

2023 ESG Report

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Who We Are

CloudMD is an innovative North American healthcare service provider focused on empowering healthier living by combining leading-edge technology with an exceptional national network of healthcare professionals. Every day, our employees and healthcare providers live our values of delivering excellence, collaboration, connected communication, and accountability to solve complex health problems.

CloudMD's industry leading workplace health and wellbeing solutions support members and their families with a personalized and connected healthcare

experience across mental, physical, and occupational health. CloudMD delivers superior clinical health outcomes, consistent high engagement, and measurable ROI for payers such as employers, educational institutions, associations, governments, and insurers. CloudMD is also a market leader in workplace absence management through data-driven prevention, intervention, and return-to-work programs.

Furthermore, the Company sells health and productivity tools to hospitals, clinics, and other healthcare service providers to empower them to deliver better care.

Empowering Healthier Lives by the Numbers



Delivering EFAP for over **43** years



60,000+ TAI-CBT clients treated



Directory of **17,000+** medical specialists



10+ years of healthcare system navigation experience



Award-winning health education platform with trusted resources from over **100+** health associations



Deliver **300,000+** assessments and evaluations annually

Comprehensive Healthcare Provider Network

1.2M+
INDIVIDUALS COVERED

1,400+
DOCTORS & NURSES

1,800+
MENTAL HEALTH PROFESSIONALS

98%
CLIENT SATISFACTION RATE



Word from the CEO and Chair, Board of Directors

At CloudMD, we take our Environmental, Social, and Governance (ESG) responsibilities seriously. As part of our 2023 transformation plan, we committed to developing an ESG strategy to align our organization and provide a framework to share our plans. Our Board is committed to ESG and has included oversight of ESG as part of the mandate of the Governance Committee.

Today, we are pleased to release our inaugural ESG report, a summary and reflection of our commitment to sustainability, responsibility, and ethical business practices. At CloudMD, our company purpose is Empowering Healthier Living, which at its core aligns strategically and culturally with the principles and spirit of ESG. To that end, we are committed to ensuring that all CloudMD employees are enabled to deliver on the company purpose and corresponding ESG goals and objectives.

In the last few years, the world has changed: individuals and organizations increasingly depend on tools and resources to help them cope and manage. It is our view that resiliency and healthcare navigation have become critical dependencies for people around the world. Our operating divisions, Health & Wellness Services, and Health & Productivity Solutions, have aligned in 2023 to address the resiliency needs of individuals and deliver on our company purpose. ESG will help drive impact and accountability to stakeholders. We are excited to formalize our ESG strategy to support our growth and purpose.

To underscore our dedication to environmental sustainability, we have embedded our commitment to environmental awareness and responsible practices into our CloudMD Employee Code of Conduct, which all employees are required to review and acknowledge. All of our offices adhere to environmentally-conscious practices, and our hybrid workplace strategy has reduced our overall office footprint. Our efforts in environmental sustainability focus on fostering a healthier planet for current and future generations.

Our strategic focus on healthcare navigation and the full spectrum of healthcare service delivery drives our social responsibility initiatives. Our corporate values help define and shape a workplace that reinforces diversity, equity, and inclusion. As an organization, we help millions of clients and patients with physical and mental health and well-being support. CloudMD invests in our people, supports our local communities, and fosters a culture of ethical practices, accessibility, and equity. This collectively amounts to a meaningful contribution to society in which we take tremendous pride.

Sound governance is the priority area of focus for our operations. We maintain the highest standards of integrity, transparency, and accountability. Our governance framework is designed to ensure that we operate ethically, comply with regulations, and deliver sustainable value to our shareholders.

As a healthcare company, we recognize the growing demands for physical, mental, and emotional well-being support. To that end, we are committed to

continuous innovation that drives our business forward and addresses pressing social issues. Every day, we demonstrate our commitment to Empowering Healthier Living by taking a holistic approach to healthcare. Our investment in dedicated nurse navigators ensures that all of the healthcare needs of our clients' employees are identified and fully addressed. We also focus on breakthrough solutions, such as Remote Patient Monitoring, that deliver improved patient outcomes and contribute to the broader healthcare landscape.

While we are proud of the progress outlined in this report, we acknowledge that our journey towards sustainable business practices is ongoing. We recognize the importance of collaboration with our stakeholders—investors, employees, partners, and the communities we serve. Together, we are building a future where healthcare is accessible, advanced, and a meaningful source of change.

We invite you to explore this ESG report and review the details of our initiatives. We are excited by this framework and look forward to evolving the initiatives throughout 2024.

