

LoopMe Carbon Emission Report 2024



loopMeTM

Declaration of Carbon Neutrality

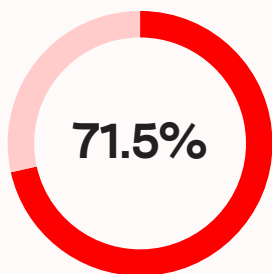
LoopMe Ltd is firmly committed to maintaining our carbon neutrality status in our operations. As a testament to this commitment, we have thoroughly quantified our greenhouse gas emissions and developed a comprehensive carbon management plan.

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.

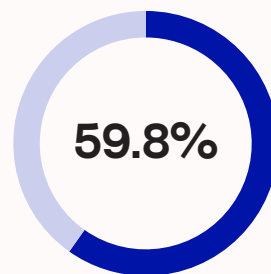
We pledge to remain transparent in our actions and to regularly report our progress as we continue to maintain our carbon neutrality status, in accordance with International Organization for Standardization (ISO) standard BS ISO 14068-1:2023, which outlines best practices for quantifying, reducing, and offsetting greenhouse gas (GHG) emissions.

Gross Emission Intensity Ratios Reduction



Gross emissions/impressions

Reduction in emissions/impression
Ratio in relation to base year
(2021: 62.8 gCO₂e/ '000 impressions;
2024: 17.9 gCO₂e/ '000 impressions)



Gross emissions/revenue

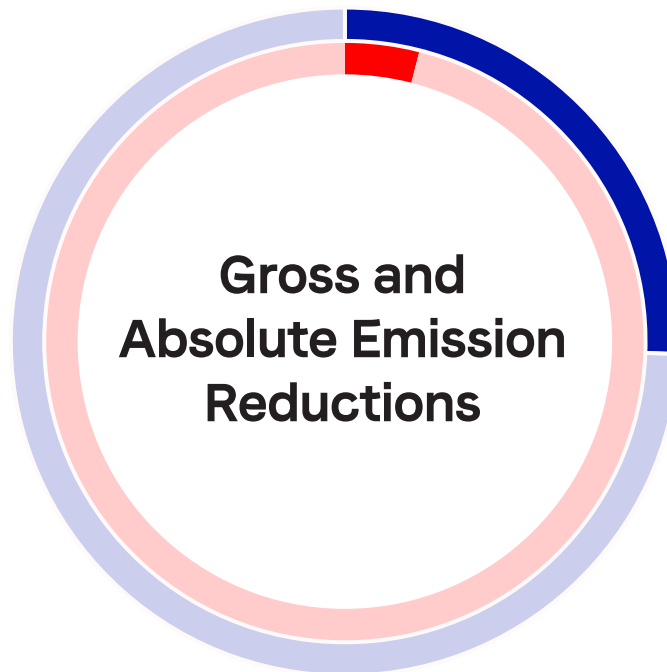
Reduction in emissions/revenue
Ratio in relation to base year
(2021: 26.7 tCO₂e/\$'M;
2024: 10.7 tCO₂e/\$'M)

As LoopMe are proud to be a high-growth business, we are using the following intensity ratios as our performance metric to track our carbon emission performance. These metrics also define LoopMe's Net-Zero ambitions:

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

From LoopMe's base year 2021, our Gross Emissions/Impressions Intensity Ratio has reduced 71.5% and Gross Emissions/Revenue Intensity Ratio has reduced 59.8% in 2024.

Gross and Absolute Emission Reductions



4.0%

Gross Emissions Reductions

Reduction in total gross emissions since our 2021 base year

(2021: 2,575.30 tCO₂e; 2024: 2,473.20 tCO₂e)

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.

