Corporate
Report

2021

plain
concepts

As 2021 comes to an end, it is time to bid farewell to a year in which we have accomplished great achievements of which we are very proud. We wanted to compile them in this Corporate Report and share them with you.

This year, which happens to be our 15th anniversary, we have grown, we have opened new offices, new colleagues have joined our big family, we have taken on challenging projects, we have sponsored and organized events, won awards, shared moments of solidarity... and much more!

Would you like to discover and relive with us this year that is coming to an end while reviewing the highlights of the year?

Contents

Welcome letter

4

Second consecutive year of pandemic, of changes, of restrictions and of having to adapt to the "new normality".

All this has led to changes in our day-to-day work, in our relationship with our colleagues and clients... In spite of everything, we are fortunate and despite the situation, we have continued to grow and are getting closer and closer to our goal of consolidating our position as a global company.

Pablo Peláez
CEO of Plain Concepts

5

Our priority has always been and always will be our people, so since the pandemic began, we have always made sure to ensure their safety and that of their families, and that is why we started teleworking.

If there is something that sets us apart, it is the combination of our continuous concern for our people and for offering the greatest value to our clients, and for this, we need to count on and take care of what makes us great, which is the quality of the professionals that make up our team. We believe that the best way is to firmly commit to full-remote work and flexible working hours of 35 hours a week while maintaining 100% of the salary.

We are more than 450 employees, we have grown as a team this year, we have opened two new international offices in Sydney and Romania, we have taken on challenging projects... and much more!

We are aware of the importance and impact of diversity and inclusion in our day-to-day work, which is why this year we have created the D&I committee to move forward and improve.

We finish this 2021 with great enthusiasm for everything we have achieved and we start this 2022 with the illusion of continuing to improve day by day!

About us

7

We are a multinational company founded in 2006 who likes to define itself as a software development boutique, which emerges with the goal of delivering quality and value to customers, helping them in their digital transformation process.
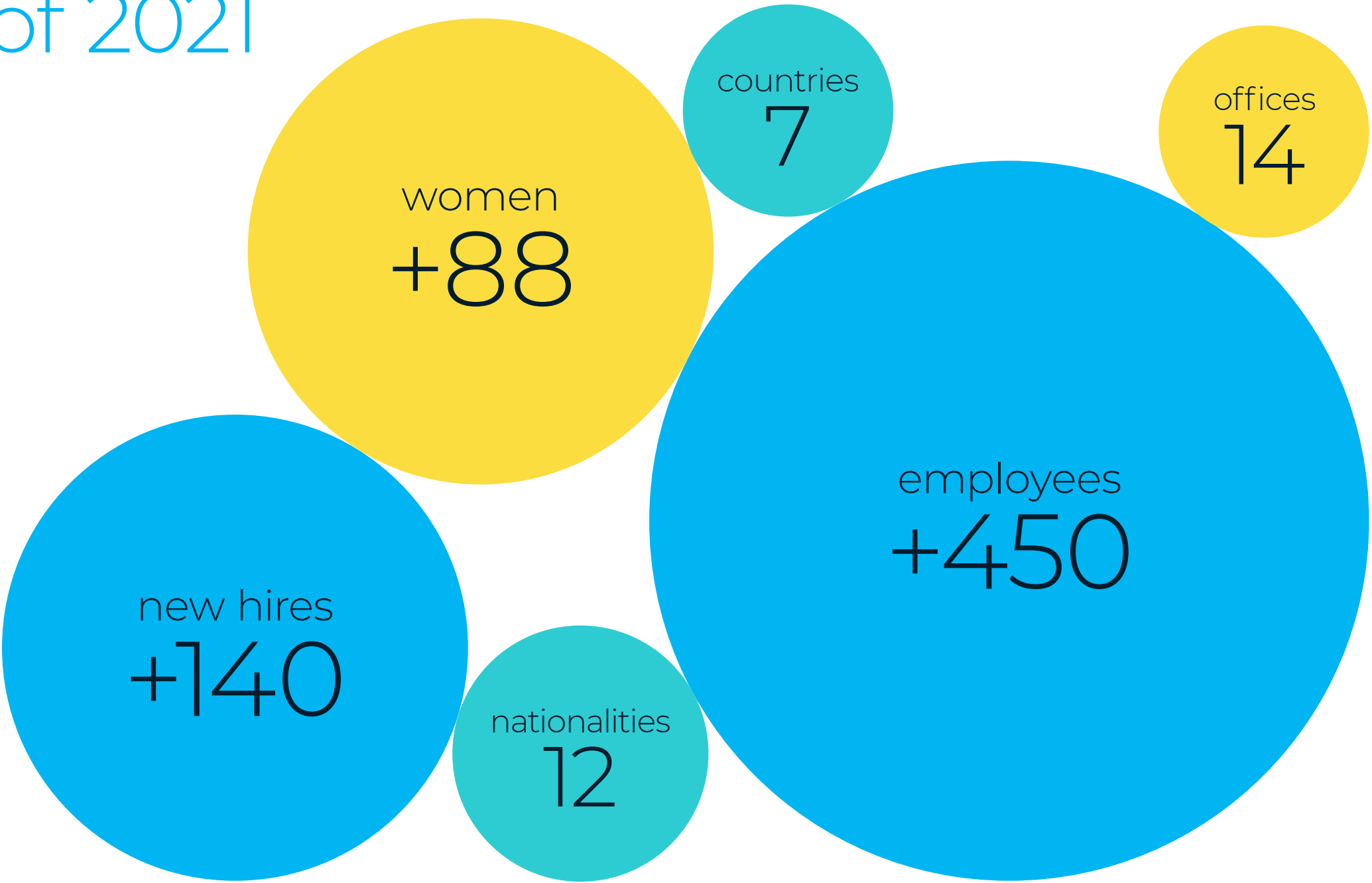
Our services range from migrations of on premise infrastructures to the Cloud while taking care of their security, to helping customers in their process

of modernisation and innovation of legacy applications. In addition, we capture, store and process data, providing our clients with intelligence to display the most relevant business information in 3D applications to assist in their decision-making process.

Our current workforce consists of more than 450 employees spread across our offices in the USA, UK, Spain, Germany, the Netherlands, Australia and Romania.

Numbers of 2021

8

countries
7

offices
14

women
+88

employees
+450

new hires
+140

nationalities
12

Our values

9

Innovation

Today, the rules of the game are changing faster than ever. We adapt to and embrace the latest technological changes supporting our clients through their innovation and transformation processes, increasing their business competitiveness.

