



SUSTAINABILITY PRESENTATION 2024



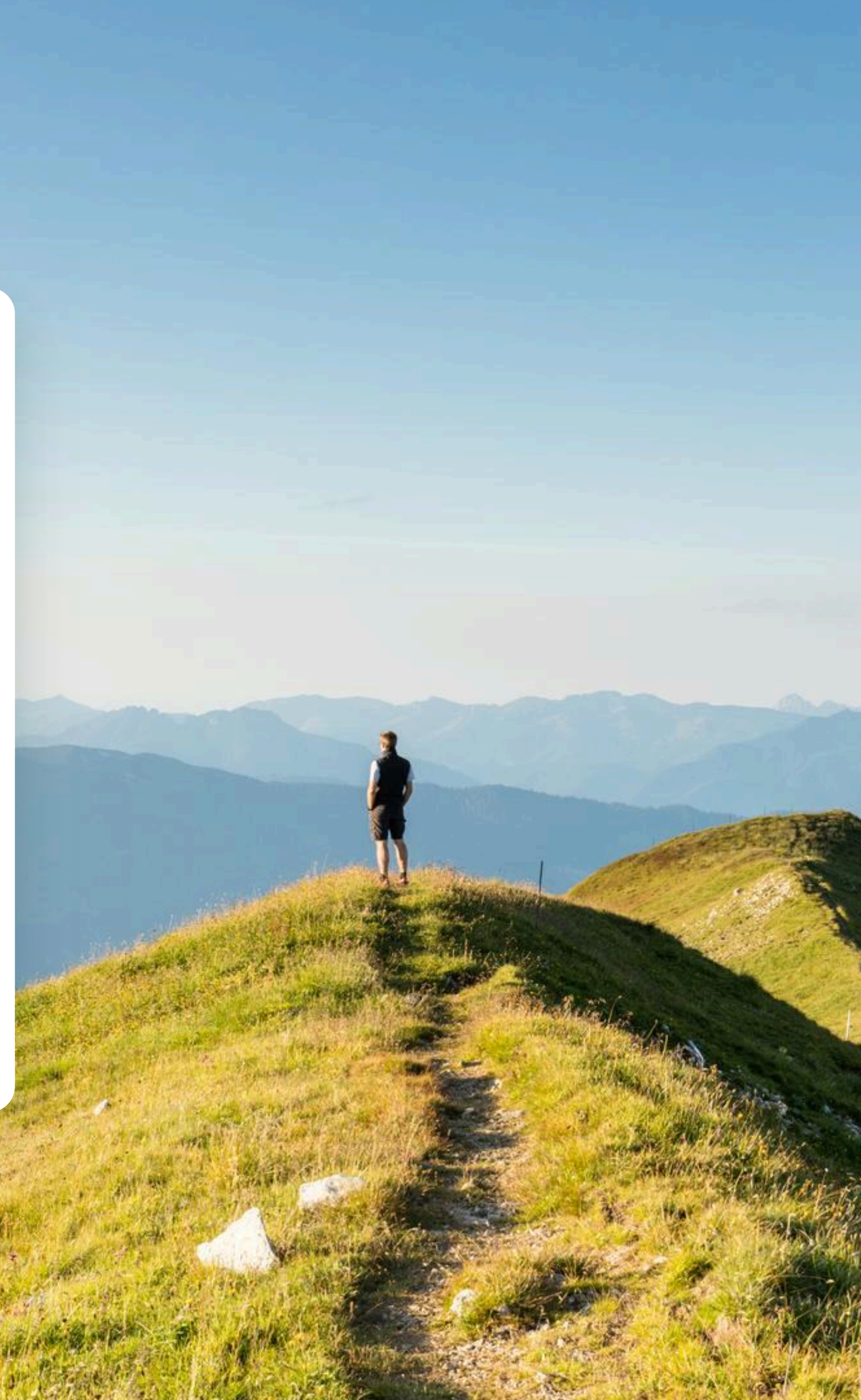
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The 2024 SuperOffice Sustainability Summary identifies and outlines the sustainable and responsible business development initiatives we undertook throughout 2024.

The report also presents our progress in relation to our Sustainability Strategy and the targets we have set for our operations. It outlines how we look at the value chain, including how ethical, social and environmental risks are managed.

It covers the entire SuperOffice group, and follows the methodology of the UN Global Compact and the Sustainable Development Goals (SDGs). It supplements the SuperOffice Annual Report, and CSRD report, but is not a legal document. It is created for both internal and external purposes, but should only be viewed as a summary of our actions within the area of sustainability.



SUPEROFFICE CORE VALUES

SuperOffice is a people business, and a people company. We believe that if we take care of the inside, the inside will take care of the outside! Thus, it makes sense to invest in ourselves and what we provide our customers. We build strong teams that help each other achieve our, and our customers, goals. This way, we respect, support, and help our customers and surroundings, as much as we do each other.

We also care about our product. In SuperOffice, we are about 250 people using SuperOffice CRM, our own product, every single day. Hence, our own people are a great source of new ideas and improvements to make our product better for our customers.

All in all – we're pretty down to earth people. We don't make a promise we cannot keep, and we don't want to build expectations that we cannot meet.

We have found that the very best way to ensure that 'what you see is what you get', is to be true to what we care about. Our values, and of course our product, are our most important tools to help us develop the great user experience that you deserve.

Relationships that matter. Revenue that grows.



Stay sustainable

We build things to last and have a positive impact on the world – in life, in society, in relationships, and in business.



Keep it simple

We're here to simplify, and think that less is more. We cut down on the fluff and keep things smooth and easy.



Be true

We're honest. We tell it like it is and strive to build trust. If we promise, we deliver.



Put people first

We're all about relationships, both internally and externally. We work together, are always friendly, personal, and open.



Utfordre

The Norwegian word for challenge. We challenge the status quo to make things better. We think outside the box and come up with new solutions.

SUSTAINABILITY AT SUPEROFFICE

Driven by a passion for Customer Relationship Management (CRM), SuperOffice makes award winning CRM software for sales, marketing and customer service.

As a leading European CRM provider, SuperOffice is trusted and used by companies around the world. Our company was established in 1990 and has been in the forefront of digital innovation and customer experience since then. Over the past decade, we have shifted our business model from on-premise to cloud. Through the transition to SuperOffice Cloud CRM, our customers have reduced their climate footprint related to the use of our software. You can read more about this later in this report.

The main operations of SuperOffice do not contribute to significant negative impact on the environment. The input to the development of our products and services – software and consulting services – is people and knowledge. We have a Sustainability Policy that addresses how the company, our employees, and our choices will contribute to reduce climate change and improve the wellbeing of both our people and relevant stakeholders.



● Headquarter ● Other offices



OUR 2024/2025 SUSTAINABILITY COMMITTEE

In 2020, SuperOffice announced its first Sustainability Committee, with the main purpose of making SuperOffice more sustainable.

In 2022, a new team was appointed to the Sustainability Committee for a tenure of two years, tasked with continuing our efforts within ESG, and maturing our approach in this space.

The team drives initiatives across many different dimensions of our ESG strategy, and you will find details about the various initiatives later in this report. SuperOffice would like to take this opportunity to thank the Sustainability Committee for their commitment and hard work driving our ESG agenda forward.

In the beginning of 2024, we appointed a new Sustainability Committee to further our ESG work in 2024 and 2025. We were happy to see a mix of past members continuing on and new members joining in.



Sandra Ugland
CRM Consultant



Markus Schmidt
Account Manager



Simona Bjerke
Office Manager & ESG reporting



Jasmine Andersson
Brand & Design Manager



Christine Soulai
Learning & Development Specialist



Erlend Mohus
Chief Strategy & Acquisition Officer
Head of Sustainability



Max Wikström
Product Developer



Jessica Hartenberger
Head of People

OUR SUSTAINABILITY VISION

Contribute positively to sustainability by becoming carbon negative, promoting diversity, and being transparent about sustainability reporting.

For each of the three areas of the ESG framework, we have conducted an analysis of requirements and success factors.

At SuperOffice, we embrace diversity and are committed to fostering an inclusive workplace where everyone can be themselves and thrive. We welcome all types of backgrounds and see the importance of including multiple perspectives in our recruitment efforts and in our daily work. We onboarded our first Head of People in 2022, and have now laid the foundation for executing on our strategy for Diversity, Equity & Inclusion (DEI), which was launched in 2023.

SuperOffice follows the GHG principles for emission determination. Following an updated approach for emission calculation, our emission baseline was re-established in 2022. We aim to reduce our CO2 emissions by implementing initiatives such as reducing our overall footprint from travel, collaborating with our value chain to improve their ESG score, and pursuing sustainable software (including coding).

This will be achieved through internal projects supported by management, various departments, and the Sustainability Committee. Our emission reduction targets are submitted to and approved by the SBTi.

Signing up and complying with the UN Global Compact program is an important part of our commitment to sustainability. We report regularly on our sustainability goals and achievements by including specific and relevant measurements in our Annual Report and this Sustainability Report.



