

HELIOS WORLDWIDE 

# ENVIRONMENTAL SOCIAL & GOVERNANCE REPORT

FROM INTENTION TO IMPACT

2025



# 2025'S REPORT

## FROM FOUNDATION TO INTEGRATION

In 2024, we laid the cornerstone of our first ESG reporting framework. In 2025, we are building the structure. This report marks our transition from defining our ESG principles to actively integrating them into every corner of our global operations.

Today, we are proving that sustainability isn't just a policy—it's our competitive advantage. We are proud to share the milestones of our continued journey.

Our 2025 theme is moving from intention to impact.

### Focus:

- **Environmental:** Renewable energy & waste reduction
- **Social:** Employee wellbeing & community impact
- **Governance:** Ethical supply chains & data privacy

# 2025 EXECUTIVE SUMMARY

Today, our 2025 ESG Summary marks the transition from intent to impact. While our inaugural report was a map of our aspirations, this year's summary is a record of our momentum.

As we scale, our responsibility scales with us—proving that a resilient, future-ready business is one that stays true to its mission of shared success.

## Key points of our 2025

**Evolution of Strategy:** Moving beyond the "first step" to demonstrate how ESG principles now drive our long-term value and operational resilience.

**Accountability in Action:** Transitioning from "aspirational goals" to "measurable benchmarks" across our environmental and social initiatives.

**Stakeholder Value:** Enhancing our commitment to transparency by aligning our reporting with global sustainability standards.

**Looking Ahead:** Setting the stage for 2030 targets that ensure our legacy is defined by innovation and shared success.

# TABLE OF CONTENTS

REPORT OVERVIEW	5
COMMENTS FROM OUR CEO	6
HELIOS, WHO WE ARE	7
HIGHLIGHTS OF OUR 2025	12
PRINCIPLES & VALUES	5
KEY ACHIEVEMENTS	16
HELIOS ESG STANDARDS	17
ENVIRONMENTAL	
SOCIAL	
GOVERNANCE	
SEEKING ADVICE & REPORTING BACK	68
COMMITMENTS & VISION	69
ABOUT THIS REPORT	70

# REPORT OVERVIEW

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

Headquartered in Santa Monica, California.

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

As we scale, our responsibility scales with us—proving that a resilient, future-ready business is one that stays true to its mission of shared success.

With 2 different growing lines of businesses, Helios is focused on keeping the momentum while growing responsibly.

On one end, **Helios Worldwide** is an advertising and marketing company with AI Consultancy **Forge**, PR and Influence **Auris Communications**, and Social Commerce **Hyperlux**. offering tech solutions to its clients, with principal services as online advertising, including but not limited to media buy, content creation, website development, hosting and maintenance, creative productions, PR services, among others.

On the other end, **Helios & Partners** is a family office led by Humphrey Ho, intended to invest in the evolutionary ambition that exists amongst revenue-positive, long-term capital in Media Publications, CPG, Luxury+Wellness, and Cybersecurity

The reporting period of this ESG report is 2025.

For further questions, contact [compliance@heliosww.com](mailto:compliance@heliosww.com).

# HUMPHREY HO



## COMMENTS FROM OUR CEO

Since our founding, we have embarked on a core mission of investing in the long term. Sustainable businesses investing requires proper governance, a focus on preservation and a focus on a portfolio that can build a legacy. We have a very unique and privileged perch from where our marketing communication portfolio can directly steward our portfolio companies to make low-carbon, high-transparency decisions that can also give it a global competitive edge. This transforms intention into impact. I thank our countless team members at Helios & Partners for what they do everyday in turning this sustainable and responsible vision into impact by asking one question: “Why not”?

### Why not:

- Implement digital practices that lower our environmental impact?
- Measure the impacts of a global workforce on its ability to be natively diverse, instead of engineered?
- Make more equity partners in the firm to share the oversight of success?
- Become aware of how materiality of our business increases our valuation?

In 2026, we will continue to advance beyond our ambition of making a true, measurable, and material impact on the world we share.

Humphrey

# HELIOS WHO WE ARE

auris  HELIOS MEDIA  Forge/ **HYPERLUX**

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

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

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

Sorano<sup>.AI</sup>

AI Enterprise  
Thought Partner

 SOAPBOX

Scalable  
Logistics

doors.

