

"Sonido" Social Impact Report 2025

MESSAGE FROM THE MANAGEMENT

In today's business environment, success is measured not only by financial performance but also by the impact an organisation creates for society, the economy, and the environment. The European Union's sustainability regulations, together with growing public expectations, encourage businesses to define more clearly their role and responsibility in promoting sustainable development.

Since its establishment, SIA Sonido has been built on the belief that business can serve as a powerful instrument for creating positive social change. Our goal has never been limited to delivering high-quality customer service. We have also been committed to creating employment opportunities for people who often face barriers in the labour market due to social, health-related, or geographical circumstances.

In 2025, Sonido continued to strengthen its fully remote working model, providing employment opportunities for people living in rural regions of Latvia, persons with disabilities, parents with caregiving responsibilities, and others for whom traditional office-based employment is inaccessible or presents significant challenges. This approach has become one of the company's most important tools for creating sustainable social impact.

At the same time, Sonido continued implementing the social initiative "Let's Talk", aimed at reducing loneliness and social isolation. Between 2018 and 2025, the project facilitated more than 74,000 conversations, providing emotional support to people throughout Latvia.

Our work is founded on the belief that social impact is not a separate project or a communication activity. It is an integral part of our business model, embedded in our daily operations, services, employment practices, and collaboration with stakeholders.

This report presents Sonido's social, environmental, and governance (ESG) impact while demonstrating the company's contribution to the United Nations Sustainable Development Goals (SDGs) and the advancement of sustainable business practices in Latvia.

Inga Muižniece
"Sonido" Founder and Member of the Management Board

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1. ABOUT SONIDO

Sonido is a Latvian social enterprise providing outsourced customer service and communication solutions for organisations in both the private and public sectors. Founded in 2013, the company obtained official social enterprise status in 2019.

Sonido operates on the conviction that professional customer service and social impact are not mutually exclusive objectives. On the contrary, our experience demonstrates that a socially responsible and inclusive business model can deliver high-quality services while addressing important societal challenges.

The company specialises in inbound and outbound call handling, customer support via telephone, email, and digital communication channels, as well as the implementation of various social and commercial communication projects.

In 2025, Sonido continued operating as a fully remote organisation, providing employment opportunities regardless of employees' place of residence. This approach enables the company to recruit talent from across Latvia while simultaneously reducing the environmental impact associated with commuting and office infrastructure.



Mission

To create accessible employment opportunities for people at risk of social exclusion while delivering professional customer service solutions and contributing to a society where everyone has the opportunity to belong, be valued, and actively participate.

Vision

To become the leading socially responsible customer service company in the Baltic region, demonstrating that business can simultaneously create economic value, social impact, and sustainable solutions for society.

Our Values

People First. People are at the heart of everything we do—our employees, customers, and partners. Sonido creates an environment where everyone is listened to, respected, and appreciated.

Inclusion

We believe the labour market should be accessible to everyone. Therefore, we actively employ people from groups at risk of social exclusion and create a working environment adapted to diverse needs.

Professionalism and Responsibility

Social impact cannot replace professional service delivery. Therefore, Sonido continuously develops high-quality standards alongside sustainable business processes. We recognise our responsibility towards society and the environment by making decisions that create long-term value for both the company and the wider community.

Collaboration

Positive change can only be achieved through cooperation. Sonido actively contributes to the development of the social economy by participating in partnerships, advocacy initiatives, and collaborative activities across Latvia and Europe.

2. SONIDO'S SOCIAL IMPACT MODEL

How We Create Impact

Sonido's operating model is based on the principle that business should generate economic, social, and societal value simultaneously. The company's social impact is primarily created through two interconnected areas:

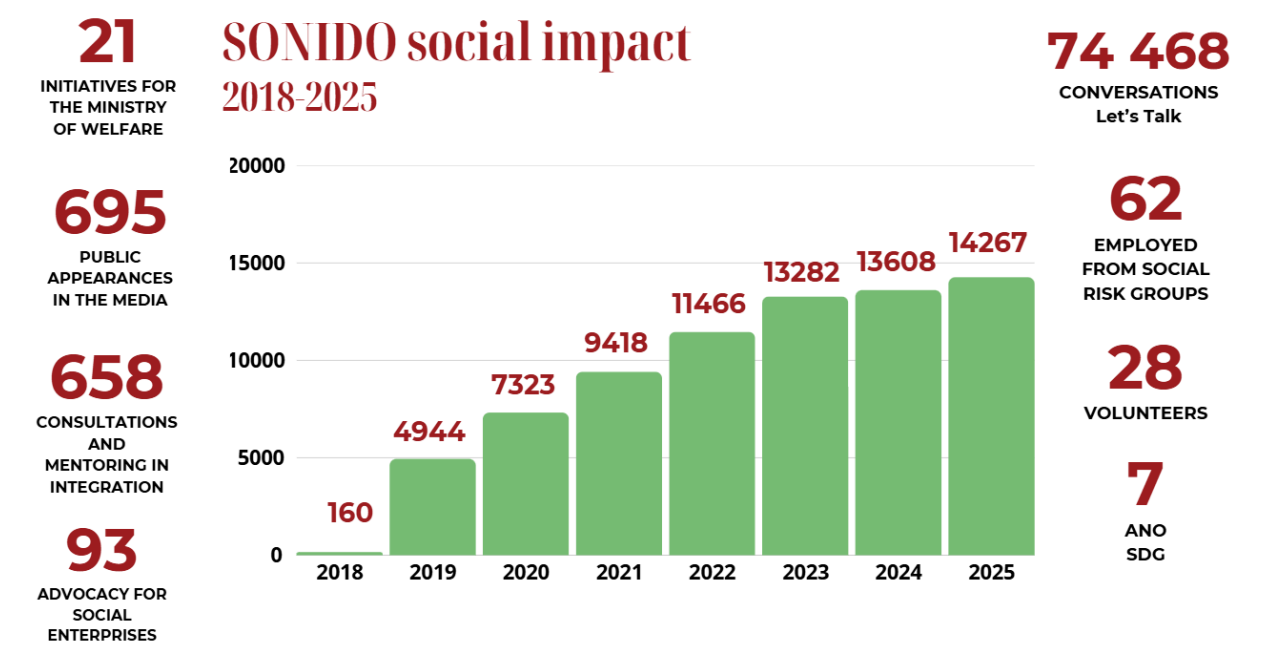
1. Labour market integration for people at risk of social exclusion;
2. Emotional support initiatives aimed at reducing loneliness and social isolation.

Unlike traditional businesses, Sonido does not treat social impact as a separate project or a corporate social responsibility (CSR) initiative. Instead, it is fully integrated into the company's core business operations, service delivery, and organisational processes. The company generates revenue through customer service and communication outsourcing services, while part of the value created is reinvested into maintaining and expanding its social impact initiatives.

