

# Sustainability Report 2025



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**The 2025 SuperOffice Sustainability Report identifies and outlines the sustainable and responsible business development initiatives we undertook throughout 2025.**

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, 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.



## Built on trust

We are a reliable and transparent partner, growing long-term relationships based on mutual respect. Our focus on security and compliance is rooted in our European heritage and shines throughout everything we do.

**We build trust,  
one interaction at a time.**

## Keep it simple

We don't try to be everything for everyone, but carefully design, innovate and develop value-adding solutions that meet our customers' needs today – and tomorrow. Simplicity isn't easy, but the best things never are, and that's why we do what we do.

**We believe in keeping it simple.**

## People first

We believe technology and Artificial Intelligence should empower people, not replace them. We believe in building strong customer relationships through personal engagement, and deep knowledge of our customers' needs, so we can provide them what they need, when they need it.

**We put people first, always.**

## Dare to be different

We dare to be vocal, stand up for what we believe in. We encourage creativity, value humor, and believe that a little personality goes a long way. We're not afraid to be bold, embracing our unique culture to create more engaging and memorable experiences.

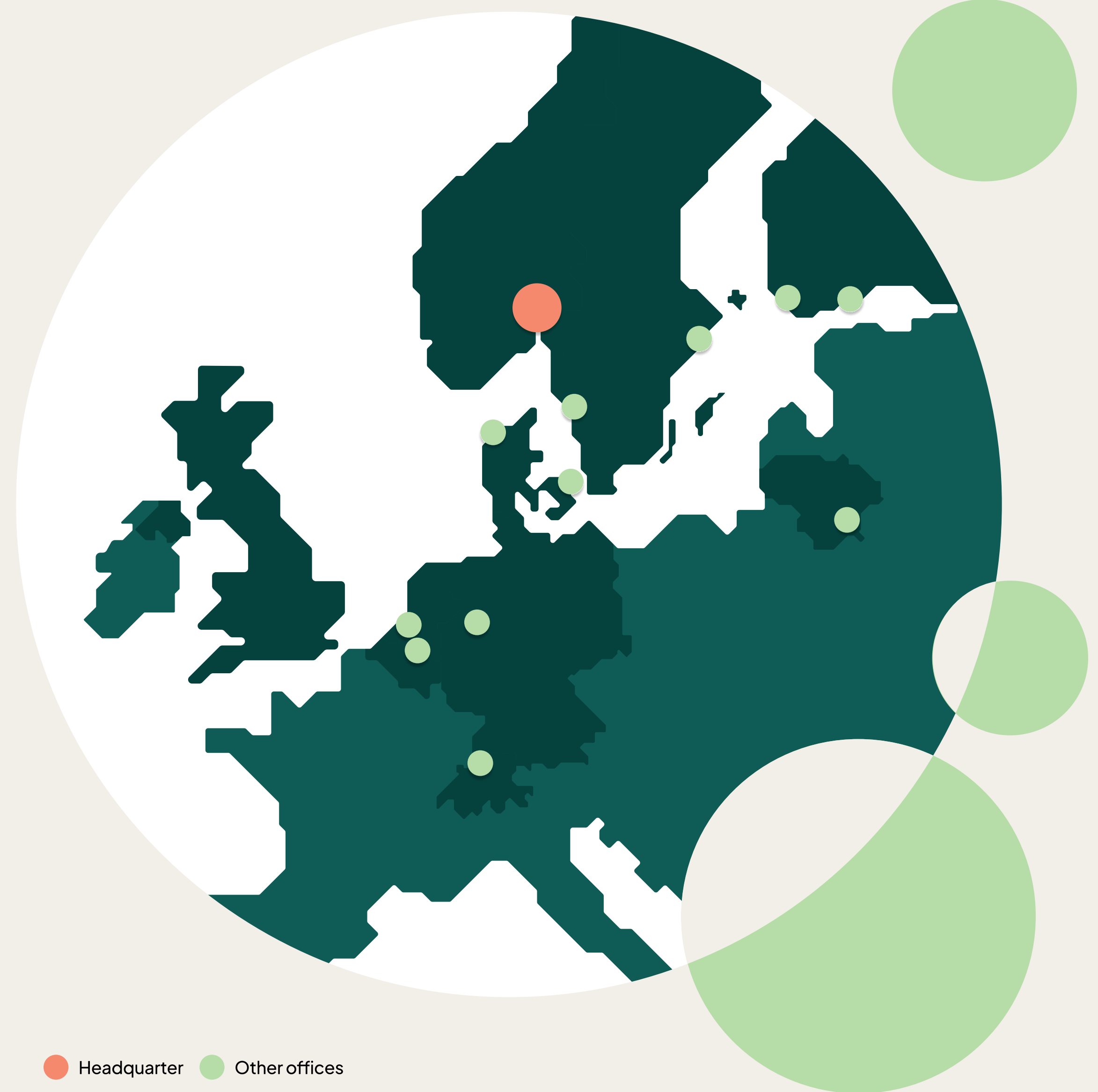
**We're not afraid to be different.**

# 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.



# Our 2025/2026 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



**Christine Soulai**  
Learning & Development Specialist

**Erlend Mohus**  
Chief Strategy & Acquisition Officer  
Head of Sustainability



**Simona Bjerke**  
Controller & ESG Reporting

**Jasmine Andersson**  
Brand & Design Manager



**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



**Bjørn Røsten**  
Group CEO

I am excited to share my vision for the future, one built on our strong foundation of sustainability, human relationships, and the values that define who we are: committed, trustworthy, helpful, and innovative.

Sustainability has always been embedded in our DNA and business model as a CRM software company, but the context has evolved meaningfully over the years. Initially, our sustainability lens focused on software usability – guided by 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 that a successful CRM implementation requires aligning business goals, human behavior, and technology. A well-designed CRM is, by its nature, a sustainable solution.