Fashion  
Forward

BASIC  WATER

Water,  
Basically

小红书  
Atelier

Social  
Commerce  
Consultancy

HOUSE OF ALPACA

DTC Sustainable  
Alpaca Fibre and  
Fashion

swedish  
candy.com

Future  
Snacking

 Cyberbay

Cybersecurity  
Company

TALIA  
DI NAPOLI

DTC Food &  
Beverage

PĀNDY

Sugar Free  
Snacking

AUREZZI

Oral Luxury  
Rituals

True  
Gum

Plant-Based  
Gum

# HORIZONTALLY OPPOSED, VERTICALLY INTEGRATED



HELIOS WORLDWIDE



HELIOS MEDIA

**Media With Purpose**

Media Planning &  
Buying | Innovation |  
CRM | Identity



Forge/

**Innovation At The Edge**

AI | Web | Applications |  
Retail | Gaming |  
E-commerce | Experiences

**auris**

**Amplifying Impact**

Public Relations |  
Social Media

**HYPERLUX**

**Social Commerce**

Influencer | Social  
Commerce | Luxury





# GLOBAL SCALE. LOCAL EXPERIENCE.

**100**

Staff Worldwide

**300**

AI Employees

Founded 2016

Member,  
Worldwide Partners

**24/7 Time Zone**

Coverage

# CRAFT COMES STANDARD



## Where We Win

campaign



The Drum.  
Search Awards



effie  
awards



## Where We Mentor



AD STARS



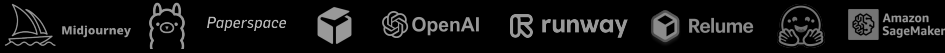
effie  
awards



The Drum.  
Awards



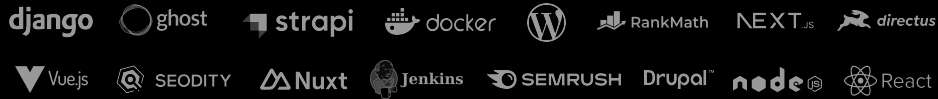
## AI



## CLOUD SERVICES



## DEVELOPMENT & SEO



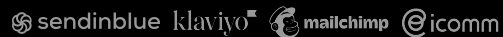
## UI/UX EXPERIENCES



### ECOMMERCE



## EMAIL MARKETING



# TECH STACK

# HIGHLIGHTS OF OUR 2025

THESE MILESTONES  
REFLECT OUR  
ONGOING  
DEDICATION TO ESG  
EXCELLENCE AND  
RESPONSIBILITY.

## Equity Owned Company.

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

## Data Governance & Compliance.

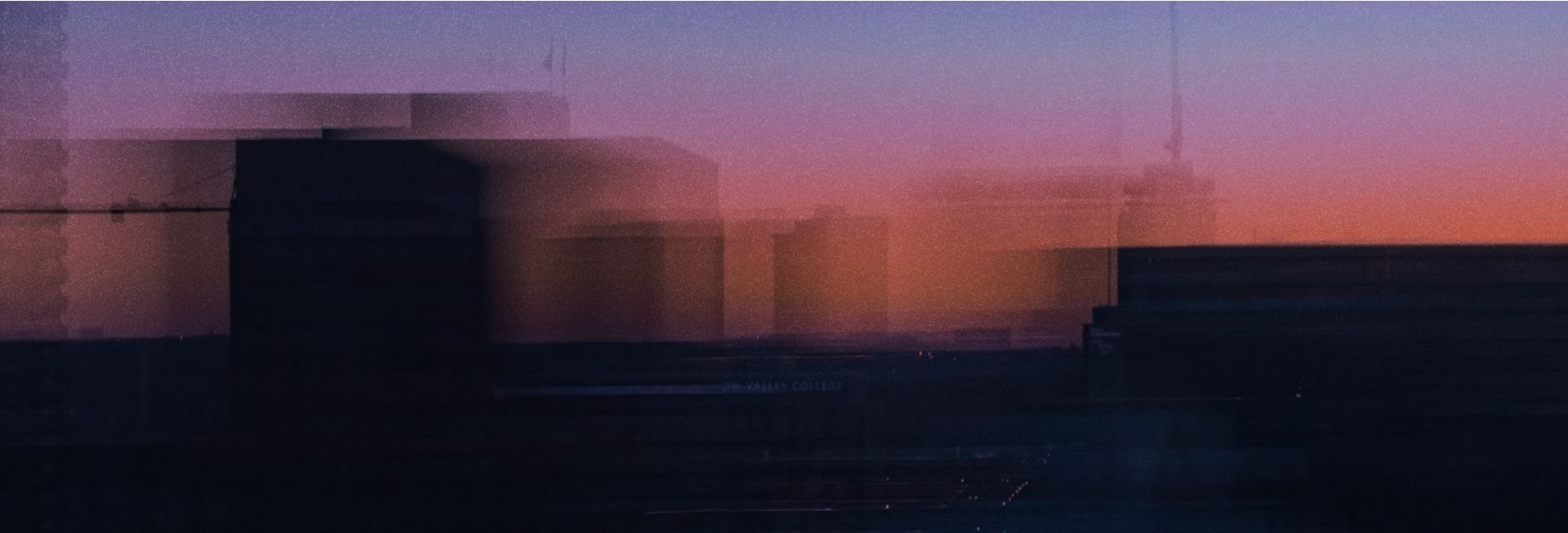
Kept our SOC 2 Certification, reinforcing trust and data security. Kept all our internal policies updated with the latest industry standards.

## Employee Wellbeing & Rewards.

We launched our Employee Stock Option Plan, incentivizing tenure, accomplishment and hard work.

# HELIOS PRINCIPLES & VALUES

HKG/SIN/US/LATAM



# OUR PRINCIPLES

## **Integrity**

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

## **Innovation**

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

## **Inclusion**

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

## **Empowerment**

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

## **Excellence**

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

# OUR VALUES

## Intellectual Humility

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

## Be Pioneering, Inquisitive, and Explorative (PIE)

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

## Time Equity

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

## Continuous Improvement

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

## Integrity, Intelligence, Ambition (IIA)

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

## #Winning

Advancing Beyond Ambition means winning together, celebrating each individual that carries a positive mindset, an inclusive culture, and a "get right back up" attitude.

# KEY ACHIEVEMENTS

## Inclusive Representation

We have institutionalized equity and inclusion as core priorities, ensuring diverse representation is embedded into every stage of the talent lifecycle, from initial recruitment through long-term career development.

## Data-Driven Internal Reporting

We initiated a comprehensive internal reporting framework across all departments, establishing specific KPIs that provide real-time, actionable insights into our organizational performance.

## Artificial Intelligence Integration

Pioneered the integration of advanced AI workflows and proprietary tools, incentivizing employee innovation while maintaining rigorous oversight.

## Mentorship Program

We successfully deployed a structured mentorship initiative designed to foster professional growth, skill sharing, and leadership development across our global team.

## ESO Plan Implementation

We officially launched an Employee Stock Option (ESO) plan, empowering our team members with an ownership stake in the company to align individual success with our long-term collective growth.



