



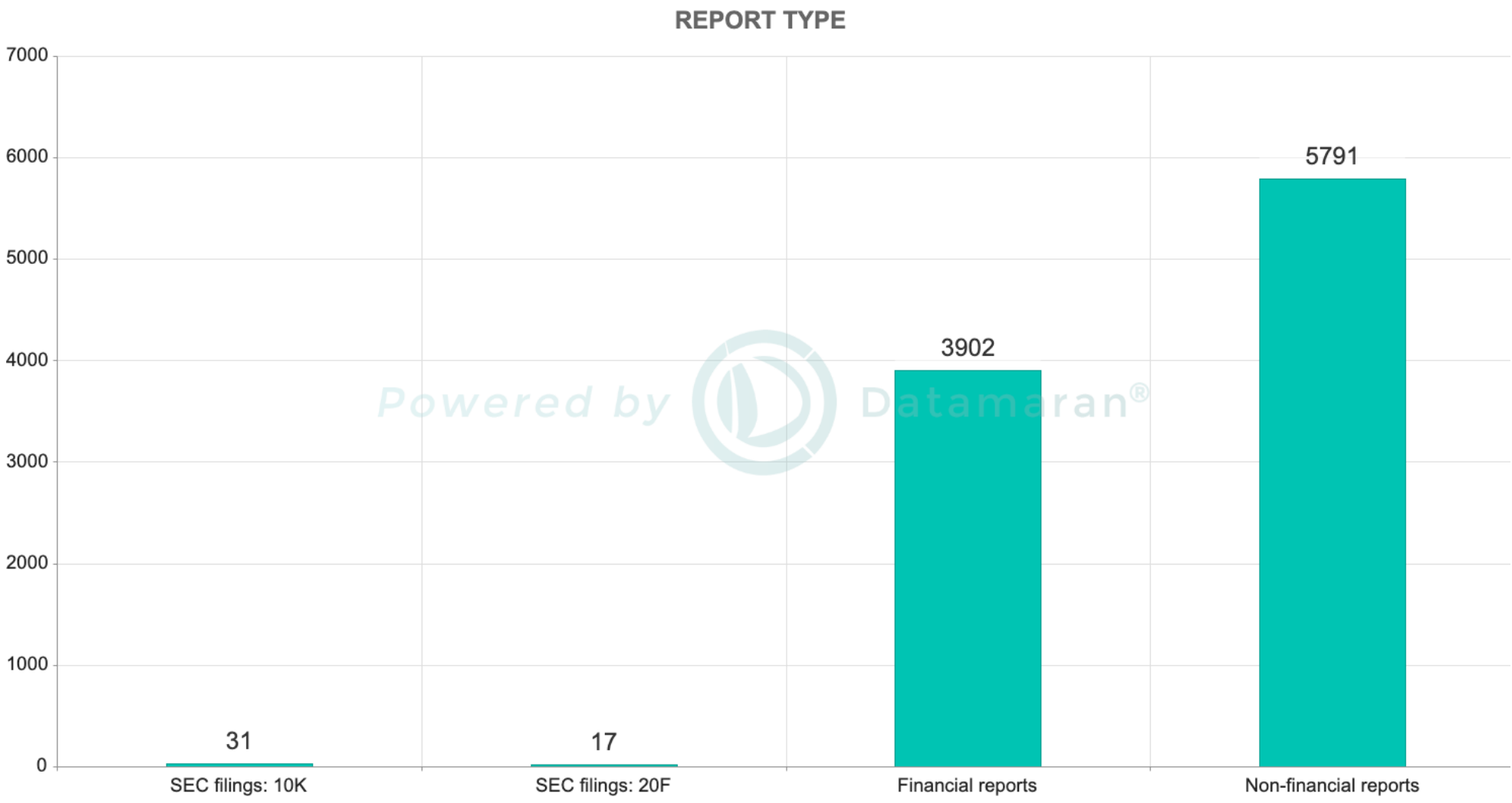
Webinar VNU/EASP - September 21st 2020

Stakeholder engagement in times of crisis: how a data-driven approach helps

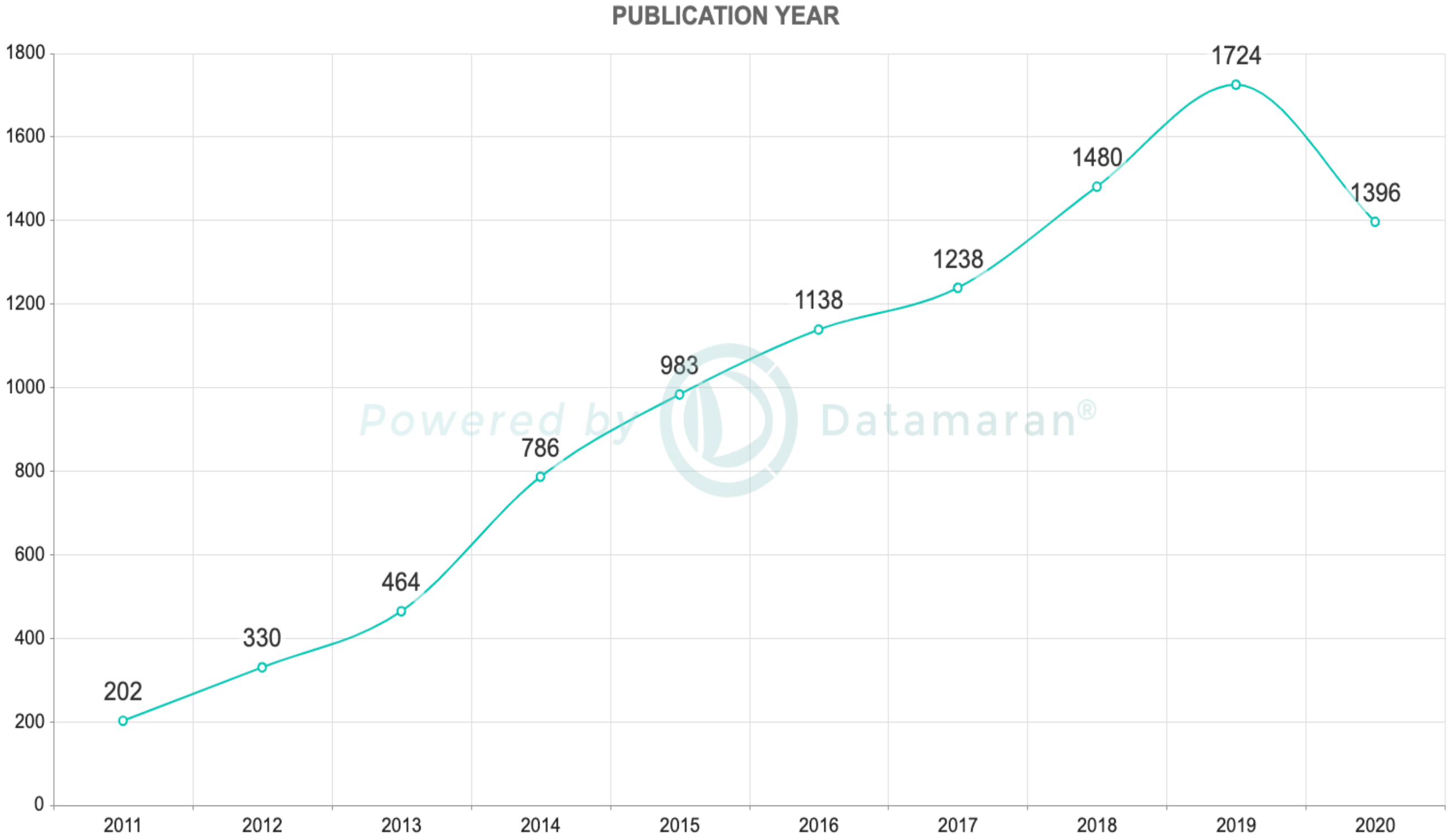
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Datamaran



MATERIALITY AS A STRATEGIC BUSINESS PROCESS



Term searched: "materiality assessment" OR "materiality matrix" OR "materiality analysis" OR "materiality assessment OR 'issues prioritization" OR "double materiality" OR "dynamic materiality"



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DATA-DRIVEN INSIGHTS



1

WHAT ARE OUR EXTERNAL RISKS?

2

WHICH ONES ARE MATERIAL NOW AND IN THE FUTURE?

