

Persado has been closely monitoring the evolving COVID-19 global pandemic over the past several weeks. Our thoughts are with all those who are affected by the situation.

In light of recent news and recommendations from the WHO, CDC and local government agencies in each of our global regions, we have put in place the following measures to lower the probability of the spread of the COVID-19 coronavirus for our Persado community — and the world around us.

1. To protect our employees, their families and communities around them, all Persado offices have been closed and Persado employees are required to work from home, until further notice.
2. All onsite meetings (internal and external) have been transitioned to virtual.
3. All business travel is suspended and employees are advised to avoid any non-essential travel to affected areas.
4. Our Global People Team keeps our employees updated for all latest news and provides guidelines through Persado internal communication channels.

Persado is a global company that uses remote working tools and systems to deliver its services. Our resilient and distributed infrastructure and workforce are already adept at remote work and virtual collaboration to support secure 24x7 operations in the same ways you have expected in the past. Persado will continue to deliver exceptional services.

To be able to manage the remote working challenges, we have incorporated the following practices & information security measures:

1. We provide Persado employees with state-of-the-art software applications, and use industry-leading single sign-on technology so they can work securely from anywhere.
2. Every employee also has a company-managed laptop with encrypted storage that is configured for automatic security updates and endpoint protection. And to make sure our employees stay productive regardless of their work environment, we use collaboration software from Slack, Bluejeans, Zoom, Wrike, Confluence, etc.
3. A Remote Working Policy is in place and all appropriate security controls have been implemented to safeguard remote access to our systems
4. Our IT Systems are fully equipped to support remote VPN connections for the entirety of our users. The infrastructure is geo-redundant and we enforce Security best practices (2 factor authentication, password rotation, etc.) on all remote connections. Remote access

logs are collected centrally and are monitored in real-time by specialized Security teams 24x7.

5. Persado is ISO 27001 certified. We have implemented and continuously enforce appropriate Remote Access, Business Continuity and Training & Awareness processes.
6. A Business Continuity Plan is in place and is updated annually to ensure our operations' continuity and the provision of exceptional service to clients. Our employees are trained annually in information security and data privacy.

We would like to reassure you that Persado continues operating in a new business as usual manner. We are taking all appropriate measures to ensure, safely and securely, continuity of our operations and that exceptional service is provided to all of our Clients. We hope that you stay healthy. If you have any questions or concerns, we will be there to answer them.

Assaf Baci,
Co-founder and Chief Operating Officer