



## Social Impact & Responsibility

World-changing innovation to drive positive change

Whether protecting the environment, improving patient treatments and outcomes, or educating the next generation of data scientists, SAS believes in the power of data and AI to improve the human condition. Knowing that trustworthy technology can help drive better decisions and create a more sustainable future, SAS strives to help its communities and customers with their environmental, social and governance initiatives. As a business leader focused on corporate social responsibility, SAS sees it as its duty to be innovative and lead by example.

By continuing to ask bold questions, remaining resilient and prioritizing data-driven decisions, SAS is creating innovative opportunities to spur positive change. Building upon its renowned supportive workplace culture and employee philosophy, SAS prioritizes how it can inspire progress and positively affect social issues and communities through many company efforts – from responsible innovation practices and projects to social innovation through corporate philanthropy and education initiatives.

### *Innovating Responsibly*

The rise of powerful AI technologies has sparked global conversations around the risks and opportunities of AI.

SAS is committed to working with customers, partners and academia to increase the awareness of the necessity for technology that is ethical, equitable and sustainable for individuals and societies. The SAS Data Ethics Practice is a cross-functional team that leads a globally coordinated effort to help employees and customers deploy data-driven systems that promote human well-being, agency and equity.

As industries and governments strive to ensure the [responsible use of technology](#), SAS' trustworthy AI experts frequently provide counsel and testimony based on the company's nearly 50 years of helping customers use data. In the US, SAS collaborates with other committed organizations, including the Artificial Intelligence Safety Institute Consortium in the US Department of Commerce's National Institute of Standards and Technology, EqualAI, AI4ALL, the Business Roundtable and other groups. Around the world, SAS works with regulators and policymakers to help shape AI laws and policies, including consulting with the European Union and EU member states, to inform policies and the legislative process related to trustworthy AI. SAS also engages with policymakers in Asia Pacific countries such as Singapore, Australia and Japan. For example, SAS collaborated with the Monetary Authority of Singapore-led Veritas consortium to integrate the Veritas Toolkit into the company's AI solutions for the financial sector. Additionally, SAS joined the Commonwealth AI Consortium, which includes global tech firms, research institutions, nonprofits and at least six Commonwealth member countries, which have stepped forward to champion AI innovation.

SAS also supports responsible innovation through the trustworthy AI features of SAS® Viya®, including bias detection, explainability, decision auditability, and model monitoring, governance and accountability, that help organizations identify potential bias during data management and modeling.

SAS will continue to lead important responsible innovation conversations, while also working with and learning from customers, partners, academics, students, community organizations and nonprofits to inform its own practices and explore new ways to empower people with data and AI.

### *Improving the World Through Data and Analytics*

As a global leader in data and AI, SAS is passionate about applying its cutting-edge technology and expertise to help solve some of society's biggest problems.

One of the ways SAS does this is through the Data for Good movement, which encourages using data in meaningful ways to address humanitarian issues around poverty, health, human rights, education and the environment.

As a vital part of the Data Ethics Practice, the SAS Data for Good team generates thought leadership and showcases the power of SAS technology through projects like protecting endangered sea turtles, simulating the resiliency of countries to major shocks and predicting migration routes of people in crisis.

Each year, SAS employees volunteer their time in various Data for Good projects to tackle these societal challenges and help support a better, safer and more equitable world. These social impact programs rely on their curiosity, expertise and passion for using their skills for social good. SAS also partners with customers, industry groups, nonprofits, governments and global organizations on projects that put the company's principles into practice and address pressing global issues through the lens of responsible innovation.



## Education and Philanthropy

The rise of new, advanced technologies demands a new generation of updated skills. SAS strives to meet that demand by helping people from around the world skill up to take advantage of the data- and AI-driven economy. SAS makes it easy to build these highly coveted skills by targeting worldwide education initiatives in STEM and computer science to ensure that the next generation of innovators has the knowledge and abilities to succeed.

SAS has deep roots in academia. Its founders were part of a consortium of eight universities to analyze vast amounts of agricultural data. These bold minds were pioneers in using data for the greater good. Decades later, education is still the company's primary philanthropic focus. SAS supports educational programs to help students from all backgrounds reach their full potential as future leaders and innovators.

As an essential part of its commitment to education and philanthropy, SAS contributes to charitable initiatives in the US and abroad to build stronger foundations for brighter futures. By driving efforts to improve education and society, SAS embraces its role in the greater global community.

## Data literacy in the Age of AI

Data is everywhere and is the driving force behind much of today's innovation, particularly the rise of AI. As the global analytics leader, SAS is uniquely positioned to be a pioneer in educating students on data and AI literacy and computer science. SAS understands the power of data to help better understand the world, to do good and to solve problems. In a connected, AI-driven and data-rich society, the ability to apply and use data in everyday life is essential for everyone, not just data scientists and mathematicians. SAS is committed to developing relevant resources for data literacy, computational thinking and coding to educate students born and raised in a world of data.

SAS believes that helping understand the value of data starts by teaching the basics, including helping students rethink their approach to problem solving. In doing so, students begin to see firsthand how integrating data into the problem-solving process can help drive meaningful results.

In 2023, SAS launched its second free data literacy e-learning course, Data Literacy in Practice, which empowers individuals and professionals to explore and visualize data with confidence. Starting from the basics, Data Literacy Essentials introduces learners to fundamental data literacy concepts, such as what data is and why it matters. It has been activated more than 22,000 times in nearly 80 countries by more than 600 colleges and universities and 3,500 nonacademic organizations. Together, Data Literacy Essentials and Data Literacy in Practice prepare learners to take introductory visual analytics courses, creating a pathway for new SAS users. In addition to creating free learning content, SAS partners with local and national organizations like Code.org, AI4ALL, CSforALL and Data Science for Everyone to inspire in students a fascination with data.