OUR SUSTAINABILITY TARGETS



Environment

- Emission reduction in line with Paris agreement
- 100% electric cars
- 100% use of green electricity for all offices
- Compensate for annual emissions



Social

- 40% gender diversity
- Measure and improve employee satisfaction
- Contribute positively to the surrounding environment
- Ensure diversity, equity and inclusion



Governance

- Publicly publish Sustainability Report
- Sustainable value chain
- Follow OECD guidelines
- 100% completion of internal ESG training

STATEMENTS FROM LEADERSHIP



Lars Engbork
CEO

I am excited to share my vision for the future, building on our strong foundation of sustainability and human-centric values. Sustainability has always been at the core of our DNA and business model as a CRM software company. However, the context has evolved over the years.

Initially, sustainability focused on software usability, emphasizing principles like "less is more," lean operations, low cost of ownership for our customers, standard solutions over custom ones, and delivering precisely what customers need. We understand the complexities of building a successful CRM implementation, which involves aligning business goals, human behavior, and technology. A well-designed CRM is a sustainable solution.

Today, these sustainability elements remain crucial, but our scope has expanded significantly. We are advancing our approach to ESG, continuously learning and improving. This evolution led us to develop a new methodology for measuring our emissions in 2022. I'm pleased to report that our scope 1 and 2 emissions decreased significantly in 2024, aligning with our commitment to The Paris Agreement and our SBTi-aligned goals.

We are dedicated to enhancing our capabilities in this area, which is why we have continued to support initiatives that are driven by our SuperOffice Sustainability Committee. Enthusiasm and curiosity can take us far, but to achieve excellence, we are investing in training our organization and equipping our people with the right tools and insight to drive this agenda further.

As we move forward, we will also embrace the power of AI to enhance our operations and services. However, it is essential to emphasize that our use of AI will always be guided by our commitment to people and human relationships. AI will be a tool to support and augment our efforts, not replace the personal touch that defines our company.

In conclusion, I am excited about the journey ahead and confident that, together, we will continue to build a sustainable, innovative, and people-focused future. Thank you for your dedication and support as we embark on this new chapter.



Erlend Mohus
Chief Strategy and Acquisition Officer
Head of Sustainability

As a responsible and socially engaged company, we view sustainability in a broader context. At SuperOffice, sustainability encompasses our impact on the climate, our people, local communities, and customers. Despite the shifting political landscape where many companies have canceled or scaled down their sustainability efforts, especially in the area of DEI, we remain steadfast in our ESG agenda - and committed to our targets related to having a sustainable workforce.

Following the second operational year of the current Sustainability Committee, our primary focus has been on areas where we can make a significant difference. This includes enhancing our internal expertise and knowledge on specific ESG-related topics. As detailed in this report, we have invested in targeted initiatives to better understand our emissions, the voice of our people, and how our suppliers and value chain approach ESG. We have also made tangible improvements related to the footprint that our product, SuperOffice CRM, has on the environment.

Over the past few years, we have launched several sustainability initiatives, and I am proud of their impact. For instance, we increased our share of electric company vehicles from 26% to more than 50%, resulting in a more than 40% reduction in our scope 1 emissions, with further reductions expected in the coming years.

People have always been, and will always be, at the heart of our business. Relationships matter—both internally and externally—and it is inspiring to see how our employees engage with each other, our customers, and our wider stakeholders. In 2024, we have continued our Do Stuff That Matters initiative and focused on implementing our people-oriented DEI strategy. We continued to support the Mortensrud Festival as a partner in this program and are excited to see the value they gain from our system. The fact that SuperOffice CRM can support local communities and help youth create shared experiences and memories is truly inspiring for us as an organization.

SuperOffice in numbers



Leading Northern European CRM provider



10 offices



712 MNOK revenue



~250 employees



~6 million sales executed on our platform



~56 million marketing messages sent from platform



674 MNOK ARR



29% EBITDA

SUPEROFFICE AMBASSADORS

At SuperOffice, we know that together we are stronger.

We align ourselves with positive role models and help amplify the messages we believe in.

We are a proud sponsor of Norwegian tennis pro Casper Ruud, and the Norwegian junior superstar Nicolai Budkov Kjær.

Casper and Nicolai are both great examples of how athletes align with our values. Not only do they rank among the world's best in their segments, they are also genuine and passionate individuals who care about their local communities and make sure to use their positions for the benefit of others. A great testament to this is the Stefan Edberg Sportsmanship Award that Casper has received for his fair play, professionalism, and integrity on and off the court.

While Casper has established his position as one of the best tennis players in the world, Nicolai has had a rocket career in 2024. He finished the year ranked as the world's number one junior player, and we are excited to continue our relationship as he embarks on the ATP with the top players in the world.

We have the pleasure of working together with our ambassadors on their mission of giving back to the community. This has for example been done through supporting the "Break Point" initiative that Casper launched together with FineArt and David Yarrow, collecting funds to the W foundation that helps less privileged children engage in activities and sports.



Nicolai Budkov Kjær



Casper Ruud



Break point (Charity Edition) by David Yarrow.

DO STUFF THAT MATTERS

Free CRM for non-profit organizations.

The Do Stuff That Matters program offers the use of our SuperOffice Cloud CRM solution to select non-profit organizations. Across all our markets, organizations are selected and/or approved by our Sustainability Committee based on a set of criteria. Once selected, the organization will have access to our Cloud CRM, as well as the possibility to leverage our CRM expertise to help them get started and cater the system to their needs.

Our aim with this program is to make a real difference by creating a more sufficient and structured work processes for organizations, with the ultimate aim of helping others and improving the wellbeing of people across the world. A few of the organizations we currently support are World Childhood Foundation, Protect Our Winters, Hanseatic Help, and Stiftelsen Sykehusbarn – in 2024 we were happy to continue our support to the Mortensrud Festival.



To apply, please email info@superoffice.com with your organization's name, contact information and a summary of your needs and how a CRM system can help.

SUPEROFFICE SUSTAINABILITY STRATEGY AND GOVERNANCE

Our Sustainability Strategy undergoes a continuous process through analysis and determination of direction.