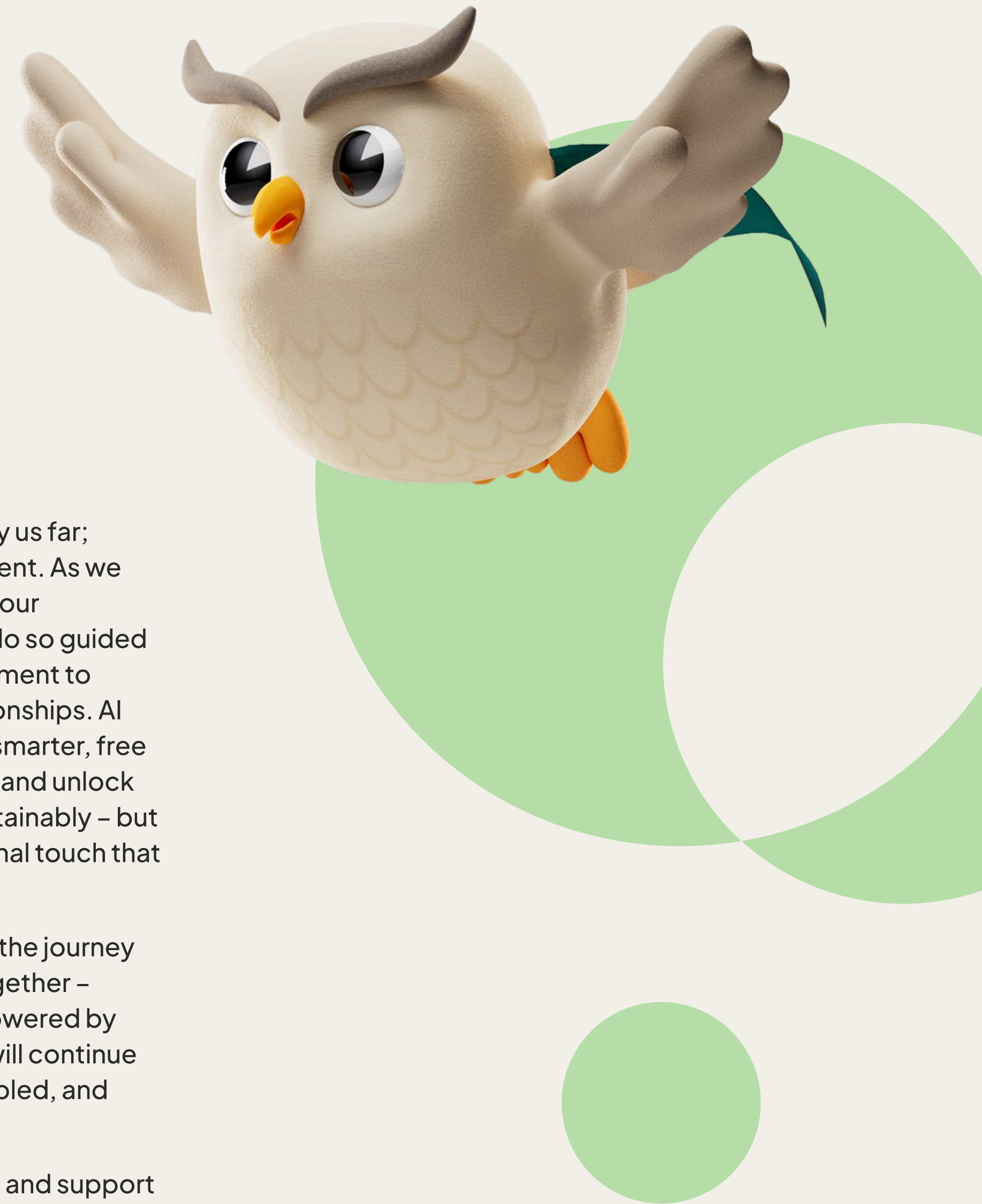
Today, those principles remain essential, but our scope has expanded significantly. We are advancing our approach to ESG, continuously learning and improving. This evolution led us to develop a new methodology for measuring our emissions in 2022, and I'm pleased to report that our scope 1 and 2 emissions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

Our renewed vision and mission place AI at the heart of how we serve our customers – not as a replacement for what makes us human, but as an amplifier of it. We continue to support initiatives driven by our SuperOffice Sustainability Committee, while investing in training our organization and equipping our people with the tools and insight to drive this agenda further.

Enthusiasm and curiosity carry us far; excellence demands investment. As we integrate AI more deeply into our operations and services, we do so guided by our values and our commitment to people and meaningful relationships. AI will help our customers work smarter, free our teams from routine tasks, and unlock new ways to deliver value sustainably – but it will never replace the personal touch that defines our company.

In closing, I am excited about the journey ahead and confident that, together – anchored in our values and powered by responsible innovation – we will continue to build a sustainable, AI-enabled, and people-focused future.

Thank you for your dedication and support as we embark on this new chapter.



# Statements from leadership



**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 65%, resulting in a more than 70% 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. We have continued our Do Stuff That Matters initiative and focused on implementing our people-oriented DEI strategy. The Mortensrud Festival continue to be 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



15 offices



~300 employees



~56 million marketing messages sent from platform



32% EBITDA



Leading Northern European CRM provider



876 MNOK revenue



~6 million sales executed on our platform



808 MNOK ARR

# 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.

Casper has established his position as one of the best tennis players in the world, winning the Madrid open on clay court. Nicolai also proved his talent with a rocket season in 2025. He won a total of four ATP challenger tournaments, and qualified for the ATP Next Gen finals where we was a significant contributor to great tennis. Nicolai proved his talent and continues to be one of the most talented tennis players on the ATP tou.

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.

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To apply, please email [info@superoffice.com](mailto: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.

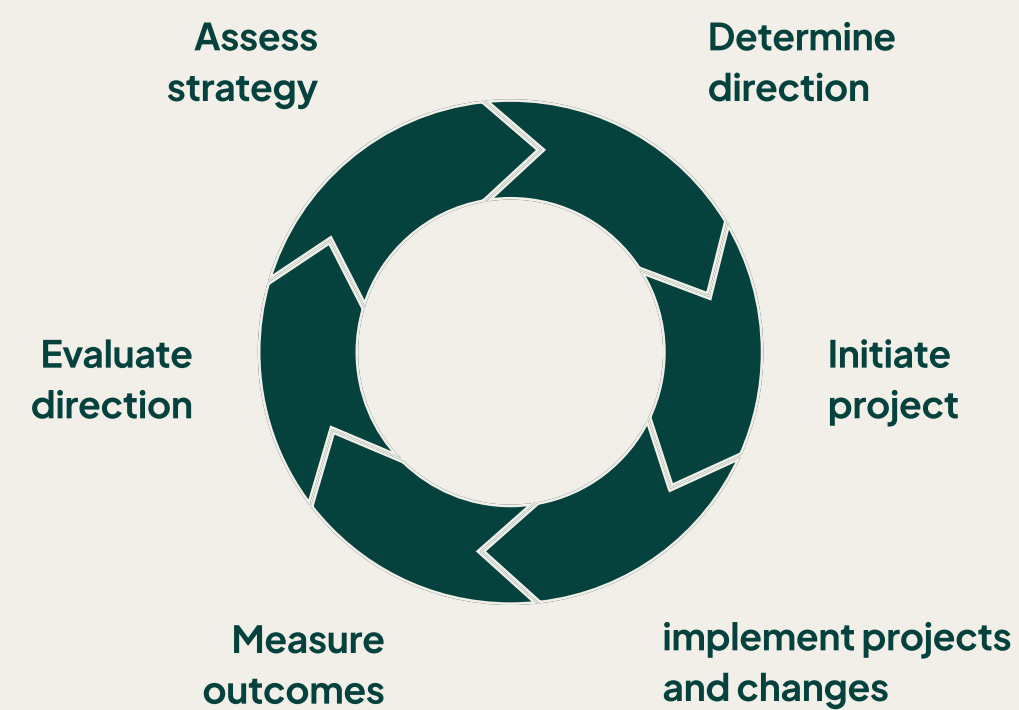
Our approach to sustainability is determined by a strategic process that includes our key stakeholders, customers, suppliers, employees, owners, and society.