Passion for technology

This is what drives us. We provide a high level of detail, creativity and quality to our clients. These are the pillars for delivering inspiring 360° solutions.

Trust

We are deeply committed to guaranteeing a safe and reliable service in all the projects in which we work with our clients.

People first

If there is one thing that sets us apart is our continuous focus on offering the best value to our clients, and for that we need to rely and take care of what makes us great, which is the quality of the professionals that are part of the Plain Concpts team.
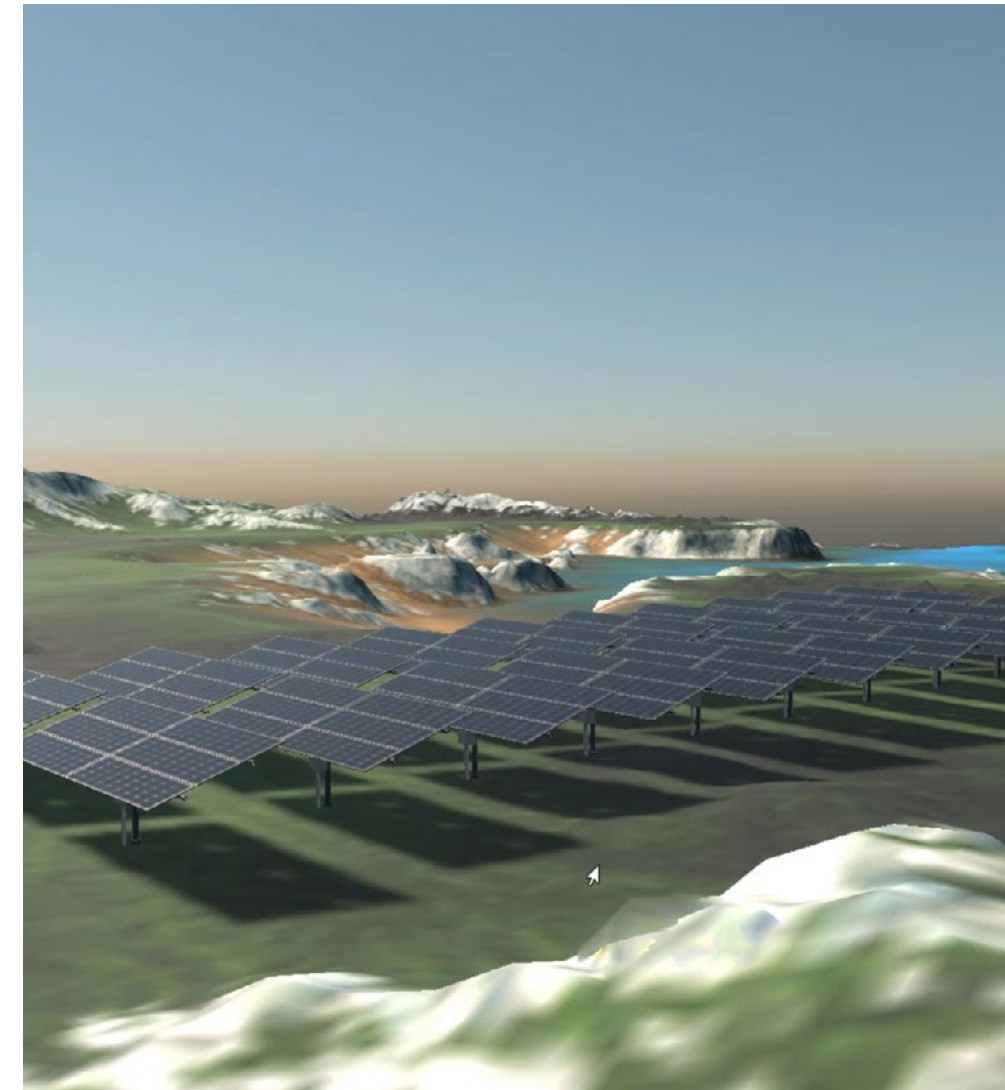
Our solutions

11

We take technology services to the next level, leading the world in digital strategy solutions, technology consulting, innovative development, cutting-edge operations and ground-breaking software.

Artificial Intelligence

As Microsoft Partner of the Year in AI 2021, we specialise in the creation of new data relationships through the use of heterogeneous information sources, giving machines the ability to understand, analyse and learn autonomously. We adapt to each sector, offering Machine Learning, Computer Vision, NLP or Cognitive Services solutions.

Cloud Computing

Digital transformation is the only way to remain competitive, and the cloud environment is the only one capable of bringing agility and scalability to a

12

project. We specialise in the development of robust and scalable cloud architectures that communicate quickly and reliably with all types of business platforms. We offer training, consulting, managed services, governance, automation and cloud projects.

Augmented and Virtual Reality

As a Microsoft Mixed Reality partner, our mission is to help our customers bridge the gap between the physical and digital worlds. Immersive technology offers a landscape of infinite possibilities ranging from employee training or cost savings, to accessing digital replicas or creating impactful experiences that promote products and captivate customers.

IoT (Internet of Things)

With the incorporation of IoT, the expansion of the digital ecosystem takes on a new meaning. Applicable to all types of industries, it helps to access a global and detailed view of companies in real time, boosting operational efficiency, capturing and transforming data into high-value information. Thanks to our extensive experience, we drive all types of projects to maximise the impact of IoT and reduce time to market.

Web Applications

Incorporating applications in a business is the differentiating value needed to stand out from the competition. We put special focus on user

experience, boosting engagement and adoption. Whatever your needs are, we develop the application best suited for you, with tailor-made solutions, oriented to micro-services and progressive web apps.

Big Data

Data processing and analysis has become a key resource for the evolution of any company, as well as the driving force behind its digital transformation processes. We offer Business Intelligence solutions, together with tools based on Machine Learning and AI that allow the automation of information actions, customised flows, migration of databases to the cloud, consultancy (SWL, BI, MLOps...), customised project development, etcetera.

Blockchain

Blockchain technology is revolutionizing the business ecosystem, as it offers a new scenario in which data exchange is done in a secure and verifiable way. We design environments of maximum trust, simplifying the administration and governance tasks of networks, resulting in increased trust, accountability, transparency, reduced costs and fraud risk.

