

Ways Annual Report

2022

Background

The year 2022 was a very important one for Ways, after two years marked by the economic and social uncertainty of the Covid-19 pandemic, finally as of March the borders were finally reopened and business activities returned to normal, resulting in a recovery of the tourism sector, both for the domestic and international markets.

The recovery was overwhelming. Although Ways had prepared for this moment for a long time the strength and impact of this phase had a great impact on the internal organization. To cope with the many requests, especially last-minute ones, we expanded the staff and identified new people in the organizational chart.

Commitment to sustainable development continued its course; 2022 was an important year for the company, which decided to transform itself into a benefit corporation, with the aim of creating benefit for the community in which it is embedded as well.

The goals set were pursued even if in a partial form due to the great effort made to support post-Covid growth and development. In spite of everything, the company and the organization have always kept up their commitment and developed projects for continuous improvement and support of local communities. A clear example of this is the significant increase in the number of small local businesses that have become our suppliers, of goods and services, and have replaced medium- and large-sized ones.

The results presented in this report are to be read in the light of the complex and changing situation that led us to put to use the resilience skills our team enjoys, demonstrating to the market capacity for innovation and teamwork.

Who we are

Ways is a DMC tour operator that specializes in creating experiences for small groups, private or shared, regarding food and wine, culinary, cultural and hiking activities. taking place in the cities of Verona and Lake Garda, Venice, Milan and Turin. Each experience is created with a team of selected, experienced and local guides who are part of the corporate team. At the heart of every activity are the people, who are the great value of this company, whose commitment ensures high quality standards and direct control over the entire process. The presence of Ways on the territory allows them to know every detail, in order to be able to be at the side of local realities and bring to life indelible stories and emotions in the minds of visitors.

Our Story

It all began in the small town of Verona, where in 2007 the two founders, Matteo and Andrea, had a brilliant intuition: to let people discover their city in a more dynamic, more interactive and authentic way, thus the first Bike Tour of the city of Verona was born.

They decided to involve the best local professionals who know the secrets and wonders of the city to give birth to the Veronality project, which in just a few years has evolved from a group of a few friends to a large team of experts operating in four different destinations in northern Italy.

2007 Idea

2011 Verona Bike Tours

2014 Veronality

2016 La Soffritta

2019 Veronality in Venice, partnership with Milanowow

2020 Ways

2021 Ways in Milan and Turin

Our mission statement

Ways exists to bring to life and discover the true essence of Italy through curated and authentic experiences in search of a local culture made up of small businesses, with local people so passionate about making a tour into a lasting memory. The commitment aims at the growth of common responsibility for a tourism made up of small experiences that enhance local communities, the historical and artistic resources of the area and sustainable growth over time that preserves the territories visited as a guarantee for future generations.

The vision

Engage travelers in an experience that can let them discover the authenticity of Italy, its secrets and wonders thanks to a knowledgeable and passionate guide who can build intense relationships and indelible memories.

Our values

Passion

Care, commitment and love for the area are the motives that drive the company to constantly improve its offerings to provide its guests with unforgettable experiences.

Curiosities

Constant experimentation is carried out to come up with increasingly original and innovative yet authentic experiences.

Collaboration and reliability

What makes the company reliable and genuine is the sharing of the same ideals among all team members.

Sharing and welcoming

The company has a strong focus on people, their well-being and inclusion. It feels a responsibility to be part of a community and wants to enhance it by telling the present to support the future.

Sustainability and responsibility

Respect for the planet's resources and a commitment to supporting communities have always been a top priority for Ways, which for years has been committed to defining a strategy for sustainable development in the short, medium and long term.

The code of ethics

Ways, in addition to complying, in the conduct of its business, with the laws and regulations in force, intends to observe high ethical standards, in the daily conduct of its work. For this reason, it has drawn up its own Code of Ethics, a supplementary tool to legal or regulatory standards. We believe that business decisions and personnel behavior are based on ethical rules, even in cases where they should not be codified by specific regulations.

