

appinio

# Impact Report

No. 1 · 2022/2023

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# The Appinio Story

At Appinio, we help companies make better, data-driven decisions through real-time market research. As the world's largest opinion network, we collect millions of responses from consumers every day to allow our clients to turn their questions into insights in minutes.

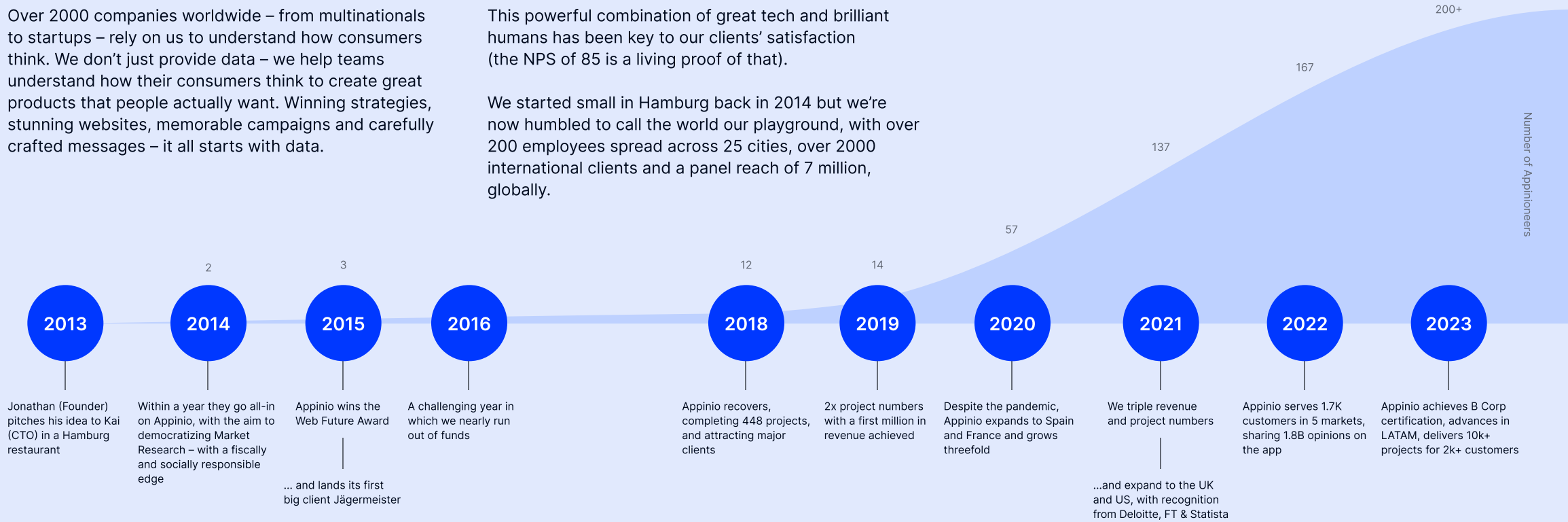
Over 2000 companies worldwide – from multinationals to startups – rely on us to understand how consumers think. We don't just provide data – we help teams understand how their consumers think to create great products that people actually want. Winning strategies, stunning websites, memorable campaigns and carefully crafted messages – it all starts with data.

What truly sets Appinio apart is the unparalleled quality of data (thanks to our unique app-driven panel approach), an intuitive all-in-one platform that covers all employees research needs from A to Z, coupled with a team of superstar research consultants.

This powerful combination of great tech and brilliant humans has been key to our clients' satisfaction (the NPS of 85 is a living proof of that).

We started small in Hamburg back in 2014 but we're now humbled to call the world our playground, with over 200 employees spread across 25 cities, over 2000 international clients and a panel reach of 7 million, globally.