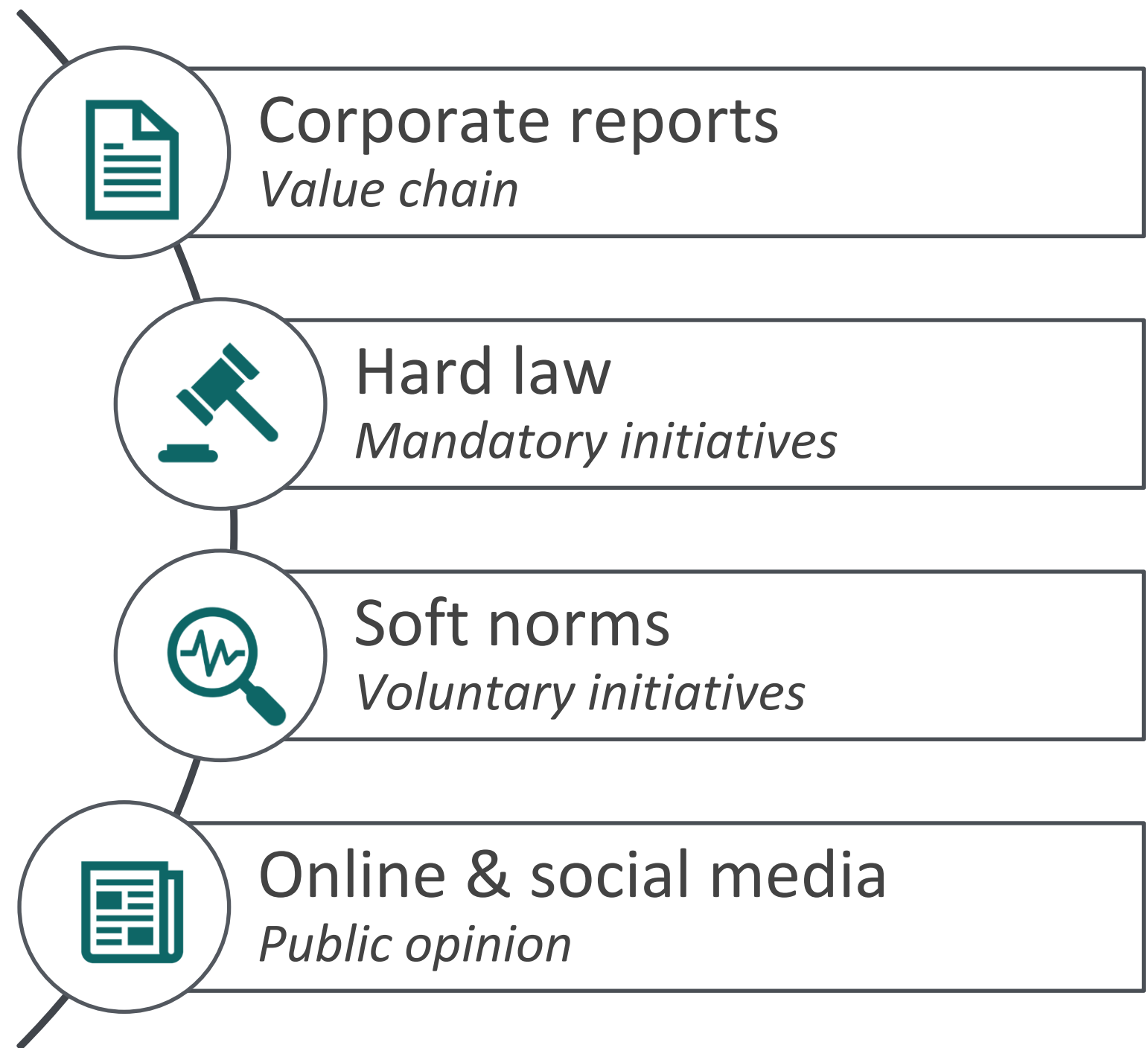
3

WHAT PROCESSES AND CONTROLS DO WE NEED TO PUT IN PLACE?

4

HOW SHALL WE MONITOR THEIR EVOLUTION?

SOURCES





BENEFITS OF DATA-DRIVEN MATERIALITY



Structured

One platform, a consistent process and a fully auditable data trail – with instant insights to inform corporate strategy.



Fast

More comprehensive analysis 10 times faster, giving you more strategy and engagement time.



Compliant

With the GRI, SASB, IIRC and the COSO/ISO standards for ERM. Fully integrated into your existing ERM process.



Evidence-Based

Data-driven analysis of millions of data points, enabling a scientific approach to ESG assessment in line with COSO.



Proactive

Keeping you updated with external developments related to your business critical issues.



Affordable

Save costs and gain operational efficiencies with a tech-enabled approach.

A NEED FOR CONTINUOUS MONITORING



*“The world is changing very fast and the amount of information generated is increasing exponentially. The human brain simply cannot process that much information. **We need solid business processes supported by technology...** This helps us to focus on areas that can have an impact on business.” BASF*

*“**Data-driven materiality moves the conversation away from opinions about sustainability topics and toward facts and insights.** It helps the company find value in the materiality assessment beyond reporting, and can facilitate consistency across three key business processes: risk management, annual reporting, and board reporting”. SANTANDER*



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