

Mentimeter AB (publ)

Årsredovisning och koncernredovisning för 2021

Mentimeter

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A word from the CEO



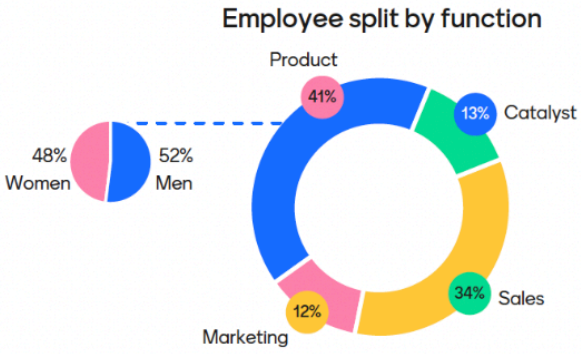
Just before I began writing the introduction to this year's annual report, I got an email from one of our users. Her name is Priya Juliet and she is the Director of Invisible Girl Project; an NGO that works to save the lives of girls in India by putting an end to female gendercide. Below is a short excerpt from her email:

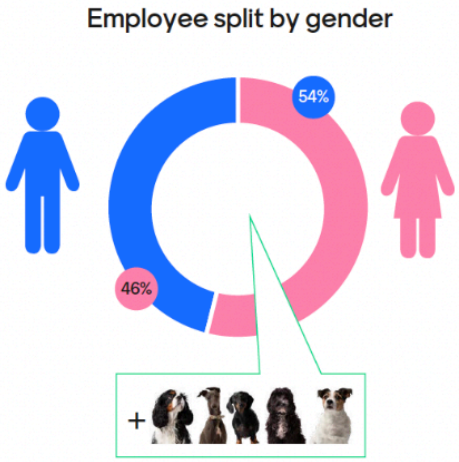
> *Statistics say 63 million girls are missing in India. We fight against customs and traditions that make girls unwanted – they are killed, abandoned, neglected, trafficked, and married off very early in age just because they are born GIRLs. To deal with a problem that has roots in social behaviour and prejudice, we need to bring a change in the mindset, behaviour, and choices of every individual, family, and community. In our work with college students that stand next in line to get married and build families, Mentimeter is such an important tool, allowing young people to speak up, share how they have been affected by this social evil, and commit to change.*
>
> *In our Menti sessions, 84% have committed not to demand dowry and to create awareness in their neighbourhood; ALL have committed to being change-makers and ALL committed not to kill their own daughters.*

Priya's email is one of the many user stories I have been privileged to receive and it is a real reminder of the great transformative impact I believe Mentimeter can have.

A new type of leadership emerging

I believe we are witnessing a new type of leadership coming to the fore in the world of business and education. A type of leadership that engages, motivates, and includes. A leadership that understands the individual as well as the organizational value of making every voice heard. We call these leaders, our users, Listening Leaders. It's a global and diverse movement that Mentimeter is proud to serve in +200 countries and regions around the world, and the diversity of our colleagues at Menti also mirrors the diversity that we see in our customers. At the end of 2021, Mentimeter's team featured 40 different nationalities, 48% born outside of Sweden, 54% of whom are women, and 46% men - in our Product department the balance is 48% / 52%. This truly is a global and diverse movement.







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