13

UX/UI Design

We analyse, design and build solutions that meet the objectives of our clients and their customers. We create personalised experiences that build loyalty and allow companies to achieve their goals. We adapt to each case, offering branding services, 2D illustration, animation and 3D design, video and Motion Graphics. Anything you need.

Microsoft 365

At a time of changing ways of working and new formats, Microsoft 365 represents the adoption of a new model based on connectivity and accessibility. We know the importance of being able to access information and communicate with teams at any time, from anywhere, and with maximum security. Therefore, we create solutions tailored to the needs of each company to ensure maximum performance.

Enterprise applications

From complete mobile applications to customized integrations, we cover a wide range of services thanks to our experience in developing business applications and reinventing them according to the changing needs of our clients.

14

Our developments and partnerships

Our developments

16

Evergine

Almost a decade ago we launched Wave Engine, a project that has taken us through many challenges and great joys. Since then, the world and its needs have changed, so we set out on a mission to create a new graphics engine based on the C# language, with the goal of bringing the latest advances in computer graphics to the industrial sector. This is why 2021 has seen the arrival of [Evergine](#).

Evergine is the ultimate multi-device graphics engine designed for the enterprise sector. It has been created to provide enterprise solutions based on Augmented Reality and

17

Virtual Reality that provide greater flexibility and freedom to create unique visual experiences, tailored to the needs and functionalities of all types of companies.

This graphic engine provides you all the freedom you need to create custom developments, from data visualization to the merging of the physical and digital worlds recurring in Industry 4.0. It is easy to integrate into desktop applications and websites, but at the same time gives you access to the latest advances in graphics technologies such as RTX and Nvidia.

We recently presented the product during the launch campaign, which has obtained great results. In addition, our colleagues from the Research Team offered an internal workshop before the launch where they explained more about the graphic engine and its evolution.

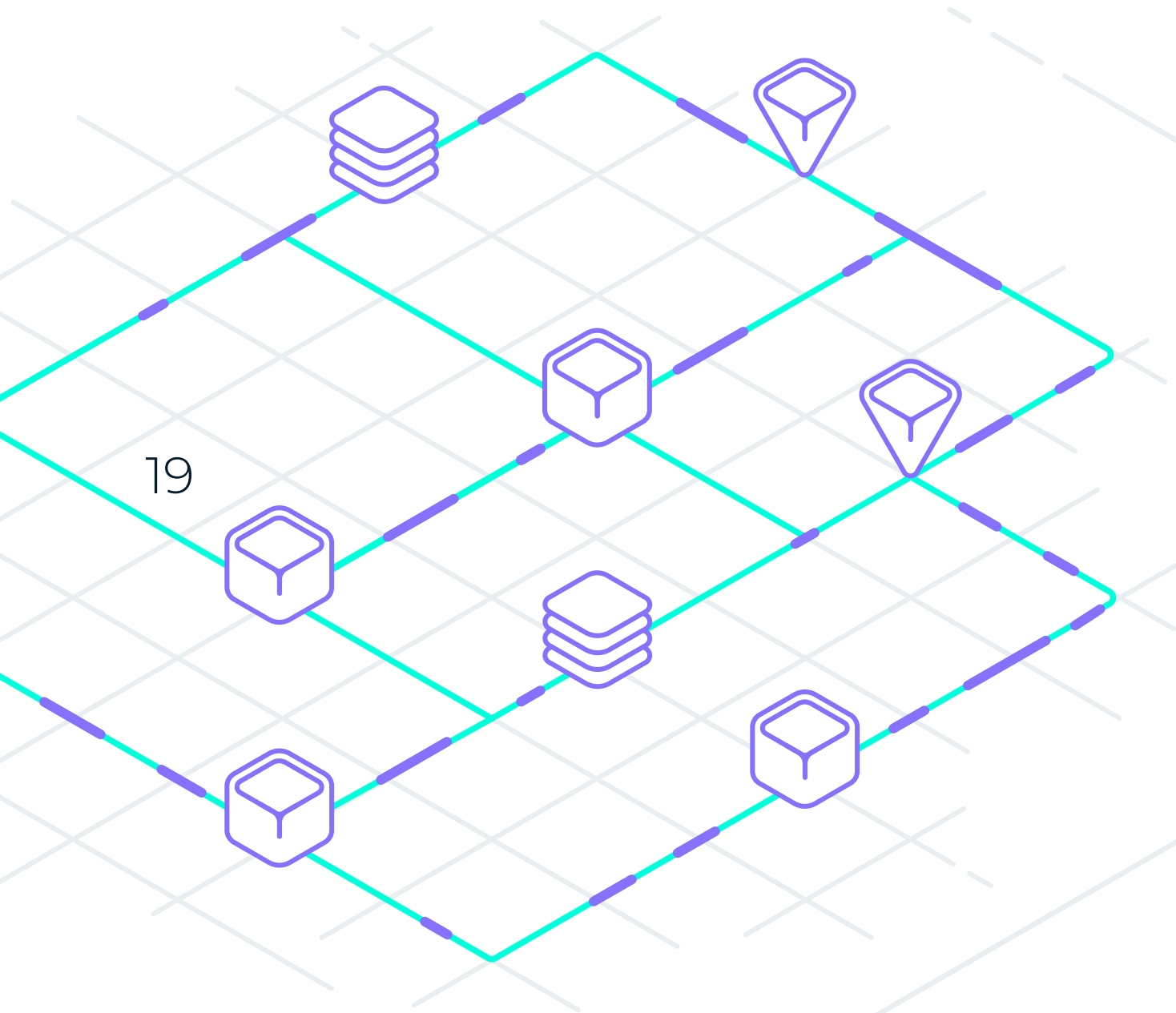The campaign was a great success thanks to the involvement of our people.

18

Sidra Data Platform

Sidra is the enterprise Data Lake productivity solution, helping organizations that need to generate value from big data analytics at scale accelerate the deployment of new applications.

It reshapes the way data-driven organizations integrate with their information assets by creating a transformative data integration layer that enables engineering teams to easily and quickly deploy customized environments for data ingestion, management, and governance.

Sidra, which is built on Azure cloud infrastructure, solves the problem

19

of dispersed and inaccessible data by combining accelerators for the discovery and collection of that data. Sidra is unique in the market: capable of delivering a governed, modular, fully scalable, and extensible end-to-end data flow.

Companies can deploy Sidra in hours, shortening data use case production times from months to days. This simplification accelerates a wide variety of AI, Machine Learning, and advanced analytics scenarios.

