

# LoopMe Carbon Emission Report 2023

## Declaration of Carbon Neutrality

LoopMe Ltd is firmly committed to maintaining our carbon neutrality status in our operations. As a testament to this commitment, we have thoroughly quantified our greenhouse gas emissions and developed a comprehensive carbon management plan.

This outlines our strategies for emission reduction and details our investments in high-quality carbon offsetting projects that align with recognised standards.

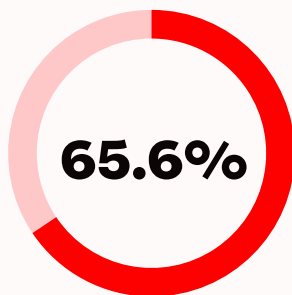
Our goal is to minimize our environmental impact while advancing sustainable growth. We pledge to remain transparent in our actions and to regularly report our progress as we continue to maintain our carbon neutrality status, in accordance with PAS 2060 requirements.

## Gross Emission Intensity Ratios Reduction

LoopMe's Net-Zero ambitions have been measured by achieving a:

- 50% reduction in our Gross Emission/ Impression ratio
- 50% reduction in our Gross Emission/ Revenue ratio.

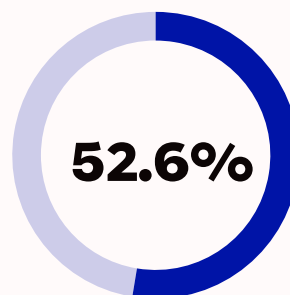
This is part of LoopMe's longer term Carbon Reduction strategy to find and establish efficiencies across our operations whilst furthering our business growth.



### Gross Emissions/ Impressions

Reduction in Emissions/ Impression Ratio in relation to base year

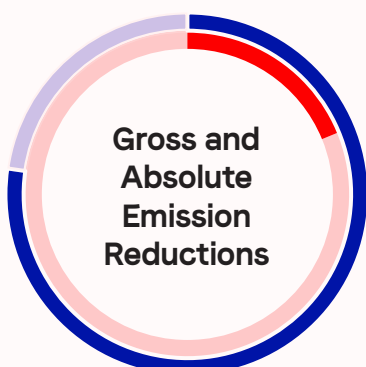
(2021: 62.85 gCO<sub>2</sub>e/ '000 impressions; 2023: 21.62 gCO<sub>2</sub>e/ '000 impressions)



### Gross Emissions/ Revenue

Reduction in Emissions/ Revenue Ratio in relation to base year

(2021: 26.71 tCO<sub>2</sub>e/\$'M; 2023: 12.66 tCO<sub>2</sub>e/\$'M)



### Gross and Absolute Emission Reductions

18.8%

### Gross Emissions Reductions

Reduction in total absolute emissions since our 2021 base year

(2021: 2,576.80 tCO<sub>2</sub>e; 2023: 2,092.40 tCO<sub>2</sub>e)

#### Gross Emissions:

Gross Emissions are defined as the total Scope 1, Scope 2 and Scope 3 emissions that can be managed or directly influenced by LoopMe.

**Scope 1.** LoopMe does not own or control directly, any boilers, furnaces, or vehicles where fuel is combusted so are not responsible for any Scope 1 (direct) emissions.  
**Scope 2.** The energy purchased directly or indirectly by LoopMe for the use in its offices globally  
**Scope 3.** All purchased goods and services - including the provision of cloud hosting services and business travel