25.6%

Absolute Emission Reductions

Reduction in total absolute emissions since our 2021 base year

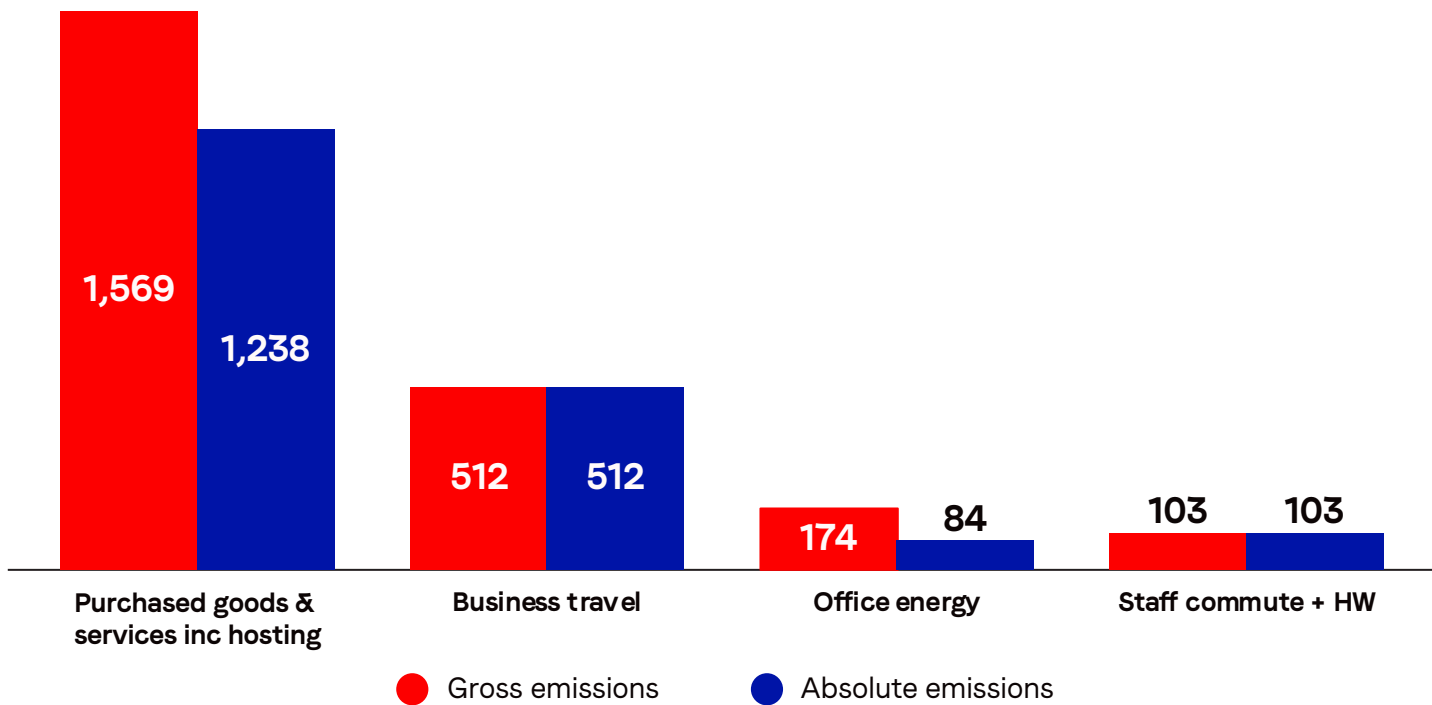
(2021: 2,570.1 tCO₂e; 2024: 1,913.2 tCO₂e)

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.