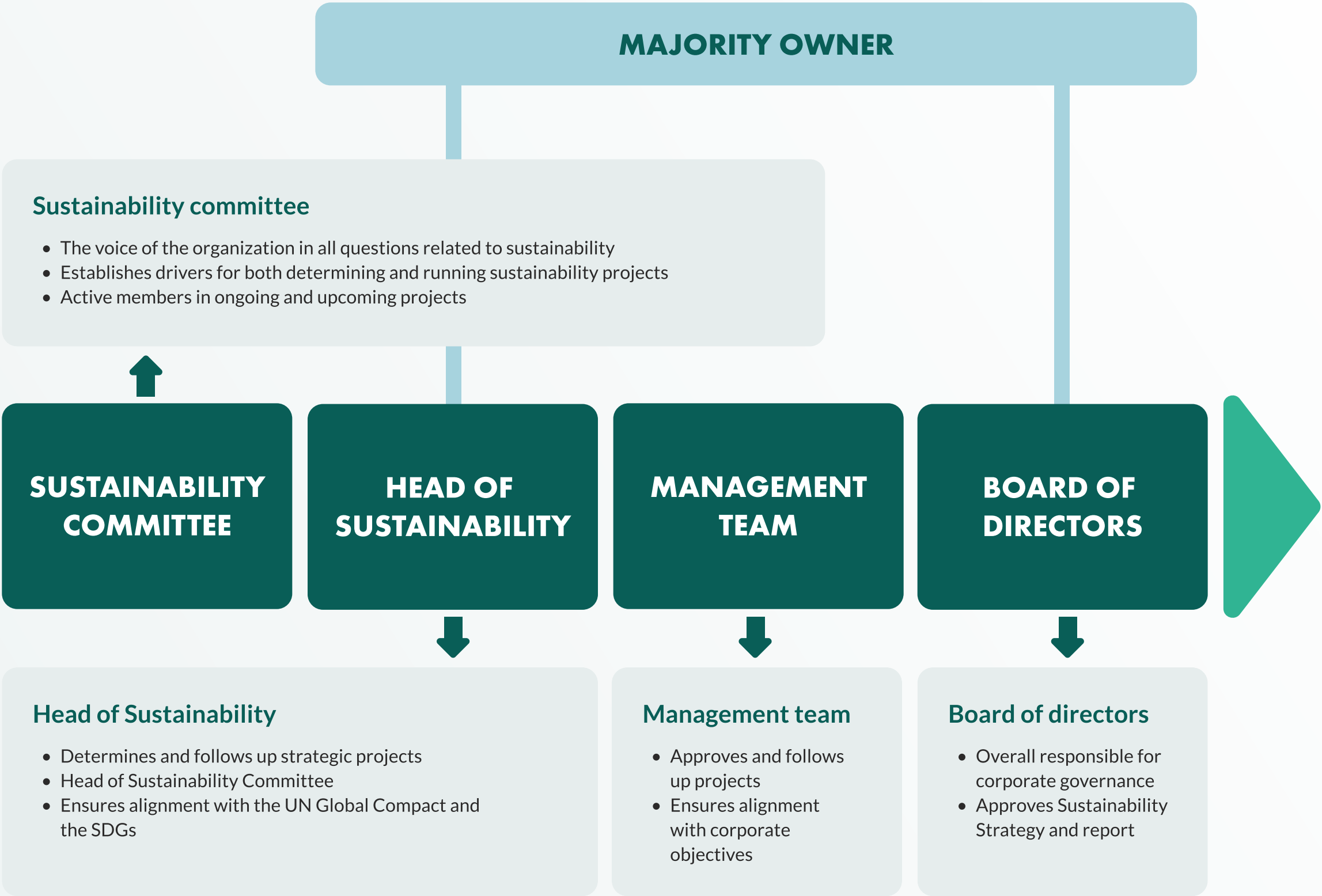
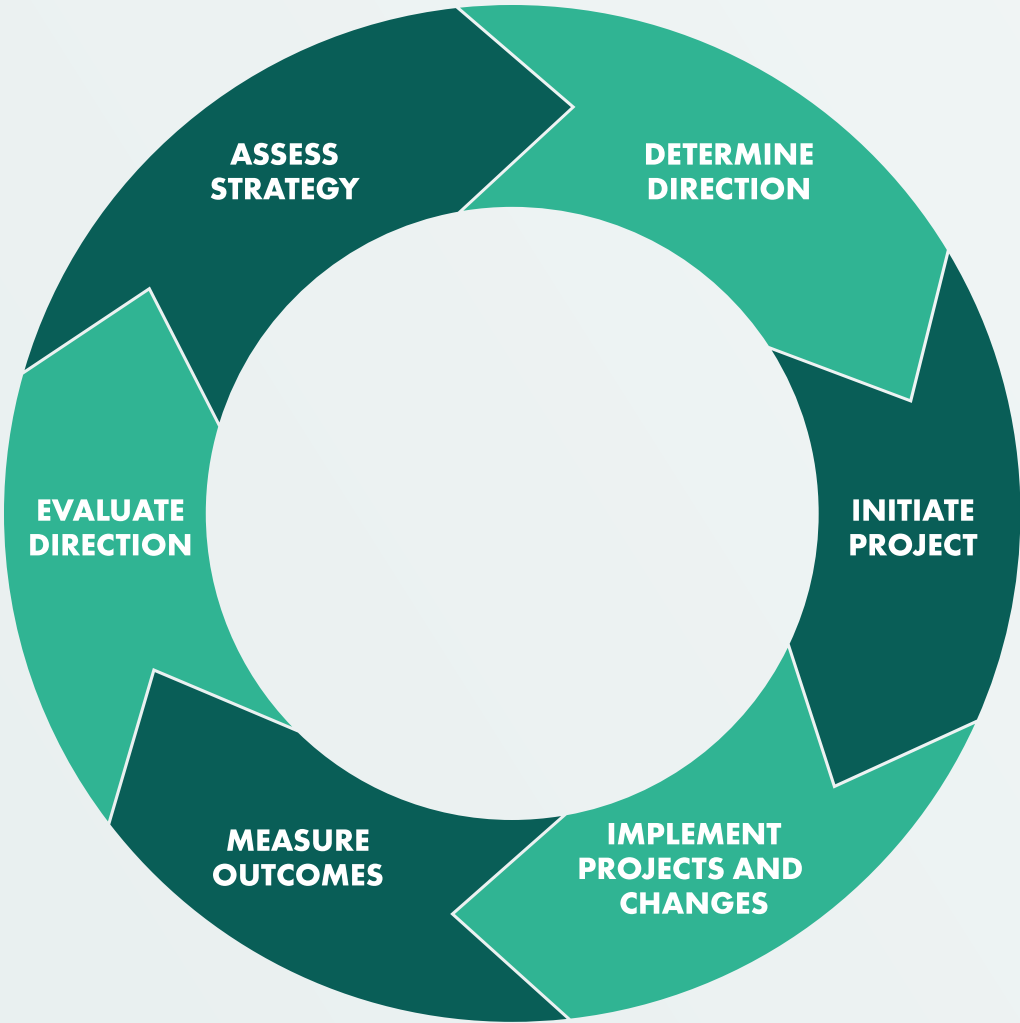
Our approach to sustainability is determined by a strategic process that includes our key stakeholders, customers, suppliers, employees, owners, and society.

Throughout the strategy process in 2024, we updated our assessment of our impact on society, employees and the climate through analyses of factors across all these aspects, as well as all our stakeholders' impact on our business.

The outcome of this process is a strong understanding of our impact, and a clear view of what factors we will focus on in order to make sure that we contribute to the wellbeing of all our stakeholders, while also minimizing our impact on climate change.

One of the key milestones in our sustainability journey has been the establishment of our sustainability governance structure. Governance will be essential to succeed in reaching our targets, though determining the right projects, following them up, and reporting on the outcomes. In 2025 we also published our first ever CSRD report for the group. You can find this report on our website.

The governance of our work in sustainability will become increasingly important over the next years, as we embark on our journey towards delivering on the requirements set out by the EU through CSRD. We look forward to maturing our processes even further, and making sure that we stay in the forefront of sustainability.



KEY HIGHLIGHTS FROM 2024

2024 has been an eventful year in the history of sustainability at SuperOffice. We have completed the entire process of creating our first CSRD report, with all the steps that involves. The report is publicly available on our website.

We concluded our first materiality assessment of both our company and value chain, which lead to an increased understanding our ouf impact and opportunities.

We continued to implement our Electric Car policy, which has led to reductions in greenhouse gas emissions in line with our commitment to SBTi. We will continue o to oush our green car policy in the years to come, as it is a vital part of our committment to reduced emissions from our operations.

We have continued our work with having a sustainable workforce, and have done several initiatives related to improving how we recruit, train and develop our people. Gender neutral recruitment is an example of how we are striving to not let bias affect our decision when it comes to recruitment.

SuperOffice works with sustainability within the Global Compact framework designed by the United Nations, and through the publication of this report, we confirm that we support the Ten Principles on human rights, labor, environment and anti-corruption.

We continue to work together with our suppliers and partners to improve our understanding of the value chain related to our operations. In 2023, we updated both our Code of Conduct and Code of Conduct for Suppliers, and we are seeing that our business partners, customers, partners, and suppliers are becoming more professional when it comes to how we all work with sustainability as a part of our respective businesses.



CSRD

Prepared and published first CSRD report



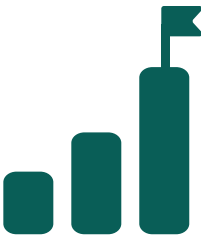
CO2 emissions

Reduced scope 1 emissions by 24%



Electric car policy

Continued shift towards electric cars



SBTi

Continued to reduce emissions in line with SBTi



Do Stuff That Matters

Maintained group-wide CSR initiative



DEI Strategy

Efforts to ensure gender balance in recruitment

OUR SUSTAINABILITY STRATEGY

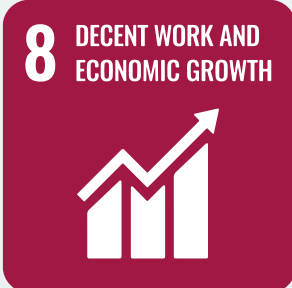
As part of our approach to sustainability, we have mapped our stakeholder's impact on our business, and our impact on them. The outcome was four key pillars that guide our agenda within sustainability.

Although the pillars, or initiatives, are relevant across several of the 17 SDGs, we have chosen four SDGs which we have built our strategy around.

These SDGs have been chosen because of their relevance to how we operate as a company, and how we can improve across all topics within sustainability.



Sustainable Workforce
How we create and sustain a diverse and inclusive workplace where everyone can thrive



Sustainable Operation
How we conduct our daily work and operate our business with customers and suppliers



Sustainable Software
How we develop our product, both back-end and front-end, and how we can leverage it to help our local communities



Sustainable Hosting & Value Chain
How we work with our suppliers to reduce the environmental footprint and make sure we run our product on sustainable solutions