# HELIOS ESG STANDARDS

**ESG STANDARDS REFER TO A SET OF CRITERIA USED TO EVALUATE OUR ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) PERFORMANCE. THEY HELP US AND STAKEHOLDERS TO ASSESS OUR COMPANY'S SUSTAINABILITY AND ETHICAL IMPACT IN A YEAR TIME.**

## **Environmental:**

Focuses on a company's impact on the planet.

## **Social:**

Covers how a company interacts with employees, customers, and communities.

## **Governance:**

Ensures ethical leadership, accountability, and transparency.

# 1

# ENVIRONMENTAL

---

## RESOURCES CONSUMPTION

A

---

Water Consumption

a

---

Electricity Consumption

b

---

Paper Consumption

c

---

## CARBON EMISSIONS

B

---

## OTHER ISSUES

C

---

# A. RESOURCES CONSUMPTION

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

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

Under this area we will analyze our consumption of :

- a) Water
- b) Electricity
- c) Paper





## a. WATER CONSUMPTION

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

Scaling from 2,439 bottles saved on 2024 to 10,078 bottles in 2025, is a massive **313% increase in beneficial impact!**

We have saved a total of **10,078** 12 oz plastic bottles and cans from entering the environment.

- By diverting 10,078 bottles, we have saved a line of plastic over 1.2 miles long—enough to stretch across the entire span of the Golden Gate Bridge!

# OVER-YEAR GROWTH

In our first year, we set our sights on the horizon. In 2025, we reached it. By diverting over 10,000 containers and saving 39,000+ kWh of energy, we aren't just reporting numbers—we are reporting a fundamental shift in our operational efficiency. This year's data reflects a company that has moved from 'setting goals' to 'delivering results,' significantly reducing our carbon intensity while scaling our output.

	2024	2025	Growth/Impact
<b>Waste Diversion</b>	2,439 Bottles	10,078 Bottles	+313%
<b>Visual Impact</b>	Empire State Building	Golden Gate Bridge	Scaling our reach
<b>Carbon Savings</b>	Baseline	15,606 kg CO2	258 Trees





# WATER CONSUMPTION COMPARISON

Most sustainability agencies, like the EPA or LEED (LEED (the U.S. Environmental Protection Agency and the Leadership in Energy and Environmental Design, respectively), estimate that an average office worker uses between 8 and 15 gallons of water per day (primarily for restrooms, coffee, and kitchens).

For a 20-Person Office:

- **Low Consumption (Efficient):**  $\sim 10 \text{ gallons/day} \times 20 \text{ people} \times 21 \text{ workdays} = 4,200 \text{ gallons/month.}$
- **High Consumption (Standard):**  $\sim 15 \text{ gallons/day} \times 20 \text{ people} \times 21 \text{ workdays} = 6,300 \text{ gallons/month.}$

Our Performance:

At 3,241 gallons per month, our organization is using roughly 7.5 gallons per person per day (based on 20 employees as average), so we are performing significantly better than the standard office average.

**Our team consumes approximately 25% less water than the average 20-person office!**

## b. ELECTRICITY CONSUMPTION

In 2024, we set a ceiling for our energy intensity. In 2025, we lowered the floor. Through the integration of smart appliances and high-efficiency infrastructure in our Los Angeles office, we have achieved a reduction that translates directly into global environmental relief.

Your previous goal was to stay under 4.60 kWh/sq ft/year. Based on your total savings of 39,015 kWh, you have moved from "managing" energy to "optimizing" it.

By saving 39,015 kWh, we didn't just lower a utility bill; we prevented 15.6 tons of greenhouse gases from entering the atmosphere. This represents our most significant step yet in decoupling our business growth from our carbon footprint.



## C. PAPER CONSUMPTION

At Helios, we have successfully transitioned from 'reducing' paper to 'eliminating' it. By mandating end-to-end digital workflows, cloud-based collaboration, and electronic signatures, we have decoupled our operational growth from physical waste. Our two offices now operate as near-zero paper environments.

Our 100% digital filing system ensures that our teams can collaborate across time zones with zero lag and total data security.

Eliminating physical paper reduces our downstream waste stream, directly supporting our goal of a circular, low-impact office environment.

Using electronic signature methods, allow us to be connected, more efficient and keeping track of our environmental savings:

**994 lb** of carbon emissions reduced

**1,246 gal** of water conserved

**422 lb** of wood saved

**68 lb** of waste eliminated

Saving **5,549 pages** of paper





# B. CARBON EMISSIONS

As a digital-first organization, Helios operates with a significantly lower carbon intensity than traditional brick-and-mortar industries. We proactively manage our digital footprint by leveraging carbon-neutral cloud infrastructure and maintaining a lean, paperless operational model. Our goal is to decouple our business growth from carbon emissions through continuous efficiency and smart resource management.

In 2025, Helios transitioned to a **4-day in-office** model. This strategic shift was designed to deepen our 'Social' pillar—prioritizing in-person collaboration, mentorship, and the cohesive office culture that drives our innovation. While we have increased our collective presence, we remain a hybrid-first organization, intentionally preserving a 20% reduction in commuting emissions compared to traditional 5-day models.

By maintaining one remote day per week, Helios employees collectively **save ~19.4 metric tons of CO2 per year**.

We continue to monitor our commute impact as part of our holistic carbon footprint.





# C. OTHER ISSUES



At Helios, we believe that environmental protection is not a checklist of legal obligations, but a core component of our operational DNA. By integrating sustainability into our daily habits, we prove that incremental actions—when performed with consistency—lead to institutional impact. We remain committed to the belief that there is no such thing as a 'small' contribution.

**The Zero-Waste Mindset:** Moving beyond simple recycling bins, we have optimized our supply chain to prioritize circularity. By maintaining Paperless Operations through end-to-end digital workflows and verified electronic signatures, we have effectively eliminated the need for traditional filing and physical waste.

