



Progress through Partnerships

ESG Report 2024



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Note from the CEO

Values drive a company. They help determine its success or failure, since they are the foundation upon which a company delivers on its mission and vision and serves its clients better than the competition.

At Axtria, our “R.I.G.H.T.” values are simple and clear. They stand for **R**esponsiveness, **I**ntegrity, **G**et Going, **H**umility, and **T**eam player.

They drive how we serve our clients in the life sciences sector – some of the largest global organizations in the field – and how we ensure we are delivering on the commitments we’ve made in the areas of Environment, Social, and Governance, or ESG.

On behalf of nearly 4,000 Axtrians around the world, I’m proud to share this year’s ESG Report, “Progress through Partnerships.” We’re proud of the progress we’ve made, and equally proud of the aggressive goals we have set for ourselves to ensure we are consistently doing the right thing.

Our work has many dimensions.

First, as a company committed to technology and healthcare, we directly impact the well-being of patients served by our clients. We put clients first and, as a result, attract some of the best talent in the industry, people dedicated to making a difference every day.

Second, as a company that has experienced strong growth since our founding in 2010, we realize that with growth comes responsibility. As we continue to grow, we remain proactive in implementing best practices in all areas, including our corporate governance. Our customers – and all stakeholders – should expect no less.

Finally, we take seriously our partnership with communities where our employees live and work. With Axtrians working in many global markets, our involvement in communities large and small has us giving back, volunteering time and money supporting youth, driving educational development, improving access to healthcare, and ensuring that the neediest among us feel a sense of hope.

As I wrote last year, “our unwavering dedication to environmental sustainability is exemplified through our strong engagement in global assessments, accreditations, and regulatory frameworks.” Our employees, and our clients, would have it no other way.

Please review our record of success in this report. I invite you to visit [Axtria.com](https://axtria.com) to follow our ongoing ESG efforts and see for yourself all that our employees do to serve clients, patients, and their communities.

Jassi Chadha
CEO and Co-Founder



About Axtria

Axtria is a global provider of award-winning cloud software and data analytics to the life sciences industry. Together with our partners, we enable efficient, resilient, and sustainable healthcare for better patient experiences. By seamlessly blending information, analytics, and technology in the cloud, Axtria helps life sciences organizations gain a competitive edge to improve patient outcomes and drive business growth. Delivering solutions to real-world problems is at the center of our product suite, enabling innovation across commercial organizations driven by excellence in artificial intelligence and machine learning.

Our focus on delivering solutions helps pharmaceutical, medical device, and diagnostics companies complete the journey from data to insights to action, and earn superior returns from their investments. As a participant in the United Nations Global Compact, Axtria is committed to aligning strategies and operations with universal principles involving human rights, labor, environment, and anti-corruption and taking actions that advance societal goals.

Axtria is proud to work with 16 of the top 20 global life sciences companies. From our roots as a trusted consultant to becoming one of the world's leading providers of cloud-based pharmaceutical management software, Axtria has been powering the digital transformation of life sciences organizations. Our experts bring years of domain expertise to guide pharma giants from brand launches to retirement. Our products are trusted. Axtria InsightsMAX™ helps everyone from the C-suite to junior associates uncover trends to make better decisions. Axtria SalesIQ™ helps optimize field forces and provider engagements. Axtria CustomerIQ™ leverages AI-enabled next-best-action omnichannel choices. Axtria MarketingIQ™ turns investment analyses into pinpoint strategies. And Axtria DataMAX™ and DataMAX™ for Emerging Pharma offer the data management framework that pulls it all together with best-in-class security and integration.



Axtria at-a-glance

For more than 13 years, Axtria has been helping clients make better decisions by enabling their use of data to glean meaningful insights. Our life sciences clients, whose work helps save lives, depend on Axtria's technology and domain expertise to help them work better, smarter, and more efficiently. Our clients rely on Axtria to help them make better decisions that improve their companies and serve their patients.

2010

Co-founded by Jassi Chadha and Navi Chadha

2024

3500+ Employees worldwide		150+ Global clients in 75 countries		25+ Large clients	
19+ Global delivery locations and data centers		30% CAGR		5 Cloud Software Products	

Corporate Headquarters: Berkeley Heights, N.J.

Global Presence: North America: United States (Boston, Chicago, California), Canada.

India: Gurugram, Noida, Bengaluru, Pune, Hyderabad

Europe: France, United Kingdom, Ireland, Switzerland, Germany

Industry: Software product development, data analytics consulting, life science industry support





Improving patient care

We partner with global life sciences organizations to enable an efficient, resilient, and sustainable healthcare system that delivers better patient experiences.

Mission

To enable business transformation for life sciences organizations to positively impact patient outcomes.

Vision

To be the most admired software product and data science company, helping clients improve efficiency and agility.

Values

Our RIGHT values steer us in the right direction to achieve our mission and vision.