Social Impact Results (2018–2025)

Between 2018 and 2025, Sonido achieved significant social impact:

- 74,468 conversations through the Let's Talk project;
- 52 people from groups at risk of social exclusion employed by the company;
- 28 volunteers involved in social initiatives;
- 21 policy initiatives submitted to the Ministry of Welfare;
- 93 advocacy activities supporting the development of social enterprises;
- 658 consultations and mentoring sessions related to social entrepreneurship;
- 205 media publications and public speaking engagements;
- Direct contribution to 7 United Nations Sustainable Development Goals (SDGs).



These achievements demonstrate that Sonido's impact extends well beyond its core business activities, contributing to positive change in society, public policy, and the development of the social economy.

Our Primary Beneficiary Groups

Sonido creates positive impact for several stakeholder groups:

- **People at Risk of Social Exclusion.** The company provides employment opportunities for people with disabilities, individuals living with long-term health conditions, parents and caregivers, as well as people living in rural and regional areas where access to traditional employment opportunities is limited. Our fully remote working model removes barriers related to mobility, transportation, and geographical location, enabling equal access to meaningful employment.
- **People Experiencing Loneliness and Social Isolation.** Through the Let's Talk initiative, Sonido provides emotional support to individuals experiencing loneliness, social isolation, or a lack of meaningful human connection. These conversations foster a sense of belonging, reduce emotional distress, and improve overall quality of life. Previous user surveys indicate that 99% of callers rated their conversations as a positive experience.
- **Employers and Society.** Through its daily operations, Sonido demonstrates that people with diverse backgrounds, abilities, and life circumstances can perform professionally and deliver high-quality services. This helps reduce stereotypes, promotes inclusive employment practices, and strengthens the development of the social economy in Latvia.
- **Measuring Our Social Impact.** Sonido has systematically measured its social impact since 2018, using both quantitative and qualitative indicators. Every year, the company prepares a Social Impact Report and submits its annual social enterprise report to the Ministry of Welfare of the Republic of Latvia.

Our impact assessment includes the following key indicators:

- number of employees from groups at risk of social exclusion;
- reach of social initiatives;
- number of conversations and emotional support activities delivered;
- employee and customer satisfaction;
- public awareness and communication activities;
- participation in public policy development;
- activities supporting the development of the social economy.

This systematic approach enables Sonido not only to evaluate its achievements but also to identify future priorities and provide transparent information to customers, partners, policymakers, and other stakeholders.

3. SONIDO'S CONTRIBUTION TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Sonido's activities directly contribute to the achievement of several United Nations Sustainable Development Goals (SDGs). Our social impact assessment shows that the company creates its most significant impact across seven of the seventeen Sustainable Development Goals, where our business model and social mission are closely aligned.

SDG 1 – No Poverty

By employing people from groups at risk of social exclusion, Sonido promotes financial independence, social inclusion, and stable employment for individuals who often face limited opportunities in the labour market. Particular emphasis is placed on creating employment opportunities for people with disabilities, individuals living in rural areas, and those with long-term health conditions.

SDG 3 – Good Health and Well-being

The Let's Talk project promotes emotional well-being and helps reduce the negative effects of loneliness and social isolation. By providing emotional support through meaningful conversations, the initiative improves quality of life for people across Latvia while also helping to reduce pressure on public health and social support systems. In addition, Sonido's flexible remote working model supports employees in maintaining a healthy work-life balance, contributing to their overall well-being.

SDG 5 – Gender Equality

Sonido is committed to equal opportunities and equal pay, ensuring that employment and career development are based on competence rather than gender, age, health status, or social background. The company also actively participates in mentoring programmes and educational initiatives that encourage women's entrepreneurship and leadership.

SDG 8 – Decent Work and Economic Growth

Sonido's business model promotes inclusive, high-quality employment by creating accessible working conditions for people who are unable to participate in traditional office-based employment. Our fully remote working model enables individuals with diverse life circumstances to access meaningful work, supporting both economic participation and sustainable growth.

SDG 10 – Reduced Inequalities

Reducing social and economic inequalities is at the core of Sonido's mission. The company fosters an inclusive working environment where professional competence, motivation, and commitment are valued above personal limitations or social circumstances. By removing barriers to employment, Sonido helps create more equal opportunities within the labour market.

SDG 16 – Peace, Justice and Strong Institutions

Sonido actively contributes to the development of social economy policy by participating in public consultations, submitting policy recommendations, and representing the interests of social enterprises both in Latvia and internationally. Between 2018 and 2025, the company carried out 93 advocacy initiatives and submitted 21 policy proposals to the Ministry of Welfare, supporting the development of a stronger and more inclusive regulatory environment.

SDG 17 – Partnerships for the Goals

Sonido collaborates with government institutions, social enterprises, non-governmental organisations, educational institutions, and international networks to advance sustainable development and strengthen the social economy. Through these partnerships, the company shares knowledge, develops innovative solutions, and contributes to achieving common social and sustainability objectives.



Our Contribution at a Glance

Sonido's contribution to the Sustainable Development Goals demonstrates that social entrepreneurship can simultaneously create measurable social impact, generate economic value, and support sustainable development. By integrating social impact into its core business model rather than treating it as a separate initiative, Sonido demonstrates that business can be an effective driver of long-term positive change for individuals, communities, and society as a whole.

4. EMPLOYEES AND A SUSTAINABLE WORKING MODEL

Work Is Not a Place. Work Is an Opportunity

Sonido's business model is built on the belief that accessible employment is one of the most effective tools for promoting social inclusion. Employment provides far more than financial security. It fosters a sense of belonging, creates meaningful social connections, supports professional development, and enables individuals to participate fully in society.

For many people, however, traditional workplace models continue to present significant barriers. These may arise from health conditions, mobility limitations, geographical location, or caregiving responsibilities. Recognising these challenges, Sonido has developed a fully remote working model that allows employees to work regardless of where they live.

In 2025, Sonido continued operating as a 100% remote organisation, ensuring equal employment opportunities for people across Latvia.

Labour Market Integration as Our Core Business

Sonido is a work integration social enterprise whose primary mission is to create employment opportunities for people at risk of social exclusion. Our experience demonstrates that the greatest barrier to employment is often not a lack of professional skills, but rather the inaccessibility of traditional workplaces. By adopting a fully remote working model, Sonido removes many of the obstacles that prevent capable individuals from participating in the labour market.

Employee survey results confirm that remote work is not merely a convenience—it is often an essential prerequisite for employment. Respondents highlighted that working remotely makes it possible for:

- people with disabilities;
- individuals living in rural and regional areas;
- parents caring for children with disabilities;
- people with long-term health conditions

to participate fully in working life.

Remote Work as a Tool for Social Inclusion

Employee feedback demonstrates that Sonido's working model creates significant value not only for the company but also for its employees. The most frequently identified benefits of remote work include:

- saving commuting time;
- reducing transportation costs;
- lowering stress and fatigue;
- improving work–life balance;
- enabling employment regardless of geographical location;
- supporting better physical and mental well-being.