**Cloud-First Efficiency:** We remain 100% Google Cloud enabled, leveraging carbon-intelligent computing. By scaling our data needs on an "as-needed" basis, we ensure our digital footprint is as lean as our physical one, utilizing data centers that are increasingly powered by 24/7 carbon-free energy.

**Intelligent Infrastructure:** Our Los Angeles office serves as a model for smart conservation. From timed sensor lighting that eliminates idle energy waste to our Energy Star-rated appliances, our workspace is designed to breathe with us—powering down when we do.

# STRATEGIC EFFICIENCY

At Helios, we recognize that the future of innovation must be sustainable. As we integrate Artificial Intelligence into our core workflows, we are committed to Responsible AI infrastructure. This means choosing technologies and partners that prioritize energy efficiency and reduced carbon emissions, ensuring our digital growth does not come at an environmental cost.

By choosing energy-efficient platforms and elastic computing resources, Helios ensures that our AI-driven success remains aligned with our commitment to a greener planet.

**Energy-Efficient Hardware:** We prioritize the use of Google TPUs (Tensor Processing Units) for our heavy AI workloads. TPUs are engineered specifically for machine learning and consume significantly less electricity per watt compared to traditional GPUs, allowing us to scale our intelligence with a fraction of the power consumption.

**Elastic Cloud Infrastructure:** Rather than maintaining high-energy, physical data centers, we utilize a subscription-based cloud model. This allows us to dynamically "turn on and off" credits and computing power based on real-time needs, preventing the waste of idle energy.

**Cloud-First Sovereignty:** By eliminating on-site servers, we reduce our physical footprint and leverage the massive renewable energy investments of global cloud providers, ensuring our operations are powered by the most efficient grids available.

**Optimized Model Deployment:** We focus on "right-sizing" our AI usage—employing efficient, distilled models for daily tasks to minimize the total computational cycles required for our output.

# 2

# SOCIAL

---

REPRESENTATION AT THE COMPANY

A

---

HUMAN RIGHTS PROTECTION, LABOR RIGHTS & FAIR WAGES

B

---

EMPLOYEE BENEFITS

C

---

WORKPLACE SAFETY

D

---

COMMUNITY ENGAGEMENT & SOCIAL IMPACT

E

---

ETHICAL SUPPLY CHAIN PRACTICES

F

---

# A. REPRESENTATION AT THE COMPANY

---

At Helios, representation is the engine of our innovation. We are defined by a diverse and engaged team whose varied perspectives have been essential to our success and future-ready strategy. By intentionally recruiting qualified talent from a wide spectrum of backgrounds, we have built a culture where organizational growth and individual advancement occur in tandem.

This commitment is sustained through a rigorous focus on continuous learning. Our leadership employs diverse, inclusive training methodologies to empower employees and motivate their professional evolution. By fostering an environment of open dialogue, we ensure every team member feels encouraged to propose new ideas and contribute to the culture that shapes our collective journey.

# REPRESENTATION VALUES



## RESPECT

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



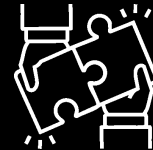
## TRANSPARENCY

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



## PERSONAL GROWTH

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



## COLLABORATION & INNOVATION

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



# EMBRACING OUR DIFFERENCES IN THE WORKPLACE

At Helios, we recognize that a diverse and inclusive workplace is the primary driver of the innovation, collaboration, and success essential to a leading creative agency. We are deeply committed to inclusive hiring practices that prioritize the recruitment and retention of talent from a wide array of backgrounds, ensuring our team reflects the global markets we serve.

Our commitment to equity extends through the entire employee lifecycle. We guarantee fair compensation and provide transparent pathways for career development and leadership opportunities for every member of our staff. To sustain this environment, we invest in ongoing education and specialized training designed to foster a permanent culture of mutual respect and psychological safety. At Helios, we don't just hire for diversity; we empower every individual to lead.

# REPRESENTATION IN THE WORKPLACE



## GENDER

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

## CULTURAL

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



## AGE

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



# BY GENDER REPRESENTATION IN NUMBERS



While the advertising sector has seen measurable improvements in gender equality, significant gaps remain within executive leadership, creative departments, and high-level decision-making.

Helios actively addresses these disparities by dismantling gender biases and ensuring equitable representation across our leadership tiers and throughout our content creation workflows.

## Industry Average

# 55%

Females  
in  
advertising

## Helios

# 70%

Of our professional  
Workforce are  
female.

*\*Based on Adweek data from 2025*

# BY GENDER / REGION

## REPRESENTATION IN NUMBERS

At Helios, we recognize that true representation is not merely a metric, but a fundamental driver of our agency's creative and operational excellence. We are deeply committed to fostering an environment across all our global offices where our female workforce is not only represented but actively empowered to lead.



Office	Women	Men
Bogota	41%	59%
Los Angeles	84%	16%
Shanghai	93%	7%
Singapore	80%	20%
Hong Kong	100%	0%
Remote	50%	50%

# MANAGERIAL POSITIONS REPRESENTATION IN NUMBERS

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

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

Industry Average

**38%**

Top executive  
Positions held  
by women

Helios

**66.7%**

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



# AGE REPRESENTATION IN NUMBERS



Age diversity remains a critical challenge in modern advertising representation. At Helios, our mission is to move beyond the industry's youth-driven bias by cultivating a workforce that reflects the full spectrum of the human experience. We are dedicated to empowering creators across all age groups, ensuring that our campaigns remain authentic and inclusive while providing a platform for multi-generational voices to lead our creative process.

Industry Average	<b>25%</b>	Workforce represented by people older than 45
Helios Age Gap	18-25	<b>28%</b>
	26-40	<b>68%</b>
	41-60	<b>4%</b>

# PAY GAP REPRESENTATION IN NUMBERS

Helios remains steadfast in its commitment to championing women and underrepresented groups, ensuring they have the resources to excel both personally and professionally. We believe that when provided with the right incentives and genuine empowerment, every individual possesses the potential to demonstrate their immense value and achieve success on an equitable playing field.