Karen Adams
President and CEO

Graeme McPhail
Chair, Board of Directors

CloudMD ESG Program Goals & Priorities

CloudMD recognizes the importance of environmental and societal issues and challenges, and we are committed to making a difference in the world in which we live. We are on a journey to embed ESG in all that we do, integrating it into the various aspects of our business operations and decision making.

Through our purpose of Empowering Healthier Living, we strive to create sustainable change for a better future. By engaging with our stakeholders – employees, customers, clients, suppliers, vendors, and shareholders, we are working to sustainably make a difference in our workplace, through our products, services, and offerings, and in our communities while delivering expectation exceeding performance for the Company.

Our ESG strategy and supporting initiatives are governed by the ESG Advisory Group (“ESG Committee”) formed in 2022, a diverse, internal cross-functional group with expertise in relevant disciplines. The ESG Committee

is responsible for (1) identifying near and long-term strategic ESG initiatives focused on prevention, intervention, and mitigation of possible risks to the Company and its operations and (2) helping integrate ESG into our corporate culture and business practices.

The ESG Committee reports to the Company’s Risk Management Committee, whose membership has ultimate responsibility for the review and oversight of the Company’s risks.

In the context of the North American healthcare industry, publicly traded companies are increasingly focused on addressing ESG risks. Some relevant healthcare industry ESG risk areas that CloudMD is particularly focused on include:

ENVIRONMENTAL FOCUS AREA



Energy Consumption

Implementing energy-efficient practices in healthcare facilities to reduce carbon emissions.

SOCIAL FOCUS AREAS



Quality of Care

Ensuring patient safety and providing high-quality healthcare services.



Health Equity

Addressing healthcare disparities and promoting equitable access to healthcare for all populations.



Access to Healthcare

Ensuring access to healthcare services, particularly in underserved or remote areas and vulnerable populations.



Employee Welfare

Providing fair wages, safe working conditions, and opportunities for professional development for healthcare workers.

GOVERNANCE FOCUS AREAS



Ethical Leadership

Demonstrating strong ethical leadership to uphold the company’s values and maintain public trust.



Regulatory Compliance

Adhering to healthcare regulations, licensing requirements, and industry standards.



Data Privacy and Security

Protecting patient data and maintaining high standards of data privacy.



Transparency

Providing transparent reporting on financial performance, ESG efforts, and corporate governance practices.

CloudMD leverages the **Sustainable Development Goals (SDG)** framework to contextualize its ESG strategic approach. The SDGs were formulated in 2015 by the United Nations General Assembly (UNGA) as part of the post 2015 Development Agenda, which sought to create a future global development framework. The SDGs emphasize the interconnected environmental, social, and economic aspects of sustainable development by putting sustainability at their center.

Overarching focus areas have been extrapolated from **(1) SDG 8** around **fostering sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all**, and **(2) SDG 9** on **Industry, Innovation, and Infrastructure**.

Environmental



Environmental

As part of our environmental sustainability efforts, we aim to reduce energy consumption, water usage, waste disposal, and carbon emissions. Through strategies aimed at reducing our environmental impact, we are committed to making progress towards encouraging these reductions.

We do so practically and cost-effectively by promoting environmental sustainability initiatives with employees, our peers, and business partners and choosing environmentally conscious vendors and suppliers.

CloudMD operates its facilities and conducts its operations in compliance with applicable environmental and health and safety laws and Company standards. Our highest priority is protecting the safety and health of our employees, contractors, customers, consumers, and members of the communities where we do business. CloudMD always considers the environmental, health and safety implications of our business decisions. It is a violation of the CloudMD Employee Code of Conduct to knowingly disregard our environmental, health and safety standards.

To further underscore its commitment to employee and leader awareness of environment-focused priority, CloudMD has an environment-based acknowledgement in its Employee Code of Conduct. All employees review and attest to the Code of Conduct, which instills respect for the environment by directing employee and company compliance to all applicable environmental laws. This includes the Company's commitment to the protection of the environment by minimizing the environmental impact of its operations and operating its business in ways that will foster sustainable use of the world's natural resources. Employees must notify management if hazardous materials come into contact with the environment or are improperly handled or discarded.

In support of this commitment, the marketing team at CloudMD plays a crucial role in championing our environmental sustainability initiatives, particularly in reducing our carbon footprint. The team's strategy revolves around a robust digital-first approach that communicates our environmental commitments effectively and actively contributes to their success. This includes crafting compelling data

driven narratives to showcase our eco-friendly practices. Furthermore, for clients and partners that express an ongoing requirement for both digital and print materials, we are committed to encouraging their transition to fully digital-only materials.