### Teaching and Learning

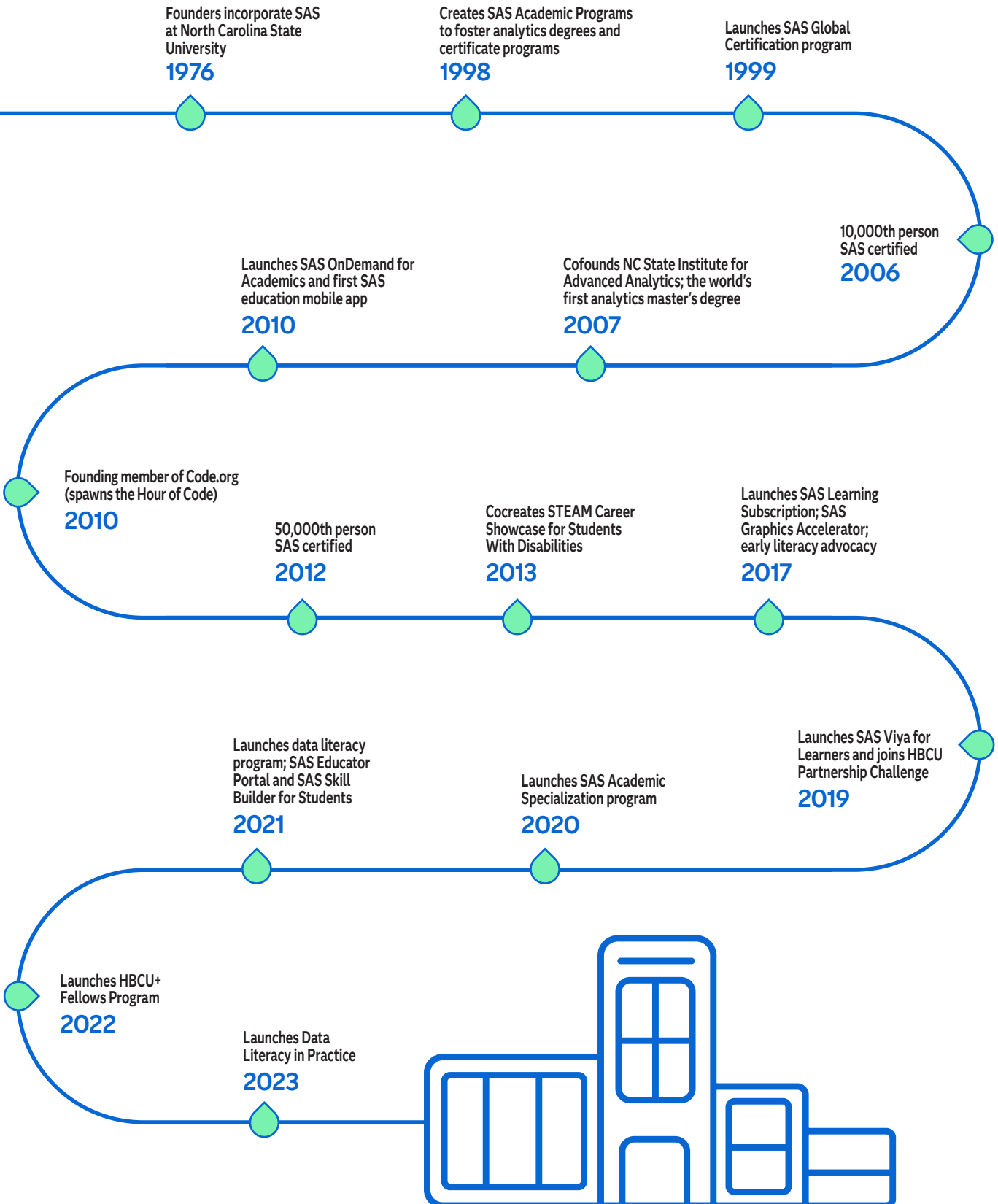
From educators to students, academic researchers and independent learners, SAS offers anyone in a teaching and learning environment free and low-cost options for accessing its world-class analytics software, training resources and online communities. The Education Analytical Suite provides comprehensive SAS foundational technologies for teaching, learning and academic research via reduced-cost enterprise licenses.

SAS OnDemand for Academics provides free access to powerful SAS software for statistical analyses, data mining and forecasting. And SAS Viya for Learners offers free access to AI, data science and machine learning tools for educators and their students. Nearly 300,000 educators and learners took advantage of these free software offerings in 2023.

Additionally, more than 20,000 students globally joined SAS Skill Builder for Students, a free online portal that provides access to everything students need to launch their analytics careers. Over 2,000 educators globally joined the SAS Educator Portal in 2023 and took advantage of free instructional materials and e-learning designed to make integrating analytics into the classroom easy and effective.

Last year was also the second year of the Curiosity Cup, a global data science competition where 50 student teams across 16 countries researched topics ranging from mental health and energy to entertainment and fraud.





### Increasing Representation in Analytics

SAS is committed to increasing diversity, equity and inclusion not only within the company, but also in the fields of data, AI and analytics.

This year, SAS launched its inaugural SAS Reach Program – an intentional, five-week, immersive, paid early-ID program for underserved high school seniors – to build a pathway to further their STEM education and technical careers. The program's mission was focused on career readiness and college preparedness to better help the students understand skills needed to successfully further their education and enter the future job market. In fact, three program participants will be joining SAS as 2024 United in STEM summer interns.

The award-winning SAS [intern program](#) welcomed over 170 interns from diverse backgrounds in 2023 with the majority being hired into technical roles. Over half of the 2023 intern hires identified as women and nearly two-thirds of the US hires as being from a historically underrepresented racial demographic. SAS interns gain meaningful work experience that enhances their skills and career trajectory.

SAS expanded its work with [Code the Dream](#) in 2023 by bringing on an inaugural cohort of Code the Dream fellows. Working across two teams in SAS R&D, the fellows are using what they learned in the classroom to make a real-world impact. Once they've completed the free educational portion of the program, students are eligible to apply for a six-month paid apprenticeship where they use their learning in a real-world environment and gain professional experience.

