future.

Since FY 22-23, Prime Focus Technologies has been conducting GHG inventories and computations for Scope 1 and Scope 2 emissions based on the GHG Protocol.

Scope 1 Emissions (Direct Emissions)	These are emissions from sources that are owned or controlled by Prime Focus Technologies, such as fuel combustion in company-owned vehicles and equipment.
Scope 2 Emissions (Indirect Emissions)	These are emissions from the generation of purchased electricity consumed by Prime Focus Technologies.

The figures for these emissions are reported below.

FY 22-23: (includes India, UK, US)	
Scope 1: 551 TCO2e	Scope 2: 3,722 TCO2e

FY 23-24: (includes India, UK, US)	
Scope 1: 602 TCO2e	Scope 2: 3,447 TCO2e

"

With our strategic & innovative intervention, we reduced our scope 2 GHG emissions by ~270 TCO2e; equivalent to planting approx. 130,000 tress

Santosh Repale
Sustainability Officer | Head Admin APAC

„

Prime Focus Technologies places a significant emphasis on monitoring and managing its energy consumption as part of its sustainability strategy. Understanding and optimizing energy use is crucial for reducing operational costs and minimizing the environmental impact. In FY 2023-24, at the Indian offices, PFT consumed 5.2 million kWh of electricity as compared to 5.1 million kWh in the previous year.

Energy Intensity for India, US, UK

FY 22-23: 1,309 kWh/INR Mn

FY 23-24: 1,196 kWh/INR Mn

Energy Efficiency Initiatives

1. HVAC System Optimization:
- Usage Control: Prime Focus has implemented measures to reduce electricity consumption by optimizing HVAC usage.
- System Upgrades: Prime Focus has upgraded HVAC systems to maintain cooling more efficiently, achieving desired temperatures faster and thus reducing energy consumption.

2. Vehicle Maintenance:
- Prime Focus ensures timely servicing of company vehicles to maintain optimal performance and fuel efficiency.

3. Temperature-Responsive HVAC Operation:
- Ambient Temperature Reference: Prime Focus HVAC systems are now adjusted based on external ambient temperatures to optimize energy usage.
- Fan Mode Utilization: In selected areas, fan mode is activated after reaching the desired cooling, further reducing energy consumption.

Prime Focus Technologies utilizes monitoring systems to track energy consumption in real time. This continuous monitoring allows for prompt identification of inefficiencies and ensures timely corrective measures. PFT has started reporting its energy consumption and efficiency metrics as part of its sustainability disclosures. By adopting these strategies, Prime Focus Technologies aims to achieve substantial reductions in energy consumption, contributing to both cost savings and environmental sustainability.

Waste Management

KPI	Baseline FY23	Short Term Target	5 Year Goal	Progress FY23-24
Percentage of Waste Recycled	0%*	5% of total waste recycled	NA	Recycled 17%* of its total waste
% of waste diverted from disposal	11%*	Increase in FY23 baseline by 35%	100% paper waste diversion 25% of total waste generated	26%*

Waste Management in an MSE based company generally takes the form of managing the waste generated by employees. The composition of waste consists of Paper, Plastic, Wood, Rubber, Glass & Metal etc. Prime Focus technologies has enabled its employees to participate in the process of waste management by cutting wastage from the source. The principles of circularity are embedded within the culture at Prime Focus locations, to make sure that the impact is long lasting and consistent. Employees are educated on the principles of **Refuse, Reuse, Reduce, and Recycle.** They're encouraged to segregate their waste and make sure that it's appropriate for processing and recycling.

Waste generation in Metric Tonnes (MT) by category from April 2023- March 2024

Waste	Waste Generated (MT)* (India)	Waste Generated (MT)* (UK)
Total Waste Generated	**35.81**	**4.548**
A. Total Waste Diverted from Disposal	5.97	4.548
I. Waste Diverted from Disposal	3.04	4.548
II. Total Waste Recycled	2.93	3.961
i. Hazardous Waste recycled	0	NA
ii. Non-Hazardous Waste recycled	2.93	3.961
B. Waste Diverted to Disposal	29.84	0

Out of the total waste generated, 6% was E-Waste for India

Prime Focus Technologies recognizes the importance of individual contributions to sustainability and has taken several initiatives to promote environmentally responsible practices within its offices.

Key initiatives include:

- Paperless Fridays: A company-wide initiative to significantly reduce the use of paper products, including tissues and printing paper.