SUSTAINABLE DEVELOPMENT GOALS

OUR SUSTAINABILITY TARGETS *

| Sustainability initiative | Topic / Category | Subtopic | Target (unquantified) | Current state | 2030 target (short-term) | 2050 target (long-term) |
|-----------------------------------|-----------------------|--------------------------------|--|---|--|---|
| Sustainable Workforce | DEI | Balanced gender representation | Gender split overall Gender split management | 33% 28% | 40% 35% | 50% 50% |
| | | Equal pay for equal work | Equal pay overall | 84% | 90% | 100% |
| | | Training and awareness | Employee and manager training Awareness campaign(s) | Annual ESG training International Women's Day, Earth Day | 1 training course annually 2 awareness campaigns | 1 training course annually 2 awareness campaigns |
| | Health | Sickness | Average sick days | 4.6 | 4 | 2 |
| | | Safety and inclusion | Harassment, bullying and discrimination | Speaking up policy operational | Speaking up policy operational | Speaking up policy operational |
| | Wellbeing | People Survey | eNPS Satisfaction & Motivation Loyalty DEI questions | 47 (above industry benchmark) 80 (above industry benchmark) 86 (above industry benchmark) 87 (no industry benchmark available) | Above industry benchmark Above industry benchmark Above industry benchmark | Above industry benchmark Above industry benchmark Above industry benchmark |
| Sustainable Operations | Emissions | SBTi | Scope 1 emissions Scope 2 emissions Scope 3 emissions | 93 tCO2e 91 tCO2e 2'659 tCO2e | 42% reduction compared to baseline 42% reduction compared to baseline 10% reduction (measured per employee) | Net Zero Net Zero Net Zero |
| | Operational | Travel | Electric cars Employee commuting | 40% Data established | 80% Track and observe | 100% Green & public commuting |
| | Locations | Offices | Sustainable offices Electricity usage for offices | 100% green energy 527 Kwh | 100% green energy 25% reduction (per employee) | 100% green energy 55 reduction (per employee) |
| | Internal | Awareness | Internal training Blogposts | Initial launch, 82% completion Quarterly awareness update | 100% yearly completion Quarterly awareness update | 100% yearly completion Quarterly awareness update |
| Sustainable Software | Efficiency | Green code | Resource usage per user | Project initiated | Actively measuring and reducing | Unknown |
| | Accessibility | Inclusive design | WCAG | Incorporating standards | Follow standards | Meet standards |
| | Customizations | Sustainable customizations | Training | All internal consultants trained | All internal & partner consultants trained | All consultants and partners trained |
| | Social responsibility | Do Stuff That Matters | Type of organizations helped Number of new organizations helped | Environmental & Social 1 new in 2023 | Environmental & Social > 2 per year | Environmental & Social > 4 per year |
| Sustainable Hosting & Value Chain | Hosting | Green hosting | Green electricity used Average usage (kwh/user) | 100% Estimate established | 100% Baseline established and monitored | 100% Impact & usage below industry standard |
| | Value chain | Procurement policies | Code of Conduct commitment | Committed and followed up on through survey | Committed & followed up on | Committed & part of vendor assessment |
| | | Transparency act | Human & workers rights Environment Bribery & extortion Competition & taxation | Updated Code of Conduct for suppliers Key suppliers committed to SBTi Most following OECD principles No cases | All committed & confirmed to follow all relevant rights 10% largest suppliers committed to SBTi 100% following OECD principles No cases | All committed & confirmed to follow all relevant rights 100% committed to SBTi 100% following OECD principles No cases |
| | Governance | Reporting | ESG report CSRD | Yearly ESG report published Reported | Publish ESG report publicly CSRD standard met | Publish ESG report publiclyCSRD CSRD standard met |

*These are our overall targets related to sustainability. Even though SuperOffice has worked targeted with sustainability for several years, this is still a topic that is maturing both in our organization and globally. As a result, these targets and the timelines will change over time as we and the community learn more and increase our understanding of this topic.

SUSTAINABLE WORKFORCE

Creating a sustainable workforce is all about putting our people first, they are the core of our business.



At SuperOffice, we want to ensure that we have a diverse and inclusive culture where everyone can be themselves and thrive.

The voice of our people

Capturing our people's thoughts and opinions is important to us. It provides us with valuable data and insights for how we can improve. Running our annual People Survey, conducting regular exit interviews, and creating specific channels for speaking up are some of the ways we capture the voice of our people.



In 2024, 90% of our employees engaged in the People Survey which gave us a solid picture of how our people feel about SuperOffice as a workplace. Overall, SuperOffice continues to achieve scores above the industry benchmark.

We are always looking for ways to improve and the most important part of our People Survey process is using the results to determine where to take action to make SuperOffice an even better place to work. Teams discussed their results and proposed a total of 15 action ideas that will be carried out at the local level.

We have also created a SuperOffice-wide action plan which is underway, and we look forward to measuring ourselves against the 2025 survey. Starting in 2026, we will add a few smaller pulse surveys into our People Survey process, to ensure we gather feedback from our people more regularly.

Diversity, Equity & Inclusion (DEI)

Our annual People Survey includes questions related to diversity and inclusion so that we can gain an understanding of how our people feel about equal opportunities, psychological safety, and inclusion at SuperOffice. We achieved a solid score of 87 in this area. Throughout 2025, we will carry out specific initiatives to continue building a diverse and inclusive workplace.

Diversity & Inclusion

| | |
|---|----|
| In SuperOffice there are equal opportunities for all (regardless of e.g. gender, age, ethnicity, sexual orientation, religious affiliation, disabilities, etc.) | 89 |
| I feel safe to share my views and opinions even if they are contrary to the opinions of others | 86 |
| I feel comfortable speaking up when I see or experience discrimination, harassment or bullying at work | 89 |
| Diversity is a priority at SuperOffice | 83 |

Total score: 87



SUSTAINABLE WORKFORCE



Gender balance

We have a target of reaching 40% gender diversity across SuperOffice by 2030. In 2024, women represented 33% of all employees. The share of women in leadership positions was 28%, our ambition is to be at 35% by 2030. We have incorporated several elements into our recruitment process to help us increase our gender balance such as: anonymous candidate screening, gender neutral wording in job ads, and ensuring both women and men are represented in our final recruitment rounds. 40% of all new hires in 2024 were women, a trend we will work hard to continue.

Equal pay for equal work

In 2024, our unadjusted gender pay gap (average earnings of men compared to average earnings of women) was 84%. In other words, on average women earn 84% of men. However, this figure does not represent ‘equal pay for equal work’ as it does not factor in differences such as the type of work people perform, their experience level, or the scope and complexity of their role.

To calculate our adjusted gender pay gap (pay equity), we group our people into two categories: Leaders (L) and Individual Contributors (IC). Within each of these categories we have five levels of experience and complexity, level five being the highest. We also group people by function (i.e. sales, product) and role (i.e.account manager, software engineer), this gives us a granular overview of people doing work of equal value.

When we look at the areas where we have both men and women in the same function and at the same level, we see our total adjusted gender pay gap (pay equity) is at 90%. The 86% gender gap at the leader level is due to more men in leadership positions. We have had several changes in top-level leadership in the last part of 2024 and early part of 2025 which has resulted in more gender balance, the effect of this will show up in our 2025 gender pay gap analysis.

Ensuring equal pay for equal work is important to us, we have an ambition to reach 90% unadjusted pay gap and 95% adjusted pay gap by 2030. Now that we can more accurately assess people doing work of equal value, we have a more structured approach to identifying and closing gender pay gaps.

*All numbers reported in the gender split and pay gap analysis are based on active FTEs in 2024.



Numbers & Facts

47

eNPS

33%

Gender diversity

5.2

Average sick days



Targets

DIVERSITY, EQUITY & INCLUSION

Execute on DEI strategy

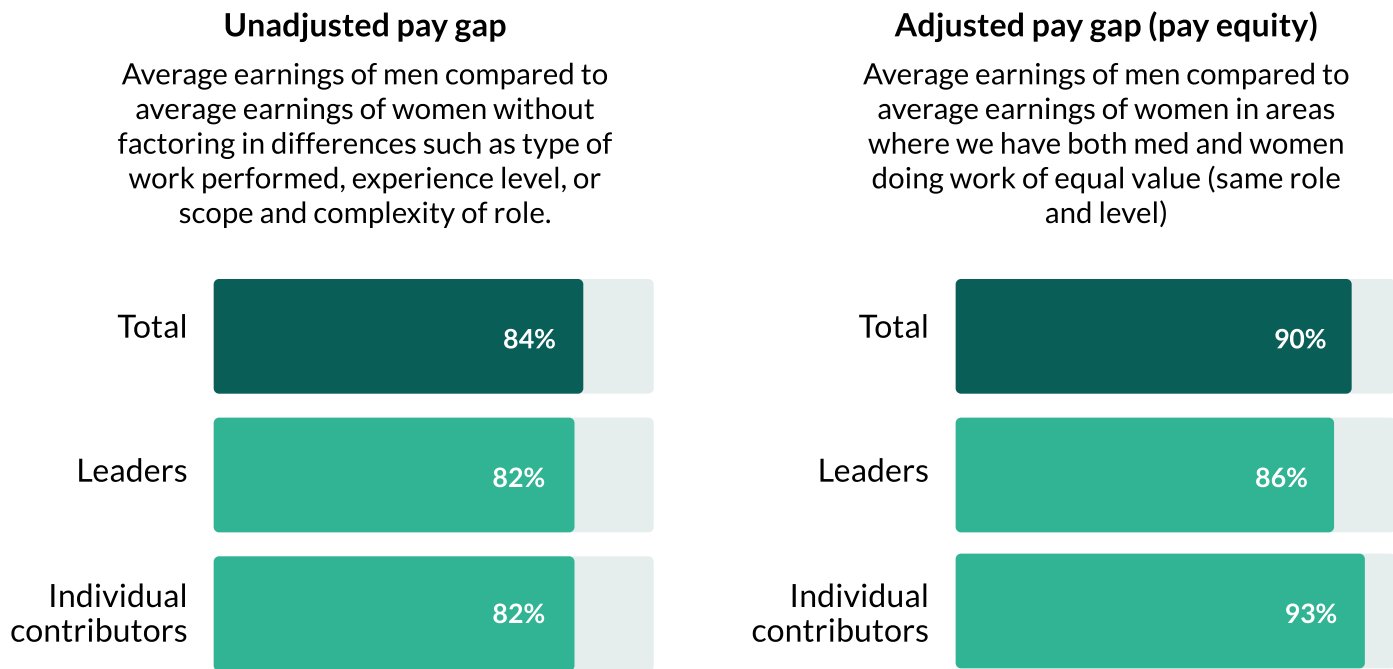
40%

Gender diversity

80+

Satisfaction & Motivation score

2024 Pay equity graphs



SUSTAINABLE OPERATIONS

Implementing sustainability as an integrated part of our culture and the way we work.