The Code of Ethics expresses the ethical commitments and responsibilities undertaken by those in various capacities,

cooperate in the realization of the company's objectives, with respect to: capital holders, employees, collaborators, external consultants, suppliers, customers and other parties, as bearers of interests related to the company's activities. Particular attention is required of the managerial class, as well as managers and members or the member of the Supervisory Board, all of whom have the task of supervising the operation of the Code of Ethics itself and taking care of its updating: these individuals are called upon to ensure that the adopted principles are constantly applied and to maintain a behavior that sets an example to employees and collaborators.

The business model

The business was born with the founders' desire to provide guests with unforgettable experiences discovering our country Italy. The competitive advantage that differentiates the experience offered by Ways lies in the entire design and implementation process, which is done in-house and not outsourced to external parties. This places the consumer and their experience at the center.

Ways Tours is the incoming offer for northern Italy, dedicated to international travelers, specializing in tours and experiences for small, private or shared groups, with a catalog of packages and activities on all categories: art and culture, food and wine, outdoor activities and museum visits.

- 5 destinations in northern Italy
- 80 routes
- +4,300 tours
- 6.5 average group size

Ways Adventures is the incoming offer for luxury wine tourism, fully customized itineraries to discover the excellence of our territory, from little-known small farms to the icons of Italian wine. Ways partners with many Italian and international operators to design and manage itineraries in Italy.

- +60 territories
- +130 tastings

The commitment made through the **Virtou** project is to accompany other businesses to sustainable management to ensure that they have generational development that is responsible to the environment, communities and the future of the businesses themselves. In 2022, 2 hotels in the province of Verona were successfully accompanied to GSTC certification.

Highlights

Benefit Society

The governance of Ways has decided to take a very important path; in February, the transformation into a benefit corporation took place, meaning that the bylaws were amended by notarial deed to introduce an additional purpose in addition to the creation of economic profit, namely an additional purpose of common benefit pursued through the enhancement of cultural heritage and the development of local economies, as well as collaboration with nonprofit entities and associations, and the promotion and dissemination of sustainability as a model of social, economic and entrepreneurial growth.

Specifically, our corporate purpose has been supplemented with the following wording:

"The following specific purposes of common benefit that are pursued, in carrying out the economic activity referred to in the preceding paragraphs, through the performance of activities whose objective is to generate measurable social value in the public interest and to create the conditions for the maintenance of satisfactory economic results:

- *the enhancement of cultural heritage and the development of local economies including through slow and sustainable forms of tourism;*
- *collaboration and synergy with nonprofit organizations, foundations and the like whose purpose is aligned with that of the company, to contribute to the enhancement of cultural heritage with a view to sustainability and amplify the positive impact of their work;*
- *collaboration and synergy with professionals, companies and public entities for the design and implementation of sustainable development and strategic innovation initiatives, especially in so-called "secondary" territories;*
- *Participation in cultural and social activities that support the local community and low-income groups;*
- *The promotion and dissemination of the culture of sustainability in the area in which the company operates through collaborative dialogue with stakeholders, including for-profit and nonprofit organizations whose purpose is aligned with that of the Company;*
- *The promotion of sustainable innovation practices and models, economic and social systems (particularly the Benefit Corporation legal form and the B Corp model) inspired by sustainability, transparency, knowledge sharing and the common good.*

More generally, the Company, in the pursuit of its corporate purpose, intends-in its capacity as a "benefit company"-to operate responsibly, sustainably and transparently towards people, communities, territory and environment, cultural and social goods and activities, bodies and associations and other stakeholders."

B Corporation Certification

The B Corporation certification is the result of a journey that began in 2020, when Ways decided to initiate an audit of its internal processes and policies, with a view to certifying the company's commitment to and ongoing focus on social, environmental and economic responsibility through its business purpose, respecting the communities in which it operates and the people with whom it works.

In November 2022, the certifying body B Lab Europe, after careful analysis and document verification, determines that Ways can fully join the exclusive and virtuous club of the 6,400

companies worldwide and 220 in Italy that use effective tools to accelerate the evolution of their companies and commit to an inclusive, equitable and regenerative economic system.