- Green Gifting: Replacing paper-based gifts with plants as a more sustainable alternative for rewards and recognition ceremonies.

To raise awareness about food wastage, Prime Focus displays the daily amount of food wasted in its cafeterias and the number of people it can feed on televisions. This visual reminder encourages employees to practice mindful consumption and reduce waste.

> "
>
> To ensure our participation in the circular economy, we recycle our tea leaves, as well as get our coffee from "Woma Woma", a women-owned sustainable coffee brand
>
> Tarique Sheikh
> EMEA Admin POC, UK Office
>
> "

Yesterday, we threw away **28** Kgs of food at PFT True North

That is enough to feed **22** people

Waste data is disclosed only for the India & UK offices due to its significant impact as >90% of the employee strength present there.

Water Consumption & Management

Prime Focus believes that being water-conscious is the responsibility of every individual beyond the workplace. Prime Focus addresses the growing need for innovation in resource consumption and management to ensure a healthy and secure future. PFT has adopted sustainable water use practices to promote conservation in and beyond business activities. PFT strives to reduce the impact generated from small meetings to large get-togethers. Prime Focus's effective water management mitigates the risk associated with water scarcity that may impact business continuity and hinder PFT's commitment towards environmental stewardship.

Prime Focus looks at the water management practice as an opportunity to inspire industry-wide change and drive innovation in adopting responsible approaches for resource conservation. PFT takes this positive example a step ahead by encouraging the suppliers and vendors in the supply chain to enhance their water management system in the operations while continuing their commitment to optimize natural resource use responsibly.

Water consumption in Liters by category from April 2023- March 2024

Source	Water Use	Unit	Quantity*
Municipal water supply	Domestic Water	Liters	19,359,758
Bottled Water	Drinking Water	Liters	323,172

*Water data is disclosed only for the India offices due to its significant impact as 86% of the employee strength is present there

EcoVadis Assessment

Last year - bronze medal, CAP implemented throughout the year, Reassessment in FY 24-25

Scorecard

Overall score	Environment	Labor & Human Rights	Ethics	Sustainable Procurement
Percentile **64th**	Medium impact on score	High impact on score	Low impact on score	Low impact on score
55/100	**60**/100	**60**/100	**50**/100	**30**/100
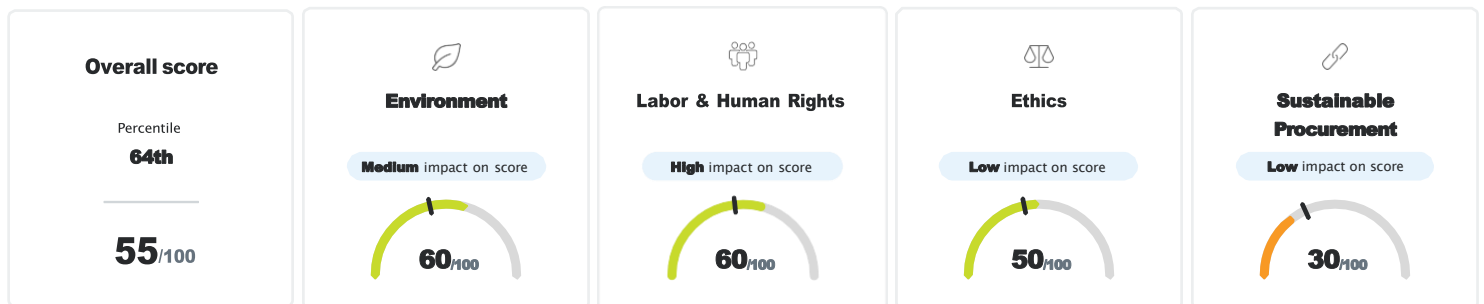
Reassessment for FY 24-25 in progress

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is intrinsically linked to sustainability. Prime Focus recognizes that decisions must consider not only financial factors but also their social and environmental impact. It is Prime Focus Technology's core responsibility to embody its corporate values by fostering growth in a socially and environmentally responsible manner, while simultaneously addressing the interests of its stakeholders. To make the process of achieving sustainability through CSR more robust and systemic, Prime Focus has set in place the CSR policy, which establishes a CSR committee, which guides the efforts made by PFT towards a more sustainable nation. The policy abides by the rules set by the Ministry of Corporate Affairs (MCA) under PFT Act, 2013.

