

Macro 4

Corporate and Social Responsibility Report

Macro 4 recognises its obligation to the environment, its stakeholders, and the community in which it operates to conduct its business in a socially acceptable and responsible manner. It understands that the actions of the Company and its employees can impact all these areas of society and where possible takes steps to ensure that its core values encompass socially appropriate behaviour.

The key areas addressed are:

The environment

As a software company, Macro 4 produces few products that have a direct negative environmental impact and indeed many of our products are directly designed to deliver environmental benefits to our customers. For instance, our print management software allows customers to manage their use of large printer fleets, reducing the use of consumables (paper and toner) and energy. Likewise, our Application Performance and data warehousing products allow customers to meet their operational requirements with less hardware, leading to reduced upgrade requirements and lower energy consumption.

Our specific environmental practices include:

- Minimising the consumption of raw materials, energy and supplies;
- Keeping waste and pollution as low as possible;
- Purchasing recyclable and environmentally responsible products and materials where they are available and cost effective;
- Complying with environmental legislation and approved codes of practice;
- Considering the environmental impact of our operating decisions;
- Training and informing our employees about environmental issues that may affect their work and encouraging them to work in an environmentally responsible manner;
- Avoiding the unnecessary use of hazardous materials, but where such things must be used, ensure that steps are taken to protect human health and the environment and that they are properly disposed of.

The Company continues to look for cost effective ways to reduce our environmental impact and during this financial year these have included:

- The rationalisation of our software development environment by using the latest server technology which has reduced our energy consumption for servicing the software and development function;
- Initiating the use of low power/silent Thin Clients instead of desktop PCs, accessing virtual desktop environments on servers in the data centre, resulting in reduced power and air conditioning requirements. This will be rolled out over the Group over the coming normal upgrade cycle.

In addition to these new initiatives, the Company has maintained the positive actions established in previous years. We continue to recycle and reuse wherever possible, to encourage our employees to cycle to work through the re-launch of our bikes to work scheme, to reduce travel where possible through the use of web conferencing, and to ensure that our staff are aware of their responsibilities in reducing the impact of the Company on the environment.

Stakeholders

As an international business, Macro 4 has a broad range of stakeholders based in a variety of countries and they include shareholders, customers, employees, sales partners and suppliers.

Shareholders

One of Macro 4's key mission statements is to deliver a strong investment return to shareholders.

Our investor relations policy includes maintaining regular and open dialogue with the Group's shareholders and the analysts who follow the Group's progress. It includes a significant commitment of time and effort in cultivating new analysts, so that investors can obtain as broad a range of opinion on the Group as possible. As well as publishing the half yearly financial results, the Group Chief Executive Officer, Chief Operating Officer and Group Finance Director regularly host conference calls, presentations and meetings with investors and analysts to enhance understanding of the Group's strategy and key business dynamics. Each presentation is available for download from the Investor Relations section of our website. Similarly, the Group maintains regular dialogue with potential shareholders.

Customers

Our stated aim is to offer our customers sustainable, clearly differentiated and innovative solutions which deliver significant and clear returns on their investment.

We achieve this in many ways, including:

- Strong account management to provide a partnership with customers that will help them maximise their return on the investment made in their software infrastructure;
- Continued investment in research and development to ensure that the solutions available to customers remain leading-edge;
- Maintaining the excellent quality of post-sales technical service provided to customers. During the year we further improved our customer support by providing internet portals enabling clients to access product knowledge bases directly;
- An annual Customer Advisory Board ('CAB') where key customers have the opportunity to review and contribute to strategic product plans and direction.

During the year we held a number of successful customer events as part of our 40th birthday celebrations to thank our customers for their continued custom and support.

Employees

Macro 4 recognises that its highly skilled employees are critical to the continuing success of the Company and undertakes all reasonable measures to ensure that their professional needs are met and that they are appropriately rewarded for their contributions.

We seek to ensure that:

- The best people are employed for each job regardless of gender, race, age, disability, marital status, sexual orientation or any such discriminatory factor;
- Employees are fairly remunerated for their services and provided with all the necessary tools to carry out their duties to the best of their ability;
- All employees and visitors have a safe and healthy environment in which to work with regular health and safety audits and risk assessments conducted throughout the year. We do not tolerate any sexual, racial or mental harassment of our employees;
- Anyone who becomes disabled whilst in service, continues to be employed, where possible, with appropriate training and continuing career development;
- Training and support is given where appropriate to encourage personal growth and career progression;
- All statutory regulations and best practice are fully complied with.

The Group has an Employee Support Programme in place which provides a 24 hour life management and personal support service, delivered by telephone. Advice is provided on a range of issues such as financial, legal, relationships, stress, family care, housing, work and medical issues.

The Company also provides benefits to employees by way of health insurance and pension contributions, designed to provide support to employees and their families in times of illness or after retirement.

All UK employees are eligible for participation in the Company's H.M. Revenue & Customs approved All Employee Share Ownership Plan ('AESOP') which allows staff to purchase shares in the Company out of pre-tax earnings provided the shares are held in trust on their behalf for five years.

Sales partners

In some of our markets we partner with major system integrators, resellers and MSPs ('Managed Service Providers') to deliver complete solutions to customers. Over the years, Macro 4 has had much success in its sales partnering activities. We aim to continue offering significant, clearly differentiated and sustainable value-added solutions to products and services strategies, building on this sound route to market and helping them build their businesses.

Suppliers

The Group's key suppliers provide equipment and services principally for its extensive infrastructure. Macro 4 seeks to ensure that it enters into valid contracts with its suppliers that are fair to both parties. The Group seeks to act in accordance with the terms of those agreements for the duration of the contract, including prompt payment, regardless of the size of the supplier. Where practical, we prefer to source equipment and services from local, ethical suppliers.

Community

Macro 4 encourages its employees to engage beneficially with their local community in all areas where the Group operates. Since Macro 4 is a small company and is mindful of its responsibility to its shareholders it is not always possible for it to provide funding to charitable causes. However we offer support and assistance to staff who wish to raise funds and awareness of charities, and allow them to use available facilities to maximise the contributions they achieve. In some cases the Group supplements sponsorship monies. During the year, the Company's charitable donations in the United Kingdom amounted to £1,900 (2007 £4,990).