GSTC Certification

Continuing the path started in 2021 with GSTC, also during 2022 the periodic and annual audit of the control body confirmed to Ways the certification for its commitment to fair and sustainable tourism, in line with the global directives of the GSTC council. Ways reconfirms itself among the first and few Italian tour operators recognized by the body. The ethic of sustainability is one of the main values on which our business model is based, an ongoing commitment to balancing corporate profit with people's well-being, benefit for our communities and respect for our territory.

Sustainability

Ways has adopted a corporate management system with a focus on sustainability as a whole: respecting the environment and the land, supporting the society and community in which it operates, the welfare of workers, and aiming to maintain a healthy and possibly circular economy.

Environment

CO2 emitted: 21,465 kg

CO2 offset at source with renewable energy: 2,526 kg

Residual CO2: 18,939 kg

Governance is studying structured projects to be adopted to be able to offset even partially the carbon emitted into the atmosphere.

Society

total workers: 6	(+4 compared to 2021)
of which part time: 3	(+3 compared to 2021)
of which permanent: 6	(+4 from 2021)
internships turned into employment contracts: 2	(+2 compared to 2021)

Welfare program:

All services already active in 2021 remain confirmed:

- counseling service
- health care*
- parenting support*
- support in the purchase of tools*
- management of a regular vacation plan
- support for parental leave*
- Supporting the care of elderly family members*
- continuing education plan*

(* services valid for employees only)

Civic engagement and donations:

- FAI annual contribution
- logistic support FISAR Verona
- support cultural activities association AISPER