**100%**  
coverage



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





# TOTAL ANNUAL COMPENSATION RATIO

The following numbers were generated using January 2025 exchange rates for each country to calculate employees annual salary in the USD equivalent.

**\$195,075**

Median Salary  
Company Wide  
in USD

**\$120,454**

Median Salary  
for **US**  
employees in  
USD

**\$75,090**

Median Salary  
for **Helios**  
employees in  
USD.

**2:1**

Ratio of Highest Paid  
Employee to Median  
Salary in USD

**10%**

Median Annual  
Salary Increase

*\*The median salary does not include the highest paid employee's salary.*

# B. HUMAN RIGHTS PROTECTION, LABOR RIGHTS & FAIR WAGES

---

Helios is deeply committed to upholding and respecting all internationally recognized Human Rights, establishing the protection of fundamental freedoms as the foundational standard for every corporate protocol. We maintain rigorous oversight to ensure our operations never directly or indirectly infringe upon these rights in any jurisdiction where we conduct business. As a matter of core principle, the organization maintains a firm stance against child labor, forced labor, and human trafficking in all forms.

Our internal governance and daily actions are strategically designed to promote and safeguard the essential values of dignity, fairness, equality, respect, and autonomy. This commitment to equity is further reflected in our compensation model, where we ensure that all wages are competitive, aligned with industry benchmarks, and consistently meet or exceed local living wage requirements. Our financial practices are rooted in transparency and pay equity, ensuring a workplace free from discrimination where compensation is determined solely by legitimate, merit-based foundations.



# STRATEGIC INTEGRATION OF ETHICAL VALUES

At Helios, our dedication to Human Rights is manifested through a robust framework of non-discrimination and equal opportunity. We believe that fair labor practices are the absolute baseline of a modern organization. To ensure these values move beyond the page and into our daily culture, we have integrated them into a continuous cycle of documentation, education, and enforcement.

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





# C. EMPLOYEE BENEFITS

At Helios, we are committed to providing a consistent employment experience regardless of geographic location. We ensure that every member of our team has access to a comprehensive suite of benefits, maintaining total parity between our offices.

This approach to wellness and support reinforces our core belief that every employee deserves the same high standard of care, resources, and security, whether they are operating from our headquarters or our subsidiaries offices.

We have Operations departments per office or region for a more efficient approach and a centralized People Operations department, who manages all employee concerns, queries, and benefits centrally, guaranteeing that every report is handled with the same privacy, speed, and fairness, independent of the office involved.



# EMPLOYEE BENEFIT PACKAGE

## Empowerment & Ownership

### ESOP (Employee Stock Option Plan)

We have officially launched our ESO plan, empowering our team members with an ownership stake to align individual success with our long-term collective growth.

### Mentorship Program

We successfully deployed a structured mentorship initiative to foster professional growth, skill sharing, and leadership development across our global team.

### Inter-Office Work Transfer Option

Our employees have the option to work in any of our offices globally.

## Wellness & Security

### Health Insurance

We provide premium health insurance coverage, ensuring that the physical and mental safety of our employees remains a primary operational concern.

### Food Stipend

To support daily well-being and office culture, we provide a dedicated food stipend accessible to all employees.

### Vacation Leave

We prioritize work-life balance through a robust vacation leave policy, allowing our team the necessary time to recharge and maintain long-term productivity.

## Continuous Learning & Equity

### Learning Stipend

Beyond internal training, we provide a learning stipend to encourage employees to pursue independent certifications and professional evolution.

### Universal Standard

All benefits—from insurance to stipends—are provided to every employee independently of the office in which they work.

### Hours of Training

We provide permanent and recurring training sessions to ensure our team remains at the forefront of industry standards and ethical conduct.

# D. WORKPLACE SAFETY

At Helios, the physical and mental safety of our team is a primary operational mandate. We believe that a truly productive environment is one where employees feel secure, respected, and protected. Our Operations and People Ops departments work in tandem to ensure that our workspaces—both physical and cultural—meet the highest standards of safety and integrity.

Helios is dedicated to ensuring that our activities never compromise the health or safety of our employees or our community. Our ultimate goal is to maintain an office space that serves as a permanent sanctuary for creativity and collaboration.

## Our goals:

### Physical Conduct Reporting

- Zero workplace accidents.
- A culture of mutual respect.
- Fast, private, and fair resolution.



# SAFETY & WORKPLACE WELL-BEING

## Physical Security & Emergency Readiness

We maintain a proactive stance on workplace safety to ensure our office remains a secure environment for our employees and the broader community:

- **Emergency Infrastructure:** All emergency exits are clearly demarcated, and we strictly adhere to all building safety regulations and municipal codes.
- **Crisis Management:** Comprehensive manuals and emergency protocols are readily accessible, detailing specific procedures for fire or other contingencies during office hours.
- **Designated Safe Zones:** We have established and marked safe spaces within our facilities to provide immediate protection during various emergency scenarios.

## Psychological Safety & Professional Conduct

Protecting the mental well-being and dignity of our staff is central to our culture:

- **Anti-Harassment Mandate:** We provide recurring, mandatory training to all employees focused on the prevention of harassment and sexual harassment, fully aligned with state and local labor laws.
- **Leadership Accountability:** Supervisors and management-level personnel receive specialized training to identify, manage, and resolve sensitive behavioral issues with professional rigors.
- **Zero-Tolerance for Retaliation:** Through our Code of Ethics, Whistleblower Policies, and Employee Handbook, we maintain a secure, private, and rapid process for handling queries and complaints, ensuring every voice is heard without fear of reprisal.



