

zoolatech

Zoolatech Corporate Social Responsibility Report

2022



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Message from Roman Kaplun



2022 changed everything.

When the war broke out in Ukraine, it challenged every assumption we had about normalcy — in life, in business, and in leadership. Overnight, our mission as a company expanded from building world-class technology to protecting and supporting our people and their families through unprecedented times.

In the face of devastation, Zoolatech responded with action. We mobilized emergency support for relocation, housing, and evacuation. We adapted our operations to protect business continuity while prioritizing human lives. And through ZoolaCare, we channeled over \$800,000 in direct humanitarian and military support — all thanks to the unwavering initiative of our people.

What 2022 proved beyond any doubt is this: our strength lies in our unity. CSR was never a side project for us, but this year it became our heartbeat. Charity became daily work. Wellness became protection. Culture became a source of survival.

To every Zoolian who showed up, spoke up, donated, volunteered, ran, baked, mentored — thank you. This report is about you. We are more than a tech company. We are a community. And in 2022, we stood up for what matters most.

Roman Kaplun

CEO & Co-Founder, Zoolatech

Message from Denis Rogov



In 2022, everything we believed in was tested — and everything we believed in held true.

Extreme Ownership, Learn from Failure, Speak Up — these are not slogans. They're principles that guided us through the darkest of times. From the first days of war, our team acted with purpose. People opened their homes to colleagues. Others built charity infrastructure in days. Some joined the frontlines. Many volunteered or simply stayed present for each other.

We also redefined what CSR means. It's not just about nice-to-have programs. It's about doing the right thing, every single day. Whether it was developing internal tools for a charity auction, organizing psychological support, or sending winter gear to the front — our team led with heart and hands.

2022 will always be the year the world changed. But it will also be the year Zoolatech proved what we're made of.

Thank you for standing with us — and with Ukraine.

Denis Rogov

President & Co-Founder, Zoolatech



About Zoolatech



About Zoolatech

Zoolatech is a global software development company founded in California, with delivery hubs in Europe and Latin America. We partner with top-tier clients across the US and EU to build high-performance, future-ready technology solutions.

Our expertise includes cloud transformation, data platforms, AI/ML, legacy system modernization, and product development. But what sets us apart is how we do it with trust, transparency, and people-first leadership at the core.

In 2022, our identity as a company was deeply shaped by the war in Ukraine. With a significant part of our team based there, we responded not just with operational flexibility but with solidarity and care. Supporting our people became our top priority, and this shaped every action we took from business continuity planning to humanitarian aid.

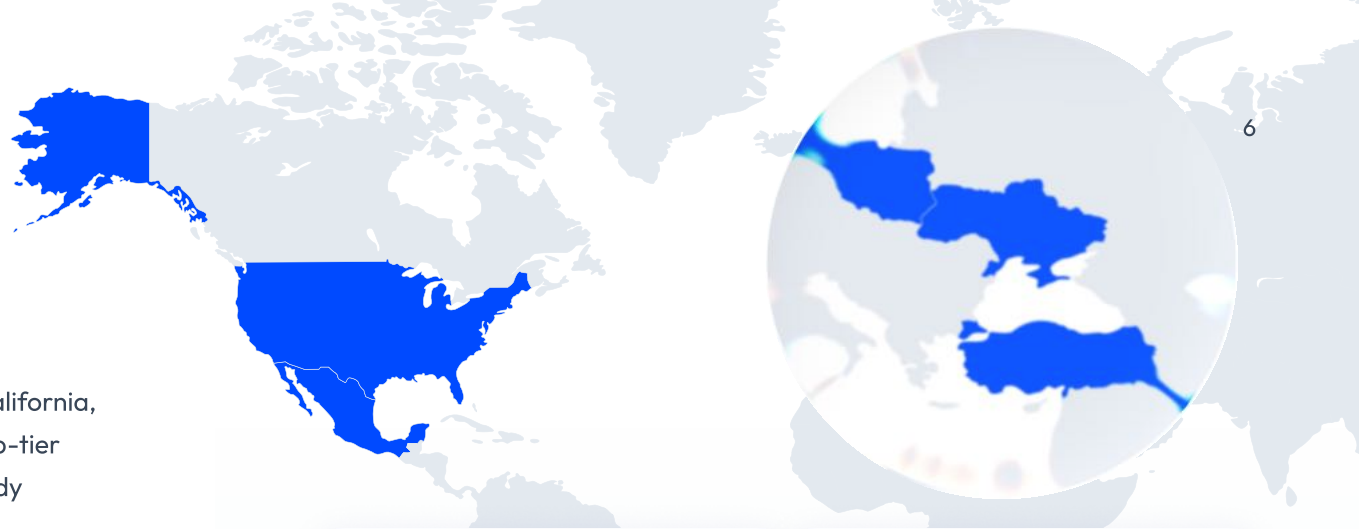
Despite the crisis, we remained resilient. We retained every client. We grew responsibly. And we continued to build a culture where people feel safe, empowered, and connected, no matter the distance or circumstance.