R = Responsiveness

I = Integrity

G = Get going

H = Humility

T = Team player

Our leadership team



JASSI CHADHA
CEO and Co-Founder



NAVI CHADHA
Chief Technology Officer



MANISH MITTAL
Head - Global Delivery



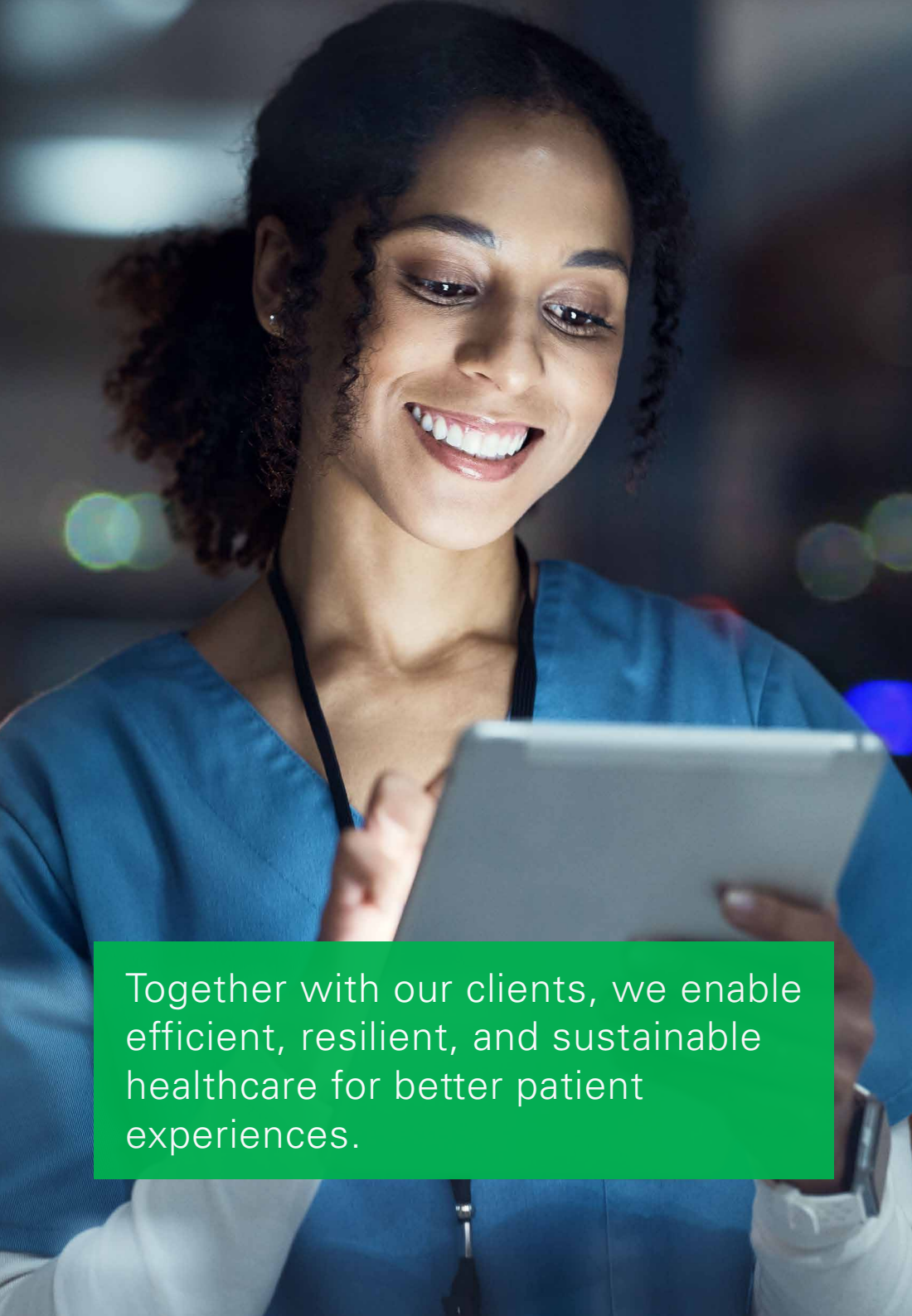
ASHEESH SHARMA
Head - Commercial
Excellence



KEDAR NAPHADE
Head - Decision
Science



LOKESH JINDAL
Head - Products



Together with our clients, we enable efficient, resilient, and sustainable healthcare for better patient experiences.

Today, we are privileged to provide cutting-edge technology and innovative products to life sciences companies in over 75 countries, helping to transform their product commercialization journeys, drive higher product sales, and improve operational efficiencies and patient outcomes.

Recognized as the fastest growing company by our clients and the industry

Axtria Named a Leader in Everest Group Life Sciences Digital Services Specialists PEAK Matrix® Report (February 2024)

Axtria's CEO featured in the AIM Top 20 CEOs of Data Science Service Providers 2023

Three consecutive years on the Inc 500 | 5000 list of fastest growing companies

Six consecutive years on NJBIZ Fast 50 list

Recognized for Six Technologies in Gartner® Hype Cycle™ For Life Science Commercial Operations 2023

The Business Report's "Top 50 Business Leaders of New Jersey for 2023"

Four consecutive years on Deloitte's Technology Fast 500

Two-time winner of the Red Herring Top 100 North America



Our pillars of partnership

1. Empowering tech talent in life sciences
2. Collaborative talent development
3. Employee wellness and experience
4. Partnerships for a stronger community

Partnerships for a healthy and engaged workforce

2023 Highlights

People are our biggest strengths, and we are proud of each employee who has been part of our growth journey.



Four new office locations and delivery centres inaugurated recently with a best-in-class workplace that inspires productivity and nurtures well-being.



Nearly 25% of people managers are women.



Throughout 2023, Axtrians collectively clocked 1 lac+ trainee hours and 5k+ trainer hours, a testament to a strong learning culture.



Great Place To Work® Certified™; sixth consecutive year of certification in India and our fourth consecutive year in the United States.

Our commitment to our people

We understand that our people are our greatest asset, and that innovation and operational excellence are ultimately rooted in our human capital. Our success depends largely on our ability to attract, develop, and retain a qualified, productive, and engaged workforce.

Employee health, well-being, and benefits

Atria values its employees and invests in them with resources and incentives to promote their personal well-being and that of their families. In recognition of their contributions to Atria's business success and our global mission, Atria provides a variety of health and welfare benefits available to employees.

As we continue to focus on employee health and well-being benefits, we have closely aligned our programs with our company culture and the geographies in which our people live and work. This results in more targeted, personal approaches to address priority health risks and conditions. Below are summaries and examples of these benefits.

Flexible working and time off

Atria recognizes that everybody has different requirements to achieve a positive work-life balance and we accommodate changes where it is practical. We are committed to ensuring that our employees have opportunities to work flexibly to address personal commitments, such as family and furthering their education, while meeting our commitment to the highest standards of service delivery expected by our customers and other stakeholders.

We constantly strive to sensitize our employees about maintaining a healthy work-life balance and offer several initiatives and programs to help them manage their time and lives. As a company, we prioritize competitive compensation, flexible work, professional growth opportunities, and encourage social connections.

Since the pandemic, our workforce has adapted very well to changing work conditions and all employees are encouraged to respect and adhere to existing timelines to continue to maintain a positive and efficient work environment.