This year 2 new versions of the platform have been launched: Inquisitive Idared and Glamorous Goldspur. New features include upgrades to self-service capabilities for data source configuration, expanded load scenarios, and extensive enhancements to data ingestion and common ML, Databricks, and security services.

In addition, we have created Massieve, a new Client Application integrated with the platform that makes available the full potential of knowledge mining, search and document enrichment with ML capabilities.

We have also signed a partnership agreement with Khipus Group LLC for the sale of the Sidra license, allowing it to acquire a presence in new markets, such as the Latin American and US markets. This is undoubtedly an important starting point towards product expansion and the acquisition of new customers.

20

Our partnerships

Spot & Boston Dynamics

At Plain Concepts we are committed to innovation day after day, that's why we have signed a partnership with Boston Dynamics to boost the field of robotics with the most innovative software developments, offering unique solutions to the problems of our customers.

Our goal is to become the global reference company in the development of industrial solutions on the Boston Dynamics robotics platform. We will develop solutions that use Mixed Reality or AI, which will increase Spot's functionalities, such as, for example, the integration

with Microsoft HoloLens 2 glasses, the autonomous holographic device that will improve the robot's usability.

Spot is an industrial robot that moves across the terrain with unparalleled mobility and can reach where no other robot can. These unique abilities make it capable of automating routine inspection tasks and capturing data safely and accurately. One of the main functionalities we want to enhance in this robot is the one that arises when performing inspection tasks in the most dangerous areas of any infrastructure.

We combine our experience in the software area with the most advanced robotic engineering on the market, offering solutions oriented to cost reduction, automation, security, data collection, infrastructure inspection, mixed reality environments... The applications are endless, and our mission is to increase the capabilities of robotics through customized and innovative solutions.

21

SPOC VISITA NUESTRO PLATÓ

● DIRECTO

22

Before announcing our partnership with Boston Dynamics, Spot had been the talk of the town as he had been spotted walking the streets of León, which went viral on Twitter and TV.

When we announced our partnership, we achieved impressive numbers on both our website and social media!

The number of website visits and clicks increased dramatically, which is more than 400% of the sessions compared to the same period last year.

On LinkedIn, we gained 375 new followers in just 6 days!

Our Twitter has also had very good figures, 13.8K impressions in one week and more than 50 new followers!

SPoC's Twitter has not been less as we expected... in less than a week it achieved more than 21,7K impressions!

Furthermore, many media channels echoed the news and we

managed to appear on the radio, TV, online and print media, with a total of 116 million viewers!

Great results after the efforts of many people from our team!

Our customers

24

willbö

The year has been a unique opportunity to take forward challenging projects, achieve new goals, close new contracts, and improve our clients' trust.

25

The engineering and consulting company WILLBÖ bases its business proposition on offering its clients constructible designs in the most efficient way possible. To go a step further in its value proposition, it needed an engineering visualization application designed for the HoloLens Mixed Reality glasses. This led to the development of the "Willbö Holographic Model Tool", which provides specific solutions from the engineering stage, through manufacturing and assembly, to on-board integration.

With this solution, greater competitiveness is achieved, both in terms of costs and execution dates, while reducing risks and improving productivity.

Trasmediterránea

Due to the demand for social distance during the pandemic, we developed a solution that reinforces and guarantees the safety of Trasmediterránea passengers and crew when boarding.
The solution consists of an optical system that eliminates the need for physical contact between the parties, increasing their safety and guaranteeing passanger identity control in real-time, speeding up the boarding

26

process. It also helps the company take a step forward in terms of sustainability, as it removes the need to print boarding passes, which can reach up to 5 million units per year.

IWG International Workplace Group

To make decisions about the extensive network of facilities worldwide with greater intelligence and management capacity, we proposed the creation of a central IoT system for the global control and analysis of the sensitization in its business centers, or what we call a "Smart Hub" platform.
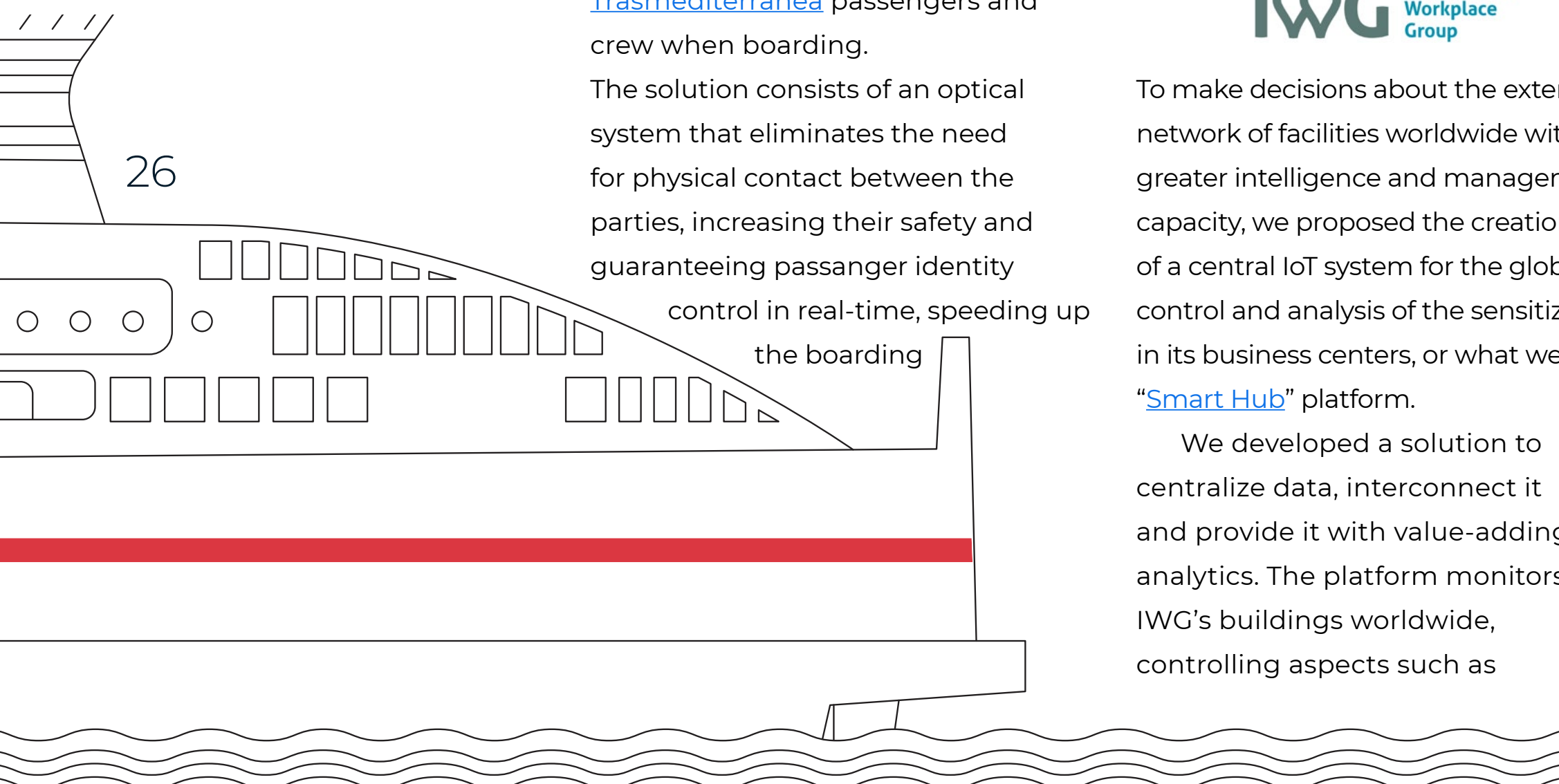
We developed a solution to centralize data, interconnect it and provide it with value-adding analytics. The platform monitors IWG's buildings worldwide, controlling aspects such as