In 2023, SAS announced its inaugural class of HBCU+ Fellows, a program that supports educators at historically Black colleges and universities (HBCUs) by helping integrate analytical tools into academic programs and increase access to data and analytics education. In addition, as part of the [SAS Championship](#) golf tournament SAS hosted the second HBCU Invitational, which started with a career-day event for the student golfers to learn and network with SAS employees and executives. SAS also participates in several outreach and recruitment initiatives with HBCUs, including SAS HBCU STEM Connect, HBCU Business Connect and the HBCU Academic Excellence Program. SAS also participates in the HBCU Partnership Challenge created by the Bipartisan Congressional HBCU Caucus, as well as the CEO Roundtable on Cancer's Going for Gold initiative, with the goal of empowering cancer research at HBCUs and elevating the health of those disproportionately affected by cancer.

SAS also does intentional outreach to other minority-serving institutions through Handshake, including tribal colleges, Hispanic-serving institutions and predominantly Black institutions.



SAS partners with the North Carolina Museum of Natural Sciences to support the STEAM Career Showcase for Students With Disabilities, an annual event where students with disabilities in grades 6 through 12 interact with college students and professionals with a variety of disabilities who have forged successful career paths in STEAM fields. Students participate in a virtual opportunity fair and network with role models who are pushing the boundaries of knowledge, building innovative products and creating the technologies of the future.

SAS is also committed to helping veterans, service members and military spouses successfully transition into new careers by partnering with Hiring Our Heroes, a US Chamber of Commerce initiative, to offer transitioning service members a 12-week fellowship at SAS during the last 180 days of active duty to bridge the gap between the military and civilian culture and workplaces. In addition, SAS offers free and discounted data science and analytics training and certifications to service members, veterans and military spouses.

### ***Degree and Credential Programs***

SAS partners with traditional and nontraditional higher education institutions around the world to create programs that generate the analytical talent organizations need to make the most of big data. More than 400 SAS Academic Specializations, which give higher education institutions more options for engaging with SAS to create degree, certificate and other programs, are active in 40 countries.

In 2023, SAS established more than 65 new partnerships with college and university programs around the world. These partnerships and offerings help ensure that students are gaining in-demand skills and that employers can easily connect with them through digital credentials. More than 6,000 SAS certifications were earned in 2023. The newly launched SAS Certification & Skills Directory allows employers to find those who hold these sought-after industry credentials. By providing modern, stackable credentials for learners at every level, we continue to provide pathways to careers and opportunities for talent connections.

### ***Communities Connecting Students and Opportunities***

The Learn SAS online community connects students and independent learners with resources to develop and certify their SAS skills. Users can exchange extensive SAS expertise or look for help through presentations, hands-on workshops and access to SAS experts. In addition to peer-to-peer support, SAS online communities provide a space for collaboration on global programs such as the SAS Hackathon, Ask the Expert webinars and regional SAS users groups. These global connections among professional and student users help to advance the experience and expertise of SAS practitioners.

### **SAS Education Policy Priorities**

SAS continues to support the myFutureNC initiative with the goal of ensuring that North Carolina businesses will find qualified talent armed with relevant educational degrees and credentials. A particular focus of this work is helping underrepresented student and adult populations seize rewarding careers.

SAS CEO Jim Goodnight continues to lead a group of North Carolina CEOs who are seeking to increase third-grade reading proficiency in North Carolina – a key educational milestone that better ensures students will succeed in school and into the workforce. This work includes efforts to:

- Increase access to the NC Pre-K program, a high-quality program for at-risk 4-year-olds proven to lay the foundations for reading proficiency.
- Strengthen the effectiveness of educators teaching early reading skills, aligning their instruction with the “science of reading.”

With the support of educators and the state’s elected leaders, these efforts are paying off. Recently released data from the North Carolina Department of Public Instruction shows that students in grades K-3 are improving their literacy skills in every grade and across student subgroups (race, ethnicity and socioeconomic status). The growth in those grades is outpacing the national rate.

Additionally, significant progress was made in 2023 to align literacy instruction with the science of reading. Funding was provided to support continued training and coaching of elementary teachers in the science. In addition, both public and private colleges of education in North Carolina continue to align their curricula and instructional practices to the science of reading. Finally, the State Board of Education has modified the teacher licensure exam to align with the science, ensuring beginning teachers are well equipped to teach young students how to read.

Goodnight also leads a national effort to increase early literacy through his work with the Business Roundtable in Washington, DC. This work has special urgency because of the wide disparities, worsened by COVID-19, in achievement between more economically advantaged students and those from low-income families, as well as the disparities in achievement between white students and students of color. Increasing early reading proficiency for all students is a key component of ensuring racial equity in the education system and into the workforce, as well as ensuring a strong talent pipeline into the future.

SAS also supports other organizations devoted to improving the quality of education, including the Hunt Institute, Institute for Emerging Issues, BEST NC, NC Public School Forum and other nonprofit organizations.

### **Global and national Initiatives**

Supporting SAS' education initiatives is a global effort – and truly is something employees are passionate about. From teaching to events, SAS employees lend their time and talents to skilling up the next generation. In addition to educational initiatives, they also contribute their time and efforts to a variety of causes that they feel passionately about.

Employees at SAS offices around the world participated in numerous projects such as:

- Interactive experiences at headquarters included employee volunteers who led learning and networking opportunities that included the following groups:
  - Wake Young Women's Leadership Academy – the SAS Women's Initiative Network (WIN) has hosted a group of more than 100 young girls in January for several years.
  - Lightner Y Achievers program with the YMCA of the Triangle – students learned about artificial intelligence; diversity, equity and inclusion; and corporate social responsibility. Students also participated in an immersive experience about data ethics during SAS Championship.
  - Carolina Health Informatics Program (CHIP) DataAware Program – SAS has hosted a group of students from underrepresented backgrounds for several years each summer to learn about real-world applications of data analytics in the fields of health and life sciences and biotechnology.
  - The Gregory B. Davis Foundation and Roanoke Rapids Graded School District Summer STEM Immersion Experience.
  - SparkNC – middle and high school students visited SAS to learn about pursuing careers in high-tech fields like AI, machine learning and cybersecurity.
  - The North Carolina Society of Hispanic Professionals – a group of 50 students from five local high schools explored data ethics concepts and learned from and networked with Hispanic and Latin American employees, including two former students who participated in SAS' inaugural Reach Program.
  - American Statistical Association's (ASA) StatFest – ASA's Committee on Minorities in Statistics hosted their annual one-day, in-person conference at SAS aimed at encouraging undergraduate students from historically underrepresented groups to consider careers and graduate studies in the statistical sciences. SAS has been involved in this organization for many years, and it was an honor to host over 150 undergraduate and graduate students, professors, faculty members and high school students to learn, network and expand their horizons.
  - SAS continued its annual support of Computer Science Education Week (CSEdWeek). SAS partnered with the Young Professionals Network (YPN) and the SAS International Connection (SASIC) employee inclusion groups. Through this



collaboration, SAS employee volunteers helped lead data literacy and computer science sessions at local elementary schools for over 150 students. Furthermore, employees outside of YPN and SASIC were encouraged to do an Hour of Code session with schools of their choosing.