Leave time/policy

This policy supports employee efforts to find the right balance between work and personal life. Atria is committed to supporting time off from work, as well as educating employees about their rights and obligations. Atria also provides paid leave that ensures our employees are not disadvantaged in times of need. This includes offering sick time, bereavement, time off for voting depending on country-specific policies, and more.



We strongly encourage our employees to take paid vacations at least twice a year or for educational and personal development activities. Our leave policy has been designed to allow for paid leaves in multiple categories. Apart from this, as part of our commitment to diversity, equity and inclusion, we endeavor to create a workplace that can support different gender needs. We offer parental leave along with leave for miscarriage and medical termination of pregnancy, subject to local laws. We also cover our employees for long-term leaves without pay and sabbatical leaves.

Health and welfare benefits

Due to regulatory and market differences, health and welfare plans differ by country. We strive to offer choice and flexibility in selecting private medical plans, telemedicine, onsite medical care, critical illness coverage, disability, accidental death and dismemberment, life insurance, tuition reimbursement, identity theft protection, commuter benefits, and retirement savings. Our welfare benefits are designed to provide flexible and relevant support across all aspects of life, including physical and emotional well-being, family benefits, planning for the future, and financial stability.

Wellness initiatives

Our wellness initiatives include educational programs, health expos, access to ergonomics insights, and support to employees in Phase I vaccinations. We organize multiple sessions on “Yoga for Mindfulness” for Axtrians and in-office yoga sessions across locations. During Stress Awareness Month in April, Axtrians share inspiring personal experiences that have helped them cope with stress, whether a sport, hobby, volunteering, or other activities.

With our “Doctor-on-Call” service, employees and family members have easy access to free health care as they can consult a certified doctor without stepping out of their homes.

To ensure employees’ mental and emotional well-being, we have partnered with 1to1help.net, an industry leader in providing employee assistance programs, and brought to our employees a wellness program (Alive and Aware) to help them address a variety of emotional and psychological problems at work and in life. This program allows employees to access a range of free self-help resources and get personalized help from certified psychologists and professional counsellors in a fully secure and confidential manner. E-counselling also is available to our employees 24/7. More than 400 employees know the value of our Alive and Aware program and have added years to their lives.

We have incorporated sports, health, and fitness into the daily lives of our employees to underscore the importance of being fit. We have food services like free breakfast, snacks, fresh fruits, and subsidized lunch available to those working in our offices to help them maintain health.

Employee assistance programs

Axtria recognizes that personal challenges can adversely affect an employee’s job performance, health, family, and general well-being.

We have partnered with relevant organizations in each geography to provide emotional help and support in professional and personal areas of life. These services equip and support employees as they meet life’s challenges. They offer a range of reliable self-help resources as well as personalized insights from professional counselors. These services are strictly confidential and strictly adhere to all aspects of data and privacy.



Fun@Work with Axtria Club

With Axtria Club, we provide a platform for employees to explore their interests beyond work, discover hidden talents, and showcase their skills to the world. Some of our talented Axtrians are DJs, stand-up comedians, movie critics, and more as they integrate their professional and personal lives. We have Table Tennis, Foosball, Carrom, Chess and other sports equipment available in offices. We promote interest clubs like RockMAX (in-house band), Toastmasters, ART Tank, Cycling Club, Cricket Team, Badminton Club, and many others.

We celebrate all festivals with a lot of fervour and enthusiasm such as Holi, Diwali, Eid, Christmas, Lohri, Ugadi, Ganesh Chaturthi, and more. Our celebrations include traditional food, decorations, and innovative games. Employees also come together to celebrate special days like Pet’s Day, Women’s Day, Men’s Day, Thanksgiving Week, Teacher’s Day, Mother’s Day, Father’s Day, Independence Day, Republic Day, and many more throughout the year.

Finally, annual events are high on energy and enthusiasm.

- Beat The Heat (The ultimate food competition where Axtrians put up food stalls)
- Family Day (Family members visit local offices and meet colleagues)
- Axtria Annual Party (Eagerly anticipated as it is full of energy, excitement, music, dance, performances, lights and shows, food, drinks, and epically themed outfit of the day)

As Axtria continues to grow and open new offices, we celebrate office inaugurations locally.



The Axtria Institute—talent and learning

At Axtria, we believe in constant learning — nurturing our talented, smart, and innovative people. As we combine software and data science with healthcare, we know our domain expertise and unique insights drive our business and advance our clients' ability to succeed. We support our employees in creating new possibilities by fortifying our professional learning and development environment. Our learning model offers a plethora of learning solutions with the flexibility of virtual study combined with traditional learning activities.

Helping our dedicated people grow, develop, and reach their full potential keeps our teams motivated and engaged as they support clients around the globe and positively push boundaries to help advance healthcare.

Our learning and development framework has been designed to help employees earn certifications in multiple disciplines to ensure well-rounded development in analytics. The programs borrow from proven experiences of our principals and directors, and rely on best practices and established courses from renowned external sources. Further, our global training programs leverage multiple mediums to impart effective learning via self-study modules, instructor-led trainings, audio-enabled presentations, videos, webinars, phased assignments, and web-based tutorials. The process allows the acquisition of relevant and widely acknowledged skills at all levels, while providing a platform for our more experienced employees to mentor and coach fresh hires on important skills.

As per the Continuous Education Policy (CEP), employees can enroll in external training programs and certifications. Upon completion of a course, they are reimbursed for any cost of training by Axtria.



Axtria expands to Hyderabad with its ninth global innovation and capability centre in India

The latest centre spans an impressive 76,000 square feet and is the company's largest office in India. Located at DLF Cyber City, Gachibowli, Hyderabad, the infrastructure is friendly for people with disabilities, and the building has been certified LEED (Leadership in Energy and Environmental Design) Platinum by the USGBC (U.S. Green Building Council), the world's highest recognition for sustainable practices and environment-centric planning of modern workplace facilities. The centre has been recognized for its initiatives to be a zero-water waste facility and was awarded a Green Star Rating by GRESB (Global Real Estate Sustainability Benchmark).