Throughout the strategy process, 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.

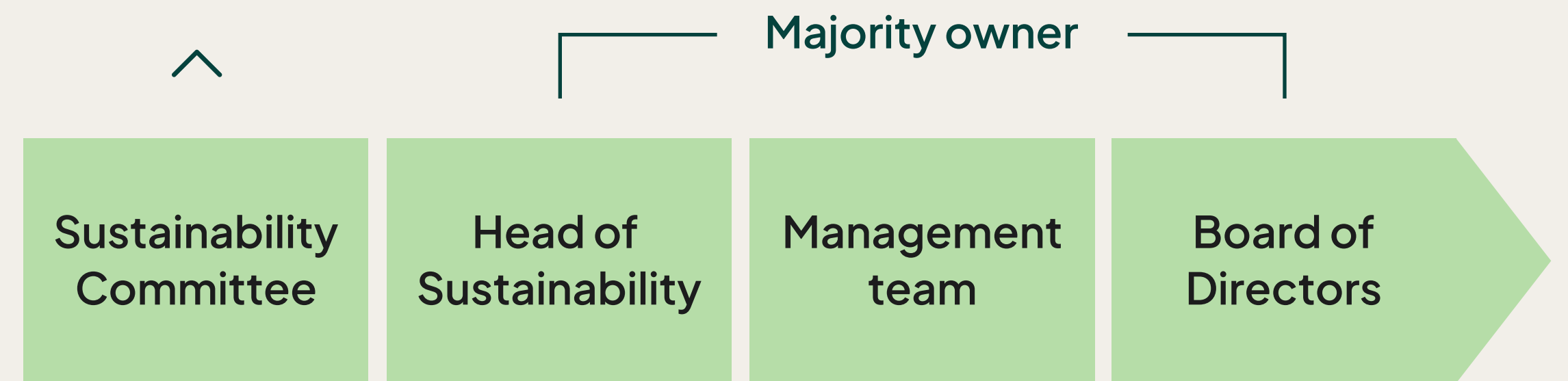
One of the key milestones in our sustainability journey has been the establishment of our sustainability governance structure. Governance will be essential to succeed in reaching our targets, though determining the right projects, following them up, and reporting on the outcomes. Despite a changing word where ESG and DEI gets less attention, SuperOffice continue to deliver on our promise of building a sustainable business

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.



## Sustainability committee

- The voice of the organization in all questions related to sustainability
- Establishes drivers for both determining and running sustainability projects
- Active members in ongoing and upcoming projects



## Head of Sustainability

- Determines and follows up strategic projects
- Head of Sustainability Committee
- Ensures alignment with the UN Global Compact and the SDGs

## Management team

- Approves and follows up projects
- Ensures alignment with corporate objectives

## Board of directors

- Overall responsible for corporate governance
- Approves Sustainability Strategy and report

# Key highlights from 2025

2025 was an eventful year in SuperOffice. We completed two transactions, broadening out team and footprint with i-Centrum in Sweden and Lyyti in Finland. Both companies have a strong commercial fit to SuperOffice and the value we deliver to our customers, in addition to having a strong cultural overlap with that of SuperOffice.

We updated our materiality assessment of both our company and value chain, which led to an increased understanding of our impact and opportunities in the area of ESG.

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 to push our green car policy in the years to come, as it is a vital part of our commitment 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 2025, 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.

## Our sustainability achievements



### Sustainability Report

Published yearly Sustainability Report in line with UNGC



### CO2 emissions

Reduced scope 1 and 2 emissions by 42% by 2030



### 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\*

\*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.

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	34% 32%	40% 35%	50% 50%
		Equal pay for equal work	Equal pay overall	87%	95%	100%
		Training and awareness	Employee and manager training Awareness campaign(s)	Annual ESG training, Psychological Safety training International Women's Day, Earth Day, Pride, World Mental Health Day	1 training course annually 2 awareness campaigns annually	1 training course annually 2 awareness campaigns annually
	Health	Sickness	Average sick days	6.1	4	2
		Safety and inclusion	Zero tolerance for harassment, bullying and discrimination	1 case, closed in 9 business days; Speaking Up training included in onboarding	Cases closed within 60 business days, annual training	Cases closed within 60 business days, annual training
	Wellbeing	People Survey	eNPS Overall job satisfaction Engagement (Motivation & Enthusiasm) DEI Psychological safety	44 3.3/4 3.2/4 3.5/4 3.1/4	60 3.3/4 3.3/4 3.3/4 3.3/4	60 3.5/4 3.5/4 3.5/4 3.5/4
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 publicly CSRD standard met



# Sustainable workforce

At SuperOffice, our people are the core of our business. For us, creating a sustainable workforce means putting our people first – fostering an inclusive culture where everyone can be themselves, grow and thrive.

2025 was a year of significant growth. We acquired i-Centrum in August and Lyyti in December, growing SuperOffice by 70 people and expanding our presence into Finland and France. As SuperOffice grows, so does the diversity of people, ideas and expertise in Superland.

<b>110</b> Norway	<b>43</b> Finland	<b>46</b> Lithuania
<b>28</b> Netherlands	<b>50</b> Sweden	<b>2</b> France
<b>20</b> Germany	<b>15</b> Denmark	<b>6</b> Switzerland

2025 (year-end): 320 employees total

## Employee engagement and wellbeing

Understanding what our people think and feel is vital for us. Every September we run our annual People Survey, complemented by pulse surveys throughout the year to track progress on key topics.

For our 2025 People Survey, we achieved a solid 92% response rate and saw high scores in overall job satisfaction, engagement, and meaningful work. We ended the year with an eNPS (Employee Net Promoter Score) of 44, a slight dip from 47 in 2024. At 44, we are within the top quartile for the SaaS industry (40–60), and improving this score is a priority for 2026.

