



Table of Contents

Letter From Our CEO	3
Communication on Progress	5
Progress Highlights by the Numbers	9
Human Rights.	11
Labor Standards	13
Environmental	15
Anti-Corruption.	17



Letter from our CEO

It is a pleasure to reflect on the past year in an effort to present our Communication on Progress (COP) to the United Nations Global Compact. While the previous year celebrated a significant business milestone with the firm celebrating its 25th Anniversary, the past year was one of building for the continuation of a solid future poised for growth. We continued seeking ways to improve in all facets of our work and our operations. We furthered our efforts to help our community economically and humanitarily and supported many of the same initiatives, along with several new endeavors, to maintain our commitment to the encouragement of a stronger future for our region.

This is our third Communication on Progress as a member of the United Nations Global Compact (UNGC) in the United States of America. Our objective in this report is to share our progress as it relates to the Ten Principles during the period of April 2015 through March 2016.

Over the past 12 months, we have continued further integration of our community goals, charitable contributions, employee engagement, and sustainability strategy in alignment with the Ten Principles. We had many highlights from the past year, many of which we will share in this report.

In the area of community engagement, PENTA launched a new program entitled "Marketing Mentorship Scholar Program," which provides a select group of high school business students with a six-month curriculum. We designed this to bring together high achieving high school business students seeking to experience and explore the management facets of real world companies. This multi-faceted program was approved by the school and covers topics ranging from personal branding to interpersonal communications skills, confidence building, presentation skills, leadership, learning government's role in business and how to relate to C-level executives, and understanding vertical markets. Through a series of monthly sessions, students learn, engage, and are challenged to think differently about business and its myriad marketing challenges. In addition to their on-site training at PENTA, students were brought to other corporations for site visits and "meet and greets" with business leaders at those companies to further their knowledge

and provide a more concrete real world experience. This initiative fosters strength in education and also helps better prepare our youth for greater success in the workplace.

Other community initiatives included an entertaining presentation on National Humor Day in our Marketing Innovation & Customer Insights Center lead by a comedian, where more than 50 local professionals enjoyed "Comedy for Breakfast."

We also continued our volunteer board service for numerous organizations, including the Corridor Nine Area Chamber of Commerce, the Worcester Regional Research Bureau, the Westborough Economic Development Committee, the Central Massachusetts Workforce Investment Board, and continued service as a Corporator for the Worcester Art Museum, Seven Hills Foundation, Greater Worcester Community Foundation, and others. Our CEO served on the Transition Team for Massachusetts Governor Charlie Baker during the COP Period.

We continued supporting women's initiatives, including our sponsorship in the *Worcester Business Journal's* Outstanding Women in Business Awards, the YWCA Katharine F. Erskine Awards, and the Corridor Nine Area Chamber of Commerce's Business Forward Females luncheon series. We also celebrated our 9th year of offering the PENTA Female Leadership Scholarship. International Women's Day was celebrated in March with a speaker from Habitat for Humanity®, who helped us inspire and recruit female leaders to join our efforts for National Women Build® Week 2016.

Our support of educational initiatives included the launch of our Marketing Mentorship Scholar Program, and we also provided funding for mini-grants to area teachers and to the School/Business Partnership Committee. In addition, we contributed to the Westborough Education Technology Fund, Inc. a nonprofit organization that provides needed technology to schools.

We were delighted to have completed our Team Clubhouse, which is a beautiful space with table tennis, pool table, and air hockey. Situated near our new team kitchen and relaxation room in a private area of the building, this entire suite is an oasis for our team. We continued our team Lunch and

Learn Series. Speakers joined us for various educational talks, including healthy eating and nutrition, cooking with herbs, and using comedy for stress release. We had our first annual team Potluck Summer Picnic during National Picnic Month, which was a big hit as everyone had an opportunity to contribute their favorite picnic food and share recipes.

Once again, we celebrated the service of our United States Veterans during National Military Appreciation Month with a Flag Raising Ceremony and Presentation led by Francisco A. Ureña, Secretary of the Department of Veterans' Services of the Commonwealth of Massachusetts. He was joined by Senator Michael Moore, State Representatives Carolyn Dykema (D) and Hannah Kane (R), and Adam Costello, Director, Central Massachusetts Veterans' Services District. The Westborough High School Symphonic Band played patriotic songs, as we raised the American Flag in our historic courtyard with our team, distinguished guests and celebrated Veterans.

In our work with clients, we continued to strive to new levels in an effort to bring their programs to a higher level of success. We accomplished this through best practice applications across the board and the highest level of professional service.

We are excited about the seeds we planted this year that will come to fruition during the next COP period. This will include our first ever Marketing Innovation & Customer Insights Conference, which will unite marketing and academic leaders for a power-packed day of education for our clients and the business community. We are looking forward to gathering as a team to beautify the playground for young children at the YWCA on Earth Day, and to designing and painting a *Door of Hope* to benefit Habitat for Humanity®. We are also leading a team of women for Women Build® to help create a home for a low-income family. There is much on the horizon for the year ahead and we are looking forward to the continuation of our efforts to make a difference to positively impact our planet one project, one initiative at a time.