Sustainable operations are all about how we operate our company on a daily basis. Based on our business and operational model, we have identified a few key levers that will impact the emissions and impact from our business.

Scope 1: Electric car policy

We strive towards a fully electric fleet for all company cars, and work to promote a transition away from petroleum-based cars. In the beginning of 2023, SuperOffice had a total of 57 company cars registered. Of these, 42 were either hybrid, petroleum or diesel based. After implementing our electric car policy, we have increased our share of electric cars from 26% in January 2023, to 51% at year end 2024. This has again triggered a significant reduction of 40% in our scope 1 emissions, and will continue to reduce our scope 1 emissions in 2025.

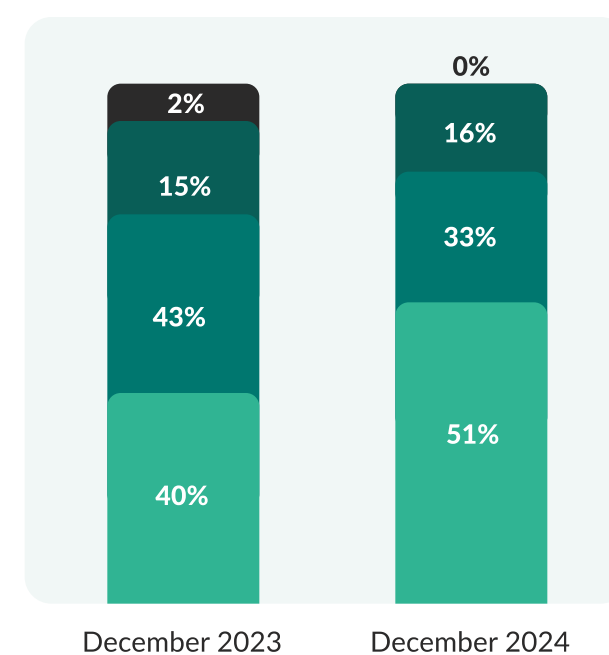


Klim



Share of company cars by type

● Electric ● Hybrid ● Petrol ● Diesel



Scope 2: Sustainable offices and smart use of power

While our scope 1 emissions are affected by our company cars, our scope 2 emissions are mainly driven by our office facilities and our electric car charging points. SuperOffice is an international company with 10 offices in 7 different countries. All of our offices are verified and use 100% green electricity. We are continuously working with local teams to determine ways we can reduce power usage and limit electricity needs. In 2024, we upgraded our locations in Vilnius, and sustainable energy is an important part of our decision making criteria for selecting office locations.

In 2024, we continued to run internal tests regarding all relevant ESG topics as part of the yearly employee engagement cycle. The outcome of this will be an increased awareness and focus on these topics in our daily operations.



Numbers & Facts

124 tCO₂

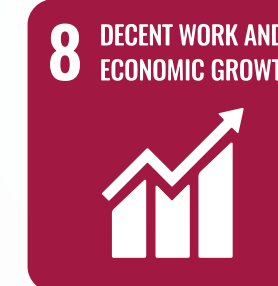
Scope 1 emissions

69 tCO₂

Scope 2 emissions

100%

Verified green electricity in offices



Targets

100%

Electric cars

100%

Completion of ESG and GDPR training

CARBON NEUTRAL

Compensate for annual emissions

SMALL EFFORT – SUSTAINABLE AND SOCIALLY RESPONSIBLE RESULTS!

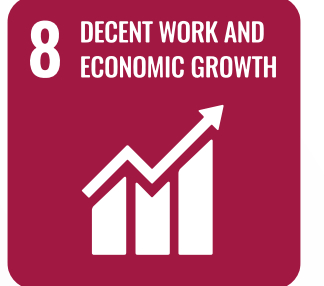
From SuperOffice, we have just donated our old monitors and laptops to Stichting IT4Kids.

Stichting IT4Kids collects old IT equipment from companies, refurbishes it, and sells it. The proceeds go to sports projects for children who face challenges in life. This initiative helps kids gain more confidence and joy while contributing to a better environment. Sports for everyone!

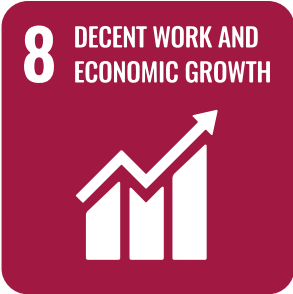
We are proud to share a real life example showing how we in SuperOffice are becoming increasingly aware of our footprint and pursuing sustainable initiatives that at the same time can spread happiness among children – CRM with a smile just as it should be! As part of our commitment to sustainable operations, SuperOffice prioritizes reducing waste, extending the life cycle of IT equipment, and supporting circular economy initiatives. Donating to Stichting IT4Kids aligns perfectly with these values, allowing us to contribute to social good while minimizing environmental impact.

We continue to work towards achieving sustainability goals such as reducing carbon emissions in our operations, optimizing energy use within our facilities, and fostering partnerships that promote eco-friendly practices. By integrating these principles into our daily operations, we aim to create a positive impact on both the environment and the communities we serve.

Thijs to our Dutch team for this great initiative, and of course Stichting IT4Kids for their commitment to a great cause. 🍷🇳🇱

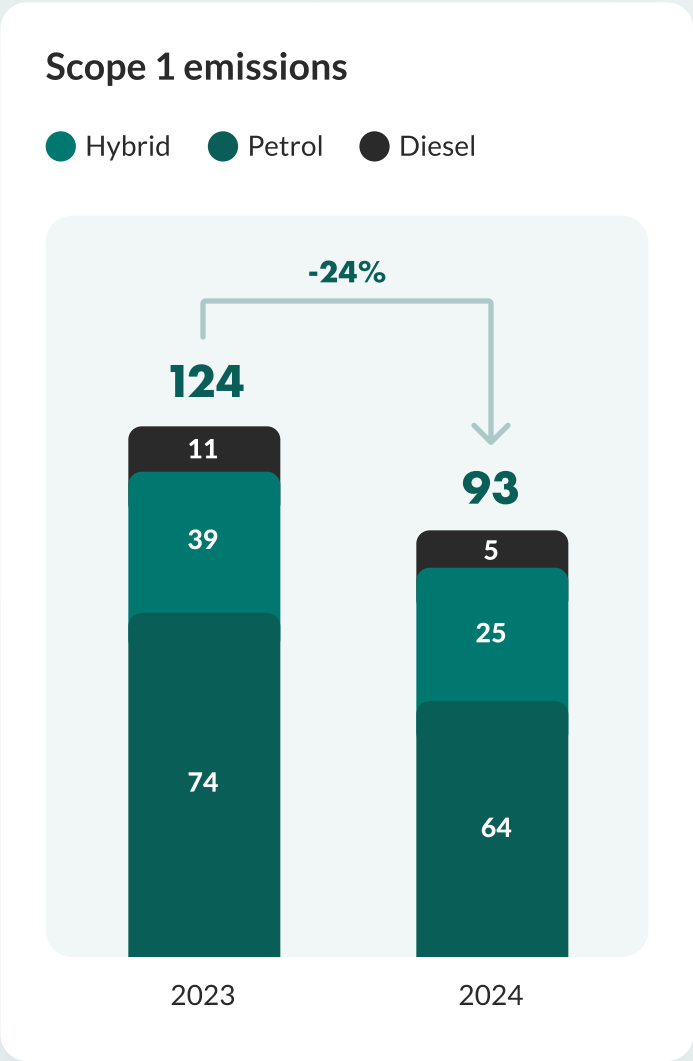


SUSTAINABLE OPERATIONS



Scope 1 emissions

SuperOffice scope 1 emissions reduced by 24% in 2024.