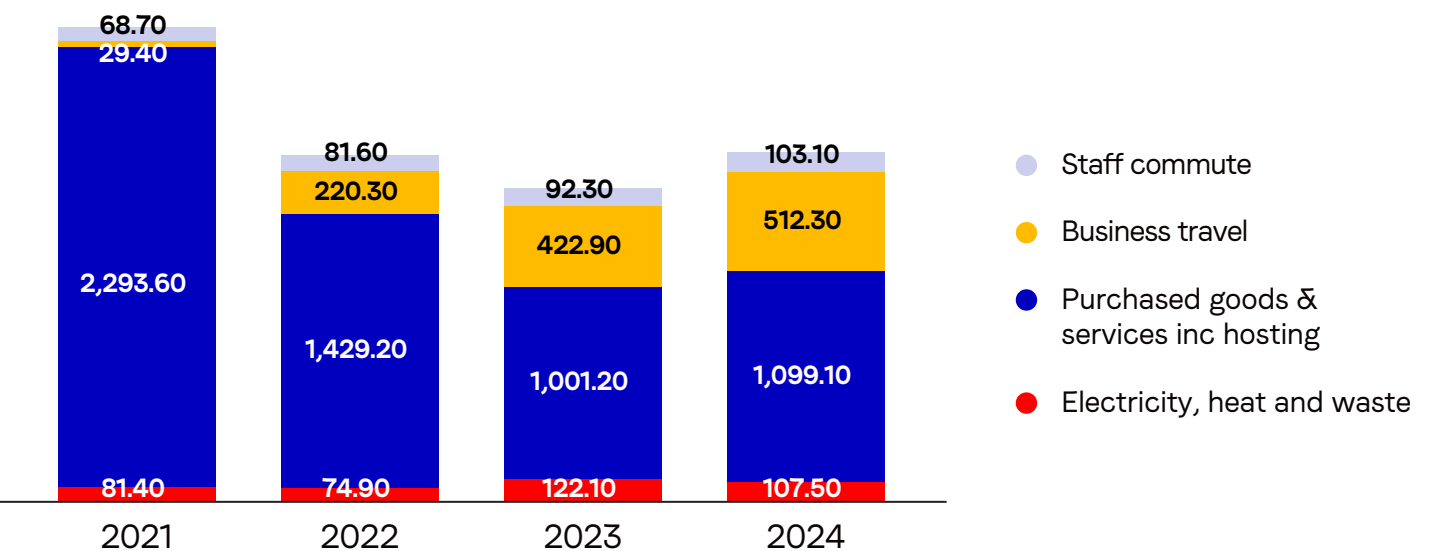
This includes office electricity being backed by renewable energy sources by the energy provider or the use of carbon-free energy data servers for LoopMe's hosting services.

LoopMe Gross Emissions vs Absolute Emissions 2024 (tCO2e)



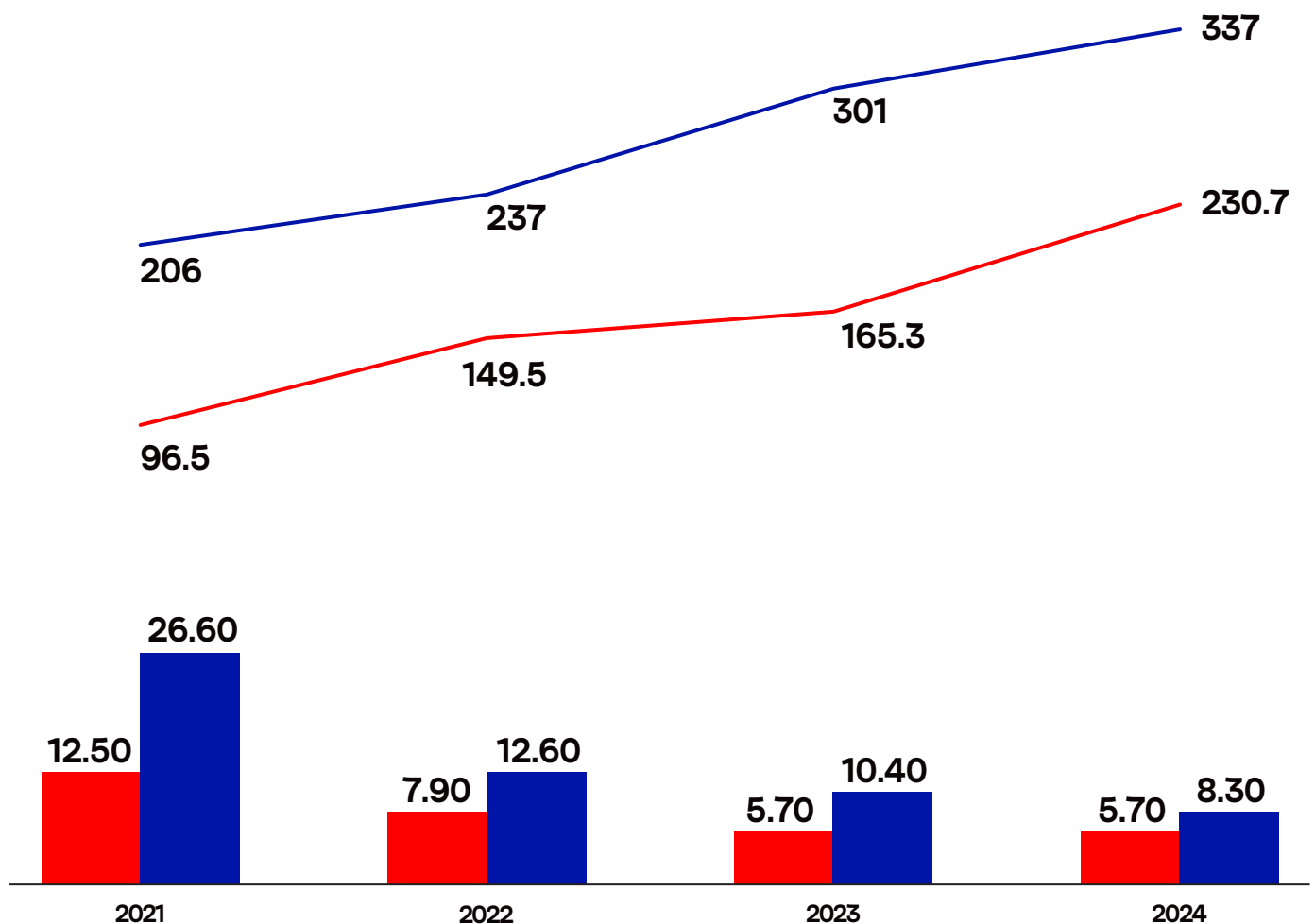
LoopMe has expanded both its footprint and headcount since its base year which has resulted in an overall increase in office and travel related emissions. The 2021 base year was also heavily impacted by the restrictions imposed by the Covid-19 pandemic.