“

Our people make us proud by stepping up to the challenge – collaborating, innovating, and delivering meaningful value to our partners to work towards our larger vision of touching patients' lives.

Jassi Chadha,
CEO and Co-Founder

“

We are proud to expand our office spaces that not only inspire productivity but also nurture the well-being of our team members.

Manish Mittal,
Head - Global Delivery



Competitive compensation and benefits packages

We offer our employees a very competitive compensation and benefits packages including incentive compensation tied to both company and individual performance, tuition reimbursement, professional development reimbursement, and retirement benefits.

There are a wide range of programs to promote overall well-being of employees and their families. A variety of options for health insurance coverage is provided along with generous paid time off. A program focused on skill and career growth provides reimbursements for payments related to education and self-improvement.

Axtria has always rewarded its employees for their contribution to the company's success. We honor our commitment to employees with promotions and increments.

Various insurance plans are provided for employees and their families, subject to local country laws and regulations. The amount of annual coverage is based on the size of the family, rather than any level. Starting this year, we have also introduced accident insurance, which covers death, permanent total or partial disability, temporary total disability, and life insurance, which covers death and critical illness.

Rewards and recognition

The Axtria Achievers Award (AAA) is a highly aspirational rewards and recognition program. The program identifies and rewards exemplary employee contributions toward customer satisfaction, people experience, and the organization's growth, emphasizing strategic transformations or continuous improvements, and achieving customer delight. It includes various categories including Right Brigade, Game Changer, ACE team, Best Debutant, President's Award, and Customer Delight. We also recognize our learning and development champions through best trainer/trainee and learning architect awards. We also have a Pioneer Award for knowledge-contributing champions.

At Axtria, our biggest asset is our people, so we have designed and deployed multiple channels to acknowledge their contributions to the company's growth. We also have a quarterly reward category called Kaizen awards, which is dedicated to recognizing innovation and improvement initiatives. Additionally, we give out Bravos & Applauds for spontaneous recognition of new ideas and improvements.

Code of conduct / ethical behavior

We are committed to high ethical standards, a commitment that has long been an important part of our history and culture. Our employees are always expected to act according to our principles and the highest ethical standards, and to always remain above reproach. Our Code of Conduct and Ethics and other policies define the way we treat our customers, colleagues, partners, and other community members. They address such topics as:

Performing ethically and with integrity	
Compliance and reporting avenues	
Commitment to diversity, equity, and inclusion	
Anti-retaliation policies	
Confidentiality	
Conflicts of interest	
Equal employment opportunities	
Workplace behavior and anti-harassment	
Workplace safety	

The Grievance Redressal Policy provides guidelines and framework to prevent discrimination or harassment of any kind at work. The policy provides for an internal redressal system where employees are assured that all their complaints about discrimination or harassment of any kind within the organization will be addressed. Any employee who believes there has been discrimination or harassment can send a grievance email to HR, which is required to act upon it within a specified time frame. If an employee wants, she/he can also escalate the issue directly to a Compliance Committee that includes representation from Axtria’s Legal team as well.

It is our company’s policy to provide equal employment opportunities. Axtria values a work environment that is free of verbal or physical harassment. This includes any unwelcome comments or actions regarding race, color, ethnicity, creed, ancestry, religion, gender, sexual orientation, age, gender identity or gender expression, national origin, marital status, pregnancy, childbirth or related medical condition, genetic information, military service, medical condition (as defined by state or local law), the presence of a mental or physical disability, veteran status, or other characteristics protected by applicable laws.



Colleagues who might engage in acts of harassment or discrimination are subject to corrective action that may include termination of employment. Managers are responsible for maintaining business teams that are free of harassment and discrimination. Axtria is also committed to providing an environment that is free of retaliation.

The Axtria compliance handbook is a global book of rules and regulations and employee compliance is mandatory. At Axtria, many channels exist for reporting compliance issues, including reporting manager, human resources and the Compliance division (which comprises Axtria Legal). The handbook outlines the process for raising non-compliance issues and covers rules related to integrity, antitrust and competition laws, anti-bribery and anti-corruption, books and record keeping, acceptable use of company resources, social media, confidential information, conflicts of interest, equal employment opportunity, discrimination or harassment, and abuse of drugs or alcohol.

Every Axtrian must go through annual compliance certification to ensure their compliance

Anti-sexual harassment policy

Our global anti-sexual harassment policy spells out the guidelines and processes to prevent and address sexual harassment of any kind while working. The policy articulates the process through which sexual harassment complaints can be raised with a specific committee as well as the process for the committee to use in investigating and addressing every complaint it receives. While dealing with complaints of sexual harassment, the committee ensures that the complainant and/or any witnesses are not victimized or discriminated against by the accused.

R.I.G.H.T. values / culture

We choose to conduct our business following not only the letter of the Code of Conduct, but its spirit as well. We do this by committing to the core beliefs outlined by our R.I.G.H.T. values.

In seeking the top talent in our field, we always look for people committed to “do the right things,” for their colleagues and our customers. Of course, the R.I.G.H.T. stands for our core values. They exist to help guide employees – in tough times and easier times – to always know what “the right thing” is that the company expects. We have defined our values thus:

- **R** – Responsiveness (Responding to an email from anyone, if addressed to the concerned person, within 24 hours.)
- **I** – Integrity (We are honest, fair, transparent, and trustworthy in our activities and relationships.)
- **G** – Get Going (We are a company of intrapreneurs, and we have spawned a culture of entrepreneurship within the organization. We look for people who are dynamic and can take charge!)
- **H** – Humility (Be humble and respectful).
- **T** – Team player (We look for people who love to work with each other and help each other out. We like people who do not fall prey to a group-think syndrome and can voice their opinions, but at the same time, do not breed a culture of individual superstars with inflated egos.)



Promotion of sports, health and fitness

Axtria believes in our employees being active on the floor with their work and on the field with their games. From time to time, we have numerous games and opportunities for sports, health, and fitness presented for team participation. They are a great representation of our employees' strength and stamina. Some initiatives:

- Axtria Premier League (APL) – Axtria's Annual Cricket Tournament
- Axtria Carrom Premier League (CPL)
- Axtria Badminton League (ABL)
- Chess Masters – The Ultimate Online Chess Competition
- Axtria Biking Day





We believe in the
power of diverse
communities

Diversity, Equity and Inclusion

Diversity, equity and inclusion are a major focus of our corporate strategy and part of our core values. By embracing these values, we enhance our work environment and drive business success.