Appinio in a Nutshell



Jonathan (Founder) pitches his idea to Kai (CTO) in a Hamburg restaurant

Within a year they go all-in on Appinio, with the aim to democratizing Market Research – with a fiscally and socially responsible edge

Appinio wins the Web Future Award  
... and lands its first big client Jägermeister

A challenging year in which we nearly run out of funds

Appinio recovers, completing 448 projects, and attracting major clients

2x project numbers with a first million in revenue achieved

Despite the pandemic, Appinio expands to Spain and France and grows threefold

We triple revenue and project numbers  
...and expand to the UK and US, with recognition from Deloitte, FT & Statista

Appinio serves 1.7K customers in 5 markets, sharing 1.8B opinions on the app

Appinio achieves B Corp certification, advances in LATAM, delivers 10k+ projects for 2k+ customers

# Executive Summary

Appinio in a Nutshell

2023 was a milestone year. As a B Corp certified company and market research leader, Appinio has continued its mission to balance purpose with profit since its founding. As well as hitting a significant milestone of 10,000 completed research projects for Appinio customers. Our commitment to social and environmental impact remained unwavering, underscoring our belief that success is not meaningful unless it positively transforms the world around us.

In this last year, we remained steadfast in our promise to review and transparently report on our social and environmental impact. This commitment is at the core of who we are, driving our every decision and action. We believe in setting a powerful example, one that demonstrates that building a profitable, high-growth business is not at odds with our responsibility to the people around us and the world we inhabit. Our goal is not just success in business, but success that makes the world a better place.

We've faced both opportunities and challenges, much like our peers in the industry. We navigated the landscape with resilience and determination. We understand that the world around us is in constant flux, and we must adapt to macroeconomic climates and their consequences.

Nevertheless, in the face of these challenges, we've achieved remarkable milestones. We recorded around 80% revenue growth in the fiscal year ending in 2022.

This is a testament to our team's dedication and our clients' trust in us.

I want to particularly highlight the sustainable expansion of our customer footprint in the Spanish, French, UK and US markets with advances in Latin America – just some of the achievements underscoring our commitment to innovation and global impact.

Notably, despite heavily investing into our geographic expansion, we finished 2022 with an EBITDA margin of 0.29%, with strong further improvements expected in 2023. The last few years of operation have seen us provide proof points for the fact that fiscal responsibility and sustainability can go hand in hand. Our financial success aligns with our wider mission to create positive change in the world.

As we look ahead, Appinio remains firmly committed to doing good while maintaining fiscal and social responsibility. We aim not only to set an example but to inspire others to follow suit. We believe that together, businesses can drive meaningful change, and we are excited to continue this journey alongside our dedicated team, clients, and partners.

Thank you for your trust and support as we embark on another year of growth, impact, and responsible leadership.

Max Honig, CEO



# Highlights 2022/23

**18,944,012.75 €** Net sales (Jul 22 – Jun 23)

**777,435.41 €** EBITDA (Jul 22 – Jun 23)

**+1,534.67%** Growth in EBITDA (Jul 22 – Jun 23)/FY 22

**4.10%** EBITDA margin (Jul 22 – Jun 23) EBITDA / (Jul 22 – Jun 23) Rev

# Sustainability Strategy

Our mission is to optimize resource usage, fostering digital and sustainable solutions across industries. We're committed to driving innovation and sustainability, bridging the gap between businesses and stakeholder expectations. Our scalable business model encompasses:

What we do

## Democratising Market Research

Access to a vast global audience without physical presence, making insights accessible to all.

## Automated Simplicity

Upholding data privacy as a fundamental right with our powerful, automated platform.

## Relentless Innovation

Pioneering digital transformation in the insights industry, reducing its environmental footprint.



# Environmental Impact

At Appinio, our commitment to sustainability is unwavering. We believe in the power of data to drive positive change, not only in the world of market research but also in the broader context of environmental and social responsibility. Our sustainability strategy is founded on transparency, accountability, and a holistic approach that considers both internal and external stakeholders.