Absolute Emissions base year vs 2024 (tCO2/e)



Headcount & Revenue vs Absolute Emissions Intensity Ratios

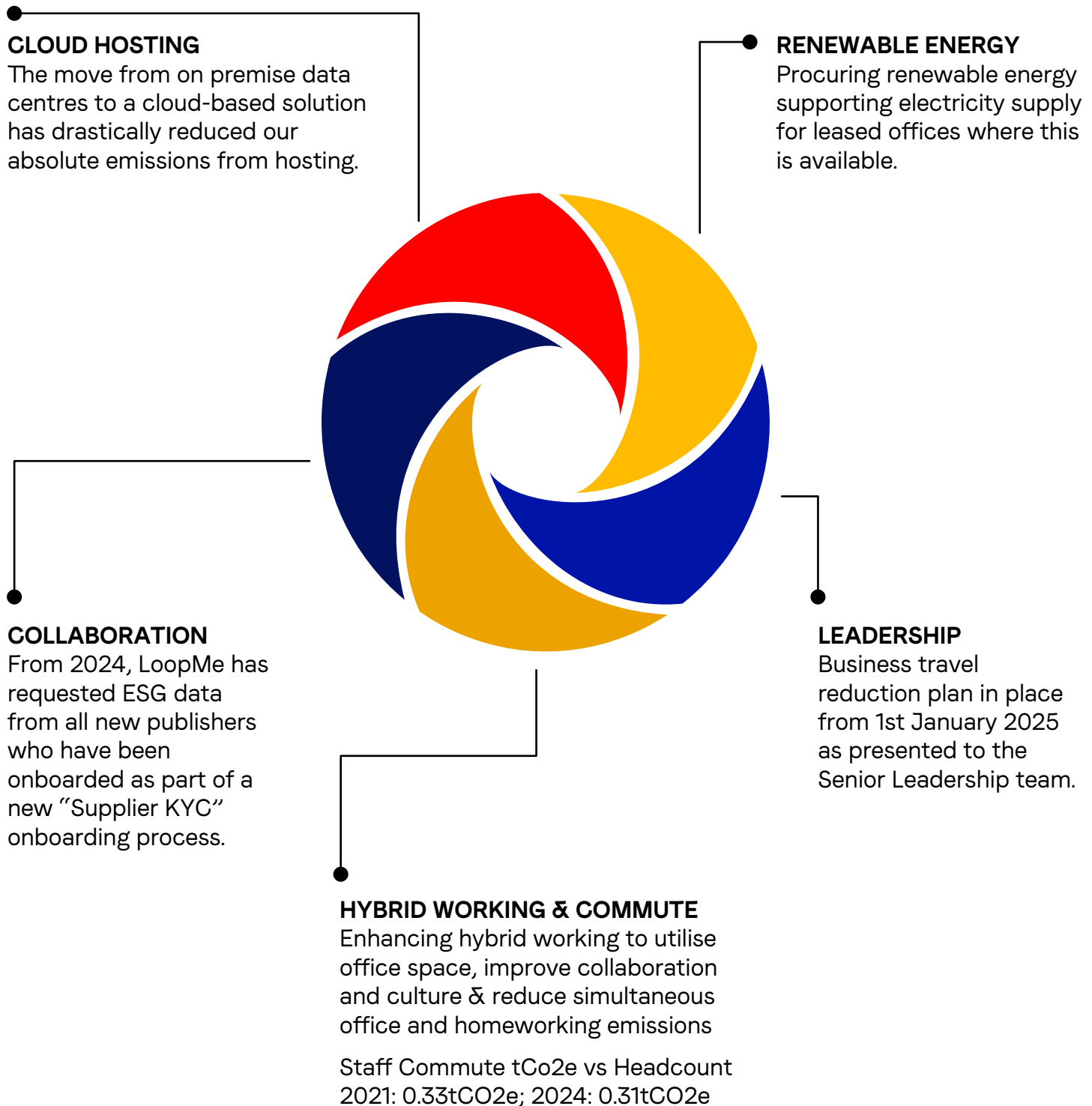
Headcount/carbon intensity and revenue/carbon intensity has been reduced by 54.4% and 68.9% respectively despite headcount increasing 63.3% and revenue increasing 139.1% showing an improved efficiency by the business (all ratios against base year 2021).