Core Industries:

Retail, fintech, health, enterprise software

CSR Focus:

Charity, education, inclusion, sustainability



Founded

California

Development Hubs

LatAm & EU

Employees

400+

Age Range

18-55

Countries

28+

Employees in Ukraine remained employed and supported throughout the war

90%

Participation in ZoolaCharity initiatives

70%

Allocated to employee-driven charity and aid

\$800,000+

UN Sustainable Development Goals (SDG) Alignment

UN Sustainable Development Goals (SDG) Alignment Zoolatech is committed to making a positive impact not only in our industry, but in the world. To guide our efforts, we align our Corporate Social Responsibility initiatives with the United Nations Sustainable Development Goals (SDGs) a global framework for achieving a better, more sustainable future for all.



SDGs, Goals, and Zoolatech Contribution

Our focus is on creating local, measurable outcomes that contribute to global progress. This below outlines how our key initiatives map to relevant SDGs:

SDG 3

Good Health & Well-being

Mental health sessions, wellness events, medical aid.

SDG 4

Quality Education

ZoolaTalks, Metod project with Veteran Hub, mentorships.

SDG 5

Gender Equality

Women in Tech events, Patrónas LATAM support, 40% women in leadership.

SDG 10

Reduced Inequalities

Internships in LATAM, charity for children, inclusive hiring.

SDG 13

Climate Action

Remote-first model, ZoolaGoesGreen program.

SDG 17

Partnerships for the Goals

Charity foundations, ZoolaRun, community NGOs.

Our CSR Vision

At Zoolatech, Corporate Social Responsibility (CSR) is not a side project. It is how we lead. The year 2022 tested our values in unprecedented ways. The full-scale invasion of Ukraine, where many of our employees live and work, reshaped our world and demanded immediate action with care and courage.

What CSR Meant in 2022

- Protecting people first, by ensuring safety, stability, and ongoing support for those affected by the war.
- Building resilience by adapting our operations, expanding our remote-first model, and supporting teams across all regions.
- Giving back by scaling our charity efforts, delivering aid, and launching employee-driven initiatives like ZoolaRun and Carember.
- Empowering growth by continuing our investment in education, mentorship, and inclusion even in uncertain times.

In Conclusion

CSR at Zoolatech in 2022 was driven by one belief: stand with your people and trust them to lead.

Our Four Pillars



Empowering People

We support people through mentorship, education, wellness programs, and transparent communication. In 2022, this included paid psychological support, flexible work arrangements, and growth opportunities across countries.



Driving Social Good

Our charity work is both personal and collective. Every donation, ZoolaRun, blood drive, and volunteer action came from our people and was supported by the company.



Championing Inclusion

We worked to grow a culture of belonging. From supporting women in tech to expanding DEI efforts, our goal is to make every voice heard.



Growing Sustainably

Our remote-first model helps reduce our environmental impact while supporting work-life balance. We believe in growing with care and responsibility.

Our Values

At Zoolatech, values are not just statements on a wall. They shape how we respond to crisis, how we care for one another, and how we build trust within and beyond the company.

In 2022, our values became more real than ever.



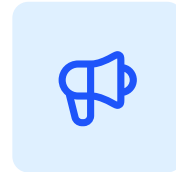
In Conclusion

These values guided our decisions, shaped our culture, and reminded us of who we are — a people-first company, even in the hardest times.