Survey findings also reveal that many employees live considerable distances from the company's registered office. Some reside 20–50 kilometres away, while others live 50–150 kilometres from the office.

Without Sonido's remote working model, regular employment would be significantly more difficult—or, for some, impossible.

A Digital Workplace

To ensure efficient collaboration in a remote environment, Sonido has established a fully digital workplace supported by modern communication and document management systems. Employee survey results show that the vast majority of documents are used exclusively in digital format, while printing is either rare or unnecessary. Employees generally evaluate the company's digital tools and systems positively, noting that they enable efficient communication, collaboration, and service delivery regardless of location. In addition to improving operational efficiency, digitalisation contributes to reducing paper consumption and minimising the company's environmental footprint.

Creating a Sense of Belonging

A sustainable workplace is about much more than technology or flexible working arrangements. Equally important is fostering a strong sense of belonging and ensuring that employees understand and connect with the organisation's purpose. Employee survey results indicate that staff clearly understand Sonido's role as a social enterprise and feel personally connected to its social mission. Most respondents stated that they see themselves as contributors to Sonido's social impact and value being part of a work integration social enterprise. Employees identified the company's most significant social initiatives as:

- employing people from groups at risk of social exclusion;
- creating an inclusive working environment;
- the Let's Talk initiative;
- raising public awareness about inclusive employment;
- advocacy activities promoting employment opportunities for people with disabilities.

Employee Perspectives

Employee testimonials illustrate that Sonido's social value extends far beyond employment itself. It is closely linked to people's opportunity to feel included, valued, and connected. Among the comments shared by employees were:

- "People who live far away are still able to work."
- "Employment opportunities for people with disabilities."
- "Parents raising a child with disabilities also have the opportunity to work."
- "Being able to contribute and help others gives my work real meaning."
- "I have never received as much support from an employer as I have while working at Sonido."

These reflections demonstrate that Sonido's social impact cannot be measured solely through statistics. Its true value lies in enabling people to maintain financial independence, build professional confidence, and participate fully in society.

ESRS SI Conclusion

Sonido's employment model demonstrates that inclusive employment and business performance are not competing objectives. On the contrary, our experience shows that a flexible, people-centred working environment can simultaneously:

- generate measurable social impact;
- improve employee well-being;
- deliver high-quality services to customers.

For Sonido, remote work has become much more than a modern way of working it is a powerful instrument for social inclusion. By removing geographical, physical, and social barriers, the company creates meaningful employment opportunities for people regardless of where they live or the individual circumstances they face.

5. SOCIAL IMPACT ON SOCIETY

Conversation as a Tool for Social Impact

Although Sonido's core business is the provision of customer service and communication outsourcing solutions, the company's social impact extends far beyond traditional business activities.

One of Sonido's most significant areas of impact is strengthening emotional well-being by creating social initiatives centred around human connection, meaningful conversations, and a sense of belonging.

In today's society, loneliness and social isolation have become increasingly significant social challenges. Research consistently shows that prolonged loneliness negatively affects both mental and physical health, increasing the risk of depression, anxiety, social exclusion, and chronic health conditions. It also places additional pressure on healthcare, social care, and public support systems.

Recognising this growing challenge, Sonido launched the Let's Talk initiative on 1 September 2018 to reduce loneliness and provide emotional support through simple, meaningful human conversations.

The Let's Talk Initiative

Let's Talk is Sonido's flagship social initiative and one of the company's longest-running social impact programmes. The project is built on a simple but powerful belief: a conversation can change a person's day and sometimes much more. Unlike crisis helplines or professional psychological counselling services, the primary purpose of Let's Talk is to listen without judgement, provide companionship, and help people feel that they are not alone. For many callers, an ordinary conversation becomes the first step towards greater emotional stability, stronger social connectedness, and an improved sense of belonging.

Between 2018 and 2025, the project facilitated 74,468 conversations, demonstrating both its long-term sustainability and the significant public demand for accessible emotional support.

Reducing Loneliness as a Contribution to Public Well-being

Sonido's impact measurement demonstrates that the project creates meaningful value both for individuals and for society as a whole. Previous user surveys show that:

- 65% of callers described their conversation as valuable;
- 69% stated that they intended to call again;
- 17% said they would recommend the service to others;
- only 0.01% of respondents reported that the conversation had not been helpful.

Overall, 99% of callers evaluated their experience positively, confirming that emotional support through compassionate conversation can play an important role in reducing loneliness and strengthening emotional well-being.

Supporting Families and Caregivers

The benefits of Let's Talk extend beyond the callers themselves. Many users are older adults, people with disabilities, or individuals who spend much of their daily lives

alone. Regular conversations help reduce loneliness, improve emotional well-being, and encourage greater social engagement. Family members and caregivers also benefit. When continuous social interaction cannot always be provided by relatives, conversations with a Let's Talk operator offer additional emotional support, helping to reduce stress for everyone involved.

Expanding Access to Emotional Support

As society's needs have evolved, Sonido has continuously expanded its range of support services to make emotional assistance more accessible and inclusive.

- **Support in Ukrainian.** Following Russia's full-scale invasion of Ukraine, Sonido introduced emotional support services in the Ukrainian language. This initiative has enabled Ukrainian civilians and refugees living in Latvia to receive emotional support in their native language, promoting both psychological well-being and successful social integration.
- **Sign Language Accessibility.** To ensure equal access for people with hearing impairments, Sonido introduced video-based conversations conducted in Latvian Sign Language. This initiative represents an important step towards universal accessibility and reflects the company's commitment to designing services that are available to everyone.
- **Emotional Support Line for Oncology Patients.** Receiving a cancer diagnosis often brings significant emotional as well as physical challenges. To help reduce feelings of loneliness and provide compassionate support, Sonido established a dedicated emotional support line for oncology patients and their families. The service offers a safe and confidential space where people can share their experiences, reduce emotional stress, and receive understanding during one of the most difficult periods of their lives.
- **Chaplain Support Line.** Recognising that many people seek spiritual as well as emotional support during challenging life circumstances, Sonido also introduced a dedicated Chaplain Support Line. These conversations provide comfort, hope, and spiritual guidance for individuals searching for meaning, reassurance, or someone simply willing to listen.

Building Public Awareness and Community Engagement. In addition to providing direct support, Sonido actively raises public awareness about loneliness, social isolation, and social inclusion. Through communication campaigns, public events, and collaborative initiatives, the company encourages broader discussion about emotional well-being and the importance of human connection.

Democratic Conversations with Government Ministers

In May 2025, Sonido organised the initiative "Democratic Conversations", inviting ministers, policymakers, and other public officials to answer calls on the Let's Talk helpline. The initiative enabled decision-makers to experience first-hand the everyday realities faced by people experiencing loneliness and social isolation.

