

appinio

Impact Report

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ESOMAR
| member



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Executive summary

A winning formula

2025 marked a turning point in how technology amplifies human insight at Appinio, with our core markets remaining stable despite industry headwinds.

Our product innovations, from dynamic probing questions to AI-assisted analysis, are redefining what quality and speed can look like in market research. This is not automation for efficiency's sake — it's intelligence that deepens empathy and makes research accessible, insightful, and actionable at scale.

From growing WhatsApp and Messenger panels across Europe and the US that enable more authentic participation, to automatic analysis of 150,000+ open-text responses, we're helping brands understand not just what people think, but

why — as well as giving voice to diverse, real-world consumers wherever they are.

But behind every innovation is a team committed to curiosity, collaboration, and growth. We're firmly committed to winning formulas at Appinio, and for over a decade, we've not just been building a high-performing company, but a culture where people thrive, grow, and feel connected to the purpose behind our progress.

By combining rigorous data integrity with inclusive technology, built by great people, we're setting a new benchmark for research that's not only faster and smarter, but fairer and more human. Our model of focused innovation and operational discipline is paying off — proving that sustainable growth comes from clarity, efficiency, and connection.

Max Honig, CEO at Appinio



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This year reinforced what we’ve been building toward for a decade: research that is faster and smarter without becoming less human. We’ve grown more connected to our clients, our panels, and the real consumers whose voices drive better decisions. Sustainable growth, for us, means growing in a way we can be proud of. That means caring about how we operate, how we treat people, and the quality of insights we deliver. We’re not just reimagining research. We’re working toward a future where every business decision can be informed by real human understanding.



Max Honig
CEO

Highlights 2024/25

Highlights 2024/25

30,267,847.00 € Net Sales (Jul 24 – Jun 25)

+22.24 % Net Sales Growth over 2022 (Jul 23 – Jun 24)

+444.090 € Operating Cash Flow (Jul 24 – Jun 25)

In our DNA

Over a decade of doing good

2013

Idea pitched in Hamburg — from the start, the ambition was not just to build a business, but one with fiscal and social responsibility baked in.

2015–16

Appinio switches to English-language operations to ensure diverse talent acquisition, making inclusion a core value.

2020–22

Baseline year for ESG tracking (emissions, diversity, and governance reporting). Growth of customer base underpinned by a commitment to ESG.

2024

Achieved 72% employee approval rating in engagement surveys — a sign that purpose + profit + people remain in balance.

2014

Appinio goes all-in, officially committing to a people / planet / profit model. Local focus: small team, lean operations, and early commitment to diverse hiring practices.

2017–19

Regional expansion within Europe, keeping sustainability lean but global. ESG embedded in how we grow: scaling revenues and clients while prioritizing a light footprint.

2023

Achieved B Corp certification with an impact score of 90+. Voluntary disclosures via EcoVadis and CDP introduced, pushing beyond minimum standards.



Our financial strategy brings together people, planet, and profit. Responsible investment, disciplined execution, and a long-term perspective are not optional add-ons — they are the foundation of sustainable growth. This approach enables us to build a business that performs strongly today while remaining resilient, efficient, and capable of creating positive, measurable value for all stakeholders over the long term.



Bernd Edelmann
CFO

At Appinio we care

Our growth is guided by a clear set of principles that define how we build, lead, and create impact.

Over a decade of doing good



Responsible growth

Which means scaling sustainably — balancing innovation with accountability to our people, partners, and planet.



Data-driven insights

That reflect our belief that every decision should be informed by evidence, insight, and measurable outcomes.



Decentralized Action

It empowers teams to take ownership, make fast, informed choices, and drive progress from anywhere.



Transparency above all

It's the foundation of our relationships — with our clients, our community, and each other.

Our Emissions 2024-25

Environmental Impact

At Appinio, we take a transparent, structured approach to understanding and reducing our carbon footprint.

Based on our operational setup and internal facilities review, as a digital-first, remote-enabled company, our operations do not produce direct emissions.

This because we do not operate any combustion equipment onsite, have no gas-powered heating systems, do not own or manage refrigerants (e.g. HVAC systems), and do not use generators or other emissions-producing processes. As a result, our Scope 1 emissions for the reporting year are zero.

We actively measure and report on Scope 2 and selected Scope 3 emissions categories, which reflect the most material areas of our impact. Scope 2 (Indirect) emissions reflect the purchased electricity and heating used to power our offices and digital infrastructure (renewably where possible).

Our Scope 3 (Indirect, Upstream & Downstream) emissions range from purchased goods and services, covering the software, technology, and operational services we rely on, to business travel and employee commuting. We keep our operations as carbon-lean as possible, reflecting how our people connect and collaborate.



Our emissions per scope

June 2024-June 2025

Environmental Impact

1507.93^{tCO₂e}

Total emissions
across the year

*These charts show the total emissions per scope for the selected time range,
calculated for all emission categories and entities of Appinio's business operations.