Deborah Penta

Founder & CEO

PENTA Communications, Inc.



How PENTA Implemented the Ten Global Principles in 2015

	Principle	Highlights on Progress
Human Rights	<ol style="list-style-type: none"> 1. Businesses should support and respect the protection of internationally proclaimed human rights; 2. And make sure they are not complicit in human rights abuses. 	<ul style="list-style-type: none"> • PENTA's engagement continued with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs; • PENTA's leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights Principle, including the Central Massachusetts Workforce Investment Board; • PENTA's leadership served as a Corporator for the human rights nonprofit organizations Seven Hills Foundation and Big Brothers Big Sisters; • PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including Big Brothers Big Sisters, Worcester Community Action Council, Pernet Family Health Service, Veterans Inc., and Abby's House; • PENTA sponsored the Outstanding Women in Business Awards in 2015; • For 50% of the COP Period, PENTA sponsored the Corridor Nine Chamber of Commerce's Business Forward Female Luncheon Series; • PENTA sponsored the YWCA Katharine Forbes Erskine Awards in 2015; • PENTA celebrated International Women's Day with a presentation for women supporting Habitat for Humanity® and recruited volunteers to assist with Women Build® 2016; • PENTA participated in United Nations Day 2015 in Boston by joining numerous other Global Compact members for collective discussions on human rights; • In May 2015, PENTA hosted its second annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of our distinguished American Veterans from our region. The Company also made a donation to benefit its local Veterans of Foreign Wars organization; and • PENTA was a drop-off site for Toys for Tots again in 2015 and collected over 200 toys to benefit local children in need.
Labor Standards	<ol style="list-style-type: none"> 3. Business should uphold the freedom of association and the effective recognition of the right to collective bargaining; 4. the elimination of all forms of compulsory labor; 5. the effective abolition of child labor; 6. and the elimination of discrimination in respect of employment and occupation. 	<ul style="list-style-type: none"> • PENTA continued developing its project to partner with local establishments in the development of a discount program to benefit its employees, which it will launch in Summer 2016; • PENTA completed a "new hire" onboarding package; • PENTA's Lunch and Learn Series continued integrating more speakers and events for its team including health and nutrition, comedy, cooking with herbs, holiday events, and a festive in-office holiday carolling performance; • PENTA completed its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey for its team to enjoy; • PENTA continued celebrating team member anniversaries with cards and gift cards or monetary gifts; • PENTA's CEO continued to serve on the Board of the Central Massachusetts Workforce Investment Board and Governor Charlie Baker's Transition Team, which focused on the creation of more job growth and business expansion. She also served as Chairman of the Westborough Economic Development Committee, which works to bring and grow job opportunities to Westborough. She also served on Personnel Committees for Boards during the COP year; • PENTA launched its Marketing Mentorship Scholar Program fostering high-level marketing knowledge and experience to high school students and encouraging stronger job placement opportunities; and • The PENTA Female Leadership Scholarship celebrated its 9th year.



How PENTA Implemented the Ten Global Principles in 2015

Continued

	Principle	Highlights on Progress
Environment	<p>7. Businesses should support a precautionary approach to environmental challenges;</p> <p>8. undertake initiatives to promote greater environmental responsibility;</p> <p>9. and encourage the development and diffusion of environmentally friendly technologies.</p>	<ul style="list-style-type: none"> • PENTA continued its recycling efforts of paper, plastic products, and printer cartridges. In addition, it invested in a full service networked printer, server and equipment, streamlining its production of printed paper to conserve on ink and paper usage; • PENTA continued to offer its clients a green line of services and made recommendations with respect to how its clients could execute green marketing strategies within their businesses; • PENTA continued to source 90% of its products and services locally; • PENTA employed 100% of its building contractors from within a 20-mile radius; • PENTA spearheaded the concept for a beautification project to benefit the YWCA, which will take place during the next COP Period; and • PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office.
Anti-Corruption	<p>10. Businesses should work against corruption in all of its forms, including extortion and bribery.</p>	<ul style="list-style-type: none"> • PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment of our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level.



Progress by the Numbers

26 Years

PENTA celebrated 26 years of providing the highest caliber marketing services to its clients.

90%

Percentage of PENTA suppliers that are local to the region.

\$150,000

Provided to nonprofit organizations in *pro bono* services during the COP Period including those that support human rights, economic development, and arts and culture.

100%

Percentage of building contractors within a 20-mile radius that PENTA utilizes to support its corporate office/facility.

14

Number of students selected by their school to participate in the Company's elite Marketing Mentorship Scholar Program during the COP Period.