- SAS volunteers in the US and overseas also worked with more than 100 elementary and middle school students, particularly young girls, to strengthen their data literacy, computer science and STEM skills.
- SAS Australia participated in several activities, including:
  - Joined the [public Ribit marketplace](#), which gives SAS Australia's customers access to thousands of early-stage talent from various disciplines.
  - Highlighted its education initiative in the article "[2 Paths to the Top: How Analytics Gives Students the Professional Edge.](#)"
  - Showcased its work with students from the [University of New South Wales](#) on using analytics to address how mortgages are managed in a rapidly changing housing market.
  - Highlighted its education initiatives with [Macquarie University](#) students, who worked with the university's academics and SAS experts to use analytics to address poverty.
  - Announced an academic partnership with Torrens University Australia to embed SAS technology into the university's Master of Business Analytics degree.
- SAS Belgium and SAS Netherlands participated in several activities, including:
  - Organized a stroll in two countries with residents of a local elderly home.
  - Collected and donated toys to children in need through CIG De Stobbe in Antwerp (Belgium) and Speelgoedbank Amersfoort (Netherlands).
  - SAS Netherlands hosted Girls' Day, an annual event initiative of the Dutch national organization Vrouwen in Hogere Technische Opleidingen (Women in Higher Technical Education), to inspire girls to explore data science and analytics. More than 45 girls, ages 10 to 15, explored data in real time using SAS DataFly and learned about AI and other emerging technologies, such as ChatGPT.
- SAS China Beijing R&D provided undergraduate SAS courses on statistical analysis and business intelligence at Beijing University during September through December.
- SAS Denmark participated in several initiatives, including:
  - Collaboration with Science Talenter, which is a Danish student program at the high school level. SAS has been part of relevant education sessions (e.g., in AI and machine learning). In April, SAS was part of a workshop about robots and AI where students made a robot system.
  - Coding Class project in the City of Copenhagen. The Danish ICT Industry Association (IT-Branchen) has established the Coding Class project together with member companies and Danish municipalities. The project teaches primary school students how to code and present their solutions. Also, a coding class was held at a high school in March.
  - #SoccerJerseyFriday (#FodboldtrøjeFredag) is an initiative that focuses on supporting the fight against childhood cancer, organized by the Children's Cancer Foundation in Denmark.
  - Hosted more than 100 highly skilled students and professors from Danish universities in September at the Copenhagen office to take part in a SAS Talent Connect event. Hosted by SAS in partnership with pharmaceutical Novo Nordisk, students undertook preparations for future careers in data science. Since the event, several students were recruited by Novo Nordisk.

- SAS Finland employees volunteered at an animal sanctuary Saporomäki and also participated in opportunities to mentor and provide first aid. In addition, SAS Finland participated in many academic activities, including guest lectures about analytics and hands-on sessions with SAS Viya. SAS Finland also attended career fairs to help students gain analytics skills and provide guidance on career tips.
- SAS Germany participated in several initiatives, including:
  - Sponsored the Halbmarathon to encourage a healthy lifestyle and invited employees, their families and friends, as well as customers and partners.
  - As a traditional partner of the junior rugby league in the region, the office supported referee training and drug- and doping-prevention training.
  - Supported the project STAFFELSTAB of Lebenshilfe Heidelberg, fostering solidarity and humanity in the region. This team has set up a mourning café and survivors' meeting place for young relatives of children with cancer.
  - Hosted an event for 30 mathematics and computer science graduates from the Goethe-Gymnasium Berlin-Wilmersdorf providing first experiences with SAS Visual Analytics and the SAS Academic e-learning environment SAS Skill Builder to help train the next generation of data scientists.
  - Participated in Girls' Day 2023 by introducing the world of data and visualization through the SAS DataFly program to young female talent.
- SAS Hong Kong sponsored a team to join the charity event Cycle for Million 2023, organized by Pok Oi hospital in April.
- SAS India R&D participated in several initiatives, including:
  - Invested donation efforts to transform Sumati Balwan School, a school designed especially for underprivileged children. Resulting efforts provided eight modern classrooms, a spacious hall that now houses a computer lab, a covered rooftop area perfect for hosting school events and functions, procurement of a new school van and a 17-seat school bus for ensuring safe transportation for the students, financial support for the creation of a robust schoolyard for sports and recreational activities, and full sponsorships covering annual expenses of two deserving female students.
  - Hosted their annual Festive Fair, which brings together employees who wholeheartedly contribute toward supporting various nonprofits while enjoying festive shopping. This year, the event featured a wide range of products, including beautiful handmade lamps, wooden boxes, hair and skin care products, eco-friendly and organic products, kitchenware, gifting items, and much more.
- SAS Ireland participated in several initiatives, including:
  - In March 2023, six students from underserved Dublin schools and colleges undertook a P-TECH data science student placement in SAS' Dublin office. The students learned SAS Visual Analytics software and developed their data preparation, data visualization and project management skills to analyze Dublin Bikes' hire and journey data. Their findings and project approach were presented at the National College of Ireland's Kelly Theatre as part of their Irish Leaving Certificate qualification.
  - In October 2023, SAS colleagues attended the data science student placement orientation event ahead of six students on placement in the SAS Dublin office in 2024 Q1. The P-TECH program continues to deepen relationships with SAS customers and partners, including the Department of Education, A&L Goodbody, Cisco, Deloitte, IBM, Irish Life, Irish Rail, Irish Water (now known as Uisce Éireann), Salesforce and Virgin Media.
  - P-TECH, supported by Business in the Community Ireland, continues as SAS Ireland's nominated charity. In the 2023-24 academic year, SAS data literacy digital learning is included in schools' outreach learning resource packs with opportunities to engage, coach and mentor students exploring future careers as data practitioners.