# LOCALIZED MEASURES IN WORKPLACE SAFETY

Helios maintains a universal commitment to safety while meticulously adhering to the specific legal and regulatory requirements of each region where we operate. We recognize that effective safety management requires a localized approach that respects regional standards and empowers our on-the-ground teams.

As a prime example of our localized safety compliance, our Bogotá office operates through the **COPASST** (Joint Committee on Occupational Health and Safety). This employee-led committee is legally mandated in Colombia and serves as the central body for promoting and monitoring occupational health standards within the company. Serving as the official spokespersons for workers' concerns regarding Safety and Health at Work (SST), ensures that every voice is integrated into our safety protocols.

# E. COMMUNITY ENGAGEMENT & SOCIAL IMPACT



## Making an Impact Together: Our Volunteering Initiatives

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

## 2025 Volunteering Highlights

- Organized **5** office-wide volunteering events.
- Partnered with **2** different organizations in Los Angeles and **3** in Bogota.
- Employees contributed **50+ volunteer hours**.

# VOLUNTEERING IN LOS ANGELES OFFICE



Our commitment to food security remains a cornerstone of our 'Social' pillar. In 2025, Helios continued its long-standing partnership with local food banks, mobilizing our team to combat hunger in the Greater Los Angeles area. Through dedicated service in Q3 and Q4, our team provided the hands-on support necessary to bridge the nutritional gap for thousands of families.

## LA Food Bank + West Side Bank:

Team Mobilization: **28** dedicated team members contributed **68.9 hours** of direct volunteer service.

Successfully processed and assembled **19,350 lbs** of fresh produce, ensuring high-quality, nutritious meals reached local families and individuals in need.

# LOS ANGELES FOOD BANK + WEST SIDE BANK LA TEAM





# VOLUNTEERING IN OUR COLOMBIA OFFICE

During 2025, we were able to coordinate with 3 different organizations:

1. **Fundación Niñas de Luz** which works with approximately 60 girls between the ages 5 - 17 from the most dangerous zones of Bogotá. Besides economic donations, Helios donated notebooks and other implements for the school year.  
<https://www.funiluz.org/>
2. **Fundación Cerros de Bogotá** which is a non-profit organization dedicated to the protection, restoration, and social appropriation of the Eastern Hills of the Bogotá Savanna. Our employees went to collaborate in-site with the planting of trees and other native plants.  
<https://cerrosdebogota.org/>
3. **Fundación Juan Pablo II**, a care center providing essential services (housing, food, healthcare) for the elderly. Helios made an economic donation to help them with the end of year activities.  
<https://fundacionjuanpabloii.com/>



# FUNDACIÓN NIÑAS DE LUZ

Este cuaderno es tuyo, un espacio solo para ti.  
Liénalo con tus pensamientos, dibujos, historias,  
stickers o cualquier cosa que te haga feliz. **No hay  
reglas, solo tu imaginación.**

Hazlo tuyo y deja que refleje lo increíble que eres.

Con cariño,

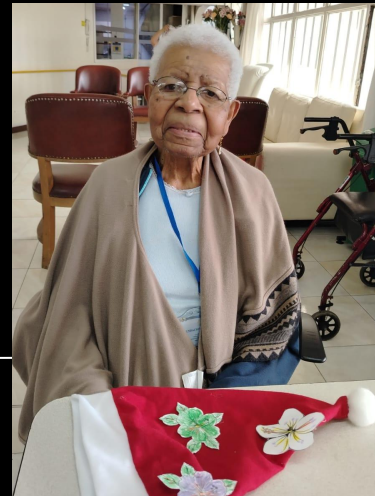
HELIOS WORLDWIDE





**FUNDACIÓN  
CERROS DE BOGOTÁ  
BOGOTÁ TEAM**

# FUNDACIÓN JUAN PABLO II



# F. ETHICAL SUPPLY CHAIN PRACTICES

---

## Committed to Responsible Sourcing

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

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

## Looking Ahead: Elevating our Ethical Standard

As a compromise to ensure our growth never outpaces our values, we have set a 2026 mandate: Full Supply Chain Integration. We are currently auditing our procurement process to ensure that every partner—from tech services to office supplies—meets our rigorous standards for fair labor and environmental stewardship by our next reporting cycle.

# 3

## GOVERNANCE

---

DOING BUSINESS ETHICALLY

A

---

ANTI-CORRUPTION POLICIES

B

---

RISK MANAGEMENT

C

---

INTERNAL POLICIES AND CONTROLS

D

---



## A. DOING BUSINESS ETHICALLY

In 2025, Helios moved beyond "documenting" ethics to "living" them. We have successfully integrated our internal guides and international regulatory standards into the daily decision-making of every team member.

The Result: A resilient organization where accountability is a shared responsibility, not just a corporate requirement.

- **Certified Excellence:** Reached a 100% completion rate for all mandatory ethics and compliance trainings across our global workforce.
- **Policy-Driven Operations:** Every project, from production to delivery, is filtered through our Code of Ethics and Conduct to ensure alignment with local and federal laws.
- **Operational Transparency:** Formalized procedures and policies, ensuring consistency for both internal teams and external.

# VENDOR GOVERNANCE

To ensure our ethical standards extend beyond our internal operations, Helios has enhanced our procurement and vendor management ecosystem. We believe that transparency in our supply chain is fundamental to corporate integrity and inclusive growth.

We have partnered with Tipalti to implement a robust, automated vendor management system. This integration provides total transparency in our financial operations and ensures that our supply chain adheres to global compliance standards.

Through our strategic integration with Tipalti, we have automated our financial workflows to ensure full transparency and provide clear, auditable trails for every transaction.