Extreme Ownership

Everyone at Zoola is empowered to lead. When the war began, our people stepped up — organizing evacuations, managing donations, and supporting their teams with extraordinary care.



Speak Up

We keep communication open and transparent. We promote psychological safety and openness. All voices are heard, and feedback is a shared norm.



Learn from Failure

We did not have a playbook for war or disruption. But we stayed agile, reflected on what worked, and kept moving forward with intention and integrity.

Our Fundamentals

Live a Full, Healthy Life

Charity

Sport

Ethics



People & Culture



People & Culture

At Zoolatech, we've always believed that culture is built in action, not in words. In 2022, we faced challenges none of us could have predicted. The war in Ukraine tested our resilience, our values, and our unity. And yet, what emerged was a culture stronger than ever — rooted in trust, care, and adaptability.



ZoolaRun, Ukraine, Autumn 2022



Good Bread from Good People, Winter 2022

Culture Carried by People

What makes our culture strong is that it's not top-down. It's shared, lived, and created by Zoolians. This year reminded us that:

Culture thrives in trust, not control

Leadership happens at every level

Small gestures of care go a long way

Responding to Crisis Together

When the full-scale invasion began in February 2022, our top priority became the safety and well-being of our team members in Ukraine. We acted quickly to:

- Relocate employees and families from conflict zones
- Provide financial and logistical support for evacuation
- Offer housing assistance and relocation to safer regions
- Launch an emergency communication channel and real-time check-ins

Connection Despite Distance

While many of us had to relocate, our sense of community remained intact. Our teams stayed connected through:

- Weekly ZoolaTalks on navigating uncertainty, stress, and change
- Virtual Coffee Breaks across regions to offer support and connection
- Transparent updates from leadership with honest discussions about company plans

Mental Health Support

We recognized the emotional weight of 2022 and introduced:

- Company-funded psychologist sessions for any employee in need
- Group therapy sessions for teams processing trauma together
- Practical resources and guidance on managing stress and burnout



Social Impact & Charity



Every bread baked, every jacket donated, every child helped — it reminds us why we do what we do.

Social Impact

In 2022, social responsibility became more than a value at Zoolatech — it became our daily reality. As the full-scale war in Ukraine unfolded, we shifted from abstract ideas to immediate action. Our people led the way, turning fear into fuel, and care into concrete help.

Zoolatech charity isn't about publicity. It's about presence. Showing up for our people and communities in the darkest times. Listening before acting. Giving because it's who we are. This year proved that social impact is not something we do on the side. It's how we live.

ZoolaCare

Allocated to employee-driven charity and aid

\$1,032,800

Lives supported through our aid

1000+

Employee donations matched by the company

50%

Key Initiatives



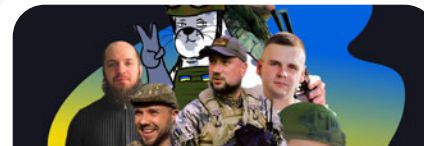
Emergency Relief

We supported evacuations, shelters, and essential needs in the first months of the invasion.



Weekly Humanitarian Aid

Volunteers delivered food, water, medicine, and hygiene supplies to frontline and deoccupied regions.



Military Support

We supported trusted brigades with vehicles, gear, Starlinks, power banks, drones, and tablets.



Children's Aid

We provided educational supplies and holiday gifts to displaced and orphaned children across Ukraine.



Partnerships

We partnered with verified NGOs and employee-led groups to ensure transparency and local impact.



Caramber

In December 2022, we united around giving—from clothing drives and elderly support to animal shelters and holiday gifts.

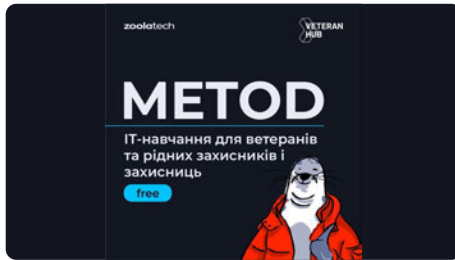


Education Programs



Education & Mentorship

At Zoolatech, we believe that sharing knowledge is one of the most powerful ways to create long-term impact. Despite the turbulent year, we continued to invest in learning, mentorship, and growth for both our team and the broader community.