In 2022 and 2023, we attained a B Corp certification and in turn refined our sustainability strategy, aligning with ESG principles and the UN's SDGs and Paris Agreement. Our strategy revolves around people, business, and societal impact. It's organized into four sustainability topics with clear targets and progress tracking, reinforcing our commitment to a more sustainable, innovative, and inclusive world.

We've managed to align and set goals based on Science Based Targets (SBTs) through our reporting partner to promote best practice in emissions reductions and net-zero targets in line with climate science. By utilizing the SBT approach, we ensure that our emissions reduction targets are in line with scientific evidence and international climate goals. This allows us to take meaningful action to mitigate climate change and contribute to a sustainable future.

As such, we've chosen to use 2021 as a baseline year to measure our impact. This decision stems from our desire for a stable starting point, as it marked the conclusion of a period characterized by post-pandemic headcount growth and the establishment of new operational norms. By choosing 2021 as our reference year, we aim to provide a clear and accurate representation of our emissions, setting a solid foundation for tracking our progress in subsequent years.

Through doing this, we can accurately measure our progress towards these targets and evaluate the effectiveness of our sustainability efforts. Using 2021 as a baseline year provides us with a starting point to track our progress over time. By regularly evaluating our performance against our emissions reduction targets, we can identify areas for improvement and make informed decisions to drive positive change. This also provides a comprehensive understanding of the environmental impact across Scopes 1 to 3 emissions. These scopes will be explained in depth on the following pages.

# Overview of Key Stats 2022/23

Our total emissions across the year 2022 – 2023 was 390.46 metric tons of carbon dioxide (tCO<sub>2</sub>e).

When we take a closer look at our emissions by quarter, we can see how our carbon footprint evolved across the previous fiscal year.

Environmental Impact

**30.04 tCO<sub>2</sub>e**

Q1

June 1, 2022 – Aug. 31, 2022

**85.27 tCO<sub>2</sub>e**

Q2

Sept. 1, 2022 – Nov. 30, 2022

**126.78 tCO<sub>2</sub>e**

Q3

Dec. 1, 2022 – Feb. 28, 2023

**148.36 tCO<sub>2</sub>e**

Q4

March 1, 2023 – May 31, 2023



# Emissions by Scope and Categories 2022/23

Being a remote-first global company, we account for our emissions across the following emissions categories. Having no direct emissions as a result of our digital product, we place a deep emphasis on measuring our Scope 2 – 3 emissions and continue to document these rigorously.

## Scope 1 – Direct Emissions

Appinio has achieved zero emissions in this category, given a lack of fleet vehicles and recorded fugitive emissions – we'll work to ensure that we're capturing the data in case this changes.

## Scope 2 – Indirect Emissions from Energy Consumption

Emissions in this category primarily arise from heating and electricity usage, with a total of 90.19 tCO<sub>2</sub>e.

## Scope 3 – Other indirect Emissions

This category covers a broad spectrum of emissions sources, including working from home, waste, suppliers, cloud servers, transportation, business travel, and facility supply.

# 0 tCO<sub>2</sub>e

Scope 1

Fugitive Emissions 0 tCO<sub>2</sub>e

Vehicle Fleet 0 tCO<sub>2</sub>e

# 90.19 tCO<sub>2</sub>e

Scope 2

Heating 71.56 tCO<sub>2</sub>e

Electricity 18.63 tCO<sub>2</sub>e

Hosted Servers 0 tCO<sub>2</sub>e

# 300.28 tCO<sub>2</sub>e

Scope 3

Working from home 164.45 tCO<sub>2</sub>e

Waste 0.79 tCO<sub>2</sub>e

Suppliers 62.31 tCO<sub>2</sub>e

Cloud Services 2.10 tCO<sub>2</sub>e

Transportation 0 tCO<sub>2</sub>e

Business Travel 0 tCO<sub>2</sub>e

Facility Supply 27.58 tCO<sub>2</sub>e

Employee Commute 43.04 tCO<sub>2</sub>e

# Emissions by Scope and Categories 2022/23

**Our journey towards sustainability and impact reporting is an ongoing one.**

Our journey towards sustainability and impact reporting is an ongoing one. We remain dedicated to enhancing our data-driven understanding of our environmental footprint, embracing the principles of double materiality, and continuing our commitment to responsible business practices. Through this approach, we aim to drive positive change within our organization and the broader global community.