92.3%

Scope 3
1,391,71 tCO₂e

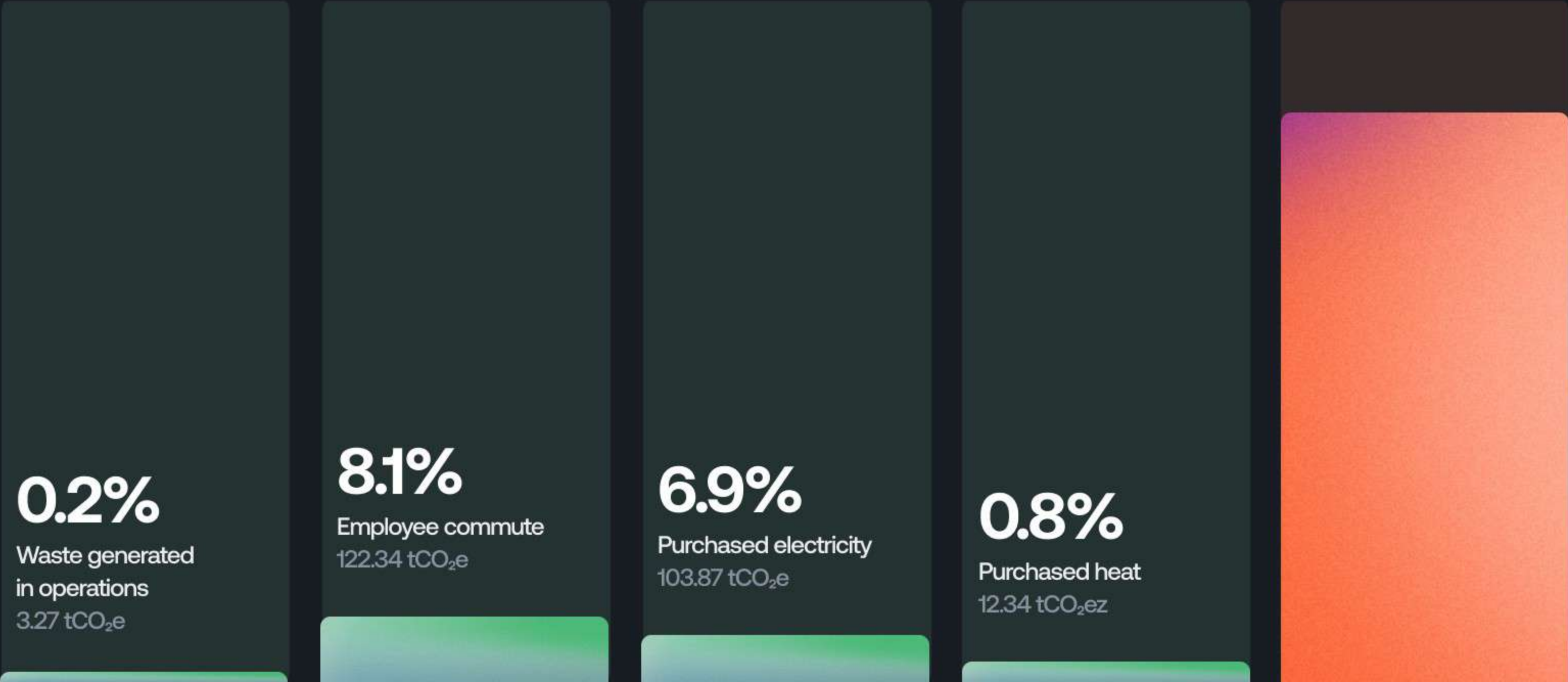
7.7%

Scope 2
116.22 tCO₂e

Our emissions per category

June 2024-June 2025

Environmental Impact



Roadmap for expanded disclosure

Going for Green

Certain Scope 3 categories — such as capital goods, upstream leased assets, and downstream transportation — are currently out of scope due to their limited relevance to our current business model and low materiality in our emissions profile.

As part of our ESG roadmap, we regularly reassess these boundaries to ensure transparency and continuous improvement.

Our next phase of climate disclosure focuses on deepening measurement accuracy and expanding the categories most relevant to our operations and industry.

By refining data, improving supplier transparency, and strengthening partnerships across our value chain, Appinio aims to build a complete, reliable, and science-aligned emissions profile — one that reflects our growth as a responsible, low-impact digital company.

In line with our goal of achieving a more complete view of our value chain impact, we are developing methodologies to include additional Scope 3 categories in future reporting cycles.

These include the use of sold products, in understanding the downstream energy impact of our platform and digital services, as well as the processing of sold goods — assessing indirect emissions linked to how clients and partners engage with our data solutions.