- The Customer Advisory team and SAS Academic Program continue to provide active support for University College Dublin's research into [preeclampsia using AI diagnostic tests](#) with a number of public speaking opportunities undertaken throughout 2023.
- SAS Italy participated in several initiatives, including:
  - Was invited by the Professor of Communications & Digital Marketing course to meet 50 Italian and international students from IULM University in Milan in September and challenged them to work on a project about data, innovation and the future. The Generation Z members were asked to use their creativity to develop content and materials that could engage a similar target audience to inspire them about the world of data and analytics. The result was a collection of videos, images, texts and other content that demonstrated their views about innovation, analytics and the future.
  - On Nov. 9, SAS Italy organized a Community Day activity that involved more than 40 colleagues across different teams for the entire day. In collaboration with Comunità Nuova, a nonprofit association that has been supporting children and people in need for more than 40 years, the office spent the day with educators and guests from Villa Paradiso, a therapeutic rehabilitation community.
- SAS United Kingdom participated in several initiatives, including:
  - SAS UK's chosen charity partner is [The Talent Foundry](#), which offers many exciting joint-working opportunities and events:
    - [SAS Future Analysts](#) moved from a four-school pilot to a 10-school, UK-wide program in 2023. This SAS-funded program provides analytical skills, hands-on SAS software use, storytelling with data, and insights into future careers working with data. SAS employees volunteer with staff from SAS customers and partners, including Atos, Eviden, HM Revenue & Customs, and Nationwide Building Society to support young people most in need.
    - The Talent Foundry regularly uses SAS' London offices for team meetings and staff training sessions to avoid third-party facilities' costs. This allows The Talent Foundry to channel more funds into improving students' employment opportunities in areas of economic and social deprivation.
    - Staff charitable fundraising is donated to The Talent Foundry with £-for-£ matching by the Big Give each November.
  - SAS Academic Program and schools/colleges engagement:
    - May's SAS Talent Connect event brought together university students learning SAS with prospective employers and was kindly hosted by the University of Bradford.
    - Letters of support provided to various universities, including Bradford and Birmingham City, to secure external funding for research and teaching using SAS software.
    - Working with Milton Keynes College, the Ministry of Justice and the new Prison Education Service, a pilot program in three prisons to provide prisoners with data literacy and data analytics skills to improve their employment prospects ahead of release.
    - Summer 2023 saw local school visits to the SAS beehives in Marlow to learn about pollination, how plants reproduce, the role of bees and how artificial intelligence is used to analyze the honeybees' waggle dance.
  - Worked with the Armed Forces Covenant and Ministry of Defence:
    - In June 2023, SAS' Marlow office hosted the 80th anniversary commemoration of The Dambusters operation. The Royal Air Forces Association honored the men and women of the Photographic Intelligence Centre based at Royal Air Force Medmenham, now the site of SAS UK's main office.

- [Armed Forces Covenant](#) activities continue in partnership with Microsoft and SAS customers. On Nov. 23, a Career Transition Partnership event brought together Covenant signatories and SAS customers, including the Ministry of Defence, Barclays, Deloitte, EY and Vodafone, among others, to support military personnel moving to civilian life.
- SAS supported the Defence Equipment & Support's Race and Culture Network event in Bristol on Nov. 29. Ministry of Defence suppliers were treated to food and entertainment reflecting the diverse nationalities of serving military personnel and civil servants.
- Helped over 3,000 job seekers upskill/reskill into data practitioner roles with the SAS STEP program since 2020. Participants were recruited via Department for Work and Pensions Jobcentres and various back-to-work charities, including TechVets and Forces Families Jobs, supporting military veterans and their families. The program closed to new applicants in January 2024 but will be replaced by new corporate social responsibility activities jointly developed with SAS customers and partners.



## Philanthropy

SAS strives to help the global community through charitable donations and philanthropic activities as an integral part of its culture. SAS' corporate philanthropy supports strategic initiatives that: 1) increase interest in SAS and computer science to create a diverse STEM workforce, or 2) solve business and social issues in its priority industries that also showcase SAS technology.

The cornerstone of SAS' philanthropic efforts is education. SAS believes education can change what's possible by empowering each new generation. SAS supports global education initiatives that promote early learning and literacy for all, foster STEM skills, and advance diversity in a technology-driven workforce.

As part of its philanthropic efforts, SAS provides in-kind donations of computer hardware, software, office equipment and other tangible items to nonprofit organizations in the community. SAS offers free digital tools, resources and apps to students of all ages – and the company partners with colleges and universities around the world to prepare more graduates to succeed in analytics and data science careers.

Programs must generate a long-term impact, affect significant numbers of people, and not discriminate on the basis of race, color, national origin, sex, gender identity, sexual orientation, age or disability. Examples include:

- American Statistical Association's StatFest conference.
- Aspire Afterschool Learning.
- #GivingTuesday, a global day of giving.
- Computer Science Education Week, including Hour of Code. This is a national effort that SAS joins by providing volunteers with training, activities and materials to work with students and pique their interest in computer science.
- Communities in Schools of Chatham County.
- EDGE 6 program with the Raleigh Chamber of Commerce, spearheading economic development and growth for Raleigh, Wake County and the local community.
- Girl Scouts STEM Programs.
- Leadership North Carolina, supporting improvements in government, education, health and human services, economic development, and the environment.
- Morehead Planetarium and Science Center.
- NC Chamber Education & Workforce Conference.
- North Carolina Society of Hispanic Professionals.
- NC State Student Aid Association.
- North Carolina Science Festival, a statewide showcase of science activities.
- The Talent Foundry.
- WakeEd Partnership.
- Wake Tech Foundation at Wake Technical Community College.
- YMCA of the Triangle, strengthening communities through nurturing youth development, improving health and well-being, and fostering a sense of social responsibility.