By listening directly to citizens' personal stories, participants gained deeper insight into the importance of emotional support and the social challenges affecting communities across Latvia. The initiative also strengthened dialogue between society

and public institutions, promoting greater understanding and more people-centred policymaking.



Campaign: "A Conversation Against Loneliness"

Since 2023, Sonido has organised the annual public awareness campaign "A Conversation Against Loneliness" each November. The campaign aims to increase awareness of the impact loneliness has on both mental and physical health. During the campaign, well-known public figures including entrepreneurs, politicians, journalists, NGO representatives, and other opinion leaders volunteer as Let's Talk operators, speaking directly with callers.

Beyond providing emotional support, the campaign has become an important platform for encouraging public discussion about loneliness as one of today's most pressing social challenges.



Oncology Support Line

In November 2025, Sonido expanded its social impact ecosystem by launching a dedicated Oncology Support Line. The service was created to provide emotional support not only to people living with cancer but also to their families and caregivers.

Cancer often brings profound emotional and social challenges in addition to medical treatment. By offering compassionate conversations and emotional support, the initiative complements existing healthcare services and strengthens the overall support available to patients during difficult periods of their lives.

Creating Impact Beyond Our Projects

Sonido's social impact extends well beyond its direct services. The company actively contributes to the development of the social economy through advocacy, mentoring, education, policy development, and international cooperation. Between 2018 and 2025, Sonido delivered:

- 658 consultations and mentoring sessions in social entrepreneurship;
- 93 advocacy initiatives supporting social enterprises;
- 21 policy proposals submitted to the Ministry of Welfare.

During 2025 alone, Sonido representatives participated in more than 100 professional activities, including:

- contributing to the work of the Latvian Social Entrepreneurship Association and the development of social economy policy;
- serving on the Ministry of Welfare's Social Enterprise Commission;
- mentoring social entrepreneurs through accelerator and mentoring programmes;
- delivering lectures for universities, entrepreneurs, and public sector organisations;
- participating in international social economy projects and networks;
- promoting social entrepreneurship through media engagement and public events.

Knowledge Sharing and Capacity Building. A significant part of Sonido's social impact is its commitment to sharing knowledge and supporting the wider development of social entrepreneurship. Company representatives regularly serve as mentors in entrepreneurship programmes, deliver lectures at universities and professional training events, and advise organisations seeking to integrate social impact into their business models. These activities contribute to knowledge transfer, strengthen the social economy ecosystem, and help create long-term systemic change.

Looking Ahead

Population ageing, increasing social isolation, growing mental health challenges, and rising demand for accessible social support services all highlight the need for innovative and sustainable solutions. Sonido's experience demonstrates that social enterprises can become valuable partners for governments, municipalities, healthcare providers, and local communities by addressing challenges that cannot be solved by public resources alone.

Over the years, the company's impact ecosystem has continued to grow beyond Let's Talk, now including:

- emotional support in Ukrainian;
- sign language services for people with hearing impairments;
- the Chaplain Support Line;
- the Oncology Support Line for patients and their families.

Together, these initiatives enable Sonido to reach increasingly diverse groups within society and provide meaningful support during some of life's most challenging moments. Sonido's experience demonstrates that a simple human conversation can become a powerful instrument for social inclusion strengthening emotional well-being, building stronger communities, and contributing to a more inclusive, compassionate, and resilient society.[sabiedribu](https://www.sabiedribu.com).

6. ENVIRONMENTAL SUSTAINABILITY AND REMOTE WORK

Sustainability Begins with Everyday Decisions

Although Sonido's core business is not based on manufacturing or resource-intensive operations, the company recognises its responsibility to contribute to environmental sustainability. Our approach is founded on the belief that meaningful environmental impact often begins with the everyday decisions organisations make about how they work.

One of Sonido's most significant environmental contributions is its fully remote working model, which simultaneously generates both social and environmental value. By reducing commuting, minimising the need for office infrastructure, and promoting digital workflows, the company demonstrates that social and environmental sustainability are not competing priorities but complementary aspects of responsible business.

Remote Work as an Environmental Solution

Daily commuting is one of the most significant environmental impacts associated with traditional office-based employment. Transportation contributes to greenhouse gas emissions, energy consumption, and air pollution. Sonido's remote working model substantially reduces the need for daily travel.

Employee survey results show that many team members live considerable distances from the company's office:

- some live 20–50 kilometres away;
- others live 50–150 kilometres away.

If office attendance were mandatory, employees indicated they would rely on:

- private vehicles;
- public transportation;
- shared mobility services;
- bicycles and other forms of transport.

By enabling employees to work remotely, Sonido helps avoid thousands of kilometres of travel every year, reducing fuel consumption and associated carbon emissions.

Employees' Perspective on Environmental Benefits

Employee feedback consistently highlights reduced commuting as one of the most valuable environmental benefits of remote work. Respondents identified several positive outcomes, including:

- lower transportation costs;
- reduced stress levels;
- significant time savings;
- a smaller environmental footprint.

One employee commented:

"Simply not using transport already has a positive impact on the environment."

"Not having to travel to the office makes a significant difference."

These responses demonstrate that environmental sustainability is not merely a management objective it is also recognised and appreciated by employees as a tangible benefit of Sonido's working model.

A Paperless Digital Workplace

Alongside remote work, Sonido continues to develop fully digital business processes and document management systems. Employee survey results indicate that the overwhelming majority of documents are handled electronically, while printing is rare or unnecessary.

The company routinely uses:

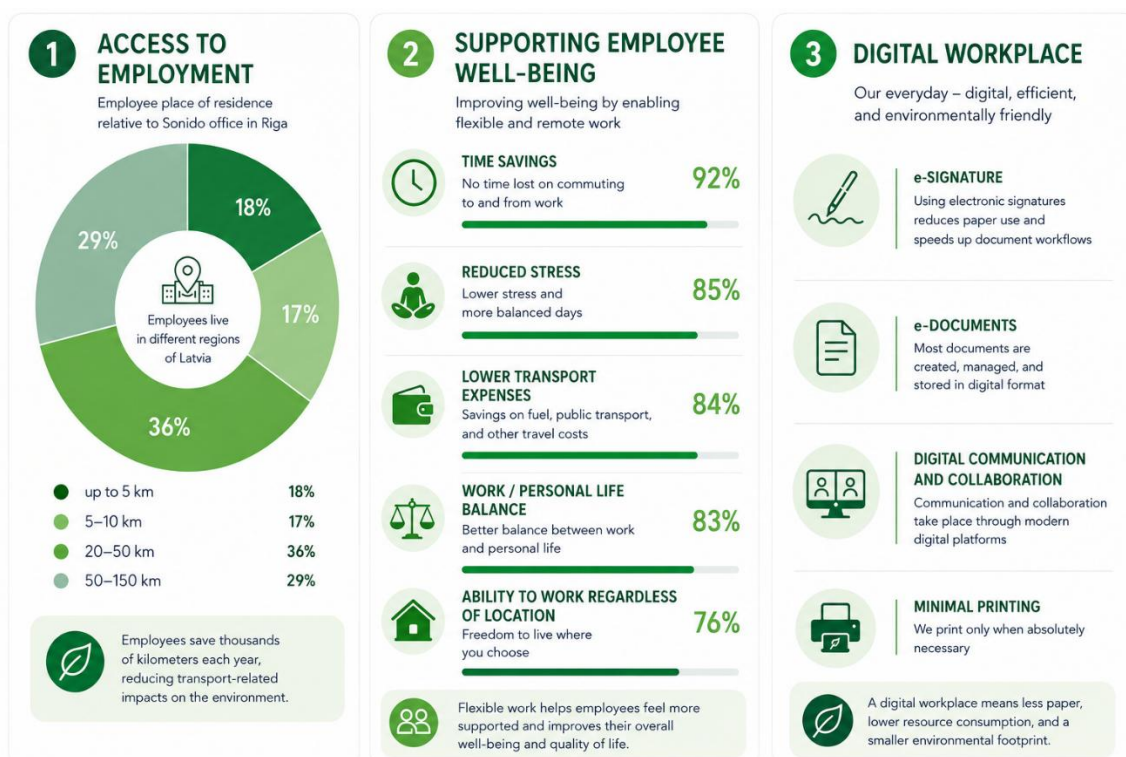
- electronic documents;
- qualified electronic signatures;
- digital communication platforms;
- cloud-based collaboration and workflow management systems.