occupancy and room temperature, the impact of which has resulted in significant cost savings and efficiency.

tecnalia
MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE

Tecnalia, a leading Research and Technological Development Center in Europe, sought to take another step forward in its digitalisation and connectivity strategy with its clients, with the target of achieving 360° communication with companies. Therefore, at a time when travel is not always possible, it has developed a pioneering project in the world with the so-called Laboratories 4.0, based on our Smart Concepts solution.

The benefits of this solution are numerous, such as facilitating the analysis of historical data and comparisons between tests, remote

connectivity to facilitate access from anywhere, real-time connectivity... In addition, we now have the technological basis with which to create more functionalities and further "smartify" the service.

and without an extrnal interest influencing the final decision.

We show the real outcome of the project as it is, offering the possibility to explore its visual impact from several locations.

27

Parc Tramuntana is a floating offshore wind energy project designed for the Empordà region, with the goal of tackling the challenge of climate change. To assess the feasibility of the project and its landscape impact, we have developed a 3D simulation that shows how the park would be integrated into the coasts and landscapes of the Costa Brava.

This viewer has been of vital importance to visualise and analyse the real impact of the project, as it's based on mathematical calculations

ASSAF.E is the National Association of Sheep Breeders of Assaf Breed. They manage the Program of Genetic Improvement of the breed, carrying out a constant improvement in the livestock belonging to the association and the Genealogical Book of the breed.

To take full advantage of this book, we have opted for a data strategy in the cloud. The result is a platform capable of ingesting and transforming data from different processes in a programmed and

28

automatic way. Here, this information will be exploited and displayed through reports and graphs that facilitate data understanding and decision-making.

Big health data Consulting

Founded in 2015, Big Health Data Consulting is a technology consulting firm in digital transformation, organizational culture, and regulatory compliance. Focusing on e-health, they design and develop digital health ecosystems, healthcare services, and training.

In order to improve responsible patient empowerment, and create services to provide a better doctor-patient and doctor-doctor relationship, we developed Upmédica. This telemedicine platform features video consultation, access to medical

records, wearable monitoring, appointment scheduling, downloading results, and more.

It has thus created a scalable ecosystem that guarantees improved communication between both parties, regardless of location or circumstances. It lays the foundations for the medicine of the future, offering an uninterrupted, delocalised and cost-saving healthcare service.

citythinking

We have created a cloud-based digital tool capable of designing, comparing and evaluating multiple scenarios of complete urban residential districts.

The solution assists technicians and administrations during the most conceptual phases and allows them to work in any real natural context,

empowering technicians to generate concepts based on efficient urban plots that are sensitive to the social, historical or environmental context in which they are inserted.

All these capabilities are evaluated by the tool itself through a list of functional, environmental and socio-economic indicators that help to choose the final design.

New milestones

Awards and recognitions

30

The last few months have become an accumulation of good news that have been transformed into certifications and awards. Recognition of the effort and hard work of the entire Plain Concepts team who give their best day after day. This is for all of them.

Microsoft Partner of the Year in AI and Social Impact

Every year, Microsoft awards its best partners and recognises the projects that have stood out the most among them in more than 100 countries. We are very proud to announce that our work has been recognised with two important awards such as Partner of the Year in AI and Partner of the Year in Social Impact. But that's not all: we were also finalists in the categories of "Data and Analytics" and "Application Modernisation".

Best Data Analytics and AI integrators for Penteo

From Plain Concepts we are very proud to see how Penteo, a leading company in independent IT consulting and with a great knowledge of the local market, has placed us at the forefront of those companies dedicated to the development of data and analytics solutions. It is a great recognition that acknowledges us as an expert supplier thanks to the level of complexity of the projects developed, the modularity and wide level of functionality of our tools and the efforts in terms of innovation.

Microsoft Advanced Specialization

This year has been an incredible year for Plain Concepts in terms of certifications, as we have achieved up to four Advanced Specializations from

Microsoft. This exclusive recognition is an award for excellence in different areas of the technology giant's tools and experience and deep knowledge in different fields.

Microsoft Advanced Specialization

+Analytics Microsoft Azure
+Adoption and Change Management
+Kubernetes on Microsoft Azure
+GitHub
+Azure Virtual Desktop

We will continue working to achieve the maximum number of certifications, but, as or right now we have: Azure Virtual Desktop Advanced Specialization, Adoption and Change Management Advanced Specialization, Kubernetes on Microsoft Azure Advanced Specialization and Analytics on Microsoft Azure Advanced Specialization.

31

Partner Pledge

We are committed to the role of technology as a transformative tool to change and improve society, which is why we have joined the Microsoft Partner Pledge, a program that shows our commitment to promoting digital skills, training, diversity, responsible and ethical AI and sustainability.

This initiative helps business and societies meet the challenges of the future. It is a collective commitment from Microsoft Partners who share a vision and values where technology can make people's lives better and create greater opportunities.