71.2%

### Absolute Emission Reductions

Reduction in total absolute emissions since our 2021 base year

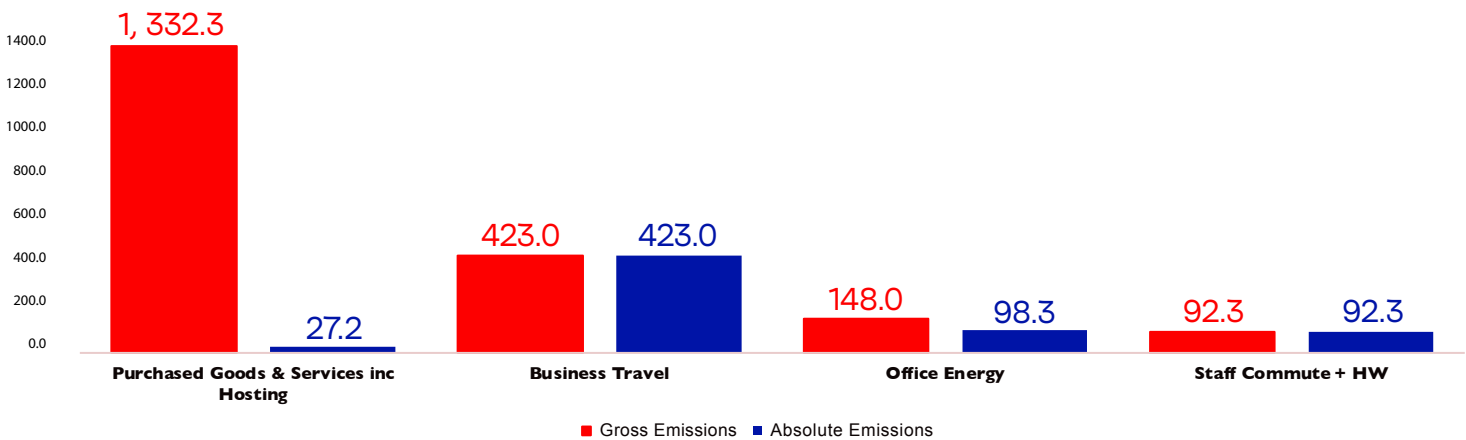
(2021: 2,553.70 tCO<sub>2</sub>e; 2023: 737.60 tCO<sub>2</sub>e)

#### Absolute Emissions:

Absolute Emissions are defined as the total Scope 1, Scope 2 and Scope 3 emissions generated and purchased by LoopMe, net of carbon reductions by the supplier at source. This includes office electricity being backed by renewable energy sources by the energy provider or the use of carbon-free energy data servers for LoopMe's hosting services

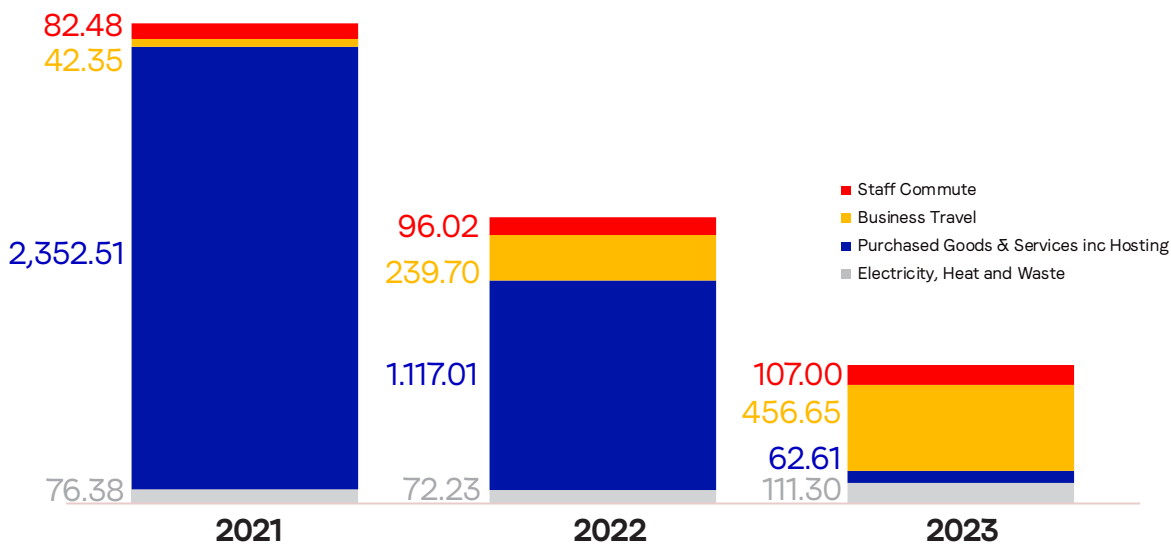
## LoopMe Gross Emissions vs Absolute Emissions 2023 (tCO2e)

LoopMe has focused on the reduction in hosting through changing all infrastructure to a cloud provider over the last two years. In addition to this, we have procured renewable energy sources to provide the electricity for LoopMe's leased offices, where this is available.