We strive to reflect the diversity of the communities in which we operate and those of our customers. We endeavor to create a culture of inclusion in which our employees feel empowered to bring their full, authentic selves to work and pursue their professional goals in an environment of equity. Fostering such a culture encourages different perspectives, drives innovation, and generates growth.

Axtria has also established a diversity, equity and inclusion council, which consists of employees and leaders in the organization. The council was established in 2019 to cater to the increasing focus on raising the awareness of diversity, equity and inclusion. The members of the council are self-motivated and continuously strive to drive initiatives with passion.

We have infused diversity and inclusion in various initiatives that include the creation of internal employee networks. Through these networks, we offer development and mentoring opportunities to ensure everyone feels welcome and confident that their voices are heard. We also perform a benchmark survey on equitable pay to ensure there are no discriminatory practices against protected classes of employees.

The diversity, equity and inclusion initiative at Axtria flourishes with a simple idea to celebrate, recognize, and be proud of the diverse group of which we are a part. It is a fantastic mix of generations, cultures, geographic, special abilities, socio-economic, education, and other attributes that make Axtria the unique organization that it is.

Following is the vision and mission statement of the diversity, equity and inclusion council:

VISION

To commit toward building a culture and value system that celebrates uniqueness and diversity of our associates and strive together to achieve excellence.

VISION AND MISSION

MISSION

To promote our foundational values by being responsive to everyone's unique and diverse nature, upholding and respecting their integrity, and going ahead with humility together as One Team.

Our gender diversity progress

We aim to create a healthier mix of employees who are Axtria's future torchbearers and brand ambassadors. They bring diverse thinking and ideas, which help to differentiate Axtria in the markets we serve. People are our biggest strengths, and we are proud of each employee who has been part of our growth journey.

30%

More than 30% of our employees and 25% of our people managers are women.

30%

This year, almost 30% of our new joiners are women.

10

We welcomed 10 women employees in leadership roles this year across multiple functions, locations, and geographies.

14%

With a goal of increasing diversity of our leadership, we improved our female ratio with 14% of our new leadership being women.

To strengthen our diversity, we often celebrate the contributions of our colleagues and do so by means of special "thank you" cards on Women's Day and Men's Day. Additionally, we follow a flexible, hybrid working model that enables employees to balance their professional and personal lives.



WINspiration

Axtria's WINspiration initiative was established to address the increasing focus on bringing diversity, equity, and inclusion to a more "implementable" level. It goes beyond gender, since we are a fantastic mix of people reflecting multiple generations, cultures, capabilities, education, and more.

Women-friendly policies

Axtria has many women-friendly policies that benefit both women and organizations by creating a more inclusive and equitable work environment. Some of these policies are: hybrid and flexible working (consisting of special provision for pre- and post-delivery times), working from any office location in India, child-care leaves, and more.

Talent diversity

Our talent diversity is spread across geographies.

The guiding principles of our talent diversity comes from hiring practices focused on "meritocracy" and "cultural fit." We treat everyone equally irrespective of their gender, caste, creed, or other differences to help us serve our customers. As a global organization committed to learning, we know we can train people to help them acquire new skills, as long as positive attitudes and aligned values are inherent. That forms the core of our recruitment ethos. Cultural interviews are an integral part of the hiring process and conducted by HR partners in close consultation with business employees.





Partnerships for a sustainable future

Pioneering patient centricity in pharma and life sciences

Axtria is transforming patient care by using precision analytics and enterprise-grade data analytics in collaboration with our life sciences clients. By harnessing advanced data analysis, Axtria's solutions enable more efficient target identification, streamlined clinical trials, improved safety monitoring, and personalized approaches to treatment. This, in turn, empowers life sciences companies to deliver safer, more effective drugs while giving patients access to tailored healthcare solutions, ultimately reshaping the landscape of patient care and drug development.

Innovating for life

Innovation is one of our core value propositions for our customers and our employees. Since our inception, technology innovation and domain expertise have been our winning differentiators. Axtria continues to leapfrog the competition with platforms that deploy artificial intelligence and machine learning for the specific needs of life sciences organizations.

We are transforming healthcare via an AI-driven approach with the most advanced, personalized content and message delivery for healthcare companies. Our proven and scalable software helps our clients improve patient engagement, grow their businesses, and reduce the product lifecycle journey. Our analytics solutions are designed to capture, store, and analyze large data sets from various sources, including electronic health records (EHRs), claims data, and patient-generated data.

Axtria impacts the patient's journey by leveraging technology to provide personalized, data-driven solutions to the manufacturers who deliver them. From getting the right diagnosis to timely treatment, our solutions help the healthcare industry improve clinical outcomes, reduce costs, and enhance the patient's experience.

Axtria brings innovation to the industry. They are clear thought leaders in the commercial insights and ops space and their innovative use of cloud technology is setting a new standard.

Head of Commercial IT at a Top 5 Global Pharma

Channelising progress through product innovation

Axtria's software operates in more than 75 countries. Axtria's cloud-based products use modern technology and advanced analytics to help life sciences companies enable healthcare providers to more quickly deliver therapies to market. Since 2021, Axtria has expanded its investments significantly in research and development; today, over 10% of our revenue is invested in R&D and another 10% is allocated to building capabilities that drive innovation.

We invest heavily in cutting-edge technology advancements for our clients around artificial intelligence and machine learning across cloud, omnichannel operations, industrialization, and automation of advanced analytics using next-generation analytics workbenches like KNIME, Alteryx, and RapidMiner.

We are building voice-based applications, intelligent "bots," and "intelligent dashboards" to give our clients insights to help them make meaningful decisions. These innovations directly impact our clients' business, commercialization, and outcomes. We are also helping clients stitch together data from multiple sources – such as wearables, health apps, EMR/EHR data, and social media – to build deep-learning models on top of datamarts that help reduce the time it takes to diagnose patients with rare diseases from an average of 10 years to less than a year. We help accomplish this by using data to match disease personas.