This digital-first approach reduces paper consumption, printing costs, and the environmental impact associated with document management.

Efficient Use of Resources

Operating as a fully remote organisation also enables Sonido to use resources more efficiently. Compared with a conventional office-based business model, the company reduces:

- electricity consumption in office premises;
- heating and cooling requirements;
- use of office equipment and facilities;
- pressure on transport infrastructure.



Although Sonido does not currently calculate its full greenhouse gas emissions, the company's operating model is inherently designed to minimise resource consumption and reduce its environmental impact.

Future Environmental Initiatives

Employee surveys have also generated valuable ideas for expanding the company's environmental activities. One frequently suggested initiative is the organisation of an annual community volunteering event in which employees would work together to restore or maintain a local environmental site.

In the future, initiatives such as these could complement Sonido's existing social impact activities while strengthening employee engagement, teamwork, and community involvement.

ESRS EI-E5 Conclusion

Sonido's environmental strategy is not built around large-scale infrastructure investments, but around sustainable ways of organising work. Our fully remote operating model, digital workplace, and paperless processes enable the company to:

- reduce transportation-related environmental impacts;
- minimise resource consumption;
- improve operational efficiency;
- create more accessible employment opportunities for diverse groups within society.

Sonido's experience demonstrates that environmental sustainability and social inclusion can be achieved simultaneously. By integrating responsible environmental practices into everyday business operations, the company creates long-term value for its employees, customers, society, and the environment.

7. SOCIAL IMPACT RESULTS AND KEY PERFORMANCE INDICATORS

Measuring What Matters

At Sonido, social impact is measured not only by intentions but by tangible, measurable results. We believe that transparent reporting is essential for demonstrating accountability to our employees, customers, partners, public institutions, and society. For this reason, Sonido monitors both business performance and social impact indicators on an ongoing basis.

The following results reflect the company's impact during 2025, as well as the cumulative achievements made since the company became a social enterprise.

Business Performance in 2025:

Service Volume	Result
Conversations through the Let's Talk initiative	74 468
People from groups at risk of social exclusion employed	52
Volunteers	28
Policy initiatives submitted to the Ministry of Welfare	21
Public speaking engagements and media publications	205
Social entrepreneurship consultations and mentoring sessions	658
Social enterprise advocacy activities	93
United Nations Sustainable Development Goals (SDGs) supported	7

Impact on Society

Sonido's primary area of social impact is reducing loneliness and social isolation. The Let's Talk initiative provides free emotional support, meaningful conversations, and a listening ear to people across Latvia. Between 2018 and 2025, more than 74,000 conversations took place, demonstrating the growing public demand for accessible emotional support.

At the same time, Sonido raises public awareness of loneliness, mental health, inclusive workplaces, and the employment of people with disabilities by actively participating in media coverage and public discussions.

Impact on Employment

The work integration social enterprise model is one of the cornerstones of Sonido's operations. Since the company began measuring its social impact, 52 people from groups at risk of social exclusion have been employed. The remote working model enables employment opportunities for:

- people living in regional areas;
- people with physical disabilities or mobility impairments;
- people living with chronic health conditions;
- people with caregiving responsibilities;
- people for whom commuting presents significant barriers.

Employee survey results confirm that remote work is a key factor enabling people to work at Sonido. It also contributes to a better work-life balance while reducing stress and transportation costs.

Impact on the Social Entrepreneurship Ecosystem

In addition to its direct social impact, Sonido actively contributes to the development of social entrepreneurship in Latvia and across Europe. Between 2018 and 2025, the company::

- carried out 93 advocacy activities supporting the interests of social enterprises;
- provided 658 consultations and mentoring sessions on social entrepreneurship;
- initiated and supported 21 proposals and policy initiatives submitted to the Ministry of Welfare.

These activities contribute to creating a more supportive environment for social enterprises, facilitate knowledge sharing, and strengthen the development of the social economy in Latvia.

Social Impact Trend

Since 2018, the number of conversations provided through the Let's Talk initiative has grown from 160 conversations during its first year to more than 14,000 conversations annually, demonstrating both the increasing public need for emotional support and the long-term sustainability of the initiative.

This trend confirms Sonido's ability to create measurable social impact over the long term while maintaining a financially sustainable business model.

8. GOVERNANCE, ADVOCACY AND SYSTEMIC IMPACT

Corporate Governance Approach

Sonido is a social enterprise whose operations are based on transparent governance, long-term thinking, and consideration of the public interest. The company's objective is not only to achieve economic results but also to create positive social impact and contribute to the development of society.

Sonido's governance model is based on the principles of social entrepreneurship, where economic activity is used as a tool to address societal challenges. This approach is closely aligned with the development of the European social economy and the United Nations Sustainable Development Goals. Sonido regularly evaluates the social impact of its activities, collects data on achieved results, and publicly communicates the company's performance, ensuring a high level of transparency.

Advocacy as a Tool for Social Impact

Sonido believes that social impact is not limited to the direct provision of services or the creation of jobs. Sustainable change can also be achieved by creating a more supportive environment for people from groups at risk of social exclusion and for organisations working for the benefit of society. Between 2018 and 2025, Sonido carried out 93 advocacy activities supporting social enterprises and prepared 21 initiatives for the Ministry of Welfare.

The objectives of these activities are to:

- promote the employment of people with disabilities;
- improve the operating environment for social enterprises;
- reduce administrative barriers for social enterprises;
- strengthen the role of the social economy within the Latvian economy;
- promote the development of sustainable and inclusive entrepreneurship.