And within our team, more than 80 employees have already been certified.

Silver Mixed Reality

As part of our plan to become a reference partner in the development of Augmented and Virtual Reality solutions, we are very proud to have become a Silver Mixed Reality Partner.

Microsoft Partner
Microsoft

Gold Messaging
Gold Application Integration
Gold DevOps
Gold Data Analytics
Gold Data Analytics
Gold Application Development
Gold Collaboration and Content
Gold Cloud Platform
Gold Datacenter
Gold Cloud Productivity
Gold Security
Silver Small and Midmarket Cloud Solutions
Silver Windows and Devices
Silver Project and Portfolio Management

Microsoft has recognised Plain Concepts as a key player in successfully helping customers in all types of industries to accelerate their digital transformation initiatives, optimise costs and improve business impact.

Global Partner Azure Databricks

In our quest to continue to offer our customers the highest level of excellence, we have been certified as a Databricks Global Partner. This is a recognition that makes us part of a select group of partners.

This will enable our company to continue creating Big Data solutions through collaboration based on deep data engineering expertise, accelerating the data science lifecycle, developing AI-based solutions, and driving business outcomes at scale, helping our customers to modernize their businesses and enhance their digital transformation through data-driven decision making.

32

GitHub Verified Partner

To obtain the title of GitHub Verified Partner is a great honor. Even more if we add the fact that we are the first company in Spain to receive this certification.

This is a recognition for those companies that have been able to accredit the highest excellence and performance in the realization of open source and Azure DevOps projects. Given the high demand from customers in terms of compliance and security assurance, we provide our customers with the most efficient and simple way to access from their repository to Azure, accompanying them throughout the process.

Entidad Implementadora de Guías CCN-STIC

We have been accredited by the CCN (National Cryptologic Center) as an Implementing Entity for CCN-STIC Guides.

In addition, we have become an accredited Training Entity for the "Secure Configuration of Cloud Scenarios (Microsoft Azure and Microsoft 365) "and Implementing Entity for the "Secure Configuration of Cloud Scenarios". This accreditation is only granted to those who provide integration, configuration or bastioning services of these systems with guarantees of success, and we are very proud of our Cloud team for making this possible.

33

34

ISO Certificates

During the year 2021 Plain Concepts has continued its firm commitment to a firm and consolidated Management System in each and every one of the areas affected in the design and development of software and the Cloud Solutions service.

This year, we have maintained the ISO 9001:2015 Quality, ISO 14001:2015 Environmental and ISO 27001:2013 Information Security certifications.

The company, in its commitment to sustainability, environmental conservation, and zeal in information security along with safeguarding the privacy entrusted to us by our stakeholders during the provision of our services, has decided to expand the scope of these Certifications to the Cloud Solutions service.

During this year we have proceeded to provide all our employees the Manual of Good Environmental Practices, as well as improving and updating the Integrated Management System Policy on the website.

From the information security area, awareness exercises have been performed through different simulations of possible security breaches, with positive results, so that our stakeholders can continue to maintain their trust in us.

nqa.
ISO 9001
QUALITY MANAGEMENT

nqa.
ISO 14001
ENVIRONMENTAL MANAGEMENT

nqa.
ISO 27001
INFORMATION SECURITY MANAGEMENT

Events

Throughout this past year

we have participated

in more than 80 events,

among which we have

organized, sponsored,

collaborated as speakers...

Due to the current situation and restrictions, we have preferred to be cautious and that is why most of them have been in online format.

Our two biggest events, **DotNet** and **Singularity Tech Day,** could not be missing in our calendar. Both were online, but we wanted to achieve something different and feel the attendees closer, that's why we had virtual booths and private rooms where attendees could request private sessions with experts from our team. Both events were a big success and among the two we got a total of more than 2.000 registered attendees!

We also organized the 1st edition of **Lovelace Tech**, an event focused on giving visibility to female technical talent, which also had a resounding success with over 400 registered participants. We decided to give away 15 tickets and those lucky ones were able to enjoy this inspiring day at our Madrid office.

This year, we have also sponsored events that promote the visibility of

36

women in the tech sector such as WomenTechMakers or Woman 4TT, in which our colleague María Soto was a speaker with a session on 'Technical SEO' and a moderator in the Development track.

Recently we have also attended at the **Smart City Expo World Congress**. You could find us at the Microsoft booth, where we presented some of our most innovative solutions: the industrial robot, the Parc Tramuntana 3D Viewer, CityPlain, and more. Many people did not hesitate to visit the booth and learn about our developments. On top of that, we were interviewed by the media several times.

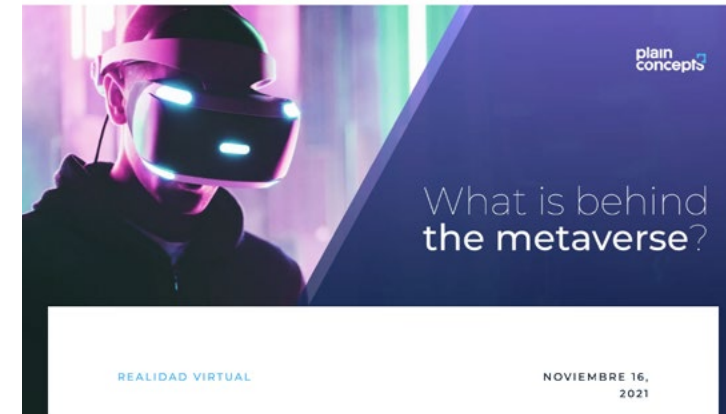Do you want to know more? [Keep reading!](#)

Even though we have attended more events, these have been some of the most important ones during 2021. We hope to be able to return to the long-awaited normality and go back to on-site events!

Articles

Our blog continues to grow at a dizzying pace every year, and 2021 has come loaded with articles about diverse topics, with technical and business approaches. We share with our followers content on .NET, Artificial Intelligence, Blockchain, Augmented and Virtual Reality, IoT, Digital Twins, GitHub, Azure, Microsoft 365, and more.

Endless topics written by our best experts. In addition, we cover the highlights of current events and topics, such as our own events, summaries of the most relevant tech meetings, initiatives in which we participate, guides and tutorials, etc.

Our blog is a place where any of our employees has a space to share their knowledge with the community, talk about the latest news and market launches or disruptive technologies that will be a boom in the future.