## Community Engagement

SAS actively sponsors numerous charitable causes, particularly those focused on STEM education and related areas. The company also promotes employee engagement in these initiatives and encourages them to support causes they are passionate about.

Although SAS has made education its primary philanthropic focus, SAS believes that service to others makes the world a better place and actively encourages employees to get involved in their communities. Through its Volunteer Time Off program, SAS provides eligible employees with an opportunity to engage in meaningful and purposeful volunteerism. For example, SAS' Volunteer Time Off Policy in the US provides details on how the program works, which allows for 20 paid hours for full-time employees and 10 hours for part-time employees per calendar year to participate in volunteer activities with eligible organizations described in the policy.

Some examples include:

- SAS Australia established a SAS beehive on the grounds of the SAS Sydney office as part of its Data for Good Environmental Workshop. The office has two planned case study projects including:
  - Use deep learning with SAS Viya and Python to classify images of the hive's frames to monitor for possible diseases. Such a project could offer an improved mechanism to monitor hive health as well as support federal policies to manage biosecurity risk that can be introduced or spread by bees.
  - Use of a noninvasive beehive monitoring system and SAS to understand the population trends and behaviors of the planet's number one pollinator, as well as support for the Global Initiative for Honeybee Health led in Australia by CSIRO (similar to this SAS Global Forum 2020 project).
- SAS Australia also extended its partnership with Black Dog Institute for another three years, supporting its Data for Good commitment on mental research projects.
- SAS India R&D led a blood donation drive where 95 employees participated.
- SAS Japan held Data Science for Kids, an event where elementary students created analytics posters with support from their parents and SAS employees. Ten families attended, and the children learned how to present analytics insights on topics of their interest.
- SAS Japan employees gave lectures at universities regarding topics of analytics in business and society and analytics careers. These classes were not for training on SAS software skills and analytics skills, but for taking the interest of students in analytics and fostering momentum for the analytics industry. Around 15 employees spoke at three universities.
- SAS Japan serves as part of the data science organization board under Japan's Ministry of Education, Culture, Sports, Science and Technology. The organization contributes to the development of advanced IT personnel and the healthy development of the industry by defining the skills and knowledge required for data scientists, creating a curriculum for their training, building an evaluation system and conducting other educational activities.
- SAS Romania partnered with Babeş-Bolyai University for Curiosity Cup 2023, where students used SAS Viya to track deforestation in Romania.
- Employees worldwide participated in several activities for #GivingTuesday, including:
  - SAS Canada/Toronto made 553 sandwiches in just over an hour and delivered them to the local Good Shepherd

Ministries homeless shelter, which served the sandwiches the same day as part of its meal program. SAS Canada also celebrated Movember with a shave-off event, and as part of the Movember campaign, SAS teams raised more than \$16,000 to support men's physical and mental health. Employees in the Ottawa office donated toys to the Toy Mountain Program and volunteered by helping sort, organize and pack them. Each year, Toy Mountain and the local Salvation Army provide toys to more than 27,500 children.

- SAS China/Beijing R&D employees donated clothes, picture books and tuition fees for underprivileged children from the mountain areas. They also supported orphaned and disabled children and volunteered at the homeless children's aid center.
- SAS DACH (Germany, Austria and Switzerland) chose the Heidelberg Child Protection Association (Kinderschutzbund) as their Giving Tuesday charity. The Kinderschutzbund offers various services such as counseling, care, education and leisure activities, and also promotes the participation of children and young people in society. SAS employees donated toys, sports equipment, books and more to the organization's in-kind gift campaign, which allows families to choose suitable gifts for their children. Employees also staffed the Kinderschutzbund's clothing store and made monetary contributions.
- SAS France organized several Giving Tuesday activities, including a secondhand sale for IT equipment with the proceeds going to an association that promotes access to culture for children suffering from isolation or exclusion. Employees also donated books to Le Bouquin Volant, which distributes them to libraries, schools, universities and associations all over the world, mainly in French-speaking Africa. And employees also donated toys to Le Secours Populaire, a renowned French nongovernmental organization (NGO) that gives the toys to children for Christmas. Some employees also donated blood.
- SAS Hong Kong employees joined forces for a beach-cleaning activity at Shek O. They collected trash, sorted recyclables and restored the natural beauty of the area.
- SAS India in Mumbai organized a clothing donation drive for the National Society for Clean Cities India. They were also able to visit the NGO and meet members and their families.
- SAS Italy cooked meals and enjoyed lunch in the park with community guests of Comunità Nuova all while learning more about the mission of the organization and the important work they do. The SAS office also hosted a solidary and charity breakfast where employees purchased food and products from local organizations and collected food and toys for Banco Alimentare.
- SAS Japan took part in a local cleanup activity at Mori Tower, home of its Roppongi office in Tokyo. They maintained flower beds and picked up leaves with local residents and other workers from the office building.
- SAS Korea employees visited Gangnam Lifelong Education Center and delivered a Christmas tree, presents and refreshments for members of the center. They all decorated the tree together, and members shared notes of gratitude with SAS employees.
- SAS Netherlands and Belgium volunteered at a home for the elderly where they took residents on a walk and played bingo. Employees in the Netherlands hosted [an AI workshop for secondary school students](#) to teach them about the possibilities and challenges associated with emerging technologies, particularly generative AI. Marketing employees based in Belgium cleaned up the streets by picking up litter in the neighborhood around the SAS office in Tervuren.
- SAS R&D India celebrated Giving Tuesday with their annual Food for Charity event, which featured 21 food stations laden with delicious treats and homemade goodies from around the world. Employees and their families could purchase food, and the proceeds were donated to various NGOs to support communities in need and initiatives that bring about positive change. This year a new milestone was created with employee contributions totaling INR₹244,129 (US\$2,925).