Participation in Public Policy Development

Sonido regularly cooperates with various stakeholders:

- the Ministry of Welfare;
- the Ministry of Economics;
- the State Employment Agency;
- the Latvian Social Entrepreneurship Association;
- social enterprises;
- non-governmental organisations;
- educational institutions;
- entrepreneurs and employers;
- international social economy networks.

This cooperation helps identify the most pressing challenges and develop solutions that create long-term benefits for society.

Development of the Latvian Social Entrepreneurship Association

Sonido's management has been actively involved in the activities of the Latvian Social Entrepreneurship Association, promoting the visibility of social entrepreneurship and the development of the social economy in Latvia. This involvement has helped to:

- increase the visibility of social entrepreneurship;
- establish dialogue with public authorities;
- promote improvements to the regulatory framework;
- strengthen cooperation among social enterprises;
- promote the principles of the social economy within the business environment.

Knowledge Transfer and Mentoring

Sonido believes that social impact also includes sharing knowledge and strengthening other organisations. Between 2018 and 2025, the company provided 658 consultations and mentoring activities in the field of social entrepreneurship. Consultations were provided to:

- aspiring social entrepreneurs;
- non-governmental organisations;
- students;
- municipalities;
- companies wishing to integrate social impact principles into their operations.

These activities contribute to the development of the social entrepreneurship ecosystem and promote the dissemination of good practices.

International Cooperation

Sonido regularly represents Latvia in international social economy and social entrepreneurship initiatives. The company and its representatives participate in European social economy networks, conferences, working groups, and knowledge exchange events, promoting the visibility of Latvia's experience at the international level. International cooperation enables Sonido to:

- adopt examples of good practice;
- establish new partnership projects;
- strengthen the competitiveness of Latvia's social economy sector;
- promote innovation in social entrepreneurship.

Reputation and Public Trust

One of the most significant indicators of Sonido's social impact is public trust. Between 2018 and 2025, the company's activities were featured in more than 205 publications, interviews, broadcasts, and public speaking engagements. Extensive media presence helps to:

- raise awareness of social issues;
- increase understanding of social entrepreneurship;
- promote the principles of inclusive employment;
- strengthen trust in social enterprises.

Public trust is an essential prerequisite for creating long-term social impact.

ESRS G1 Conclusions

Sonido's governance approach is based on responsible business practices, stakeholder dialogue, and the creation of systemic social impact. The company not only provides socially responsible services and employment opportunities but also actively contributes to the development of the social economy, the improvement of the regulatory environment, and public education. This approach enables Sonido to create long-term change whose impact extends far beyond the company's direct operations and customer base.

9. STAKEHOLDERS, SERVICE VOLUME AND MATERIALITY ASSESSMENT

The Importance of Stakeholders in Sonido's Operations

Sonido's operating model is based on close cooperation with various stakeholders. The company's social impact is directly linked to its ability to understand the needs of these stakeholders, build dialogue, and develop solutions that create value both for society and for the company's clients. In accordance with the European Sustainability Reporting Standards (ESRS), the materiality assessment includes not only the company's impact on society but also how social, economic, and environmental issues affect the company itself.

Sonido regularly cooperates with employees, clients, business partners, public institutions, social enterprises, and society as a whole to identify the most significant topics, risks, and development priorities. The company's approach is based on the belief that sustainable development is only possible when the interests and needs of all stakeholders are taken into account.

Sonido's Stakeholders

Employees. Employees are one of Sonido's most important stakeholder groups. The company's social impact begins with an accessible, flexible, and inclusive working environment.

The issues that matter most to employees are:

- flexible working conditions;
- work-life balance;
- equal opportunities;
- professional development;
- emotional well-being;
- a sense of belonging to the company's mission.

The 100% remote working model enables Sonido to provide employment opportunities regardless of employees' place of residence, health condition, or individual circumstances, while promoting work-life balance and reducing commuting costs.

Clients. Sonido's clients expect professional, reliable, and high-quality customer service. The aspects that are most important to clients are:

- service quality;
- 24/7 availability;
- data security;
- multilingual customer service;
- uninterrupted service availability;
- rapid response in critical situations;
- a socially responsible service provider.

Sonido provides customer service across various sectors, including mobility, insurance, property management, technical support, and social services.

The company's operations are based on quality management principles, regular employee training, quality control, and continuous process improvement.

Users of the "Let's Talk" Project. Users of the Let's Talk project expect accessible emotional support, someone who will listen, and a compassionate human approach. This group represents one of the most important beneficiaries of Sonido's social impact. Since the launch of the project in 2018, more than 74,000 conversations have taken place, demonstrating the public demand for accessible emotional support and solutions that promote social connectedness.

Government and Municipal Institutions. Government and municipal institutions place particular importance on promoting social inclusion, the employment of people with disabilities, the development of the social economy, and strengthening public well-being. Sonido actively participates in the development of social economy policy by cooperating with public institutions, social partners, and sector organisations.

Social Economy Organisations. Sonido cooperates with social enterprises, non-governmental organisations, and international social economy networks to promote the development of the social economy in Latvia and Europe. The company regularly participates in mentoring programmes, educational activities related to social entrepreneurship, and knowledge-sharing initiatives.

Society as a Whole. Society is one of the main beneficiaries of Sonido's social impact. The company's initiatives contribute to emotional well-being, social inclusion, accessible employment, and public awareness of the importance of the social economy.

Service Volume in 2025

In 2025, Sonido continued providing customer service, technical support, information services, and social impact services to clients from various industries in Latvia and abroad. The total service volume in 2025 reached:

- 396,298 customer contacts
- 857,116 minutes of conversations

This is equivalent to more than:

- 14,285 hours
- 595 days
- 1.6 years of continuous conversation

These figures demonstrate Sonido's ability to provide high-volume customer service while maintaining high availability, quality, and social impact.

SERVICE SCOPE IN 2025

Sonido continues to provide professional customer service solutions to a wide range of companies across Latvia and abroad.



Industries Served by Sonido

In 2025, Sonido provided customer service and support functions to organisations operating in the following sectors:

- property management;
- insurance;
- emergency assistance and hotline services;
- elevator service and technical maintenance;
- parking services;
- payment systems;
- information technology;
- retail;
- animal care services;
- electric vehicle charging infrastructure;
- manufacturing;

- social impact and public benefit projects.

This wide range of industries enables Sonido to build extensive expertise in organising customer service processes and adapting its services to the needs of different clients.

Value for Clients

Sonido's outsourced customer service model creates added value not only by improving customer service quality but also by increasing operational efficiency. Working with Sonido helps clients to:

- optimise staffing costs;
- provide customer service on a 24/7 basis;
- reduce administrative burden;
- respond more quickly in emergency situations;
- ensure service continuity;
- improve customer experience;
- manage customer contact volumes more efficiently;
- focus company resources on core business activities.