Prime Focus Champions Social Responsibility Through Ashadeep Partnership

Prime Focus fosters a culture of giving back through their partnership with the Ashadeep Foundation. Recognizing the power of entertainment to spark joy, Prime Focus goes beyond the screen to enrich the lives of those in need. As a part of the commitment to social responsibility, Prime Focus Technologies donated food items and spent quality time with the children at Ashadeep, bringing smiles and fostering hope. This initiative exemplifies Prime Focus' dedication to creating a positive impact on their community.

Supporting community development by providing necessary materials to those in need

Prime Focus partnered with Goonj NGO to support their efforts of community services. Prime Focus provides Goonj with clothes which were then distributed amongst individuals involved in their community services program of digging wells for rainwater harvesting and building schools in rural areas.

Awards and Highlights

Eco Vadis Bronze Medal 2023

NAB 2024 - Excellence in Sustainability: Emerging Talent 2024

Awards and Highlights

The National Awards of Excellence by Asia HRD Congress | Organization with Innovative HR Practices Award

Membership in the India Diversity Forum

Prime Focus' Human Resource manager Tanisha More is an active member of the India Diversity Forum (IDF), a leading industry body dedicated to promoting diversity and inclusion in India.

Going Forward Statement

As Prime Focus Technologies concludes this ESG report and looks ahead to the journey ahead, it reiterates its commitment to ethical conduct, diversity and inclusion, and environmental responsibility. Recognizing that this journey is continuous, Prime Focus Technologies embraces ambitious initiatives aimed at driving positive change for the future.

PFT places a high priority on upholding data privacy. Initiatives include implementing specialized training programs to ensure compliance and maintaining a vigilant stance on customer data to safeguard against breaches or complaints. Prime Focus Technologies is deeply committed to fostering diversity and inclusivity within its workforce by promoting gender equality and fostering an inclusive workplace culture where all individuals feel valued and respected. In terms of environmental responsibility, PFT is actively aiming to reduce its environmental footprint by minimizing waste, optimizing resource usage, and exploring sustainable alternatives in its operations.

Looking forward, PFT understands that ESG is a long journey toward a positive future and has recognized and begun working towards this goal. We have achieved most of our one-year ESG targets and are proud of the initiatives undertaken by the entire organization. PFT is now focused on reaching its five-year goals.

With continued dedication and collective effort, PFT is poised to make a lasting and positive impact. Together, we will drive progress and contribute to a better, more sustainable world.

GRI Content Index

Statement of Use	Prime Focus Technologies has reported the information cited in this GRI content index for the period 2023-2024 (financial year) with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI used	Disclosure	Location
GRI 2: General Disclosures 2021	2-1 Organizational Details	About Prime Focus Technologies
	2-2 Entities included in the organization's sustainability reporting	About Prime Focus Technologies
	2-3 Reporting period, frequency and contact point2-3 Reporting period, frequency and contact point	About the Report
	Activities and Workers	
	2-6 Activities, value chain and other business relationships	About Prime Focus Technologies
	2-7 Employees	Our Employees

	Governance	
	2-9 Governance structure and composition	Governance
	2-11 Chair of the highest governance body	Governance
	2-12 Role of the highest governance body in overseeing the management of impacts	Governance
	2-13 Delegation of responsibility for managing impacts	Governance
	2-14 Role of the highest governance body in sustainability reporting	Governance
	2-15 Conflicts of interest	Governance
	2-16 Communication of critical concerns	Governance
	2-17 Collective knowledge of the highest governance body	Governance

	Strategy, Policies and Practices	
	2-22 Statement on sustainable development strategy	Sustainability
	2-23 Policy commitments	Business Ethics/Fair Business Practices
	2-25 Processes to remediate negative impacts	Grievance and Redressal Mechanism
	2-26 Mechanisms for seeking advice and raising concerns	Grievance and Redressal Mechanism
	2-27 Compliance with laws and regulations	Governance
	Stakeholder engagement	
	2-29 Approach to stakeholder engagement	Stakeholder Engagement
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Materiality Assessment
	3-2 List of material topics	Materiality Assessment
	3-3 Management of material topics	Materiality Assessment

GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risks related to corruption	Business Ethics/Fair Business Practices
	205-2 Communication and training about anti-corruption policies and procedures	Business Ethics/Fair Business Practices
	205-3 Confirmed incidents of corruption and actions taken	Business Ethics/Fair Business Practices
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Resource Footprint
	302-2 Energy consumption outside of the organization	Resource Footprint
	302-3 Energy Intensity	Resource Footprint
	302-4 Reduction of energy consumption	Resource Footprint
	302-5 Reductions in energy requirements of products and services	Resource Footprint
GRI 303: Water and Effluents 2018	Disclosure 303-5 Water consumption	Water Consumption and Management

GRI 305: Emissions 2016	Disclosure 305-1 Direct (Scope 1) GHG emissions	GHG Emissions
	Disclosure 305-2 Energy indirect (Scope 2) GHG emissions	GHG Emissions
	Disclosure 305-4 GHG emissions intensity	GHG Emissions
	Disclosure 305-5 Reduction of GHG emissions	GHG Emissions
	Disclosure 305-6 Emissions of ozone-depleting substances (ODS)	GHG Emissions
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Waste Management
	306-2 Management of significant waste related impacts	Waste Management
	306-3 Waste generated	Waste Management
	306-4 Waste diverted from disposal	Waste Management
	306-5 Waste directed to disposal	Waste Management

GRI 401 Employment	401-1 New employee hires and employee turnover	Our Employees
	401-2 Benefits provided to full-time employees that are not provided to temporary or part time employees	Employee Welfare
	401-3 Parental leave	Employee Welfare
GRI 402 Labour/Management Relations	402-1 Minimum notice periods regarding operational changes	Our Employees

GRI 403 Occupational Health and Safety	403-1 Occupational health and safety management system	Our Employees
	403-2 Hazard identification, risk assessment, and incident investigation	Our Employees
	403-3 Occupational health services	Our Employees
	403-4 Worker participation, consultation, and communication on occupational health and safety	Our Employees
	403-5 Worker training on occupational health and safety	Our Employees
	403-6 Promotion of worker health	Our Employees
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Our Employees
	403-8 Workers covered by an occupational health and safety management system	Our Employees
	403-9 Work-related injuries	Our Employees
	403-10 Work-related ill health	Our Employees

GRI 404 Training and Education	404-1 Average hours of training per year per employee	Our Employees
	404-2 Programs for upgrading employee skills and transition assistance programs	Our Employees
	404-3 Percentage of employees receiving regular performance and career development reviews	Our Employees
GRI 405 Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	DEI
GRI 406 Non-Discrimination	406-1 Incidents of discrimination and corrective actions taken	DEI
417-1 Requirements for product and service information and labeling	417-3 Incidents of non-compliance concerning marketing communications	Our Products
GRI 418 Customer Privacy	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	IT and Data Security

SASB Index

Theme	Material Topics	Location
Social	Customer Welfare	Our customers
Social	Selling Practices	Our customers
Governance	Competitive Behavior	Governance

Disclaimers

The Report has been prepared by Prime Focus Technologies to provide stakeholders with information regarding its environment, social and governance efforts.

The information presented in the Report is based on data and sources deemed reliable by the Firm; however, the accuracy, completeness, and timeliness of the information cannot be guaranteed. The Report is not audited and does not constitute a certified assurance statement. The data, metrics, and information presented herein are subject to inherent limitations, including but not limited to data availability, data accuracy, and calculation methodologies. Users are encouraged to exercise their own judgment and discretion when interpreting and utilizing the information provided in the Report.

The Report may contain forward-looking statements that reflect Prime Focus Technologies' current beliefs, assumptions, and expectations regarding future events, performance, or outcomes. Such statements are inherently subject to risks, uncertainties, and changes in circumstances that could cause actual results to differ materially from those expressed or implied in the forward-looking statements.

Prime Focus reserves the right to update, amend, or modify the Report at any time without notice.
The information in the Report may become outdated due to changing circumstances, and the Firm is under no obligation to update or maintain the accuracy of the information.

About Prime Focus Technologies
Prime Focus Technologies (PFT) is the creator of CLEAR®.
It offers streaming platforms, studios, and broadcasters AI
technology and media services powered by the cloud that
help them enable creativity, efficiency, and, most
importantly, revenue generation. PFT works with major
companies like Walt Disney-owned Star TV, Channel 4, ITV,
Sinclair Broadcast Group, ASE Networks, Warner Bros.
Discovery, Hearst, PBS, Paramount, Lionsgate, Crunchyroll,
Insight TV, Disney+ Hotstar, BCCI, Tegna, Amazon MGM
Studios and more.
For more information, visit
www.primefocustechnologies.com.