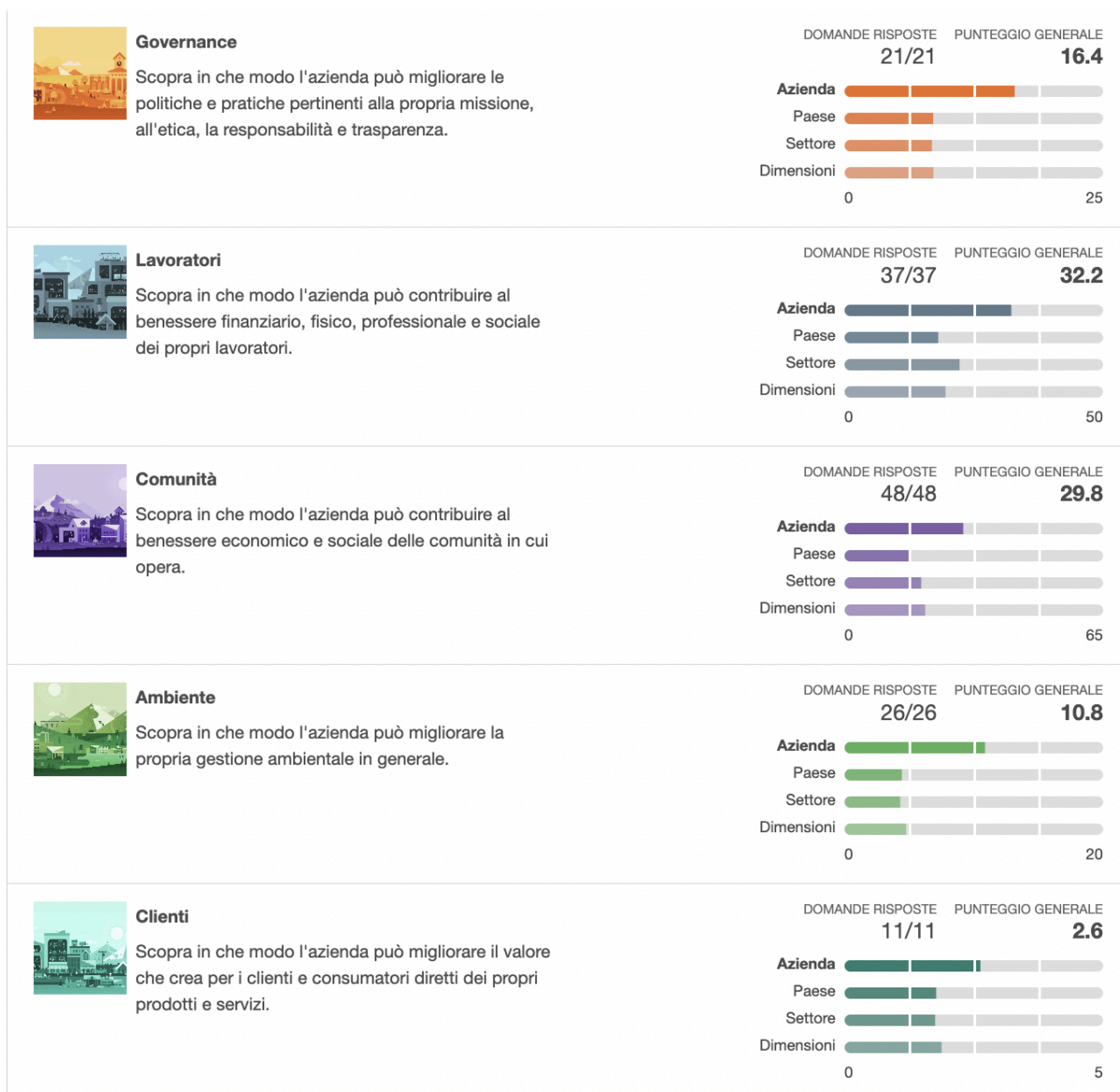
Economy

85.5% of purchases from local suppliers, including:	(-0.05% compared to 2021)
82.7% small businesses	(+9.30% from 2021)
13.6% medium-sized companies	(-8.80% from 2021)
3.7% large companies	(-0.50% from 2021)

B Impact Assessment

The management tool B Impact Assessment, used by more than 50,000 companies worldwide, including more than 3,000 certified B Corp, helps companies assess their impact on various stakeholders, including their workers, community, customers and the environment.

Ways achieved results well above the average for its industry and companies, its country and the average for companies of the same size. Below in detail is the impact report.



Sustainable Development Goals

Short term

by 2022

By 2022, the company has made a formal commitment to climate change through economic contributions to sustainable community growth projects, but also by activating an internal process that generates a set of corporate policies to reduce inequality, foster the growth of responsible and sustainable communities and consumption, but above all by focusing on raising awareness among its supplier partners and valuing those who become active in a process of improving their own impact.

Target achieved:

75%

the company has begun a process of monitoring and raising awareness of suppliers, particularly those who are defined as "service providers," that is, those who have the greatest impact with Ways' tourism product. Unfortunately, work commitments and the commitment of sustaining strong growth have not allowed us to work on drafting company policies towards inequalities and environmental aspects.

by 2023

By 2023, the company is committed to activating training for its staff with the aim of having them acquire more skills and knowledge on issues such as social inequality, responsible consumption, and the creation of sustainable cities and communities. Likewise, the company is committed to improving its impact towards the same issues, through the review of internal processes and procedures, as well as through the promotion towards its customers of the sustainable development goals and brands of the UN 2030 agenda.

Target achieved:

15%

Most of the activities planned for the achievement of this goal are scheduled precisely in 2023, but some activities for planning training and review of internal procedures have already been started. In addition, the company has begun awareness-raising activities regarding the SDG goals.

Medium term

by 2026

In the medium term, in any case by 2026, the company is committed to achieving significant impact results in both the social and environmental spheres through the use of resources dedicated to

providing new employment opportunities for disadvantaged groups and offering them equal opportunities, as well as the commitment to eliminate single-use products from its work activities, both as direct and indirect consumption in the services offered by partner suppliers.

Long-term

by 2030

In the long term, the company is committed to achieving great environmental impact results by 2030, in line with the United Nations agenda of Zero emissions and buying only electric, hybrid or otherwise sustainable vehicles.