



SALES + MARKETING

Our Corporate Social Responsibility Philosophy

In 1983, Andy Zoltners and Prabha Sinha founded ZS on three core values—treat people right, do the right thing and get it right. Today, more than 30 years later, we take pride in continuing to embody those values by engaging in world-positive economic, environmental and social practices.

Much like the core values that underpin it, our corporate responsibility and sustainability philosophy at ZS is powerfully simple.

Impact where it matters.™



sunday breakfast
Rescue Mission
for the hungry, homeless & hurting

ZS at a Glance

- + The world's largest firm focused exclusively on helping companies improve overall performance and grow revenue and market share through end-to-end sales and marketing solutions—from customer insights and strategy to analytics, operations and technology
- + More than 4,500 professionals in 22 offices worldwide
- + Partnered with more than 1,200 clients in over 70 countries
- + Over 30 years of experience

Integrity, ethics and respect underscore our business, procurement and people practices. Always.

We aim to **reduce our footprint on the environment** by making more efficient use of our physical space, limiting business travel by leveraging technology and working in close proximity to our clients, and reducing waste.

We strive to **make a positive difference in the communities where we live and work** by using our global capabilities and expertise to partner with local, national and international nonprofit organizations.

Impact where it matters: More than a tagline

At ZS, we strive to create impact where it matters and we recognize that impact should extend far beyond our walls and our work.

Our collaborative principles-over-policy culture is reflected in our firm-wide ZS Cares program. From philanthropy and volunteering to pro bono consulting, ZS Cares empowers ZSers around the world to harness their passions and apply their unique knowledge and skills. We encourage our people to think creatively about contributing to their communities and, in turn, the greater good.

Last year, ZSers tackled improvement projects at low-income schools and housing developments, beautified city parks, prepared meals for families of children receiving medical care, tutored students and assisted community members with tax preparation. They also used their sales, marketing and analytics expertise to partner with a number of education- and healthcare-focused nonprofits on pro bono consulting projects.

This year, we aim to build on that momentum and reach 10,000 ZS Cares hours globally. Look for the hashtag #ZSCares on Instagram and Twitter to see how ZSers are making a positive difference around the world, or visit ZS.com to learn more about our ZS Cares mission.

**For more information,
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