In addition, we learned through employee interviews during Employer Value Proposition (EVP) research that people feel a strong sense of ownership, collaboration and belonging across SuperOffice.

\* We moved to a new survey provider in 2025, so this year serves as our baseline for future tracking.

**92%** People Survey\* response rate

**44** eNPS Score  
2024: 47  
Top quartile: 40–60

**3.3/4** Overall job satisfaction  
+0.2 above industry benchmark

**3.2/4** Engagement  
+0.1 above industry benchmark

**3.3/4** Meaningful work  
+0.2 above industry benchmark

**3.1/4** Psychological safety  
(no industry benchmark)

**3.5/4** DEI  
(no industry benchmark)



# Sustainable workforce

## Celebrating 35 years together

In April 2025, we celebrated our 35th anniversary and gathered in Denmark for two days filled with learning sessions and time to connect through various activities. We looked back on all our past achievements and focused on our exciting journey ahead.

Leading up to our anniversary, we teamed up across borders for a walking challenge – our goal was to walk 35 million steps in 35 days. Together, we surpassed our goal and walked an impressive 39,685,768 steps.

## Mental health and psychological safety

The mental health and psychological safety of our people is something we take seriously. All employees have access to psychological health support through our various local health insurance benefits – ensuring professional support is available to everyone who needs it. To mark World Mental Health Day, we launched a Mental Health Bingo initiative – a lighthearted but meaningful way to encourage everyone to look after their own mental wellbeing as well as those around them.



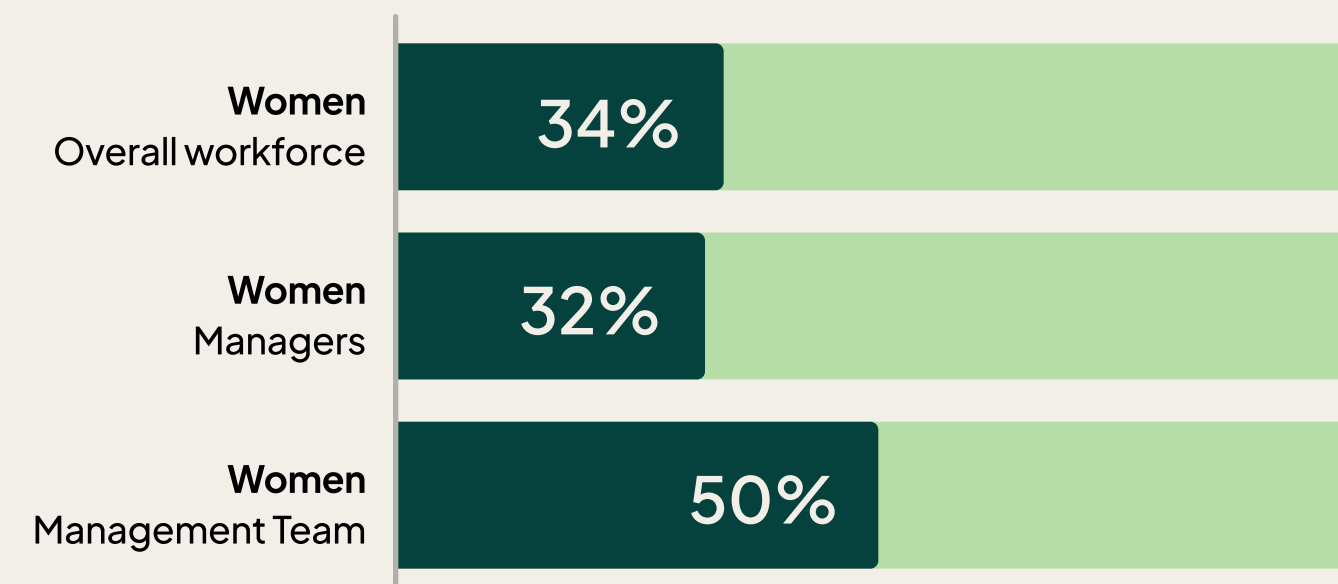


# Sustainable workforce

## Diversity, Equity & Inclusion

At SuperOffice, we believe diverse teams build better products and a stronger company culture. Our overall workforce consists of 34% women (up from 33% in 2024), 32% of our managers are women (up from 28% in 2024), and we are proud that our Group management team is balanced with 50% women.

We celebrated International Women's Day with a company-wide panel discussion and marked Pride by building awareness around allyship.



## Inclusive recruitment

Building a more balanced workforce starts with recruitment. We actively work to reduce unconscious bias in our recruitment process through anonymous candidate screening and gender-neutral wording in job ads. Ensuring we have a diverse group of candidates in all recruitment processes is a priority and we are seeing positive effects from this.

## Pay equity

Our unadjusted gender pay gap in 2025 was 87%, up from 84% in 2024 – meaning the raw gap between average male and female pay is narrowing. This figure is largely impacted by a larger proportion of men occupying senior and higher-paid roles, which is why increasing women in these types of roles is central to our DEI strategy.

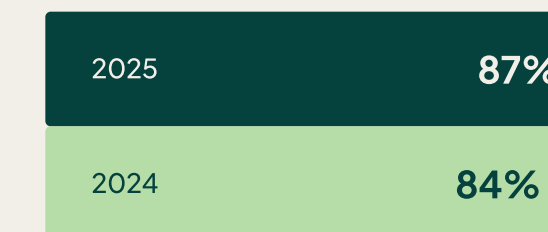
Our adjusted pay gap figure compares people doing equivalent work, using a framework of role category and career level. Our overall adjusted pay equity improved from 90% in 2024 to 94% in 2025. We will continue to monitor and report on this openly each year.

## 2025 Pay equity

### Unadjusted pay gap

Average earnings of men compared to average earnings of women without factoring in differences such as type of work performed, experience level, or scope and complexity of role.

#### Total



#### Leaders



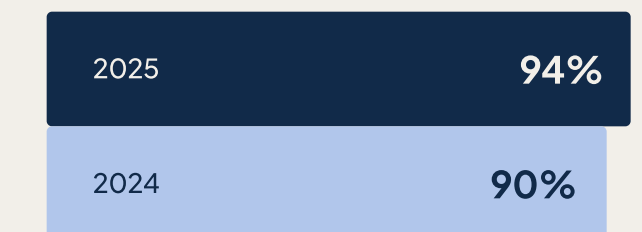
#### Individual contributors



### Adjusted pay gap (pay equity)

Average earnings of men compared to average earnings of women in areas where we have both men and women doing work of equal value (same role and level).