# B. ANTI-CORRUPTION POLICIES

---

## Zero Tolerance for Corruption

At Helios, integrity is the baseline for every partnership and project. We recognize that transparency is not just a policy—it is a competitive necessity. In 2025, we strengthened our governance framework to ensure that our anti-corruption standards are hard-coded into our internal culture and our external relationships.

By enforcing a strict Code of Conduct for our vendors and embedding anti-corruption terms into our contracts, we ensure that Helios remains a trusted partner and a responsible leader. Our growth will always be built on the foundation of transparency and ethical excellence.

# OUR 4 PILLARS OF ACCOUNTABILITY

## Comprehensive Vendor Governance:

In 2025, we launched our formal Vendor Code of Conduct. This mandate ensures that all third-party partners align with our values of fairness and honesty. No partner enters the Helios ecosystem without committing to these ethical benchmarks.

## Contractual Safeguards:

We have moved beyond verbal agreements. Every supplier and partner contract now includes mandatory Anti-Corruption and Anti-Bribery Clauses. These terms serve as a non-negotiable legal safeguard, ensuring that our partners uphold the same regulatory rigor that we do.

## Internal Policy & Proactive Prevention:

Our internal guidelines explicitly prohibit fraud, unethical practices, and conflicts of interest. We don't just set these rules; we reinforce them through Regular Employee Training designed to turn ethical decision-making into a professional reflex.

## Detection & Oversight:

Integrity is maintained through vigilance. We utilize Robust Reporting Mechanisms and targeted audits to monitor compliance, detect potential misconduct, and ensure that our "Zero-Tolerance" stance is actively enforced.

# C. RISK MANAGEMENT

At Helios, we view risk management not as a defensive measure, but as a strategic advantage. In 2025, we further integrated environmental, social, and operational risk assessments into our core business planning. By proactively identifying shifts in market trends and regulatory landscapes, we protect our stakeholders and ensure that our long-term growth is both stable and secure.

Our 'Governance' pillar is defined by an unwavering commitment to the rules that protect our industry and our society. We don't just follow the law; we honor the spirit of the regulations that ensure fairness, privacy, and human dignity. This charter is our promise to every stakeholder that Helios operates with absolute legitimacy and transparency.



# AREAS OF LEGAL ALIGNMENT

Responsibility is the defining pillar of the Helios identity. By harmonizing our internal operations with global regulatory standards, we ensure that our expansion is anchored in legal integrity and data privacy. Our growth is not just a commercial achievement, but a reflection of our profound respect for the law and the individuals who comprise our community.

<b>Legal</b>	<b>Regulatory Compliance</b>	Full adherence to local, federal and international law.
<b>Ethical</b>	<b>Human Rights &amp; Fair Trade</b>	Proactive protection of individual rights and fair labor.
<b>Anti-Fraud</b>	<b>Anti-Corruption</b>	Strict prevention of bribery and unethical dealings.
<b>Privacy</b>	<b>PII Protection</b>	Rigorous safeguarding of PII.



# RISK MITIGATION

Helios employs a proactive risk-mitigation model designed to safeguard our clients and operations. From ensuring uninterrupted global service through distributed teams to maintaining zero-compromise cybersecurity and regulatory compliance, we integrate stability into every workflow. Our disciplined approach to financial audits and market research ensures that Helios remains a reliable and resilient partner in a volatile landscape.

**Continuous research for strategies ahead of market**

---

**Cross-time zone collaboration to eliminate regional service disruptions**

---

**Multi-layered cybersecurity and regular audits**

---

**Real-time tracking of GDPR, CCPA, and evolving advertising standards**

---

**Strict budgetary audits and forecasting**

---

# RISK ANALYSIS PER AREA

In 2025, Helios reached a new level of organizational maturity by formalizing our progress into two comprehensive, data-driven reports allowing us to measure our impact with the same precision we apply to our marketing campaigns. We are no longer just making progress; we are auditing it.

## Our 2025 deep-dive reports were built based on:

**KPI Tracking:** Measuring success through granular metrics—from employee retention and diversity benchmarks to kilowatt-hour savings and waste diversion rates.

**Standardized Risk Analysis:** Assessing our operations against global industry standards to ensure resilience against market shifts and climate volatility.

**The Helios Risk Matrix:** Utilizing a custom internal matrix to identify, categorize, and prioritize risks specific to our digital-first business model.

**The Roadmap of Action:** A detailed record of every initiative completed in 2025, paired with a strategic "Bridge to 2026" for future growth.

## 2026 Commitment

Building on the success of our HR and Environmental deep-dive reports, we are expanding this rigorous framework across different areas of the organization.

# COMPLIANCE WITH REGULATIONS

At Helios, compliance is a cross-functional mission. Our People Operations, Compliance, and Finance departments operate and work closely together to monitor, implement, and audit the evolving legal landscapes of the industries and regions we serve. This integrated oversight ensures that Helios remains a gold-standard agency, fully aligned with the complexities of modern international law.

By utilizing certified vendors and conducting active internal audits, Helios ensures that our technical and legal frameworks are not just compliant, but industry-leading.

**Local & Municipal Alignment:** Maintaining active business licenses and adhering to city-specific ordinances in every hub, ensuring we are a transparent and compliant local partner.

**State & Regional Specialization:** Meticulous oversight of state-level mandates—including taxation, labor laws, and intellectual property rights—applied consistently across all regional offices.

**Federal & National Mandates:** Full adherence to the national corporate laws and labor protections of each country. We ensure our Employee Handbooks are available all the time and localized to reflect the specific rights and federal orders of each nation's workforce.

**International & Cross-Border Governance:** For our offices and business activities in diverse international jurisdictions, we align with the strictest global standards, ensuring that whether we are in America, Europe, Asia or beyond, our operations are legitimate, ethical, and fully authorized.