- SAS Singapore volunteered their time and energy to help create art with more than 40 preschoolers from Canossville Children and Community Services. They also ran a Christmas donation drive to collect presents for the children from staff. Many gifts were beautifully wrapped, to the children's delight.
- SAS Spain donated toys, books and food for children and families in need. They also collected funds for a local NGO, Offene Arme, which supports asylum seekers and refugees.
- SAS United Kingdom and Ireland were encouraged to browse wish lists of local organizations such as Refuge, an organization that supports women and children fleeing from domestic violence, and to purchase Christmas cards from local charities. SAS UKI's preferred charity is The Talent Foundry, a great initiative which supports technology job prospects for young adults in deprived areas of the UK. The local Marlow office also sold honey for the charity that is made on-site.

## Community Board Membership

SAS staff members carry the company's corporate responsibility values outside the office by serving on the boards of community organizations that support education, disaster relief, arts, science innovation, environmental conservation and other issues important to employees. Some examples include:

- BEST-NC (Business for Educational Success and Transformation in North Carolina)
- Business Council
- Business Roundtable
- CARE USA and CARE International
- Cary Academy
- Cary Chamber of Commerce
- CEO Roundtable on Cancer
- CSC Strategic Advisory Board at North Carolina State University
- Duke's Nicholas Institute for Energy, Environment & Sustainability Advisory Board
- Environmental Defense Fund
- Friends of the North Carolina Museum of Natural Sciences
- GoTriangle
- Meredith College Board of Trustees
- myFutureNC
- National Association of Regional Councils
- North Carolina GlaxoSmithKline Foundation
- North Carolina State University Board of Trustees
- NC State University Poole College of Management Human Resources Advisory Board
- North Carolina Museum of Art
- North Carolina Science Festival
- Oklahoma State University Corporate Advisory Board
- OnBoardNC
- Sall Family Foundation
- The Nature Conservancy Global Board and The Nature Conservancy Africa Advisory Council
- Smithsonian National Museum of Natural History
- Central Pines Regional Council
- Town of Cary Council
- University of North Carolina Center for Excellence in Community Mental Health
- University of North Carolina Gillings School of Global Public Health Advisory Board
- WildTrack
- World Wildlife Fund US and World Wildlife Fund US National Council
- YMCA of the Triangle



## Employees and Culture

Successful organizations know the importance of investing in a whole employee experience to care for and retain top talent. By providing an innovative and creative workplace culture while prioritizing health and well-being, employees are inspired and motivated to make a difference. As a proven workplace culture champion with numerous accolades and decades of recognition as a great workplace, SAS has been a leader in showing what it takes to keep employees happy.

SAS' culture has always been an integral part of who it is as a company, connecting the curious nature that started SAS and the spirit of innovation that moves it forward. Originating at its North Carolina headquarters and spreading to numerous offices around the world, SAS cultivates an award-winning culture anchored by meaningful work, empowering leadership and a world-class work environment.

Fostering the integration of work and life makes great business sense. So in support of the UN Sustainable Development Goal of providing good health and well-being, SAS remains strongly committed to promoting a world-class environment that inspires innovation. Throughout more than 40 years of analytics innovation, SAS has invested heavily in its workplace culture to make employees feel inspired and included.

## Diversity, Equity and Inclusion

At SAS, it's not about fitting into the culture; it's about adding to it. Diversity, equity and inclusion at SAS is multidimensional. SAS' culture blends different backgrounds, experiences and perspectives from employees around the world. As innovators, the company relies on employees' unique creativity and differences to create great software that can change the world. From the technology SAS designs to the conversations shared, SAS' diversity is a creative asset.

## 2023 DATA

SAS received several workplace awards, including Fast Company: Best Workplaces for Innovators: Social Good; Newsweek: America's Greatest Workplaces, America's Greatest Workplaces for Women, America's Greatest Workplaces for Parents and Families; Disability:IN: top score of 100 in the Disability Equality Index; Human Rights Campaign: top score of 100 in the Corporate Equality Index for LGBTQ+ workplace inclusion; Forbes: America's Best Employers for Women, America's Best Employers for Diversity; and several early career awards celebrating excellence in innovative recruiting strategies, internships and early career programs.

SAS maintained its perennially low turnover rate while sustaining its worldwide head count. SAS did not have any substantiated and material negative incidents with regard to employee discrimination or harassment. In the US, the average SAS employee tenure is 11.59 years, compared to an industry average of 4.1 years.<sup>1</sup> Reducing turnover reduces recruitment costs, helping the company retain knowledge and deliver deeper, longer-term customer relationships.

SAS' voluntary employee turnover rate was 3%. The average industry [voluntary turnover rate was 3.8%](#).

<sup>1</sup> US Bureau of Labor Statistics

SAS wants everyone to feel confident in embracing their individuality and curiosity, and to know that they will be respected for their unique contributions and abilities.

SAS' diversity, equity and inclusion strategy is composed of three main pillars:

- Representation: Improving workforce representation of talent from underrepresented backgrounds at all levels across the organization by reviewing and enhancing the company's recruitment, hiring and promotion practices.
- Inclusion: Fostering an inclusive culture and work environment where every employee can thrive as their authentic self and achieve their full innovative potential.
- Community: Developing the workforce of tomorrow that represents the world through education policy, outreach and community initiatives that promote inclusion and equity.

SAS executes this strategy through various initiatives and policies across recruitment and hiring, culture and work environment, education, and community outreach opportunities. To learn more about SAS' diversity, equity and inclusion efforts, visit [sas.com/diversity](https://sas.com/diversity).

### Equal Employment Opportunity

At world headquarters and across all its country offices, SAS is committed to providing an equal employment opportunity that treats all employees and applicants equally based on merit and experience – without regard to race, color, ethnicity, gender identity or expression, sex, sexual orientation, veteran status, pregnancy, creed, religion, national origin, age, disability, genetic information, marital status, citizenship status, status as a military spouse, or any other legally protected characteristic. SAS recruits, hires, trains and promotes for all jobs without regard to protected characteristics and ensures that all employment decisions are based only on valid job requirements, and all personnel actions are administered without regard to protected characteristics.