Partnering with TreeApp

Our Social Commitments



Our Social Commitments

Our collaboration with TreeApp directly supports the UN Sustainable Development Goals (SDGs) through impactful global reforestation projects.

Through the Appinio app, we allow users to donate the coins earned through surveys towards causes that focus on both ecological restoration and vital community upliftment.

From restoring biodiverse woodlands in Guinea to absorb and store carbon, to protection of communities in Mozambique and Madagascar, our planting projects in partnership with TreeApp help reduce the impact of climate disasters and drought risk by increasing local moisture.

And in Nepal, we support rural women by establishing fruit trees for subsistence farming to reduce the gender inequality gap. We also help farmers in Peru by regenerating degraded habitats.



A breakdown of our impact to date:

141,991

trees planted

15,477 CO2

tonnes absorbed across trees' lifetime

1,420

workdays created for local communities

947.080 m2

land reforested

Being good for the planet is at the core of our business

Integrity in Action

Independent Reporting & Global Standards

We report our impact annually, aligned with global benchmarks such as the UN Sustainable Development Goals, ensuring transparency and accountability as we scale.

Supporting climate and community initiatives

We believe that actions speak louder than words. That's why we match employee donations, supporting over independent 36+ charities worldwide.

More than 140k trees planted to date

Through selected partners, we plant roughly one tree for every survey completed — around 50 trees every day — contributing to both reforestation and local livelihoods.

On a journey towards carbon neutrality

We are on a journey towards carbon neutrality — working to reduce emissions first, and compensating where we can't yet avoid them. Our commitment is to maintain and improve this as we grow.



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Every Appinioneer is empowered to speak up, give honest feedback, and support colleagues in improving. Everyone gives and receives feedback—including upward to managers. It's just how we work together.



Viktoriya Vasileva
Director of People & Culture at Appinio

How our principles drive impact

Integrity in Action



At Appinio, integrity and accountability aren't just values — they guide every decision we make. We hold ourselves to the highest ethical standards because trust is the foundation of meaningful insight, and meaningful insight drives real-world change.

As members of **ESOMAR** and the **Market Research Society (MRS)**, we adhere to internationally recognized standards that protect participant privacy, ensure responsible data collection, and guarantee the integrity of our research. These memberships shape how our teams operate and how we elevate ethics and transparency across the research industry.

Our **MRS membership** strengthens our mission to deliver fast, high-quality, and responsible research that empowers organizations to listen, learn, and act. It's how we bring the voice of the customer to the heart of decision-making.

This commitment has tangible results. Appinio was recently awarded the **ESOMAR Research Impact Award** for Europe for our study with Collectif En Vérité — recognized for driving more ethical, transparent practices in the food industry.

We're also proud to secure the **EcoVadis Bronze Medal** once again, with a 67/100 overall score, reflecting a ~25% increase from last year, positioning us in the global 77th percentile. With strong performance in Environment and Human Rights (scoring 69 in both), this result confirms that as Appinio scales, our commitment to ethical and sustainable operations scales with it.



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Operational effectiveness has been our superpower this year. We've shown that operational excellence isn't about cutting corners — it's about removing friction so innovation can flow.



Gemma Gutierrez Pérez
COO at Appinio

Appendix

Glossary

- **EBITDA**

Earnings before interest, taxes, depreciation, and amortization. Operating profit/loss before amortization of intangible noncurrent assets.

- **GDPR**

General Data Protection Regulation (EU) 2016/679 and national implementing legislation in the EEA Member States, and in the United Kingdom, the UK Data Protection Laws.

A Note on Methodology

This report contains consolidated key information concerning Appinio's corporate carbon footprint into relevant scopes and categories in line with the GHG Corporate Protocol. We partner with Plan A – their methodology is audited and certified on an annual basis by TÜVRheinland. Plan A merges Appinio's activity data with the most up-to-date emission factors in the backend to calculate our corporate emissions. This methodology is certified on an annual basis to be in line with the GHG Corporate Protocol.

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We use expressions such as 'aim,' 'anticipate,' 'believe,' 'commit,' 'drive,' 'estimate,' 'ensure,' 'expect,' 'goal,' 'intend,' 'may,' 'mission,' 'plan,' 'project,' 'seek,' 'strategy,' 'strive,' 'target,' 'will,' or similar terms to identify forward-looking statements.

These forward-looking statements represent the current expectations of our management and inherently carry risks and uncertainties. Actual results and outcomes may materially differ for various reasons, including unmet assumptions, scientific or technological advancements, evolving sustainability strategies, changes in carbon markets, shifts in government regulations, our expansion into new products, services, technologies, or geographical regions, or other changes in circumstances.

The measurement and performance standards outlined in this report are subject to continuous development and are based on certain assumptions. Appinio does not guarantee that any plans, initiatives, projections, goals, commitments, expectations, or prospects stated in this report can or will be achieved.

Learn more about how Appinio ensures integrity across everything we do.

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