

Digital Place Solutions

ESG Framework

Unlocking digital opportunity



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Our Approach

This document outlines DPS' approach to ESG. In FY24 DPS completed a materiality assessment to understand the environmental, social and governance risks and opportunities that impact our operations.

To complete the materiality assessment we considered the expectations of our customers, communities and partners, as well as industry trends and ESG reporting frameworks. The recommendations of the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB) have informed the material topics within this document.

We focus on the issues that matter most to our stakeholders and our business. Our material topics reflect the areas where we have the greatest impact and where we are exposed to significant risk. These topics are also aligned to the expectations of our community, customers, and partners.

Environment	Social	Governance
Continuously innovate and deliver products that are efficient, have an extended lifecycle and responsibly use and dispose of materials	Provide digital solutions that activate third spaces for Australian communities, and operate a responsible supply chain	Operate a responsible business and be a partner of choice
Emissions and energy	Health and Safety	Governance and Policies
Materials	Supply Chain	Professional Integrity
Innovation	Community	Product Quality

DPS acknowledges that data privacy and labour relations are identified as material topics by both SASB and GRI, yet due to DPS's unique structure, these are not deemed material for our organisation. Nevertheless, our approach to managing these topics is detailed throughout this document to maintain transparency with our partners.

Our Operations

DPS was established in July 2013, founded by both Gerry Thorley and Stephen Rubie who bring decades of media and technology experience delivering commercial outcomes for clients. With foundations from Broadcast and Subscription Television, Out of Home (OOH) and Place Based media DPS draws from a deep reservoir of actual innovation and digital transformation experience.

DPS operates from a strategic level of identifying commercial opportunities for our clients. We remain technology agnostic and can provide advice independent of the technology or service providers. As place-based media consultants and digital display suppliers, DPS assists property owners, services clients and media operators deliver digital display opportunities.

Display Technology	OOH Media	Services
Design and Specify Displays	Broad Media Expertise	Media Commercialisation Strategy
Manufacture/Product	OOH Sector Expertise	Site evaluations
Manufacture/Produce	OOH Sector Revenue Insights	Property DA project management
Import and deliver	OOH Strategy	Future Technology Trends
Install methodology	Supervise/Evaluate tenders	Technical/systems health checks
INstall and commision		
Maintaenance/Repair service		

DPS has designed, procured, and installed many large format digital displays through high profile locations including Australian shopping centres. In addition, DPS provides the after-establishment service and maintenance programs to ensure longevity.

United Nations Sustainable Development Goals (UN SDGs)

The United Nations Sustainable Development Goals (SDGs) aim to address global challenges such as poverty, inequality, climate change, environmental degradation, peace, and justice. We have completed a process to align ourselves to the UNSDGs and



Seeks to build resilient infrastructure, promote sustainable industrialisation and foster innovation.



Make cities inclusive, safe, resilient and sustainable



Ensure sustainable consumption and production patterns



Revitalize the global partnership for sustainable development

Governance

Goal: Operate a responsible business and be a partner of choice

Material Topics:

- Data Security and Privacy
- Workforce Diversity, Inclusion and Engagement
- Professional Integrity
- Advertising Integrity
- Product Quality

Our website does not facilitate transactions and thus does not store client or user data. While DPS has previously operated a quarterly e-letter via the Mailchimp platform, it was only sent to known contacts who could opt out at any time. Any other data considered is held in individual contact lists through Outlook and Google platforms. For additional details on data security measures, please refer to the IT report provided by another consultant.

Our team comprises two principals, with additional consultants and contractors engaged on a project-specific basis. DPS selects these professionals based on technical expertise, without any biases related to gender, age, location, ethnic background, or religion. We are committed to fostering an inclusive work environment that values diverse perspectives and skills.

DPS has a strong track record of professional integrity, with no legal proceedings against the company since its inception nearly 12 years ago. We uphold high ethical standards in all our business dealings and maintain a transparent and accountable operational framework.

As DPS does not operate as an advertising agency or media buyer, we do not offer advertising services. However, we do track out-of-home (OOH) media sector revenue data and provide market insights to select clients on a private basis. Like our professional integrity, DPS has had no legal proceedings related to advertising practices, reflecting our commitment to ethical conduct.

Environment

Goal: Continuously innovate and deliver products that are efficient, have an extended lifecycle and use materials responsibly

Material Topics:

- Emissions and Energy
- Innovation
- Materials

Our approach to the environment focuses on our operational control and the boundaries within which we can influence our supply chain. Our commitment to innovation and technology drives us to deliver digital design solutions that are efficient and have longer life spans.

Our Scope 1 and 2 emissions are minimal due to the absence of a head office or direct operations, with our advisory services delivered remotely from premises equipped with solar PV. In FY25, we plan to establish an emissions baseline to better engage with suppliers and demonstrate our commitment to responsible business practices.

We collaborate with suppliers to responsibly source and manage materials, ensuring proper disposal of e-waste at the end of product life. While DPS cannot directly control waste and material management, we are committed to influencing our supply chain towards responsible waste practices.

DPS advocates for high-quality specifications that offer longer life and efficient operation. We believe that investing in superior products, rather than opting for cheaper alternatives with short warranties, benefits both the environment and our clients in the long run.

Social

Goal: Provide digital solutions that activate third spaces for Australian communities, and operate a responsible supply chain

Material Topics:

- Health and Safety
- Community
- Supply Chain

DPS has conducted visits to prime supply line providers and inspected their high-quality factory conditions. We are confident that our suppliers do not engage in modern slavery or other unethical employment practices.

Additionally, DPS has participated in the Property Industry Modern Slavery supplier assessment to further ensure transparency and collaboration.