Relevant actions



Electric car policy



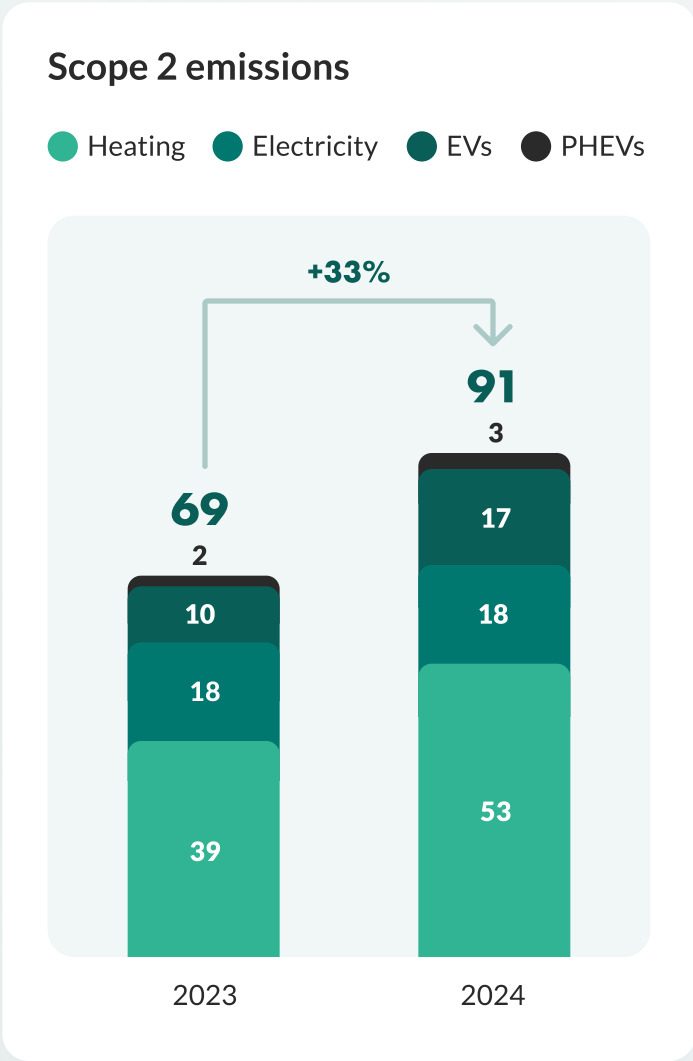
Electric only – hybrid by exception



Modernization of agreements

Scope 2 emissions

Scope 2 emissions saw a slight increase, partly due to increased electric cars.



Relevant actions



Office policies



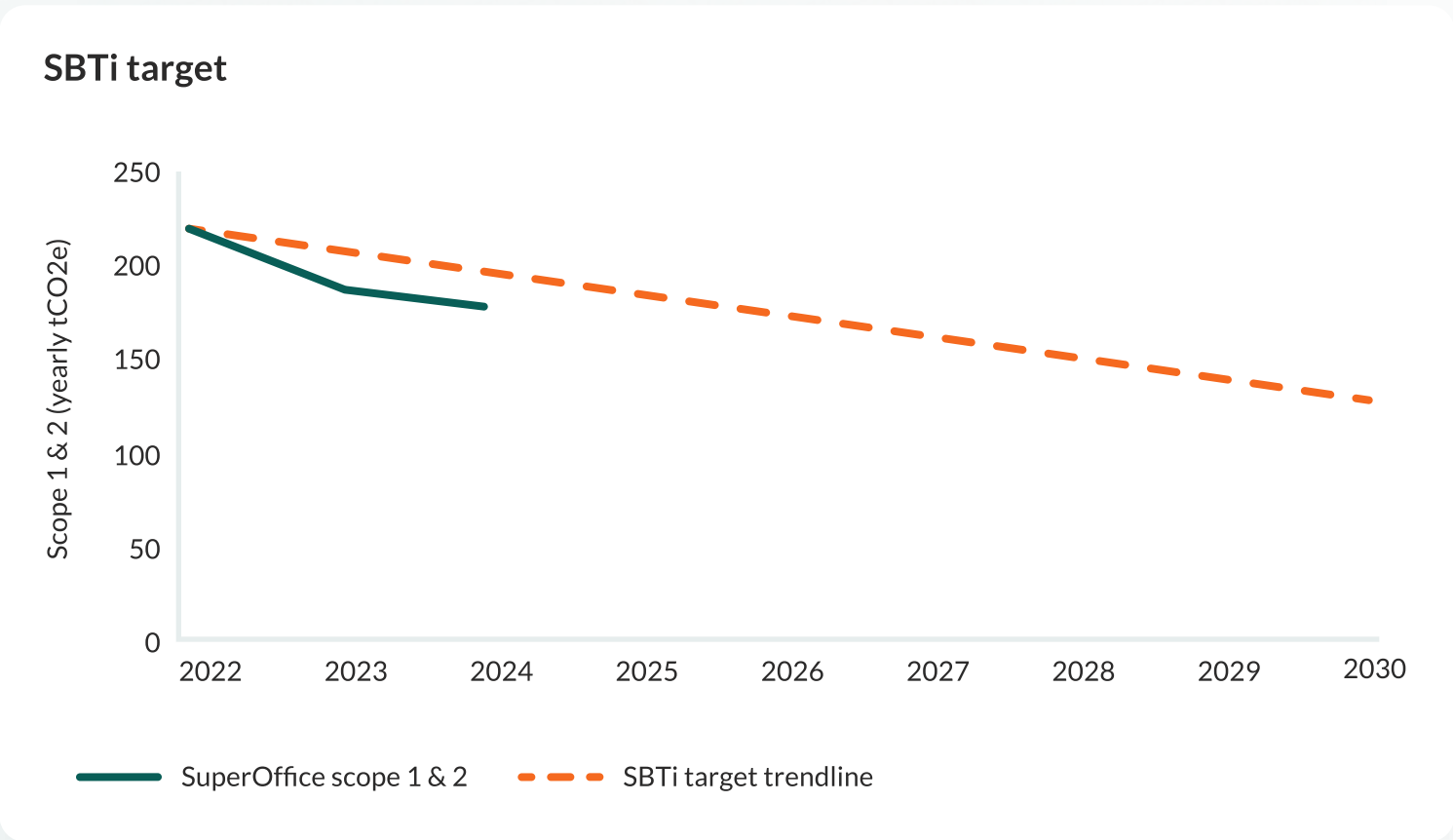
Sustainable offices when relocating



Smart use of power

Key takeaways

In December 2023, SuperOffice committed to, and gained approval, on our SBTi emissions reduction targets. We are currently outperforming our goal of reducing scope 1 and 2 emissions by 42% within 2030.



SUSTAINABLE SOFTWARE

Developing and delivering sustainable software is about minimizing emissions and creating an inclusive design.

At SuperOffice, we believe in the power of sustainable software. We want to minimize our impact on the world and deliver sustainable software architecture that includes a diverse user group. We are a one product company, and SuperOffice CRM is the product we both produce and take to market. Even though the emissions from our software are limited, there are important architectural and design decisions that impact our customers, our employees, and the environment.

We strive to follow the WCAG guidelines from World Wide Web Consortium (W3C), a standard for web content accessibility that meets the needs of individuals, organizations, and governments. Examples of how this is materializing can be seen in the colors in our user interface, and how we work with logic of the product.

Optimizations inside SuperOffice production observability systems during 2024 have lead to a more precise storage of analytics data and less resource consumption. Emission numbers calculated by the observability systems supplier model shows a CO2e emissions reduction of more than 30% in this area.

Sustainable future

SuperOffice is continuously working to innovate and modernize our solutions. As a vital part of creating more value for our customers, we are currently running large future-oriented projects for our software and solution. The outcome of these efforts will bring SuperOffice CRM onto a platform where we will have a higher effective computational execution that consumes less electricity and requires less hardware resources.

Our Product & Engineering teams have increased their awareness of green software principles by taking the "Green Software for Practitioners" (LFC 131) course provided by the Green Software Foundation. In 2024, 55 people spanning different roles including Software Developers, Project Leaders and Product Managers have received their LFC 131 completion certification.

The future platform of SuperOffice will transparently measure and report its CO2e emissions, we will start to integrate emissions data available from Microsoft Azure into this reporting. We will be clear and transparent on what environmental impact using SuperOffice has and how we calculate this.

Do Stuff That Matters

In SuperOffice, we want sustainability to be at the core of our operations, which is why we offer our software to non-profit organizations that contribute to a better society. Through our Do Stuff That Matters program, we help support non-profit organizations and their surrounding communities by offering free access to our software and a standard training course. The program was maintained in 2024, and we look forward to welcoming more non-profit organizations in the years to come.



Numbers & Facts

6 MILLION +

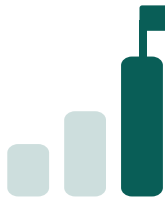
Sales deals executed from platform

56 MILLION +

Marketing emails sent from platform

24 MILLION +

Customer service messages sent from platform



Targets

PROMOTE

Digital innovation

MEASURE AND REPORT

Emissions from our software

DO STUFF THAT MATTERS

Enable SuperOffice for non-profit organizations

SUSTAINABLE HOSTING & VALUE CHAIN

Collaborating with our supply chain to drive modernization of the industry.



SuperOffice has measured emissions since 2021, and established 2022 as our baseline year.

Although our company on a general level is not directly emitting large volumes of CO2 or green house gases, we do have specific and aggressive targets related to our CO2 emissions. Our emission reduction targets are in line with- and approved by the SBTi. We have a target of becoming net-zero by 2050, and compensating for our emissions along our journey.

Most of our emissions are indirect, and covered by scope 3. Our total scope 3 emissions in 2023 were 2'659 tCO2e, and comprise about 94% of our overall emissions. The largest share of our scope 3 emissions is categorized as 'purchased goods and services', and is related to general costs of goods and services as we have applied a spend-based approach to estimate most of these emissions.