Finally, CloudMD's strategic focus on the delivery of virtual healthcare (Virtual Therapy, Nurse-led navigation through online channels, Telemedicine, and Internet-Based Cognitive Behavioural Therapy) helps reduce the need for clients and applicable healthcare practitioners to commute to physical offices, in turn leading to decreased carbon emissions. Virtual care has also enabled the reduction of CloudMD's office footprint across Canada further minimizing resource consumption and energy usage.

Social



As a profit-for-purpose organization, social responsibility is core to CloudMD's vision and purpose. We believe **social responsibility** should govern the decisions and actions we take. By focusing on social responsibility, we can enhance the overall health and well-being of our employees, customers, clients, communities, and society as a whole.

We will deliver on our deep commitment to social responsibility, starting with a focus on our people. We believe People are at the heart of our business, and we are investing in creating an equitable and inclusive organizational culture that allows our people to be their best, authentic selves.

We believe people should be treated fairly, feel valued and respected, have access to meaningful work, and be supported to fulfill their purpose. Through the following, we strive to create a culture of belonging and be a valued partner to our customers and clients.

CULTURE, ENGAGEMENT, AND GROWTH

We are on a journey to create a culture of belonging where our people can be their best, authentic selves. Through our CloudMD values, we are instilling our agreed upon behaviours, attitudes, and mindsets into our organization. We value continuous learning and growth and aim to equip and empower our people to thrive and grow. Following our 2023 inaugural CloudMD Employee Engagement Survey, we are engaging leaders and employees from across the business to help define and lead engagement initiatives focused on culture, employee experience, and growth.

- CloudMD's People Strategy focuses on delivering an empowering and equitable employee experience. This strategic approach is aligned with ESG through its focus on leadership development, policies and organizational practices, and internal subject matter expertise around health and safety, inclusion and diversity, and well-being.
- We launched our CloudMD Employee Code of Conduct which defines the company standards of expected conduct and behaviours and reinforces the consistent application of our core values.
- We foster a culture of company-wide recognition through monthly leader, team, and peer recognition practices that highlight employees at all levels who demonstrate CloudMD values.

HEALTH, SAFETY, AND WELL-BEING

The health, safety, and well-being of our people is of the utmost importance at CloudMD. In addition to adhering to health and safety standards across all our business units, well-being has been defined as one of our organizational core values. We believe it is important to take care of ourselves and others and are actively integrating well-being into all of our policies, programs, and processes.

- Our People Manager Training programs, Employee Wellness Programs, and "Ask an Expert" Monthly Webinars are provided to clients at no additional cost to ensure CloudMD expertise and thought leadership are fully deployed to keep workforces engaged and supported.

EQUITY, DIVERSITY AND INCLUSION (ED&I):

We embrace and value diversity and champion equity and inclusion to create a safe, inclusive workplace with accountable allies and free from biases, microaggressions, harassment, and discrimination. Our commitment to ED&I applies to the highest levels of the company, including at the Board level, where we recognize that diversity and inclusion creates better functioning teams, fosters innovation, strengthens performance, and promotes long-term shareholder value.

- We provide multiple access points to the services to support diverse needs: chat, video, phone, and in-person. Internet-based services, such as iCBT and available chat functions, help reduce the stigma barrier and increase access to therapy.
- Our CloudMD websites & platforms are accessible (AODA Compliant).
- CloudMD provides all its employees with Diversity Days - paid days off (in addition to vacation entitlement), including but not limited to the opportunity for employees to celebrate different religious holidays, cultural events, and other diversity-related occasions.
- 100+ languages are supported through our intake/call center via an interpreter service, and over 60 languages are available in our network of counsellors (subject to location).
- We support members of the Indigenous population who wish to consult with Elders & Knowledge keepers of their choosing, and we staff counsellors with experience or lived experience in Indigenous issues.

HUMAN RIGHTS

We believe that human rights are fundamental basic rights and human dignity in our workplace and beyond. We support internationally recognized human rights principles that promote and protect human rights, free of child and/or forced labour, and advocate for/ensure a living wage. We also believe in holding our vendors and suppliers to these same standards, ensuring that we can collectively make a difference in our society as a whole.

SELECT ESG-RELATED ACHIEVEMENTS



Access to over 5,100 Registered Social Workers, Psychologists, Nurses, Nurse Practitioners, and Medical Professionals with options for access outside of standard office hours.



An additional 100,000 lives supported via new clients who signed on with CloudMD portfolio solutions, including Health Care navigation (mental and physical health), Internet Based Cognitive Behaviour Therapy (iCBT), and Mental Health Coaching solutions.