- Total absolute emissions/no of staff (tCO2e/FTE)
- Total absolute emissions/revenue
- Staff employed (AV FTE)
- Revenue (\$m)

Carbon Management Plan

Progress



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 "Vision" and provide assurance that the carbon offset provide an additional environmental benefit that would not have occurred without the offsetting purchase.

✓ **Fuel-efficient cookstoves - Uganda**

In 2024, LoopMe supported Community Carbon, a project supported by UpEnergy who distribute fuel-efficient charcoal cookstoves in Uganda. LoopMe has supported the prevention of 3,325 tCO₂e as these stoves, with improved thermal efficiency, contribute directly to mitigating climate change by lowering the need for biomass fuel and reducing deforestation.

Ecologi's Gold Standard processes and procedures provide LoopMe with assurance that the offsets have integrity and do not shift emissions from one area to another (i.e. no leakage), and that the offsets are retired on behalf of LoopMe and not double-counted or used elsewhere.

Ecologi public record of LoopMe's certificates: ecologi.com/loopmeltd

✓ The project significantly reduces indoor air pollution by lowering exposure to harmful smoke, improving respiratory health, and reducing the risk of premature deaths caused by hazardous cooking methods.

The project applies the Gold Standard (GS) methodology for emission reductions from safe drinking water supply.

More information can be found at the GSF registry: Community Carbon Efficient Cooking Programme - registry.goldstandard.org/projects/details/2926 and further details here: ecologi.com/impact/projects/fuel-efficient-cook-stoves-in-uganda



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



Travel

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



Reporting

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

Notes

Verification

The greenhouse gas inventory has been independently verified in accordance with BS ISO 14068-1:2023 by Ainsty Risk Consulting Ltd., ensuring transparency, accuracy, and comparability both historically and against peer organisations.

Statement

LoopMe's Statement of Carbon Neutrality BS ISO 14068-1:2023 – Climate change management – Transition to net zero – Carbon neutrality including further details of the Carbon Management Plan and GHG Emission Reduction Initiatives can be provided on request.



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