In addition to these economic benefits, clients gain the opportunity to work with a socially responsible company whose activities promote the employment of people from groups at risk of social exclusion while contributing to the well-being of society.

Economic Sustainability

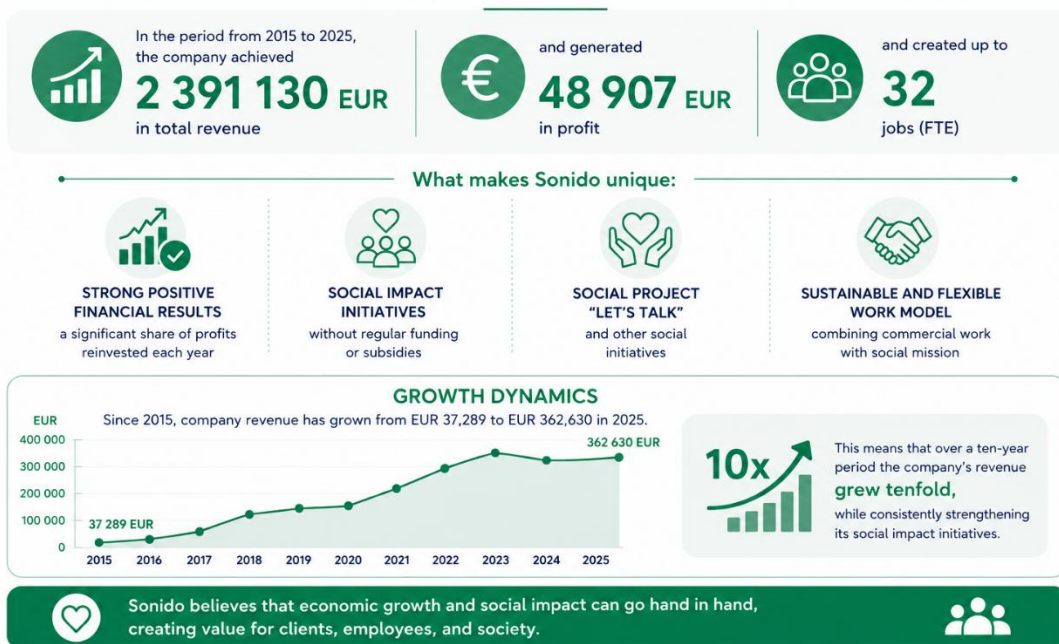
Sonido's social impact is financed primarily through revenue generated from the company's business activities, ensuring long-term stability and the ability to develop new social impact solutions.

During the period from 2015 to 2025, the company achieved a total turnover of EUR 2,391,130. At the same time, Sonido provided employment for up to 32 employees simultaneously, maintained a positive financial result in most years of operation, developed social impact initiatives without regular dependence on donations, and financed the development of the "Let's Talk" project as well as other social initiatives.

Since 2015, the company's turnover has increased from EUR 37,289 to EUR 362,630 in 2025. This means that over a ten-year period, the company's turnover increased almost tenfold, while maintaining its social enterprise mission and continuing to develop social impact initiatives.

SONIDO ECONOMIC PERFORMANCE 2015–2025

Sustainable business that creates social impact



Reputation and Public Trust

Sonido's activities and social impact have been recognised both in Latvia and internationally. The company's most significant recognitions include:

- ENSIE WISE Award 2019;
- EUCLID Network – Top 100 Women in Social Enterprise (2020 and 2023);
- Council of Europe Development Bank Social Cohesion Award – Finalist;
- Baltic Sustainability Awards – Finalist;
- Ombudsman's Award "Employment Promoter";
- European Commission #UnitedAgainstCoronavirus Recognition.

Between 2018 and 2025, Sonido's activities were featured in more than 205 publications, interviews, broadcasts, and public speaking engagements, raising awareness of social entrepreneurship, emotional well-being, and inclusive employment. The recognitions received and the company's extensive public engagement demonstrate Sonido's role in the development of the social economy in Latvia and across Europe.

10. DOUBLE MATERIALITY ASSESSMENT

Sonido has identified several material topics in which the company's activities create a significant impact on society while simultaneously affecting the company's own development.

Stakeholder	Material Topic	Sonido's Approach
Employees	Inclusive employment	100% remote working model and adapted workplaces
Employees	Well-being and working environment	Flexible working hours, a supportive working environment, and mentor support
Clients	Service quality	Quality management system, KPIs, and customer satisfaction monitoring
Society	Reducing loneliness	Let's Talk social initiative
People from groups at risk of social exclusion	Access to employment	Work integration social enterprise
Government institutions	Social inclusion	Advocacy, cooperation, and public policy initiatives
Social economy sector	Knowledge transfer	Mentoring, consultations, and exchange of experience
Environment	Reduction of CO ₂ emissions	Remote work, digitalisation, and paperless processes
Local communities	Social resilience	Educational activities, events, and public awareness initiatives

Based on the analysis of the company's operations and the needs of its stakeholders, Sonido has identified five priority sustainability topics.

1. **Inclusive Employment.** Providing employment opportunities for people from groups at risk of social exclusion.
2. **Emotional Well-being.** Reducing loneliness and promoting access to emotional support..
3. **Accessible Services.** Providing high-quality, accessible, and secure customer service solutions for different groups within society.
4. **Development of the Social Economy.** Contributing to the strengthening of the social entrepreneurship and social economy ecosystem.
5. **Sustainable Work Organisation.** Remote work, digitalisation, resource efficiency, and the reduction of environmental impact.

The stakeholder analysis shows that the greatest value is created where the company's professional expertise, societal needs, and sustainability objectives intersect. Customer trust, public recognition, international awards, and economic sustainability demonstrate Sonido's ability to create value for employees, clients, partners, and society as a whole. Consequently, Sonido is not only a customer service company but also a significant contributor to the development of the social economy in Latvia.

11. FUTURE GOALS AND COMMITMENTS 2026–2030

Sustainable Growth with Social Impact

Sonido will continue to develop a business model centred on people, accessible employment, and public well-being. During the period from 2026 to 2030, the company plans to strengthen both its social impact and its commercial activities while maintaining a balance between economic sustainability and its social mission. The company's development priorities are based on its experience to date, the needs of stakeholders, trends in the development of the social economy, and the United Nations Sustainable Development Goals.

Goal No. 1 – Develop a New Approach to Inclusive Employment

Sonido plans to become one of the leading work integration and employment innovation centres in the Baltic States by developing new solutions for people from groups at risk of social exclusion. By 2030, the company plans to develop the Sonido Assist digital platform, which will help people assess their skills, prepare for the labour market, receive personalised recommendations, and identify the most suitable type of employment. At the same time, Sonido will develop a new approach to job suitability assessment and recruitment based not only on professional skills but also on individual needs, workplace adaptation, and long-term employment potential.