We also empower global life sciences companies to achieve sustainable growth through digitization and reimagined innovation. We have emerged as a disruptive and innovative leader with a robust suite of AI-powered platforms: Axtria DataMAX™ for data management, Axtria InsightsMAX™ for analytics industrialization, Axtria SalesIQ™ for integrated sales planning and operations, Axtria MarketingIQ™ for facilitating smart marketing decisions, and Axtria CustomerIQ™ for driving omnichannel customer engagement.

In the United States and much of Europe, extensive patient data exists, yet its value remains untapped without thorough analysis. We believe that by leveraging this data effectively, we can help our clients significantly improve patient outcomes, which is the true measure of success in our industry. Rather than focusing solely on product sales figures, Axtria drives tangible improvements in patient health through a deeper understanding of the human genome and its implications for disease management.

Jassi Chadha, CEO and Co-Founder

NextGen **Sales Ops & Field Experience** with GenAI



Transform **Data to Insights** with GenAI



AI-Powered **Omnichannel Orchestration**



Leverage AI to Globalize **Marketing Analytics**



Sustainable development goals: Our guiding light

The Sustainable Development Goals (SDGs) serve as a collective agenda for global advancement, focusing on the wellbeing of humanity, the health of the planet, and shared prosperity. Initiated by the United Nations in 2015, the 2030 Agenda for Sustainable Development offers a vision for worldwide peace and affluence, anchored by 17 critical SDGs.

We embrace our role and the impact of our partnership with life sciences organizations to alleviate health burdens, enhance the availability of medical treatments, and improve patient outcomes globally. Consequently, SDG 3, which emphasizes good health and wellbeing, is integral to our mission.

Recognizing the importance of each SDG in promoting sustainable growth, we have identified nine goals where we are focused on helping to accelerate progress.



Environment: Protect and manage

Sustainability for us is not just a policy. It is a way of life. We understand that people, our planet, and our business are inter-connected and we are committed to moving our organization toward greater sustainability. We are constantly looking for opportunities to make a positive impact on the environment and adapting our practices to ensure we are using resources responsibly and efficiently.

Our environment goals centre around the following focus areas: Helping to protect the environment through mitigating climate change, collaborating with partners and suppliers to drive strong governance, and following an environmental management system focused on measurable outcomes.



Climate change

As our business and operations have become more cloud-based, our Board of Directors and Executive Leadership Team are focused on leveraging the best-in-class strategies to ensure our operations are increasingly efficient and environmentally sustainable.

We are committed to creating a sustainable, responsible, and rewarding future for our communities and future generations. We strive to make sustainable choices and are inclusive in our approach, helping to positively transform lives and the environment.

Environment Management Plan – our road map

2022	1. Formalized Environment Management System globally Axtria imbibed the principles of helping to save the environment and planet into all our programs and business operations. 2. Improved EcoVadis score from 46 to 50. Axtria is assessed on overall sustainability by EcoVadis, the leading social responsibility rating organization. <i>EcoVadis evaluates companies' overall sustainability performance, including environmental impact, labor and human rights, ethics, and sustainable procurement.</i> 3. CDP Rating - Voluntary - Disclosure <i>Carbon Disclosure Project (CDP): Globally recognized assessors of corporate sustainability metrics, has assessed Axtria on overall sustainability metrics.</i>
2023	1. Environment Management System (ISO 14001) certification (global) All Axtria locations are ISO 14001: 2015 (Environmental Management System) EMS certified. ISO 14001 is an internationally recognized standard that emphasizes the effective management of environmental responsibilities. 2. Improved EcoVadis from 50 to 54 Axtria has been awarded a bronze medal in recognition of sustainability achievement by EcoVadis, reflecting our commitment to ensure that we have a lasting and positive impact on the environment. 3. CDP Rating - Voluntary – Disclosure 4. Carbon footprint reduction With our goal of reducing GHG emissions, Axtria is committed to helping slow global warming and reducing our environmental impact. We have developed our goals through sound corporate governance, balancing stakeholder interests and social participation. We started our public journey with the first GHG data collection, which served as our first step towards reporting and disclosing greenhouse emissions. 5. Formalized ESG core committee Our emissions work started as a grassroots movement by employees with a passion for environmental sustainability. Now, those efforts are part of a formal strategy driven by emissions experts within Axtria's Steering Committee and ESG Core Committee who follow the Greenhouse Gas Protocol. They measure, manage and report our emissions while setting goals to enable Axtria to become a leader in sustainable climate solutions.



2024	EcoVadis assessment for 2024 in progress. CDP Rating assessment for 2024 in progress. First GHG verified report Our Greenhouse Gas Report illustrates Scope 1, Scope 2 and Scope 3 emissions, targets, performance, and how the company is working to reduce its impact on and adaptation to climate change. The system boundary includes emissions from below three scopes. There are three scopes of emissions reported by Axtria: • Scope 1: Direct GHG Emissions from company-owned or company-controlled: 29 tCO₂ • Scope 2: Indirect GHG Emissions from purchased electricity: 953 tCO₂ • Scope 3: Other indirect GHG Emissions from company operations: 3,277 tCO₂ Total Scope 1, 2 and 3 emissions are 4,259 tCO₂. The calculation of the carbon footprint is undertaken according to the following standards: • ISO 14064-1:2018 • GHG Protocol Corporate Reporting Standard <i>*Above value is calculated for scoped locations: India - Gurgaon, Noida, and Bangalore. United States - New Jersey. Additionally, the total number of personnel under scope for these locations is around 2,900.</i> <i>Subject to availability of one calendar year data, other locations will be included in the reporting.</i>
2025	• Axtria to enroll for Science Based Targets initiative (SBTi) for ensuring targets and tracking for carbon emissions reduction • Our suppliers are an essential part of our business. As such, we expect them to adhere to our core values and principles, particularly to Axtria's commitment to environmental practices. Our suppliers will have sustainability targets to ensure suppliers' alignment contributes to Axtria's net-zero emission target.
2030	Overall reduction of GHG will be 20% compared to the baseline 2023- 2024
2035	Net-zero emissions target.