#### Total



#### Leaders



#### Individual contributors





# Sustainable workforce

## Learning & Development

Continuous growth is a priority at SuperOffice. In 2025, 91% of employees were active in the SuperOffice Academy, our internal learning platform – with an average of 7.32 hours spent per employee on learning. This reflects our culture of curiosity and eagerness to learn.

Responsible use of AI is an important part of developing a sustainable and future-ready organization. We are investing in upskilling our employees in the use of AI.

We also developed and piloted the SuperOffice Career Compass and new Development Conversation process – giving employees greater clarity on how to grow within the company and ensuring everyone has a development plan. Both launched company-wide in early 2026.

## Retention & Turnover

Our voluntary turnover rate fell from 10% in 2024 to 7% in 2025 – a significant improvement and a strong signal that our people are choosing to stay. Average tenure at SuperOffice is 9 years, reflecting the meaningful, long-term careers people build here.



## Numbers & Facts

44  
eNPS

34%  
Gender diversity

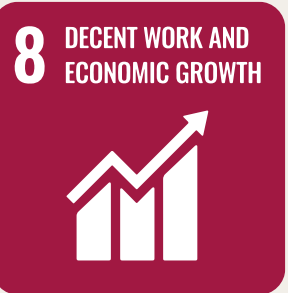
6.1  
Average sick days

## Targets

3.5/4  
Overall job satisfaction score

40%  
Gender diversity

3.5/4  
Engagement score



# 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 share of electric cars have increased from 26% in 2023, to 65% at year end 2025. This has again triggered a significant reduction of >50% in our scope 1 emissions, and will continue to reduce our scope 1 emissions in 2026. electric car policy, we have increased our

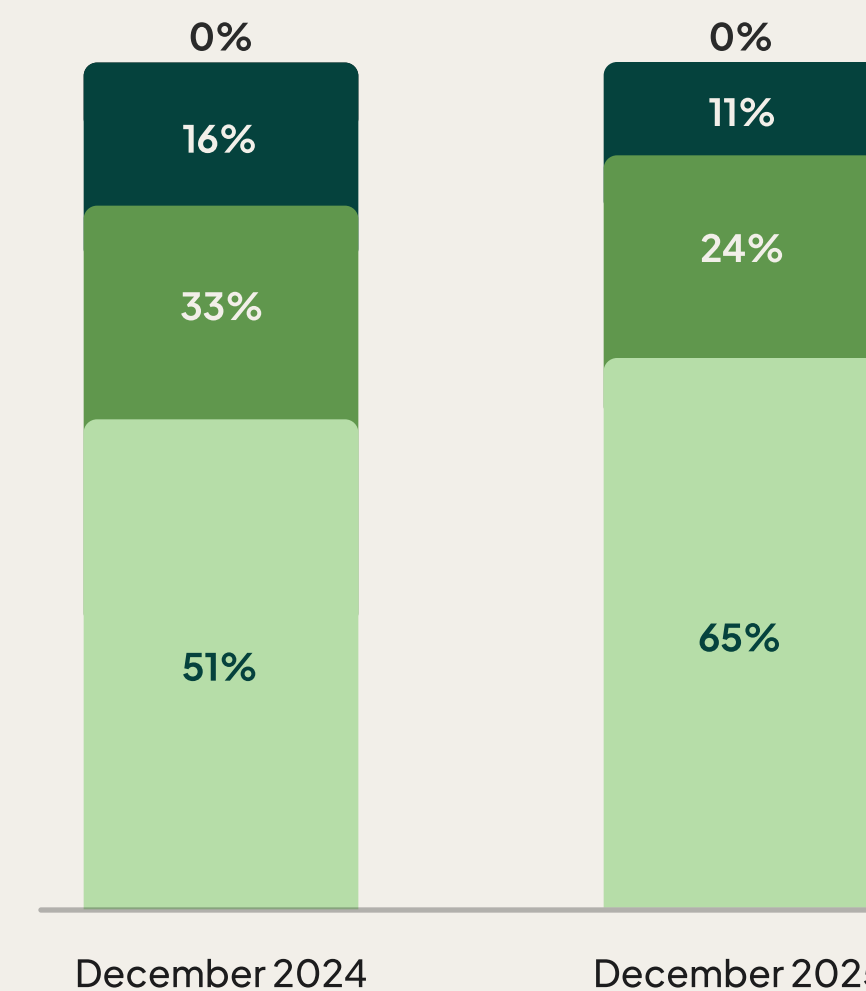
## Scope 2: Sustainable offices and smart use of power

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 13 offices in 8 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 2025, 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.

Share of company cars by type

● Electric ● Hybrid ● Petrol ● Diesel



Klim



## Numbers & Facts

**60 tCO<sub>2</sub>**  
Scope 1 emissions

**123 tCO<sub>2</sub>**  
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 donated our old monitors and laptops to Stichting IT4Kids.

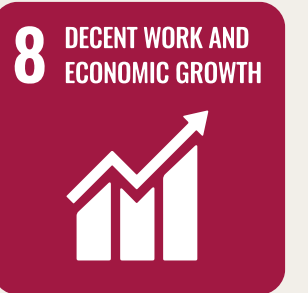
Stichting IT4Kids collects old IT equipment from companies, refurbishes it, and sells it. The proceeds go to sports projects for children who face challenges in life. This initiative helps kids gain more confidence and joy while contributing to a better environment. Sports for everyone!

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.

*Thanks to our Dutch team for this great initiative, and of course Stichting IT4Kids for their commitment to a great cause.*





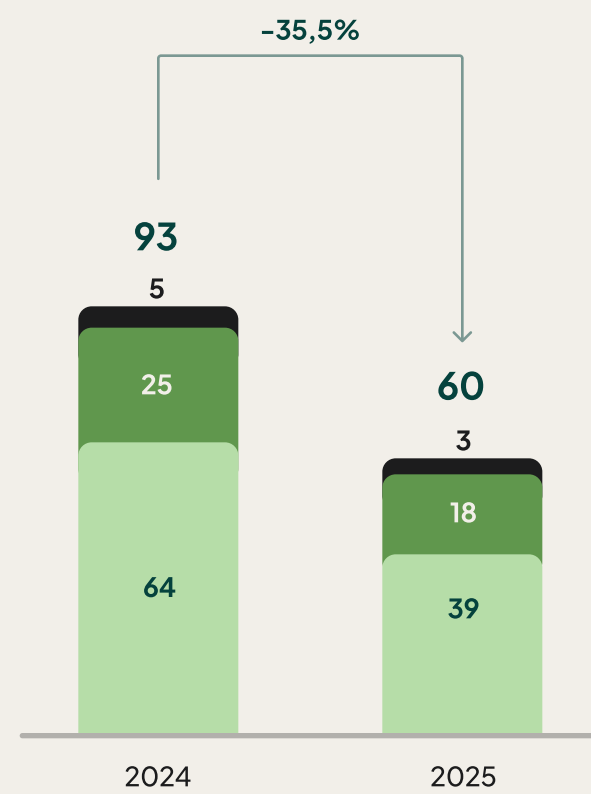
# Sustainable operations

## Scope 1 emissions

SuperOffice scope 1 emissions reduced by 35,5% in 2025.