Metod: Teaching IT to Military Families



Zoola Learning

Metod Program: Teaching IT to Military Families

In collaboration with Veteran Hub, we launched Metod, a dedicated educational initiative for the family members of Ukrainian veterans. This initiative showed how education can be a tool of empowerment even during war — a way to help people imagine and create new futures.

- 25 students were enrolled in an online foundational IT course based on the CS50 curriculum
- Zoolatech mentors supported students through weekly sessions
- Despite air raid alerts and blackouts, the program continued with resilience and care

Learning Highlights in 2022

ZoolaTalks: Post-Pandemic Work & Resilience

First ZoolaTalks on post-pandemic work, psychological resilience, and remote team dynamics.

Mentorship Programs

Growth-focused mentorships in engineering, product management, and people leadership.

Knowledge Sharing

Knowledge-sharing across regions, languages, and departments.

Mental Health & Psychological Sessions

Recognizing the pressure of wartime conditions, we introduced a series of professional psychological support sessions throughout the year, fully sponsored by Zoolatech and kept confidential to ensure safety:

- Personal and team-level resilience workshops led by licensed therapists
- 1:1 and small group sessions available to employees across all locations
- Topics included trauma response, adapting to change, managing anxiety, and supporting loved ones



Standing with Ukraine



Standing with Ukraine

Since the first days of the full-scale war, Zoolatech has been deeply committed to supporting Ukraine — not only because many of our team members are Ukrainian, but because solidarity is a core value we live by.



2M UAH Donated

Directly to the official account of the Ukrainian Armed Forces.



Evacuation Efforts

Our volunteers coordinated evacuations, helped civilians find shelter, and supported relief logistics.



Financial Support

Provided financial assistance to internal contractors forced to relocate in 2022.



Hospital Support

Supplied hospitals in Kharkiv, Kherson, and Mykolaiv with food, medical supplies, and fuel.



Essential Equipment Funding

Funded generators, power stations, military gear, and drones.



Receiving recognition for Zoolatech's donation to the Serhiy Prytula Charitable Foundation, founded by Ukrainian volunteer and public figure Serhiy Prytula.

This was not just charity — it was community action. Our employees initiated and led many of these efforts, and the company matched and amplified their impact.



Standing with Ukraine became a defining part of our culture in 2022. It's not a chapter. It's a promise.



ZoolaCare: Our Daily Charity Engine





Learn more about our
ZoolaCare Program in 2022.

Watch the video →

ZoolaCare

ZoolaCare became our unifying name for in-war charity efforts. It was never just a corporate program — it was hundreds of people doing good things, quietly and constantly. What we did throughout the year:

- **Military and transport support:** purchased winter gear for soldiers (thermal clothing, helmets, boots) and maintained a service station for evacuation vehicles and military transport.
- **Support for displaced families and children:** provided fuel, generators, shelter, and food, and funded Christmas dinners and gifts for displaced children across Ukraine.
- **Humanitarian aid and reconstruction:** donated to organizations rebuilding homes in Irpin and the Kyiv region and delivered regular aid to vulnerable communities in Kharkiv and Chernihiv.
- **NGO and employee-led assistance:** backed Ukrainian NGOs and responded to direct requests from our colleagues and their families.

Zoolatech Contribution

\$1,032,800

The month, when kindness became a movement.

Caremonth 2022

Caremonth (Charity + December) was launched as a full-scale, company-wide campaign to amplify giving at the end of a difficult year. And it exceeded all expectations. This wasn't a one-time campaign — it was the best of Zoola in action. Dozens of volunteers, hundreds of hours, and endless heart.