Energy-saving initiatives

As a provider of cloud software and data analytics to the life sciences industry, Axtria is a client partner in provisioning IT-enabled services; we are not involved in manufacturing, fleet, or related services. Our energy and emissions-related exposure is limited to energy consumption for lighting, cooling, and heating only.

Axtria has several initiatives to minimize our carbon footprint and emissions:

Energy conservation

Axtria's strategy in this area includes maximizing energy efficiency and minimizing emissions throughout our office premises. For example, our LEED-certified buildings are energy efficient and near to mass transit systems or public shared transportation, which makes Axtria an attractive employer and an environmentally conscious organization.

Further, our landlords and/or commercial building operators are committed to reducing dependence on conventional energy sources and increasing the share of renewable energy across their portfolios. In their efforts to increase an ever-improving renewable energy mix, they have installed solar panels at all their rental facilities.

Waste management

Axtria's building operator ensures that all waste generated from its operations is either recycled, reused, composted, treated for energy recovery, or sold to authorized recyclers. As disclosed by operators of building facilities, none of the waste generated in the last three years was directly transferred to landfills or incinerated without energy recovery.

No plastic use

Axtria is committed to discouraging the use of plastics, given our collective knowledge of plastic's impact on our environment. We have established a "no plastic usage" policy across all Axtria conference and meeting rooms, which are equipped with reusable water bottles and glasses, and we also use non-plastic cutlery/plates in cafeterias.

No food waste

We have a zero-food waste policy that includes measuring the amount of food waste generated, which enables us to track trends over time.

E-waste

Axtria endeavours to minimize e-waste. IT equipment is reused if at all possible. If not possible, it is recycled through an asset disposition company or a green vendor. Axtria is a non-manufacturing company and delivers its products and services through third-party, cloud-based organizations. Our primary vendor for our products and services delivered to life sciences clients is Amazon Web Services, and our primary storage facilities are in formally declared green zones.

Water conservation

Our water consumption is part of a maintenance agreement with landlords and/or commercial property managers. They have set targets for reduction of water consumption across their portfolios.

Green Be Seen

The "Green Be Seen" initiative is a green revolution pledged by Axtrians to make our homes better and more sustainable places in which to live. As such, we targeted planting 1,000 plants during 2023. We surpassed that goal and planted a total of 1,083 plants, with more than 165 Axtrians volunteering in this initiative. This reflects their collective belief that "a greener tomorrow is a better tomorrow." The central objective of this initiative was to raise awareness about the importance of green spaces and encourage individuals to take meaningful steps toward environmental sustainability.



Community support

Axtrians are highly motivated and driven to extend their support to those in need.

For instance, employees conducted a comprehensive donation drive in India across offices in Noida, Gurgaon, Hyderabad, Bangalore, Pune-Hinjewadi and Pune-Kharadi. This initiative helped to deliver a positive impact on one or more pillars of KIRAN (the Corporate Social Responsibility wing of Axtria) impacting education, healthcare, and the environment.

In collaboration with various NGOs, Axtria orchestrated a series of events tailored to address the unique needs of each location and align with specific areas of focus for CSR.

Our offices globally carry out the **Axtria CSR mission**, which is to pursue wider socio-economic and cultural objectives to improve the quality of life of the communities where we live and work. While each chapter supports causes and organizations important to Axtrians, we are all united in our mission and driven by our passion.

Our CSR initiatives at Axtria include volunteers from across the company who drive multiple campaigns throughout the year. The organization enables them to take time from their work schedules to participate. We provide this platform to enable employees to help improve education, health, and the environment in local communities.

Axtria also contributes funding directly to organizations in addition to the thousands of hours employees volunteer through our Kiran initiative.

Kiran

Our Corporate Social Responsibility team, Kiran, keeps Axtria's R.I.G.H.T. values front and center as it pursues its work throughout the year. Kiran focuses on three areas in our local communities: Education, environment, and healthcare. The recipients of their recent generosity – in time and money – include:

The Foundation for Excellence (FFE). FFE transforms the lives of underprivileged yet academically brilliant students. This year, we provided an opportunity for four of the students to intern with Axtria. After their training, we also offered them a role as full-time employees. In 2024, 44 Axtrians have volunteered to serve as mentors.

Sparsh Hospice. This is an NGO in Hyderabad that focuses on the many needs of patients, especially delivering personalized and comprehensive care that extends well beyond clinical settings. Hyderabad Axtrians donated dry rations of 427Kgs, adult diaper packs, and more than 100 liquid food packs.



Shishu Mandir. This organization, in Bangalore, focuses on healthcare as well. Axtrians in Bangalore donated books, toys, clothes, shoes, and baby food for the organization to distribute to those in need. Employees also sponsored a young girl to help provide for her needs longer term.

NGO - Dream Girl Foundation

Axtrians came together to donate educational items to the NGO Dream Girl Foundation, including more than 100 items such as books, pens, pencils, and more.

SWACH

Employees in Pune's Hinjewadi and Kharadi locations focused on donating reusable and recyclable materials. Collection bins were set up in the office for employees to contribute books, toys, clothes, shoes, mobile phones, and other electronic gadgets.

Government Model Sanskriti School

Axtrians in Gurugram came together to help share the festive spirit of Diwali with children. They created activities and learnings to deliver two hours of fun, celebration, creativity, team spirit, and a lot of learning and enthusiasm!

Donating blood for those in need

Blood donation drives were conducted across the Hyderabad and Bangalore offices, where Axtrians combined to deliver more than 65 units of life-saving blood.

Giving across India

A pan-India donation drive was established to highlight the generosity of Axtrians in offices in Noida, Gurugram, Hyderabad, Pune, and Bangalore. With a focus on health, education and the environment, a total of 427 Kgs of rations, adult diaper packs, more than 100 liquid food packs and Lactogen, sugar, Huggies, clothes, toys, electronics (including mobile phones), and shoes were donated by more than 300 volunteers.