Thanks to everyone's efforts, we have managed to fill this online corner with almost a hundred articles just in 2021. By 2022, our goal is to beat that number! Visit our blog!

REALIDAD VIRTUAL — NOVIEMBRE 16, 2021

Para qué utilizan las empresas los metaversos y por qué las grandes tecnológicas están tan interesadas

NOTICIAS — ABRIL 15, 2021

Tendencias tecnológicas sector legal | Legaltech

¿Qué necesita el sector legal para ser exitoso en 2021? La respuesta, dado que la tendencia hacia la que se mueve el mundo es cada vez más digital, es que el sector tiene que modernizarse y sumarse a las novedades tecnológicas en un cambio ya irreversible.

En los últimos años, grandes firmas de todo el mundo están invirtiendo masivamente en soluciones de tecnología legal para conseguir una **mayor ventaja competitiva**. Este aumento se ha acelerado de forma notable en los

NOTICIAS — MAYO 25, 2021

Microsoft Build 2021 | Todas las novedades

Como cada año, Microsoft vuelve a reunir a la comunidad de desarrolladores e ingenieros de software de todo el mundo para anunciar las novedades de sus servicios y plataformas.

En su edición de 2020, tuvimos la suerte de ser parte activa del evento, creando un **Virtual Stage,** mediante el cual los ponentes se pudieron grabar desde sus casas como si estuvieran en un estudio de grabación profesional, consiguiendo así que no se perdiera la esencia de este encuentro.

Social networks

38

The articles we have just mentioned have been shared with our community throughout the year on our social networks.

This is why we are very happy with everything we have achieved: lots of content, a lot of growth in our community and more engagement with our followers.

Previously, we have shown you the results of some of our most important and successful campaigns throughout 2021.

Visit our social networks and find out all the latest news!

Social benefits for our employees

40

Introducing a Fully Remote and Flexible 35-Hour Working Week

We are aware that what makes us great is the quality of the professionals that make up the Plain Concepts team. That is why we continue to work to improve their well-being, listen to their needs, and create the best workspace for them.

Our goal is to assist our clients during their Digital Transformation process, developing customized and innovative solutions that incorporate the latest technology.

And to achieve this, while ensuring our high quality standards, we need to attract and retain the best talent. That's why we are committed to having the best team possible, and the best way is to make a firm commitment to telecommuting and flexible 35-hour working week with no salary reduction.

English classes

Another social benefit which we consider crucial to achieve our goal of consolidating our position as a global

41

company, is to provide access to English lessons adapted to each individual level, which allow us to continue to advance and grow!

Training budget

In addition to the internal training we receive, each team has an annual budget to invest in any kind of training they want as long as it's related and beneficial to their work.

Birthday day off

Your birthday is a very special day and although our company is like a big family, we give employees the option to enjoy their birthday as a day off and to spend their day with who they want and how they want.

Plain Camp

One of our biggest and oldest traditions is the Plain Camp, a weekend where employees from all offices get together in an unknown location (the destination a surprise until we get there!), where we do outdoor activities, share moments with our colleagues... This is all organised and paid by Plain Concepts!

Encouraging healthy living among employees

In relation to the Plain Camp, we were given a challenge in which we had to compete with other teams to walk the highest number of kilometers.

Because the teams could see each other's progress, there was a "healthy competitiveness" between them that translated into an increased motivation to walk more kilometers, sharing activities and moments with our colleagues.

Reinforcing medical care

We have access to free medical insurance to cover all the needs of our employees. We believe that the wellbeing and health of our employees is the most important thing and we fight for it.

Social impact

43

We believe that a better world is possible and we love to help with different charitable actions. We are a socially committed company and we are always looking for new ways to help society in any way we can.

We promote the prevention of pollution from the activities we carry out, as well as the defence of the environment to guarantee a better future for our employees and the society to which we belong.

Charity events

We wanted to do something special for Dotnet 2021 which is why all the money raised from ticket sales, which was a total of €2,042, went to the Gomaespuma Foundation. On top of that, Plain Concepts decided to add another €4,000 to the donation.

We also sponsored the Alcarria Conf 2021 event with a gift to encourage charity ticket sales. All the money raised from the sale of these tickets went to Skateistan.
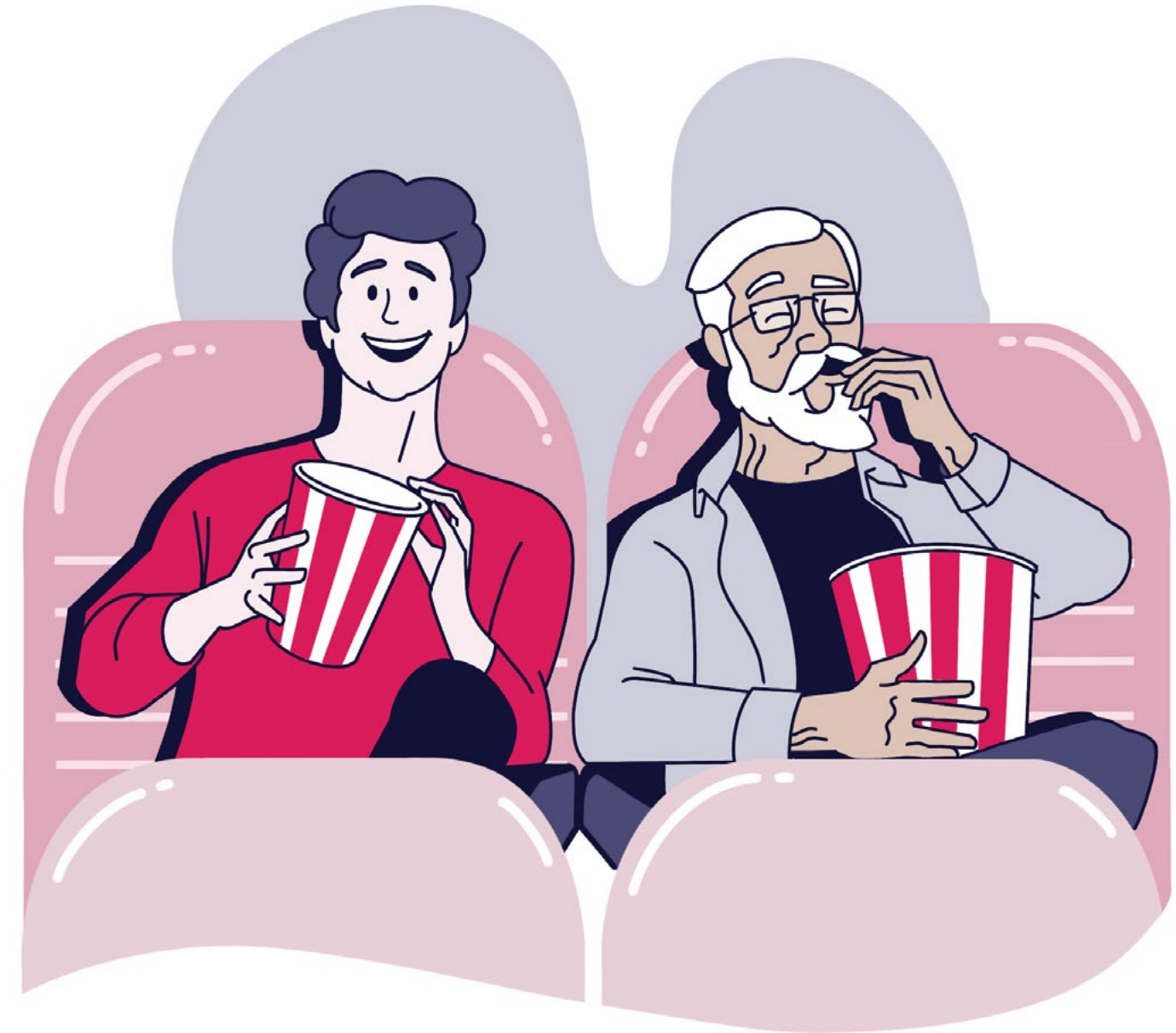
Voluntarios por Madrid