Strategic partnership with the Ontario Structured Psychotherapy program and Family Health Teams both increases and accelerates healthcare access to Ontarians.

CloudMD's strategic investment in Remote Patient Monitoring ("RPM") in the US highlights a technology that enables monitoring of patients outside of conventional clinical settings, such as at home, by electronically transmitting physiological data to the physician. This results in increased access to care and decreased healthcare delivery costs.

The benefits for RPM that align with CloudMD's 'Social' focus include the following:

- Addresses an increase in chronic medical conditions.
- Reinforces the effectiveness of remote health monitoring.
- Supports shift to customer-centric delivery of healthcare services.
- Helps address rise in healthcare costs for public and private sectors.
- Supports initiatives for increasing awareness of mental health and work-life balance.

In terms of community investment, CloudMD employees also actively volunteer their professional expertise in mental health support for various projects, initiatives, associations, and charitable organizations.



Governance



The ESG Committee's responsibility is oversight in nature. The primary responsibility and ultimate decision-making with respect to the Company's underlying programs and policies remains with the Risk Management Committee ("RMC") and the Board of Directors ("BoD"). The ESG Committee will assist the Risk Management Committee in:

- Setting general strategy relating to ESG matters.
- Developing, implementing, and monitoring initiatives and policies based on above strategy.
- Overseeing communications with employees, investors, and stakeholders with respect to ESG Matters.
- Monitoring and assessing developments relating to, and improving the Company's understanding of ESG Matters.
- Providing efficient and timely disclosure of ESG matters to internal and external stakeholders.

ESG is critical to our business beyond being an important part of good business practices. It also reinforces focus on the following:

1. **Risks** - A critical component of overall Risk Management.
2. **Sales** - A highly sought after business development enabler.
3. **Legal** - An imminent mandatory regulatory disclosure (TSXV in 2023) beyond today's MD&A.

CloudMD generally defines governance as the set of processes, customs, policies, and laws affecting how it (i) is directed, administered, or controlled and (ii) relates to third parties.

We view good governance as essential to creating and preserving value for our shareholders and other stakeholders. This includes a sound approach to corporate governance that complies with all applicable laws, rules, regulations, and policies, as well as unwavering adherence to our values.

As a public company, CloudMD itself is governed by a series of policies, procedures, best practices, and guidelines rooted in

sound ethics that enables the Company to confirm to stakeholders its adherence and focus on good corporate governance.

CORPORATE GOVERNANCE

We have an effective and highly skilled Board of Directors with two committees:

- 1) Audit & Risk Committee
- 2) Governance, Nominating & Compensation Committee

We promote board independence and embrace board diversity in all its facets, including skills, experience, gender, ethnicity, and race. Our Board's Code of Business Conduct and Ethics outlines key principles and rules to help our Board of Directors exercise its responsibilities and serve the interests of the Company and its shareholders.

ENGAGEMENT

It is the Company's strategy to work with vendors, external partners, and third-party service providers ('Vendors') that share a commitment to sustainability. Vendors engaged in providing products and services to CloudMD are expected to act in a manner consistent with the Company's Code of Conduct. During vendor evaluations, the Company shall take the appropriate steps to ensure ethical business practices, labor and human rights, vendor diversification and inclusion, environmental stewardship, management systems, and governance are considered.

ANTI-CORRUPTION

The Company takes anti-corruption efforts seriously and will execute strict anti-corruption policies to convey such integrity to all stakeholders.

PROCUREMENT

Procurement practice is a key function in helping CloudMD meet our ESG objectives. We are committed to establishing a comprehensive procurement process to ensure that the execution of ESG principles are carried out throughout the value chain and within our corporate ecosystems, including suppliers, assets, and customers.

REGULATORY & COMPLIANCE

As a Canadian public company, we recognize that many ESG disclosures are gradually shifting from voluntary to mandatory under Canadian securities legislation. As such, we will closely monitor various requirements, processes, and scopes set out by regulatory parties.

TRANSPARENCY

The Company believes in holding itself publicly accountable to its ESG commitments and aims to report on its ESG activities regularly to its employees and shareholders.

CloudMD ensures ethical internal and external practices through its distribution of the Employment Code of Conduct, which all employees and payroll contractors need to review and sign off; policies including but not limited to Occupational Health & Safety, Workplace Violence Harassment, Social Media Conduct, Privacy, and other Security-related practices.

CloudMD's ESG strategy, policy, and practices are subject to periodic review and revision by the ESG Committee as necessary or appropriate. The ESG Committee, in consultation with the Risk Management Committee and Board of Directors, as appropriate, shall have the authority to make any interpretations regarding the operation of the ESG strategy, policy, and practices.