### Scope 1 emissions

Hybrid Petrol Diesel



## Relevant actions



Electric car policy



Electric only - hybrid by exception



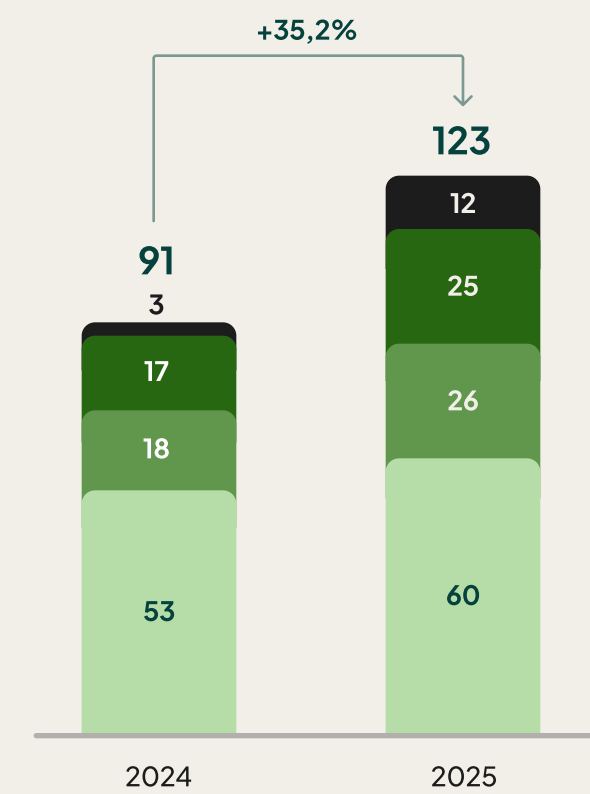
Modernization of agreements

## Scope 2 emissions

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

### Scope 2 emissions

Heating Electricity EVs PHEVs



## Relevant actions



Office policies



Sustainable offices when relocating

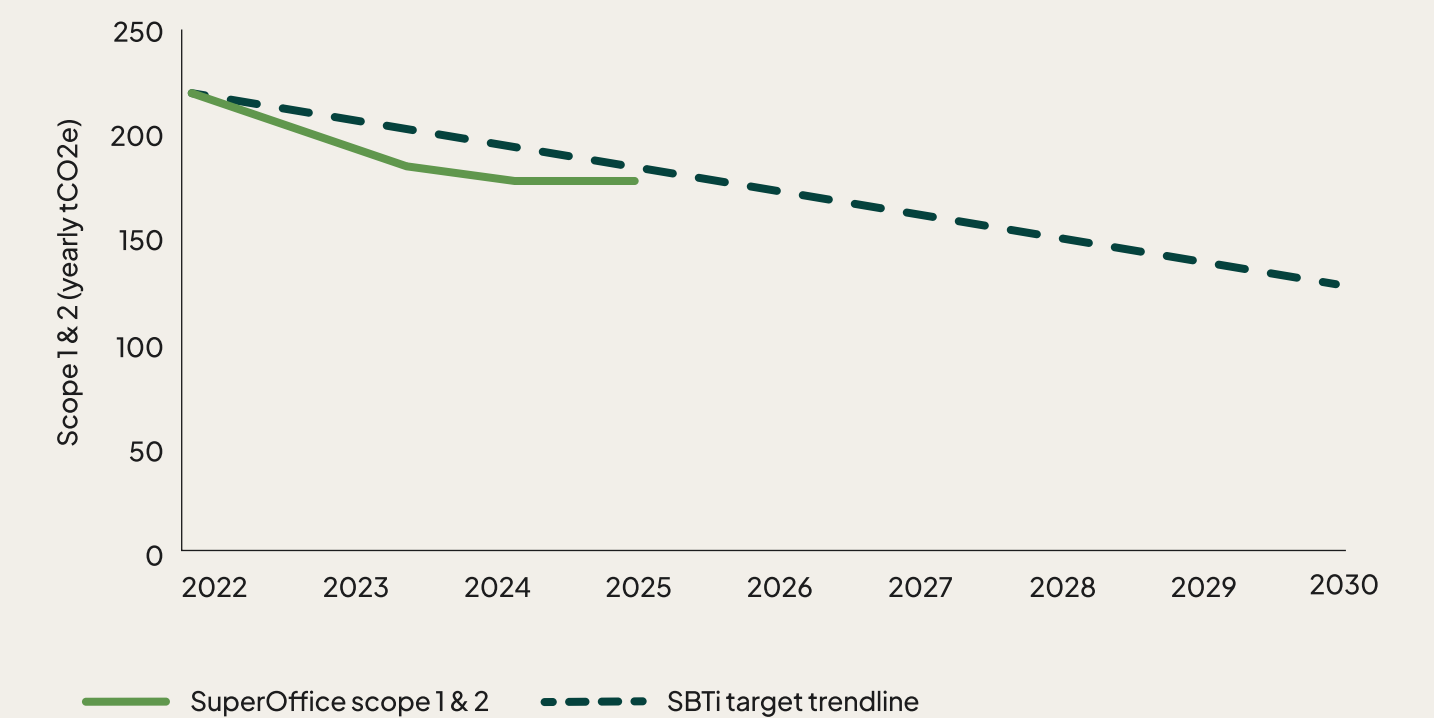


Smart use of power

## 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.

### SBTi target





# 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 reduce our environmental footprint and deliver sustainable software built for a diverse user group. We are a one-product company – SuperOffice CRM – which we both build and bring 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. This is visible in our user interface – from colour choices to how we structure the logic of the product.

We have begun migrating our main product's compute and data infrastructure to Microsoft Azure. This transition enables more granular, per-service GHG reporting – giving us the tools to accurately measure and reduce the environmental impact of our software. By enabling scaling we reduce the environmental impact by minimizing idle hardware and lowering energy consumption.