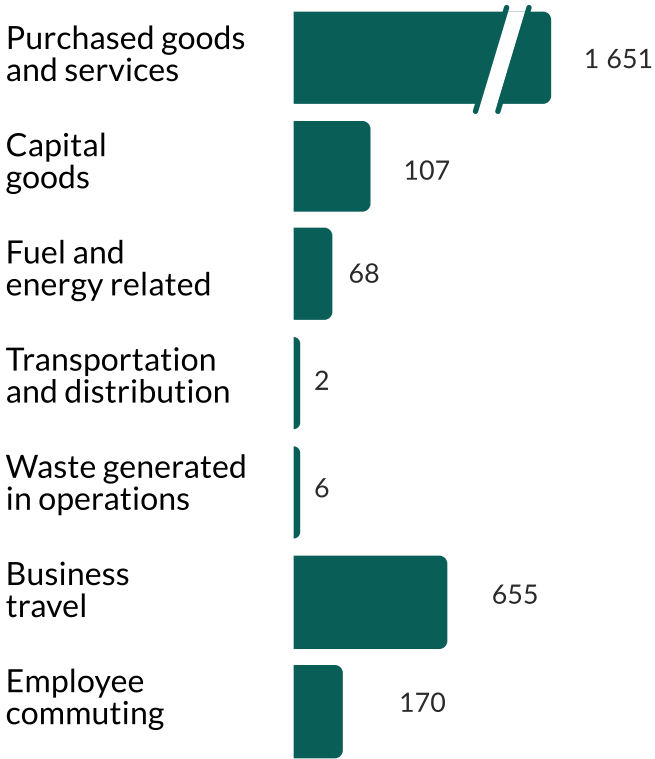
In 2024, SuperOffice continued the migration of customers from on-premise installations to the SuperOffice Online platform (Private Cloud). The estimated savings are equivalent to the yearly power usage of more than 10 Norwegian households, 73 tCO2e or 488 flights from Oslo to Copenhagen.

In 2022, we initiated a project to work with our partners and reduce the footprint third party apps leave on our online platform. After this project, we have seen a shift in focus from our partners. They are now more conscious of using best practices accessing our APIs and optimizing their requests, thus also reducing the footprint and resources used while utilizing the monitoring tools we have developed for them. An example of this is our product DataBridge Professional which limits the resource used for updating daily data in synchronization.

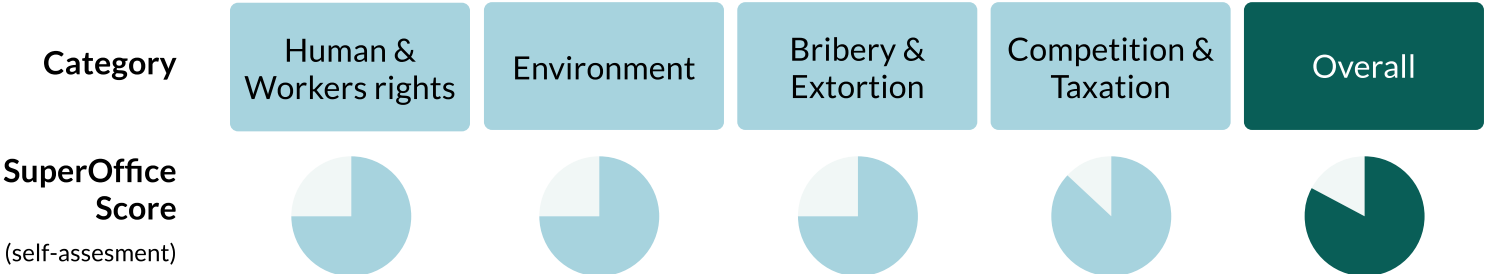
Supply chain analysis

2024 was the third year we ran an analysis of our suppliers and value chain according to our ESG strategy, Code of Conduct for Suppliers, and the Transparency Act. Although there are some areas which can be improved, the analysis yielded positive results across most categories.

Scope 3 emissions detailed overview



Transparency Act 2024 results



Numbers & Facts

2 659 tCO₂
Scope 3 emissions

100 +
Installations migrated in 2024

SUPPLY CHAIN
Analysed and assessed



Targets

CLOSE COLLABORATION
With suppliers and hosting partners

MINIMIZE
Resource consumption

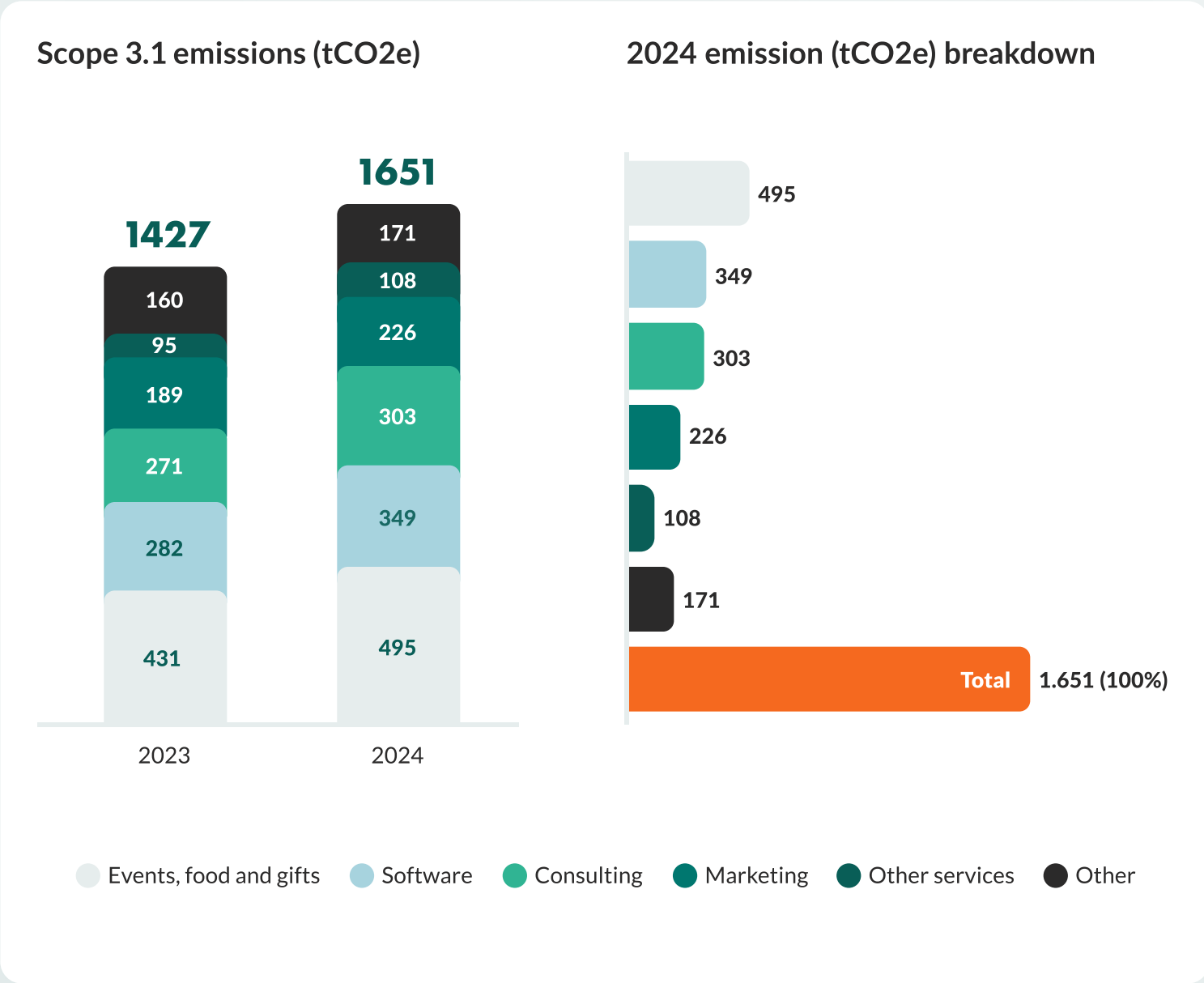
MODERNIZE
Value chain

SUSTAINABLE HOSTING & VALUE CHAIN



Purchased goods & services

As we apply a spend-based approach to most of our scope 3 emissions, they increased in line with our costs and investments.