United Nations Global Compact

Human Rights

	Principle	Highlights on Progress
Human Rights	<ol style="list-style-type: none"> 1. Businesses should support and respect the protection of internationally proclaimed human rights; 2. And make sure they are not complicit in human rights abuses. 	<ul style="list-style-type: none"> • PENTA’s engagement continued with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs; • PENTA’s leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights Principle, including the Central Massachusetts Workforce Investment Board; • PENTA’s leadership served as a Corporator for the human rights nonprofit organizations Seven Hills Foundation and Big Brothers Big Sisters; • PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including Big Brothers Big Sisters, Worcester Community Action Council, Pernet Family Health Service, Veterans Inc., and Abby’s House; • PENTA sponsored the Outstanding Women in Business Awards in 2015; • For 50% of the COP Period, PENTA sponsored the Corridor Nine Chamber of Commerce’s Business Forward Female Luncheon Series; • PENTA sponsored the YWCA Katharine Forbes Erskine Awards in 2015; • PENTA celebrated International Women’s Day with a presentation for women supporting Habitat for Humanity® and recruited volunteers to assist with Women Build® 2016; • PENTA participated in United Nations Day 2015 in Boston by joining numerous other Global Compact members for collective discussions on human rights; • In May 2015, PENTA hosted its second annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of our distinguished American Veterans from our region. The Company also made a donation to benefit its local Veterans of Foreign Wars organization; and • PENTA was a drop-off site for Toys for Tots again in 2015 and collected over 200 toys to benefit local children in need.



United Nations Global Compact

Labor Standard Principles

	Principle	Highlights on Progress
Labor Standards	<p>3. Business should uphold the freedom of association and the effective recognition of the right to collective bargaining;</p> <p>4. the elimination of all forms of compulsory labor;</p> <p>5. the effective abolition of child labor;</p> <p>6. and the elimination of discrimination in respect of employment and occupation.</p>	<ul style="list-style-type: none"> • PENTA continued developing its project to partner with local establishments in the development of a discount program to benefit its employees, which it will launch in Summer 2016; • PENTA completed a “new hire” onboarding package; • PENTA’s Lunch and Learn Series continued integrating more speakers and events for its team including health and nutrition, comedy, cooking with herbs, holiday events, and a festive in-office holiday carolling performance; • PENTA completed its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey for its team to enjoy; • PENTA continued celebrating team member anniversaries with cards and gift cards or monetary gifts; • PENTA’s CEO continued to serve on the Board of the Central Massachusetts Workforce Investment Board and Governor Charlie Baker’s Transition Team, which focused on the creation of more job growth and business expansion. She also served as Chairman of the Westborough Economic Development Committee, which works to bring and grow job opportunities to Westborough. She also served on Personnel Committees for Boards during the COP year; • PENTA launched its Marketing Mentorship Scholar Program fostering high-level marketing knowledge and experience to high school students and encouraging stronger job placement opportunities; and • The PENTA Female Leadership Scholarship celebrated its 9th year.



United Nations Global Compact

Environmental Principles

	Principle	Highlights on Progress
Environment	<p>7. Businesses should support a precautionary approach to environmental challenges;</p> <p>8. undertake initiatives to promote greater environmental responsibility;</p> <p>9. and encourage the development and diffusion of environmentally friendly technologies.</p>	<ul style="list-style-type: none"> • PENTA continued its recycling efforts of paper, plastic products, and printer cartridges. In addition, it invested in a full service networked printer, server and equipment, streamlining its production of printed paper to conserve on ink and paper usage; • PENTA continued to offer its clients a green line of services and made recommendations with respect to how its clients could execute green marketing strategies within their businesses; • PENTA continued to source 90% of its products and services locally; • PENTA employed 100% of its building contractors from within a 20-mile radius; • PENTA spearheaded the concept for a beautification project to benefit the YWCA, which will take place during the next COP Period; and • PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office.

United Nations Global Compact

Anti-Corruption

	Principle	Highlights on Progress
Anti-Corruption	10. Businesses should work against corruption in all of its forms, including extortion and bribery.	<ul style="list-style-type: none"> PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment of our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level.



H.E. Ban Ki-moon

Secretary-General
United Nations
New York, NY 10017
United States of America

Dear Mr. Secretary-General:

On behalf of PENTA Communications, Inc., I am delighted to reconfirm our company's commitment to support the ten principles of the United Nations Global Compact on human rights, labor standards, environment, and anti-corruption.

During our third year as a Global Company signatory, we made great progress in moving several initiatives forward and in both building and planting seeds for the future. As we look forward to our next COP period, we are both excited and energized to raise the bar with our efforts in marrying our community engagement to the ten principles, and, in addition, to strategically develop and implement ways that our organization can emerge to the next level in all areas for a stronger future.

Every day, we seek to make a difference in our work and to the betterment of our world around us. We believe that by doing our part locally and regionally that we are indeed part of a movement which inspires a better global economy and a more positive global outlook for the future of our industry and the communities that we touch by our work.

PENTA looks forward to making its mark by consciously making an effort to continue acts of kindness, support, and engagement to foster lasting and meaningful progress for a better tomorrow.

We look forward to presenting our fourth year Communication on Progress in the spring of 2017 and wish you the best of success as you transition in your role as Secretary General. We are grateful for your many years of service to the United Nations.

All the best,

Deborah Penta

Chief Executive Officer



PENTA Communications, Inc.

The PENTA Building
208 Turnpike Road
Westborough, MA 01581 USA

508.616.9900

www.pentamarketing.com