Moving to a pay-per-use cloud model creates incentive to build more resource efficient software as compute and storage consumption now maps directly to our bill. While we have always monitored usage, Azure makes the connection between inefficiency and cost immediate and visible. The migration is underway and will be completed during 2026. This sharpens the economics of how we build software: where inefficiency moves from carrying an indirect cost to a direct one. That cost proxies our CO<sub>2</sub> footprint onto the agenda at every level – including management and the board.





# Sustainable software

## 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 more energy-efficient platform that consumes less electricity and requires less hardware.

Our Product & Engineering teams continue to grow their awareness of green software principles through the "Green Software for Practitioners" (LFC 131) course provided by the Green Software Foundation. To date, 60 people spanning different roles – including Software Developers, Project Leaders and Product Managers – have received their LFC 131 completion certification.

As part of our Azure migration, we are integrating Microsoft's emissions attribution model – based on usage, location and time – into our GHG reporting. This allow us to be transparent and precise about the environmental impact of running SuperOffice and the methodology behind it.

## 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 continued in 2025, 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 2025 were 9 929 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 2025, SuperOffice continued the migration of customers from on-premise installations to the SuperOffice Online platform. 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

2025 was the fourth 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. Suppliers, customers and partners that wants to learn more can reach out so SuperOffice directly