Community Food Bank of New Jersey

More than 110 Axtrians gathered to volunteer to benefit this organization focused on addressing hunger in their community. Employees helped sort and repack food items, assembled emergency food boxes, and created family-sized bags of provisions from donated bulk products.

Peshine Avenue Elementary School

We provided support to this school in Newark, N.J., which lacked essential school supplies. Our efforts delivered new iPads and other supplies to enable teachers to provide quality education to their students.

National Black Child Development Institute (NBCD)

Employees participated in a fundraising campaign to help children receive essential developmental resources focused on their unique strengths and needs in such areas as early childhood education, health, child welfare, literacy, and family engagement.

Sankalp

We partnered with this non-governmental organization (NGO) in India to change lives by helping impart primary, secondary, and vocational education to underprivileged children. It also promotes primary health and preventive health programs, as well as providing equal opportunities to poor children for pursuing professional training.

PMO fund for natural disasters and pandemic

Axtrians participated in fundraising toward natural disasters and calamities, such as the Nepal catastrophe and Kerala floods in India. A donation drive was conducted and a large sum of money was contributed by employees.

GiveIndia, OneMoreBreath, and Hemkunt Foundation

Fundraising to save lives amidst the COVID-19 pandemic in India was conducted by partnering with these NGOs, where they fully supported hospital beds with oxygen and provided help and assistance during the lockdown. Axtria matched all donations made by our employees as well as those outside the organization.



Governance & Infosec

Responsible AI

We recognize the transformative power of artificial intelligence and its potential to drive significant advancements across various sectors. With this capability comes the responsibility to ensure that AI technologies are developed and deployed ethically, sustainably, and inclusively.

Our commitment to Responsible AI is foundational to our business and is summarized across four key areas that are consistent with our broader sustainability goals: Dependable and secure; accountability and governance; humane and equitable, and transparent and explainable.

To underscore our commitment in these four areas, Atria has established a dedicated AI core committee to oversee AI development and deployment, ensuring compliance with ethical standards.

Information Security and Data Privacy

Trust is the foundation for building longstanding and mutually beneficial relationships. Atria earns the trust of its clients, employees, and stakeholders by ensuring their data is secure and that we are transparent in how the data is used, processed, managed, and maintained. We also are committed to ensuring compliance with applicable agreements, regulations, and laws.

Atria has an unshakeable commitment to data security and privacy. We approach data security through significant investments and due diligence to ensure all data is secured through a well-orchestrated security model of people, processes, and state-of-the-art technologies. We have developed, deployed, and enforced stringent administrative, technical, physical, privacy policies to safeguard users and help ensure HIPAA and other applicable regulations and laws are complied with for all relevant data.

We ensure that all data transmission within our platform and locations is encrypted. Our data security and privacy are routinely measured and verified through customer and external auditor verifications, externally reviewed by industry-leading data security firms, and internally reviewed through ongoing evaluations of privacy and security practices to promote continuous improvement.

Atria has a well-documented and implemented security and privacy policy with best industry standards for ensuring the utmost protection of client and employee personal data. Privacy impact assessments are conducted to identify and address risks in early stages of project implementations and throughout project lifecycles.

Robust data encryption, differential privacy techniques, model isolation, and secure data storage solutions exist along with well-defined technical and organizational measures. Employees are well-versed in these policies through comprehensive training, empowering them to uphold strict confidentiality standards and execute data-handling procedures with precision. Additionally, we leverage cutting-edge technology and robust encryption protocols to fortify our defenses against potential breaches.

Risk Management & Governance

Axtria has a dedicated Governance Risk and Compliance (GRC) team responsible for risk management and governance. Regular internal risk assessments are conducted based on industry best practices like CCPA, GDPR, HIPAA, ISOs, NIST, and more. Through rigorous analysis and proactive measures, governance teams ensure compliance with regulatory standards and industry best practices, fostering a culture of accountability and transparency.

Security and Privacy - Training & Culture

Axtria has best-in-class training in information security. Data privacy is not just a priority; it's a cornerstone of how we do business. Our training programs are meticulously designed to equip every team member with the knowledge and skills necessary to safeguard sensitive data and mitigate potential threats effectively. One of the key components of our training regimen is regular phishing simulations to maintain high awareness of this threat. By integrating these simulations into our training framework, we ensure that our employees remain vigilant, proactive, and empowered in the ever-evolving landscape of cyber security.

Certifications/Accreditations & Client Ratings

Axtria has international accreditations and certificates that include:

			
System and Organizational Controls (SOC) - II Type II (Sales IQ)	ISO 27001: 2013 (Information Security Management System)	ISO 27701: 2019 (Privacy Information Management System)	CyberVadis-Rated Gold for cloud security controls

Simply put, nobody understands pharma commercial data like Axtria. Their unique blend of commercial and therapeutic area experience, deep analytical expertise and complete technology awareness puts them in a class of their own. They have become one of my most strategic partners.

**VP, Commercial Analytics,
Top 10 Global Pharma**



People and roles with highest management-level position(s) or committee(s) with responsibility for climate-related issues

Name of the position(s) and/or committee(s)	Responsibility	Frequency of reporting to the Board of Directors on climate-related issues
Chief Executive Officer (CEO)	Assessing climate-related risks and opportunities	Annually
Chief Marketing Officer (CMO)	Assessing climate-related risks and opportunities	Annually
Managing Principal & Country Head	Both assessing and managing climate-related risks and opportunities	Annually
Principal - Finance, Legal and Admin	Both assessing and managing climate-related risks and opportunities	Annually
Principal - Sales and Marketing	Both assessing and managing climate-related risks and opportunities	Annually
Principal - People Practice	Both assessing and managing climate-related risks and opportunities	Annually
Chief Technology Officer (CTO)	Both assessing and managing climate-related risks and opportunities	Annually
Product Executive	Both assessing and managing climate-related risks and opportunities	Annually





Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We help life sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy artificial intelligence and machine learning. Our cloud-based platforms - Axtria DataMAx™, Axtria SalesIQ™, Axtria InsightsMAx™, Axtria CustomerIQ™, and Axtria MarketingIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from data to insights to operations.

For more information, visit www.axtria.com.

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