# D. INTERNAL POLICIES AND CONTROLS

## CODE OF ETHICS AND CONDUCT

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

## CONFLICT OF INTEREST & ANTI CORRUPTION POLICY

We successfully deployed a structured mentorship initiative to foster professional growth, skill sharing, and leadership development across our global team.

## EMPLOYEE HANDBOOK

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

## DATA HANDBOOK

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

## WHISTLEBLOWER POLICY

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

## ARTIFICIAL INTELLIGENCE POLICIES

clear protocols for the ethical use of external AI platforms, provides a roadmap for the development of proprietary internal tools, and offers expert recommendations to ensure high-standard, responsible usage across the agency.



# DATA PRIVACY & CUSTOMER PROTECTION

At Helios, we view data protection not as a static goal, but as a continuous cycle of improvement. In 2025, we scaled our security infrastructure to match the evolving threat landscape, ensuring that transparency and integrity remain at the core of every client interaction.

We have executed a comprehensive audit of our data privacy controls, elevating our internal policies to exceed current industry benchmarks and regulatory requirements.

We continue to uphold and reinforce the rigorous security measures required for **SOC 2 Type II compliance**. This framework validates our commitment to the highest standards of data integrity, availability, and confidentiality.

Our **Data Handbook** is a living document serves as our operational blueprint for consistent, compliant, and ethical data management.

By prioritizing transparency and active monitoring, Helios ensures that customer information is protected by the most robust security protocols available.



# DRATA COMPLIANCE - SOC2

By maintaining our Drata certification, Helios reaffirms its position as a security-first agency.

## **Continuous Control Monitoring:**

Through our integration with Drata, our security posture is audited in real-time. This allows us to identify and remediate potential vulnerabilities instantly, ensuring that our SOC 2 and HIPAA standards are never out of compliance.

## **Automated Evidence Collection:**

We have eliminated the 'audit season' fatigue by automating the collection of security evidence. This ensures total transparency and provides a clean, verifiable trail of our commitment to data integrity.

## **Vendor & Personnel Management:**

Our platform automatically tracks employee security training and vendor compliance, ensuring that every individual and partner within the Helios ecosystem meets our rigorous ethical and technical benchmarks.



# EMPOWERING INNOVATION: AI USAGE

At Helios, we don't just observe the future; we build it. In 2025, we transitioned into an AI-integrated agency, moving beyond simple adoption to a culture that actively incentivizes and promotes the use of artificial intelligence across every department. By blending human creativity with machine intelligence, we have significantly amplified our operational speed and creative output.

By combining specialized training with a robust policy framework, Helios ensures that our AI integration is both bold and secure. We are empowering our team to work smarter, allowing them to focus on the high-level strategy and storytelling that defines our brand.

**Multi-Platform Integration:** We utilize a diverse suite of industry-leading AI platforms tailored to specific creative, analytical, and operational needs, ensuring our team has the best tools for high-performance delivery.

**Proactive Incentivization:** We encourage a 'test-and-learn' mindset, providing incentives for employees who discover and implement new AI workflows that improve efficiency or client results.

**Rigorous Governance & Policies:** Innovation is balanced by responsibility. We have established comprehensive **AI Usage Policies** that define ethical boundaries, data privacy standards, and quality benchmarks.

**Monthly Compliance Audits:** To ensure total transparency, our Operations team conducts **monthly checks** on how AI tools are being utilized, verifying that all output aligns with our strict security and brand standards.

# SEEKING ADVICE AND REPORTING BACK

At Helios, we believe that transparency is the foundation of trust. We provide our stakeholders with multiple ways to seek advice on ethical standards or report conduct concerns safely.

**1** **Open Door Communication**

Direct lines of communication across all management levels, including the CEO, for feedback and concerns.

**2** **Confidential Reporting**

A secure internal system for employees to flag issues without fear of reprisal.

**3** **Vendor Integrity**

An external reporting path dedicated to vendors and outside partners.

**4** **Active Engagement**

Permanent workshops and Q&A sessions to ensure clear and open communication

# COMMITMENTS & VISION

At Helios, we don't just adapt to the future—we shape it. Our focus remains on building a resilient, innovative, and socially responsible organization that delivers excellence to our clients, our people, and the global community.

Our journey is defined by continuous growth and responsible innovation. As we move forward, Helios reaffirms its commitment to driving positive change.

## Key Points for 2026

**Global Expansion & Market Leadership**

**Technological Innovation (Digital & AI)**

**Elevated Social Responsibility (CSR)**

**Environmental Stewardship**

# ABOUT THIS REPORT

**2025 ESG IMPACT: A RECORD OF HELIOS' COMMITMENT TO ETHICAL GROWTH, PROACTIVE RISK MANAGEMENT, AND COMMUNITY-DRIVEN EXCELLENCE.**

At Helios, we believe that how we grow matters as much as how much we grow. Our 2025 journey has been defined by a simple truth: there is no such thing as a 'small' contribution. Whether it is saving a single kilowatt of energy or dedicating an afternoon to a local food bank, every action reinforces our commitment to a sustainable and equitable world. We are proud of the progress we've shared in these pages, but we are even more excited for the road ahead. Thank you for being part of our journey as we build a legacy of innovation, integrity, and shared success.

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

**Thank you for reviewing this report.**



**HELIOS WORLDWIDE** 

Concept, design, and realization:  
**HELIOS & PARTNERS ADVISORY INC.**  
<https://heliosww.com>

The 2025 ESG Sustainability Report is published in English.

All trademarks mentioned enjoy legal protection.

This report may contain forward-looking information. Such information is subject to a variety of significant uncertainties, including scientific, business, economic and financial factors. Therefore actual results may differ from those presented in such forward-looking statements.

**© Helios 2025 All Rights Reserved**

HELIOS WORLDWIDE 

**THANKS**

ENVIRONMENTAL, SOCIAL  
& GOVERNANCE REPORT

**2025**

---

