



EVS

CUSTOMER EXPERIENCE POLICY

Related material Impacts, Risks, and Opportunities:

- *Impacts: Customer – Data Breach, Customer – Access to (quality) information, Customer – Responsible marketing practices*
- *Risks: Data security – products, Customer experience*

9th of December 2024 | Nicolas Bourdon, Chief Commercial Officer

**EVS BROADCAST
EQUIPMENT SA**

Liège Science Park
Rue du Bois Saint Jean 13
B-4102 Seraing, Belgium

PURPOSE OF THIS POLICY

The main objective of this policy is to ensure that we deliver exceptional value to our customers while safeguarding their privacy and promoting transparency. Through continuous improvement and responsible innovation, we aim to enhance customer satisfaction, build trust, and contribute positively to the communities we serve.

These efforts are integral to our broader Environmental, Social, and Governance (ESG) strategy, ensuring that our business operates with integrity and accountability. Hence, our customer experience policy is designed to uphold our commitment to ethical, sustainable, and socially responsible business practices.

1. PRINCIPLES

2.1. CUSTOMER PRIVACY & DATA PROTECTION

As a leading provider and architect of IP infrastructure solutions for the broadcast industry, EVS has implemented a cybersecurity strategy that ensures comprehensive protection of our products and critical IT systems. The great majority of our customers play an important role in reliable delivery of news and sport events all around the world, hence, protection against specific cyber attacks and threats is a significant part of the activities performed by EVS.

Regarding data privacy, we are compliant with the EU General Data Protection Regulation and strive to be transparent on the way we use customers' data. Our [Privacy Statement](#) is available on EVS's website, as well as through other digital channels whenever we require customers to provide data (forms, registration to events, etc.). Our [Terms of use & cookie policy](#) are also available on our website.

2.2. ETHICAL & TRANSPARENT MARKETING

We strive to make sure our customers have access to accurate and detailed information about our products and services while avoiding false or misleading claims.

2.3. PRODUCT QUALITY & SUSTAINABILITY

Customer success is rooted in our corporate culture, recognizing the pivotal role customer experience plays in shaping the perception of the EVS brand, and making the quality of our solutions and our support services strategic priorities within our company.

Our objective for the future is not only to continue offering innovative and reliable solutions to our customers, but also to make those solutions more sustainable through our continuous efforts towards energy efficiency, responsible sourcing, and eco-conscious packaging. More information can be found in our [Environmental policy](#).

2.4. CUSTOMER ENGAGEMENT

We employ both qualitative and quantitative approaches to gauge our customers' satisfaction with our products and services, including support (see section 4 for more details on the monitoring process of this policy).

We also seek to engage with our customers specifically around ESG: for instance, we have meetings with some customers to share experience and best practices related to sustainability, and we fill out our customers' ESG assessments at their request.

2.5. INNOVATION

Innovation is closely linked to customer success and is one of our core values. At EVS, we have a team of experts dedicated to applying and/or incorporating the latest technologies to our products and solutions. For instance, we foster the ethical use of artificial intelligence (AI) and incorporate it in our products to enhance the creativity of our customers. We encourage our team members to think out of the box and constantly challenge the status quo, because this is crucial to fulfilling our objective of sustainable growth.



2. SCOPE OF THIS POLICY

This policy applies to all our products and services, to all our customers, and to all our entities worldwide.



3. MONITORING & ACCOUNTABILITY

EVS's Board of Directors is responsible for the company's overall sustainability strategy, including the oversight of ESG impacts, risks, and opportunities, as well as the validation of ESG targets. The Leadership Team is responsible for the implementation of the sustainability strategy. The Chief Commercial Officer, as the sponsor of the "Customer Experience" pillar, is responsible for this policy's content and updates, as well as its implementation.

The implementation of this policy is monitored through two main channels:

- Devoncroft Net Promoter Score: our Net Promoter Score report is independently measured and provided by the external agency Devoncroft Partners once a year. It gives us insight into the strength of our customer relationships by indicating whether customers would recommend EVS's products and services.
- Client support score: our client support score is measured internally based on the level of satisfaction that our customers report through our support ticketing system. This gives us more specific insight into our customer's experience with support.

Our ambition for 2030 is the following:

- Maintain a Devoncroft Net Promoter Score of 30 or above, consistently positioning us within the top 25% of our industry.



4. AVAILABILITY & UPDATES

This policy is made available to our team members on our internal SharePoint, and to our other stakeholders on our public website.

Appendix 1 includes the dates at which this policy has been updated, as well as the ways in which it has been updated, since its creation.

APPENDIX 1

Version	Date of update	Update details
1	2024-12-09	Initial policy

