

Implementation Plan for Newly Established Commitments

Company name: CONFIDENT AGENCY

Date: 01.01.2025

Introduction

The purpose of this implementation plan is to provide a clear and practical framework for verifying CONFIDENT AGENCY's newly formalized donation commitment. **The plan outlines the company's commitment, strategies, and actions that have been established to ensure that the donation commitment is effectively integrated into the company's operations and will be successfully implemented in the short term, and maintained in the long term.**

Commitment Overview

The company commits to donate **5%** of its annual revenues each year through yearly donations, *to support charitable organizations.*

Desired Impact: To contribute to *nurturing youth development, education and growth of young generation*, following the philanthropy approach of the company.

This commitment will be publicly disclosed on the company's website by the conclusion of Quarter 3 2025 serving as a means to inform all stakeholders.

Implementation Plan

A comprehensive implementation plan has been developed to guide the execution of the commitment.

The commitment aligns with the company's core values of environmental responsibility and sustainability, and will be integrated into the company's business model as part of its long-term sustainability strategy.



The implementation plan has following steps:

- The donations are already aligned with our core values and company mission, being the natural connection between the business and our philanthropic efforts. We will promote the donation practices through our marketing channel and share stories of impact and the importance of the contributions in the spirit of showing and reinforcing that our commitment remains valid and it is fully assumed during the company life time.
- The company set clear goals for our donations:
 - 5% from yearly revenues for the entire life of the company
 - 114827,69 RON has been allocated for the first year
 - yearly commitment to review the budget as needed by end of 1st quarter
- The company is engaging few employees in the donation process by allowing them to monitor the impact on these causes, to support or participate in designing donation activities.
- The company will communicate to their customers, partners our donation commitment, incorporating it into the sales process and pitches, that we know it will motivate also customers to support our business. By reporting to them these values and impact created the company is positive that it will encourage trust and further support.

A. Short-Term Timeline

Immediate Impact: The commitment will be implemented immediately, with the first donation scheduled to occur by end of 2nd quarter 2025.

Milestone: List of NGOs identified for the current year already finished and agreed upon in the first 2 Quarters of 2025. Impact indicators from the NGOs already communicated and ready to measure the impact created through donations.

Quarterly Donations: Subsequent donations will be made quarterly (by the end of each quarter) to maintain a continuous positive impact, based on a donations and service plan to be adjusted from one quarter to the other.

Subsequent donations: by end of 3rd quarter 2025 and end of 4th quarter 2025.

Milestone: Agreeing and verifying the impact created through donations, checking the results and next direction for impact growth

B. Responsible Parties

CEO: Responsible for overseeing the commitment's execution and integration together with the **CFO**, responsible for managing the financial aspects of the donation commitment and the consulted team.



C. Resource Allocation

A budget of **114827,69** RON has been allocated for the first year of the commitment for donations, that are going to be agreed with the partnering NGOs, with a commitment to review and adjust the budget as needed in subsequent years.

This commitment will provide money donations and in-kind services to NGOs to support their projects for the underserved community.

The Managing Team will allocate time to managing the donation commitment based on the **payment plan**.

- First donation scheduled to occur by end of 2nd quarter 2025.
- Subsequent donations: by end of 3rd quarter 2025 and end of 4th quarter 2025.
- Milestones: List of NGOs agreed upon, donation activities designed and monitored, impact KPIs met and verified through donations, communication with NGOs and customers done

D. Reporting and Monitoring

A quarterly reporting system will track the progress of the donations.

Key performance indicators (KPIs) will include:

- number of projects supported,
- amount of donations provided to each project,
- impact on local ecosystem,
- feedback from project beneficiaries

E. Risk Management

Challenge 1: Economic downturn affecting profits will affect donations.

Contingency: A financial fund created by the company will ensure donation commitments are met even in challenging financial periods.

Challenge 2: Difficulty in identifying suitable environmental and or social projects.

Contingency: Collaboration with environmental NGOs and experts to ensure donations support meaningful projects.



Executive Leadership Support

This commitment and implementation plan is signed by the executive leadership to demonstrate their complete engagement to the initiative of supporting people and organizations in need.

Signatures of responsible parties

CEO

Mara Gojgar Constantin

A handwritten signature in blue ink is written over a circular blue stamp. The stamp contains the text "SOCIETATEA COMERCIALA * MARA GOJGAR CONSTANTIN * COMERCIAL * BUCURESTI - ROMANIA *".