What We Did

- Bread baking for Bakhmut with Good Bread for Good People
- Gifts for children in foster homes and shelters
- Warm clothes for homeless elderly (in partnership with Sant'Egidio)
- Food packages for seniors via Happy Old
- Art therapy for children in Znamensky orphanage
- Support for 5 animal shelters across Ukraine
- Equipment and furniture for family-type orphanages



Good Bread from Good People, Summer 2022



Children's Shelter, Irpin', Winter 2022



ZoolaRun



ZoolaRun 2022

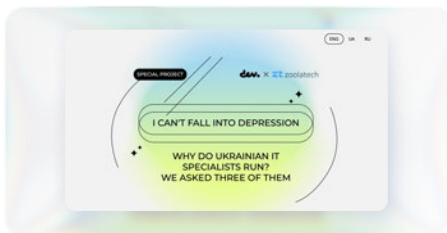
In 2022, ZoolaRun became more than a fitness tradition, it became a global symbol of unity and purpose. ZoolaRun is not just about running — It’s about turning individual effort into collective action — one step, one story, one donation at a time.

Each run was tracked via Strava, with real-time motivation and celebration shared across global teams.



Learn more about our ZoolaRun in 2022.

[Read the Article →](#)



Spring 2022

Participants: **103 Runners**
across 15 countries

Raised: **103,000 UAH**
1000 UAH per participant

Causes Supported: ✓ Manufacturing **Krovospas**, hemostatic bandages for first aid kits on the front line

Autumn 2022

Participants: **67 Runners**
across Ukraine and beyond

Raised: **67,000 UAH**
1000 UAH per participant

Causes Supported: ✓ Emergency aid and defense-related donations



Environmental Responsibility



Environmental Responsibility

While Zoolatech is not a manufacturing or resource-intensive business, we recognize our role in reducing environmental impact and promoting responsible practices in our industry and beyond.



Remote-Flexible by Design

Our remote-flexible model reduces the need for daily commuting, office energy consumption, and inter-office travel. We prioritize digital-first collaboration and maintain local hubs only when needed — optimizing for minimal environmental footprint.



Our remote-flexible model significantly reduces the need for daily commuting, office utilities, and inter-office travel.

Green Operations in Action



Low-Waste & Digital-First Operations

We minimize paper use by prioritizing digital workflows, documentation, and centralized knowledge-sharing platforms across teams.



Flexible & Shared Workspaces

Our remote-first approach and shared co-working hubs reduce commuting, unused office space, and long-term energy consumption.



Responsible Travel Practices

We emphasize remote collaboration and coordinated group travel to reduce frequent flights and lower our overall travel footprint.



ZoolaGoesGreen Campaign

We run ongoing battery and e-waste recycling initiatives across offices to support responsible disposal and environmental awareness.



Looking Ahead



Looking Ahead

As we reflect on 2022 — a year defined by resilience, courage, and community — we also look forward with renewed purpose. The war in Ukraine changed everything. It reminded us what truly matters: people, safety, impact.



ZoolaRun, Ukraine, Autumn 2022

Our Priorities for 2023

Support for Ukraine

Continue long-term humanitarian and military support for Ukraine through verified networks.

Internal Learning & Growth

Expand our internal learning ecosystem through mentorship, ZoolaTalks, and skill-sharing.

Global Community Engagement

Build on the success of ZoolaCare and Carember with more global employee participation.

Employee Wellness Support

Strengthen employee wellness programs, including access to psychological support.

ZoolaRun Expansion

Launch additional ZoolaRun events that unite health and charity across borders.

Inclusion & Belonging Initiatives

Support inclusion efforts through hiring, education, and grassroots initiatives.

We will keep showing up — for our people, our partners, and our global community. At Zoolatech, responsibility is not a checkbox. It's a commitment.

Acknowledgements

This report is a reflection of collective effort, compassion, and initiative. We are grateful to every Zoolian who donated, volunteered, ran, baked, mentored, or helped deliver aid.

Thank you for building not just software, but a legacy of care.



ZoolaRun, Ukraine, Autumn 2022

Special Thanks

The People team, for ensuring employees felt supported and seen throughout the year.

The Operations teams, who went above and beyond to support all charity efforts throughout 2022.

Our charity coordinators and volunteer leads across Ukraine, Europe, LATAM, and beyond.

The internal developers, who built platforms like Create.Auction and supported donation logistics.

Everyone who participated in Carember and helped make charity a daily practice.

Our colleagues in Ukraine — for their strength, resolve, and example.

2022

zoolatech



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