Indicator	2025	2030 Target
People from groups at risk employed	32	100+
New jobs created	-	30+
Job retention rate	-	>90%
Sonido Assist users	0	1 000+

Goal No. 2 – Develop the Emotional Support Ecosystem

Sonido will continue developing the "Let's Talk" project, making it one of the most accessible emotional support solutions in Latvia. The company plans to:

- expand the Oncology Support Line;
- develop new thematic support services;
- create emotional support solutions for businesses;
- help organisations establish their own internal support lines;
- increase volunteer involvement;
- develop digital self-help tools.

Indicator	2025	2030 Target
Total number of conversations	74 468	125 000+
Volunteers	28	75
Specialised support lines	4	8
Organisations with Sonido support lines	0	50+

Goal No. 3 – Become a Leading Inclusive Customer Service Centre in Northern Europe

Sonido's goal is to become one of the top ten socially responsible customer service centres in Northern Europe. The company plans to expand into international markets, develop multilingual services, and strengthen its expertise in inclusive employment. Priorities:

- development of export services;
- entry into new markets;
- integration of technology into customer service;
- integration of social impact into clients' supply chains.

Indicator	2025	2030 Target
Customer contacts handled	396 298	1 000 000+
Countries served	7	15+
Languages	22	25+
Position among the Top 10 socially responsible call centres in Northern Europe	-	Achieved

Goal No. 4 – Strengthen Social Economy and Inclusion Policy

Sonido will continue its active involvement in shaping social economy, work integration, and inclusive employment policy in Latvia and Europe. The company aims to become a recognised centre of expertise in work integration, social entrepreneurship, and the employment of people with disabilities. Priorities:

- development of policy initiatives;
- cooperation with public institutions;
- implementation of international projects;
- research and methodology development;
- consultations for employers.

Indicator	2025	2030 Target
Consultations and mentoring	658	1 000+
Advocacy activities	93	150+
Policy initiatives	21	40+
International projects	Existing	10+

Goal No. 5 – Develop a Safe and Sustainable Working Environment

Sonido will continue improving its 100% remote working model, while strengthening data security, employee well-being, and organisational resilience. By 2030, the company plans to obtain and maintain internationally recognised quality and information security certifications. Priorities:

- ISO 27001 certification;
- strengthening cybersecurity;
- developing employees' digital skills;
- automation of digital processes;
- further development of a paperless office approach.

Indicator	2025	2030 Target
Share of remote work	100%	100%
Employee satisfaction	Survey	>98%
Employee retention	-	>98%
ISO 27001 certification	Not obtained	Obtained

Looking Ahead

Sonido sees its future as a social impact company that combines technology, a people-centred approach, and entrepreneurship to create a more accessible labour market, stronger communities, and a more sustainable society. The company's goal is to demonstrate that social impact is not a by-product of business it is an essential component of competitive, sustainable, and future-ready entrepreneurship.

12. REPORT METHODOLOGY AND COMPLIANCE MATRIX

Purpose of the Report

The purpose of this Social Impact and Sustainability Report is to provide transparent, data-based information on the social, economic, and environmental impact created by Sonido, as well as the company's contribution to achieving the Sustainable Development Goals. The report has been prepared in accordance with the principles of the European Union Corporate Sustainability Reporting Directive (CSRD) and the requirements set out in the European Sustainability Reporting Standards (ESRS), adapted to the specific characteristics of a social enterprise.

The report covers the period from 2018 to 31 December 2025, with selected sections providing a more detailed analysis of the results achieved in 2025.

Data Sources

Several data sources have been used in preparing this report to ensure the reliability and objectivity of the information presented.

Primary Data Sources

- Sonido internal operational data;
- customer service statistics;
- "Let's Talk" project statistics;
- employee survey results;
- social impact monitoring data;
- human resources statistics;
- financial and operational reports.

Secondary Data Sources

- Ministry of Welfare data;
- materials published by the Latvian Social Entrepreneurship Association;
- United Nations Sustainable Development Goals methodology;
- European Commission social economy publications;
- European Sustainability Reporting Standards (ESRS);
- publicly available research on loneliness, social isolation, and employment.

Social Impact Measurement Approach

Sonido assesses its social impact using a combined approach that includes both quantitative and qualitative indicators.

Quantitative Indicators

- number of conversations within the "Let's Talk" project;
- number of employees from groups at risk of social exclusion;
- total number of employees;
- number of consultations and mentoring activities;
- number of advocacy activities;
- number of media publications and public speaking engagements;
- customer service volume.

Qualitative Indicators

- employee satisfaction;
- sense of belonging to the company;
- perception of the company's social mission;

- customer and public feedback;
- social impact stories;
- stakeholder assessment.

Materiality Assessment Approach

The report has been prepared using the Double Materiality principle, which assesses both:

Impact Materiality

How Sonido's activities affect:

- employees;
- people from groups at risk of social exclusion;
- users of the "Let's Talk" project;
- clients;
- the social economy;
- society as a whole.

Financial Materiality

How social, environmental, and governance issues affect:

- the company's development;
- reputation;
- customer trust;
- employee attraction;
- long-term sustainability.

ESRS Compliance Matrix

ESRS Standard	Topic	Report Section
ESRS S1	Own Workforce	Chapter 4
ESRS S3	Affected Communities	Chapter 5
ESRS E1	Climate Change	Chapter 6
ESRS E5	Resource Use and Circular Economy	Chapter 6
ESRS G1	Business Conduct	Chapter 8
ESRS 2	General Disclosures	Chapters 1–3
Double Materiality	Stakeholders	Chapter 9

United Nations Sustainable Development Goals Compliance Matrix

UN Sustainable Development Goal Sonido's Contribution

SDG 1 – No Poverty	Creating employment opportunities for people from groups at risk
SDG 3 – Good Health and Well-being	"Let's Talk" project and emotional support
SDG 5 – Gender Equality	Equal employment opportunities
SDG 8 – Decent Work and Economic Growth	Work integration social enterprise
SDG 10 – Reduced Inequalities	Accessible employment opportunities and social inclusion

SDG 16 – Peace, Justice and Strong Institutions Advocacy and participation in policy development

SDG 17 – Partnerships for the Goals Cooperation with the public, private, and non-governmental sectors

Report Limitations

Sonido continues to develop its social impact measurement system. In certain areas, data collection and analytical processes are still being improved. At present, the company does not perform comprehensive greenhouse gas emissions calculations (Scope 1, Scope 2, and Scope 3). However, in the future, Sonido plans to further develop its approach to measuring environmental impact in accordance with the resources available and the organisation's level of development. In addition, certain social impact results presented in this report are based on feedback and self-assessments provided by employees, clients, and users of the "Let's Talk" project.

Statement by the Report Preparer

The information included in this report has been prepared based on the data and information available to Sonido at the time of the report's preparation. Sonido is committed to continuing the development of its social impact measurement practices, improving data quality, and regularly informing the public about its achievements in order to promote transparent, responsible, and sustainable business practices.