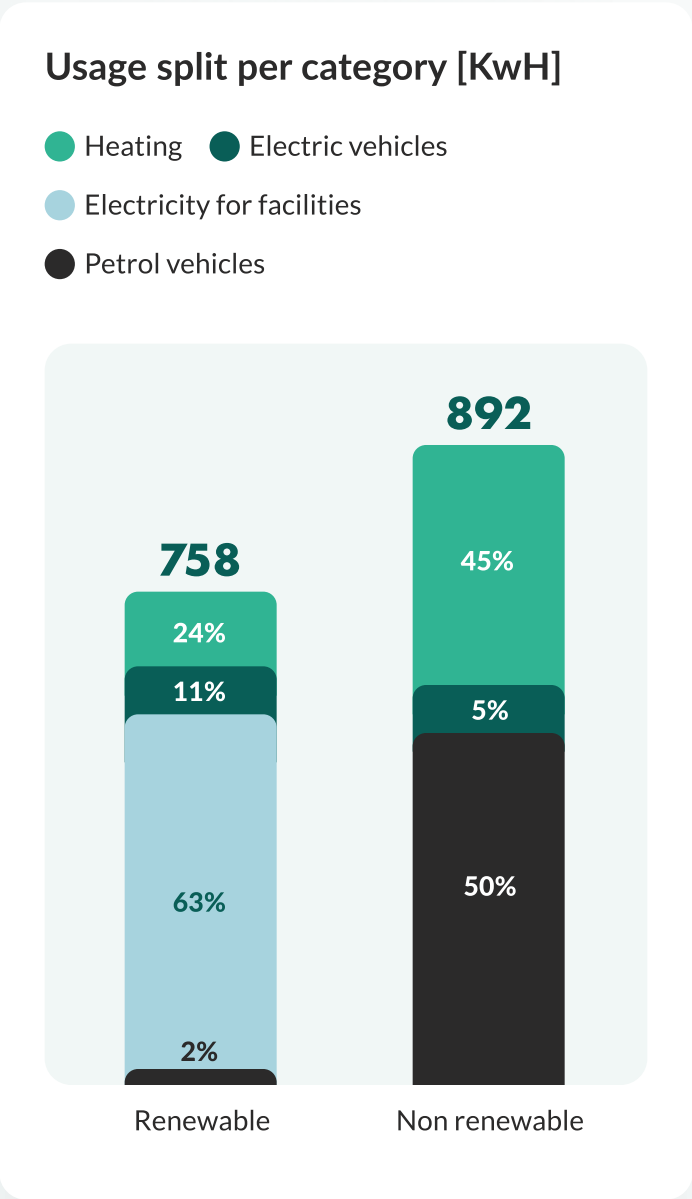
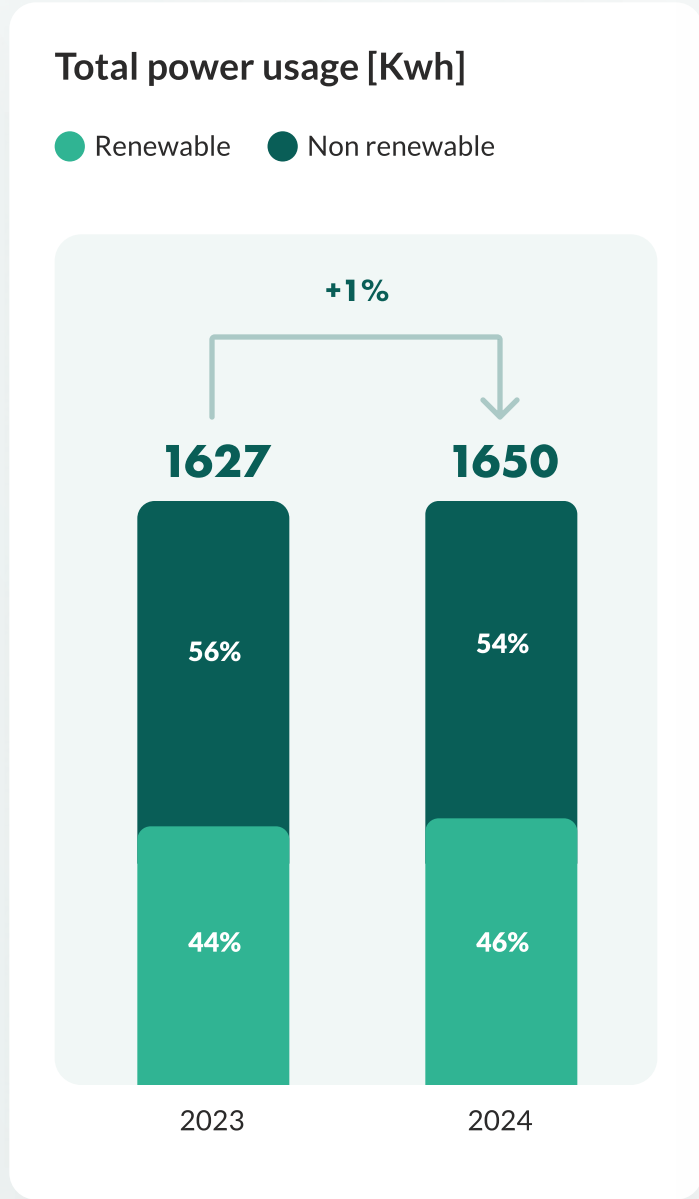
Relevant actions

Selective use of suppliers
– choosing greener solutions

Increase share of
activity-based estimations

Total power usage

Power usage in SuperOffice is consumed by offices and company vehicles.



Relevant actions

Electric car policy

Sustainable hosting

Smart use of power

MIGRATION EMISSIONS CASE

*Saving emissions by moving to the cloud.**

SuperOffice has many customers that have been with us for many years, long before ‘the cloud’ or ‘SaaS’ became known terms. Our on-premise customers can save significant amounts of emissions by migrating to our cloud offering. By migrating ten standard SuperOffice customers, we have saved enough electricity to power a standard Norwegian household.

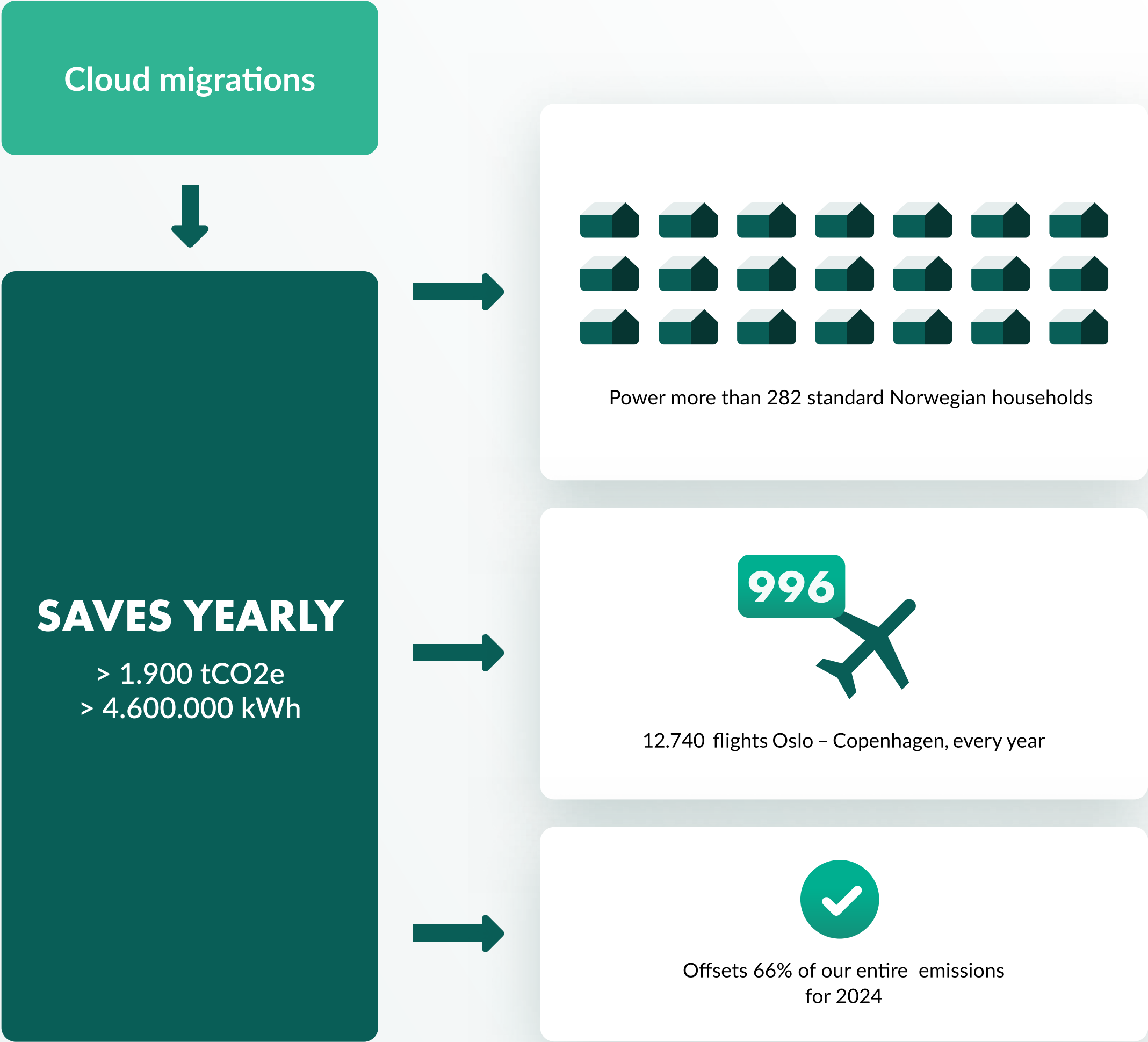
The emissions saved will vary from country to country based on the energy mix and state of the customer's power grid, so we have developed our own migration emissions calculator. Over the last five years, migration of approximately 2,650 installations all over Europe have saved more than 1,900 t CO2e, **yearly**.

This is about 66% of our yearly emissions in 2024, or the same as flying from Oslo to Copenhagen more than 12,000 times – every year.

And the savings just keep growing!



* The migration emissions case is based on estimated savings for on-premise installations using the standard requirements for running SuperOffice CRM.





SUSTAINABILITY PRESENTATION 2024