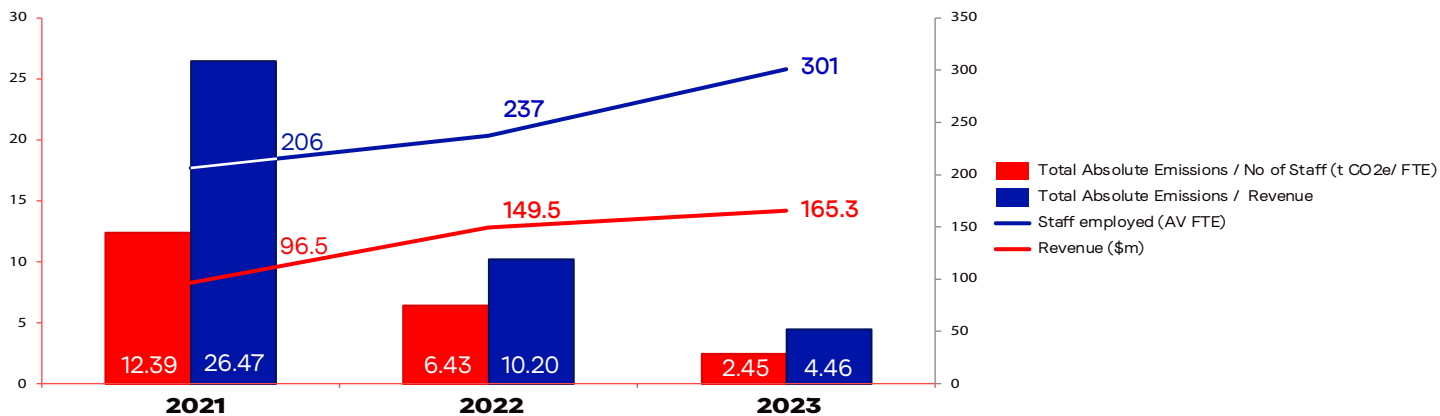
## Absolute Emissions 2021 – 2023 (tCO2/e)

LoopMe has expanded both its footprint and headcount since its base year which has resulted in an overall increase in office and travel related emissions. The 2021 base year was also heavily impacted by the restrictions imposed from the Covid-19 pandemic



## Headcount & Revenue vs Absolute Emissions Intensity Ratios

Headcount/ carbon intensity and revenue/ carbon intensity has been reduced by 80.2% and 83.1% respectively whilst headcount has increased 46% and revenue has increased 71.3% (all ratios against base year 2021)





Carbon Management Plan Progress

Cloud Hosting

The move from on premise data centres to a cloud-based solution has drastically reduced our absolute emissions from hosting.

Hybrid Working Plus Commute

Enhancing hybrid working to utilise office space, improve collaboration and culture & reduce simultaneous office and homeworking emissions  
Staff Commute tCo2e vs Headcount  
2021: 0.33tCO2e; 2023: 0.31tCO2e



Renewable Energy

Procuring renewable energy supporting electricity supply for London, New York and Krakow offices The proportion of renewable energy has increased from 16.9% in the base year 2021 to 46% in 2023

Leadership

Presenting emissions impact at annual management conference and agreeing a business travel reduction plan with SLT

Carbon Offsetting Measures



Ecologi

Offset projects have been selected with climate solution provider, Ecologi, based on their potential to make a positive impact on the environment and society. All projects supported by LoopMe are verified and validated by third-party organization, including Gold Standard and Verified Carbon Standard.

Projects are selected that align with LoopMe’s “Mission” and “Vison” and provide assurance that the carbon offset provide an additional environmental benefit that would not have occurred without the offsetting purchase.



Zoba Debub

The selected project for 2023 includes repairing water boreholes in Eritrea. LoopMe Ltd has supported the prevention of 750 tCO2e from being emitted through the verified carbon avoidance project, Zoba Debub Community Boreholes project providing long-term access to safe and clean drinking water to hundreds of households within the Zoba Debus district in Eritrea, using borehole technology.

This project also supplies the local community with a source of clean, safe, drinking water, helping to improve health and relieve poverty. The project applies the Gold Standard (GS) methodology for emission reductions from safe drinking water supply.

# Long-Term Strategy



## Partners

Creating a sustainability-assured Media Partner List to build a supplier ESG ranking criteria which will help future onboarding decisions



## Collaboration

Collaborating with specialists within the industry for more accurate and detailed reporting of ESG



## Hosting

Infrastructure review to establish efficiencies that can be gained against our hosting requirements. We are continuing to work closely with our provider on ways to further reduce their gross emissions



## Reporting

Department lead travel reporting and roadmap to business travel reduction rolled out



## Travel

Reduction of in-person event attendance based on revised event selection criteria

## Notes

### Verification

The basis of the declaration is supported by the conformity assessment undertaken by independent third party, Ainsty Risk Consulting Ltd. (Ref. PAS 2060 cl 10.3.3, Other party validation.)

### Statement

LoopMe's Statement of Carbon Neutrality (PAS 2060) 2023 including further details of the Carbon Management Plan and GHG Emission Reduction Initiatives can be provided on request