### Numbers & Facts

**2 929 tCO<sub>2</sub>**

Scope 3 emissions

**79**

Installations migrated in 2024

### Supply chain

Analysed and assessed

### Targets

#### Close collaboration

With suppliers and hosting partners

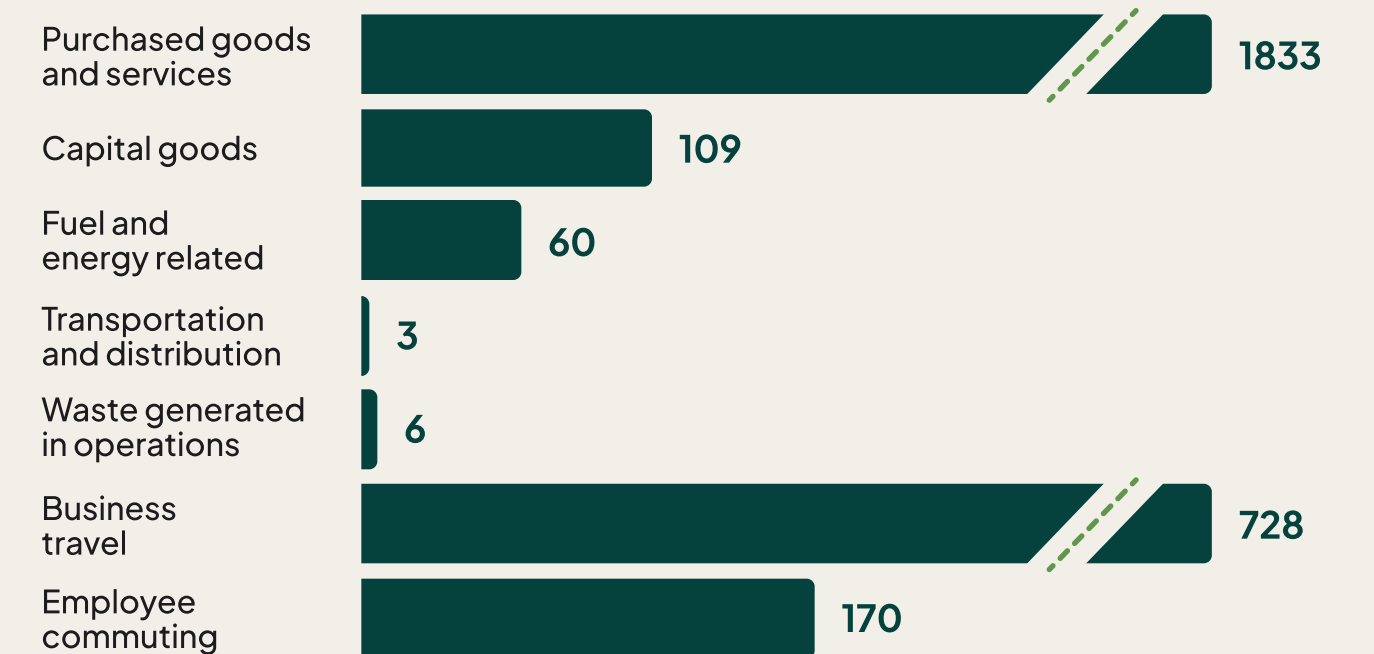
#### Minimize

Resource consumption

#### Modernize

Value chain

### Scope 3 emissions detailed overview



Truncated for scale

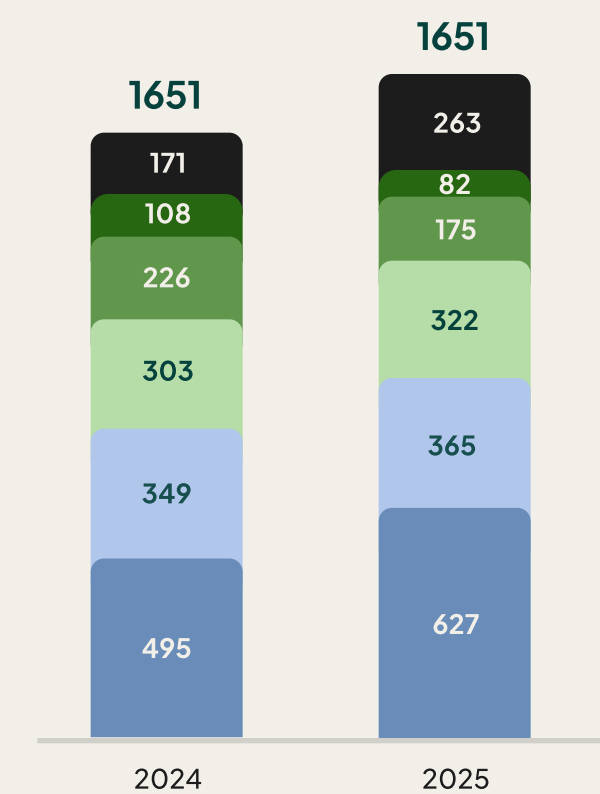


# Sustainable hosting & value chain

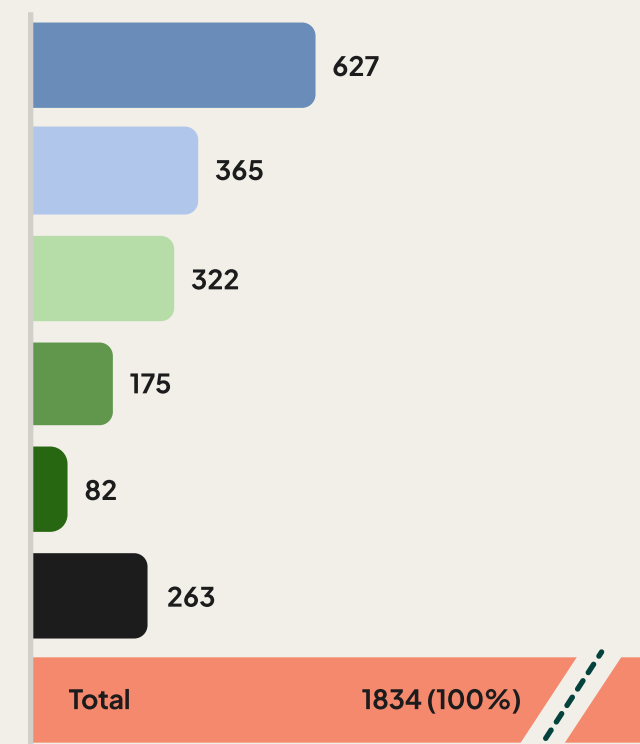
## Purchased goods & services

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

Scope 3.1 emissions (tCO2e)

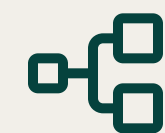


Emission (tCO2e) breakdown



● Events, food and gifts ● Software ● Consulting ● Marketing ● Other services ● Other

## Relevant actions



Selective use of suppliers – choosing greener solutions



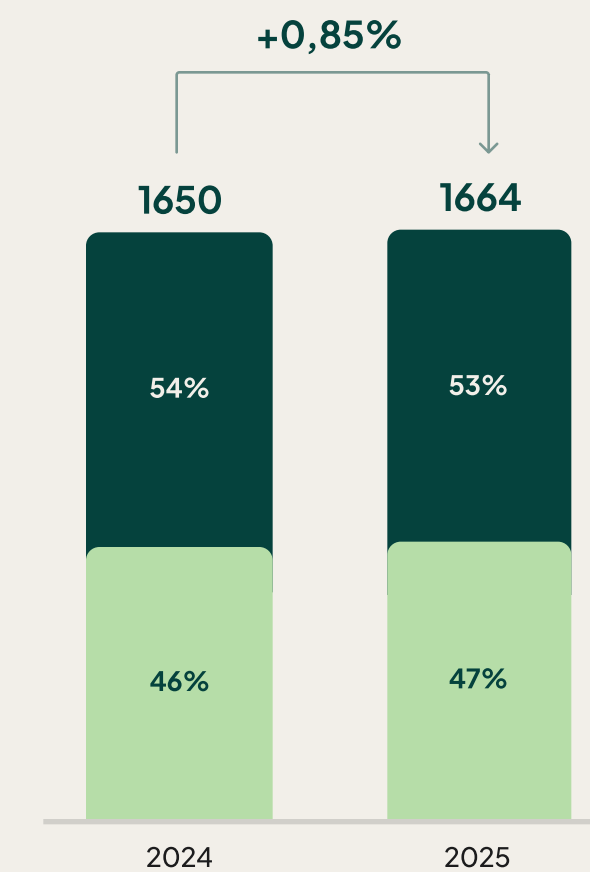
Increase share of activity based estimations

## Total power usage

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

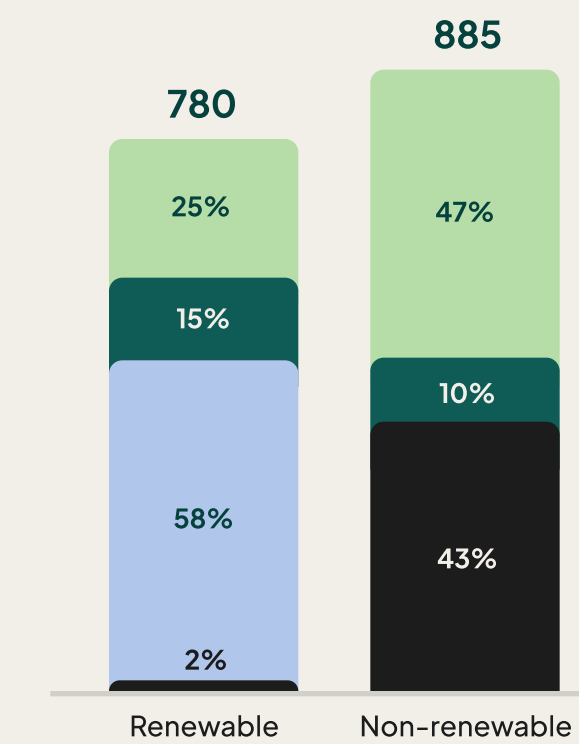
Total power usage [Kwh]

● Renewable ● Non renewable



Usage split per category [Kwh]

● Heating ● Electric vehicles ● Electricity for facilities ● Petrol vehicles



## Relevant actions



Electric car policy



Sustainable hosting



Smart use of power

# Migration emissions case

Saving emissions by moving to the cloud.\*

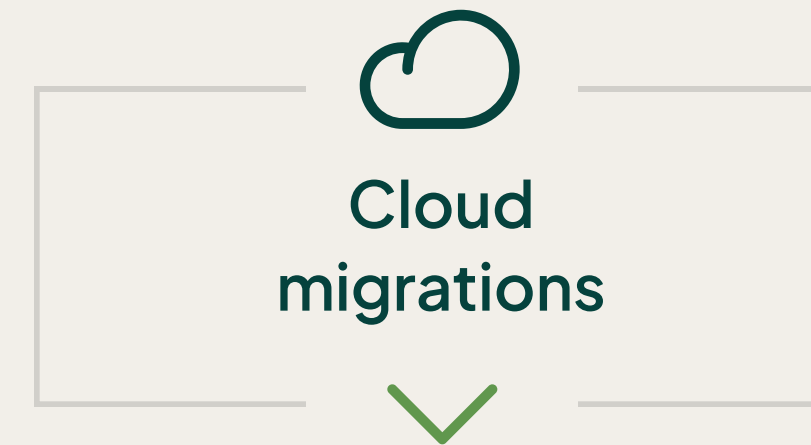
SuperOffice has many customers that have been with us for many years, long before 'the cloud' or 'SaaS' became known terms. Our on-premise customers can save significant amounts of emissions by migrating to our cloud offering. By migrating ten standard SuperOffice customers, we have saved enough electricity 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 almost 2'850 installations all over Europe have saved more than 2'000 t CO<sub>2</sub>e, yearly.

This is about 65% of our yearly emissions in 2025, or the same as flying from Oslo to Copenhagen almost 14'000 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 Report 2025