### Hiring and Retaining Staff

SAS cultivates the [optimal environment](#) for creativity, encouraging employees to take risks and exceed expectations while helping them balance work and life. SAS not only invests in employee career development, but also health and well-being through several services, programs and benefits. As a workplace culture champion, SAS has always invested in keeping employees happy to help attract, retain and motivate top technology talent.

SAS' comprehensive support infrastructure ensures employees stay healthy – both physically and emotionally – by supporting all dimensions of their well-being, including social, physical, mental, career, financial and community. At headquarters, this infrastructure includes an on-site Health Care Center and pharmacy, Recreation and Fitness Center, as well as a Work/Life Center that includes the Employee Assistance Program (EAP).

SAS' Work/Life Center and EAP not only ensure expert guidance for employees navigating difficult life events, they help them lead balanced, healthy and productive lives. The on-site Work/Life Center is in its third decade of offering personalized services and educational programs for employees and families, including virtual offerings. With four dedicated counselors, the Work/Life team covers more than 20 program areas, spanning all life stages and stressors, helping employees strengthen coping skills, lift their quality of life and maintain successful careers.

#### 2023 US Hire Demographics

| <i>By age group (US only)</i> |            |
|-------------------------------|------------|
| 19-31                         | 121        |
| 32-44                         | 89         |
| 45-63                         | 74         |
| 64 and up                     | 4          |
| Undisclosed                   | 0          |
| <b>Total</b>                  | <b>288</b> |

#### 2023 Global Employee Hires by Region

|  |            |
|--|------------|
| Canada                                       | 8          |
| LATAM  | 31         |
| EMEA-AP                                      | 283        |
| Northern Europe                              | 58         |
| Southwest and Eastern Europe                 | 122        |
| US   | 288        |
| <b>Total Global Hires (Reg. FT &amp; PT)</b> | <b>790</b> |

#### Q1 Voluntary US Employee Turnover

| <i>By age group</i> |            |
|---------------------|------------|
| 19-31               | 35         |
| 32-44               | 50         |
| 45-63               | 65         |
| 64 and up           | 17         |
| Undisclosed         | 17         |
| <b>Total</b>        | <b>184</b> |
| <i>By gender</i>    |            |
| Female              | 62         |
| Male                | 105        |
| Undisclosed         | 17         |
| <b>Total</b>        | <b>184</b> |

## Skills Development

SAS supports the idea that all employees have a natural desire to learn and grow. As part of its culture and benefits, SAS provides many development opportunities for employees, whether for specific job skills, business acumen or interpersonal competence. Training includes instructor-led classes, e-learning and live web training. SAS encourages employees at all levels to pursue training to hone their skills. Employees with sharp, updated and relevant skills offer more value to SAS customers in the dynamic, evolving world of data and analytics.

### 2023 DATA

Approximately 97% of employees participated in professional training, totaling 121,000 courses completed.

In addition to skills training, SAS has created a program specifically for employees pursuing leadership and management training. Courses are offered at different levels within the organization to cultivate and nurture internal talent. In 2023, SAS provided over 220 training courses with 3,782 participants.

SAS offers a wide array of training options that enable employees to find their best learning method to meet work and career goals.

|   |              |
|---|--------------|
| Average Hours   | <b>34</b>    |
| Professional Training<br><i>(in-person and virtual)</i> | <b>97%</b>   |
| E-Learning  | <b>82.5%</b> |
| Reading Material  | <b>2.1%</b>  |

## Health and Safety

Around the globe, SAS provides a safe and healthy working environment for all its employees. Each SAS office manages its own health and safety programs. Resources and best practices are available from the headquarters office in the US; however, each program is designed to fit the needs of that particular location.

SAS has a comprehensive Safety Department that supports all members of the SAS community. The company's programs comply with local, state and federal standards in order to provide employees with a safe and healthy work environment. SAS' goal is to help address safety concerns among employees in order to reduce accidents, minimize potential liabilities and promote safe work practices.

The Security, Safety, and Risk & Insurance Management departments investigate any incidents that pose a danger to company employees or third parties and take measures to reduce or eliminate these hazards. These departments provide additional training and resources to help identify and prevent similar incidents from causing damage or injury to individuals. SAS' online occupational health and safety training program uses an internal learning management system that supports content from a third-party vendor. In addition, SAS' Safety Team provides hands-on training for certain labor-intensive jobs.

When an incident or near miss occurs, workers are asked to provide details by completing an online Incident Report, which automatically notifies the appropriate parties so the incident/near miss can be investigated and corrective actions can be implemented. Employees are protected by SAS' No Reprisal, Retaliation or Victimization Policy, which states, "Any individual, regardless of position or title, who is found to have engaged in retaliation activity against a co-worker because they filed a complaint or otherwise engaged in protected activity will be subject to discipline, up to and including termination of employment."

The Safety Team completes a comprehensive investigation of all reportable work-related incidents and provides corrective actions when necessary.

SAS also has an ergonomics department that supports employees through personal assessments and training. The department provides further educational resources through an intranet site, which includes FAQs, tips and information about a safe work skills program for manual labor employees. It also provides an assessment request form that employees can complete for a personal worksite evaluation by an ergonomics specialist. The Safety and Ergonomics departments periodically perform job hazard analyses for high-risk job functions, including recommendations to mitigate these hazards.

### Absenteeism

By providing a safe, nurturing work environment, SAS strives to keep employees productive and effective in their roles. One measure of that success is the absenteeism rate.

## 2023 DATA

SAS recorded an absence rate of 6.35 days per full-time employee. This accounts for the following absence types: bereavement, caregiver time, floating holiday, jury duty, military, paid volunteer time, parental adoption, parental maternity, parental paternity, personal leave of absence, school leave, sick time, state vaccination time, time away medical, time away nonmedical and unpaid.

For employees working in North Carolina, SAS did not have any high-consequence work-related injuries or fatalities and reported 11 cases of work-related injuries. For all North Carolina-based workers who are not employees but whose work and/or workplace is controlled by the organization, SAS had zero recordable work-related injuries, high-consequence work-related injuries or fatalities as a result of work-related injury. SAS did not record any work-related ill health. OSHA Form 300 for USA-NC shows 4,027 annual average number of employees, and SAS had an Experience Modification Rate of 0.61.



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