Loneliness has become one of the biggest problems in today's society. In Madrid, the number of affected elderly people is growing steadily, which is why we have developed a non-profit application that brings together people who need it most with volunteers who can help them.
The platform was developed for Volunteers for Madrid, the municipal citizen aid programme. The application offers a specially targeted and optimized experience for the app user, where they can ask for help with their daily tasks, and volunteers can consult requests according to criteria based on geographic proximity. Discover the app "Madrid te acompaña"!

Help up

We have joined this collaborative platform of Social Impact 3.0 led by companies, individuals and NGOs. From our team, they seek to motivate us to collaborate in solidarity organisations or initiatives and to contribute our grain of sand so that together we can improve the world around us.

44

45

United Nations Pact

We share the United Nations Global Compact's objective of ethical management based on the 10 Principles and, in addition, we want to contribute to the achievement of the Sustainable Development Goals (SDGs). That is why we have joined as a Signatory entity.

Charity auction with Fundación 29

On the occasion of the World Day for Rare Diseases, we joined the charity auction organised by the 29 Foundation. The proceeds of the auction were used to purchase genetic tests to help diagnose children with epileptic seizures.

At Plain Concepts, we did our bit by offering the necessary material to record personalised sessions: Kinect, microphone and spotlights, as well as providing the video of the Virtual Stage of each personalised session.

Donation of Christmas hampers

Christmas hampers are a tradition at Plain Concepts, but this year it is a more special gift than ever, as we have been given the option to renounce to the hamper and donate its cost to a charitable organization..

The response from our employees has been very high, and all the money raised has gone to help those most affected by the Cumbre Vieja volcano in La Palma. For the second year in a row, we also offered the possibility to send the hamper directly to each employee's home.

Food Bank

The food collection is one of the most promoted actions within Plain Concepts, and we are proud that our employees collaborate so much by donating food and basic necessities.

In addition, this year we have been encouraged to volunteer for the "Gran Recogida de Alimentos 2021".

Blue Gift Unicef Cards

They have made us a very special gift to all employees by sending 1100 kits of therapeutic food sachets to treat acute malnutrition in children.

A solidarity initiative that will help thousands of children with a gesture as simple as giving the #BlueGift.

Diversity & Inclusion

48

this association whose common mission is to promote a respectful environment in organisations, enhancing the visibility and inclusion of talent, regardless of their sexual orientation, gender identity or gender expression.

We are aware of the importance and impact that diversity and inclusion have in our day to day, which is why this year we have created the D&I committee in order to advance in important aspects and to promote initiatives such as:

- ▶ Internal trainings on diversity and inclusion that will take place during the following year, kicking it off by a workshop from Raquel Lainde, an expert in Diversity and Inclusion.
- ▶ Achieving goals such as all our teams being diverse.
- ▶ Continue to support and organize events that promote the visibility of women in the tech sector such as Lovelace tech or W4TT.
- ▶ Lovelace 2022 internships: we will be recruiting two women in engineering teams in 2022 for paid internships. This initiative has been very well received as more than 50 women have signed up for the internship.
- ▶ We have joined the Business Network for LGBTI Diversity and Inclusion (REDI). We join the initiative of

The committee is formed by 4 people from our team:

- ▶ Gema Peláez, Chief People Officer
- ▶ Jose Antonio García, Global UI/UX Director
- ▶ María Soto, Global Marketing Director
- ▶ Cristian Manteiga, Solution Adoption Specialist

In addition, we will all be an active part of this project, groups will be created to contribute with new ideas, initiatives, actions, and anything we can think of to continue improving as a team in D&I matters.

Sustainability

50

Every day we face the challenge of recent resource scarcity, climate change, inequalities and changing consumption patterns. That is why we consider sustainability as a fundamental pillar, both for our society and for building solid businesses

We strive to do things differently and constantly improve, both for our customers and employees, as well as for the community around us.

In the "Our customers" section, you can discover how we can innovate to increase the impact of our actions and explore new ways of using our technology to overcome future global challenges.

We have also participated in a number of sustainability events this year:

▶ "The state of sustainability in ICT", organized by Byte Magazine, in which our colleague and Marketing Director María Soto participated.

▶ Seminar "Practical experiences in improving the carbon footprint" in which Francisco Miranda, Senior Director of Engineering UK, participated together with Javier Ibáñez, Director of IT Grupo Carreras. Check out all we work about sustainability!

Results

52

80
Posts is our blog

13
Case studies

80
Events

9
Awards

5.4K
Subscribers Twitter

10
MVPs

4.5K
Suscribers PlainTV

220K
Website visits

22K
Followers LinkedIn

+400
Media appearances

+116M
Media audience

plain concepts

Rediscover
the meaning of technology

2021

Corporate
Report