In the spirit of continuous improvement as we look to 2024, we'll look to improve and deepen our understanding of our emissions overall. In the new year we'll look to document our employee commute, waste, fugitive emissions in greater depth especially. We're also looking to implement greater rigor in measuring our emissions from suppliers and business travel in 2024 with the forthcoming integration of new tools and processes to measure these.



# Our Pledges

Our initiatives are well documented – these all tie into the pledges we've outlined in our Code of Conduct; specifically on delivering for causes we believe in, even in times of tough economic performance. We aim to endorse a holistic view of how we can tackle wider challenges in the world, and so this is how they all knit together in terms of our wider Environmental, Social, and Governance (ESG) focus.

## Maintaining a minimal footprint

We're working towards net zero goals, often compensating more than we produce but as we scale, we understand that will be a hard standard to maintain. But for the moment, we're keeping things agile, low carbon and aim to move forwards with conscientiousness being top of mind. As such, we've produced a total of 1181 tCO<sub>2</sub>e as a business across all years of operation (a fraction of most companies in the same position, in terms of sector, fiscal position and headcount) but in the coming years, we aim to reduce this at the source where possible rather than just relying on offsets.

1,181 tCO<sub>2</sub>e

offset as a business

per year of operation 131 tCO<sub>2</sub>e

per person 0.66 tCO<sub>2</sub>e

## Gold-star governance

Work towards attaining independent auditing, express accountability through addressing issues candidly and transparently where possible and ensure that internal feedback processes are reinforced throughout the company at all times through our various feedback mechanisms.

## Partnering with communities

Partnering with B Lab communities in every region we operate and ensuring that we set an example as a B Corp certified company in terms of upholding our message – we're already working with around 10% of the B Corps in DACH, and look to expand our collaborations even further afield in the coming year.

## Stewardship of people and planet

Ensure that we're listening to, and acting on, feedback at all times and demonstrate a willingness to improve and a path forwards as we grow; continuing to introduce changes that benefit both people and planet. As well as further monitoring the work we do through the foundation and ensuring that this is robust in terms of its aims and ambitions.

# Our Pledges

Environmental Impact



## Supporting reforestation

Some common examples of projects we've partnered with to enable this include reforestation and carbon-storing agricultural practices. These activities support the broader pledges outlined in our Code of Conduct. One of our key partners on this is Eden Reforestation Projects - we plant the equivalent to around 150 trees per day via our app, so around 54,750 per annum. And with a client base and panel going from strength to strength, we understand that this is set to grow in volume in the coming months and years.

# 150 trees/day

planted with the help of our app.  
That's roughly 54,750 trees per year!

# 90.5

B Impact Score – 50 is the median score  
for ordinary businesses

## Delivering for our clients

Maintain a score of 85 NPS within a 5 point range and ensure that we listen to our customers in terms of opportunities to improve in both product and service, using every chance as a learning opportunity to get better in product and service.

Appinio aims to be the greener choice in both action and intention. For perspective, Appinio's operations emit only a fraction of what comparable companies of a similar size emit in terms of metric tons of carbon dioxide per year.

# B Corp Certification

Appinio is proud to have attained a B Corp certification in 2023, joining the ranks of renowned global brands. B Corps go beyond mere profit-making; they uphold rigorous standards of social and environmental performance, accountability, and transparency to all stakeholders.

Unlike traditional corporations, B Corps are legally mandated to consider the impact of their decisions on customers, workers, communities, and the environment. This places us in a pivotal role, using business as a powerful tool to address global challenges.

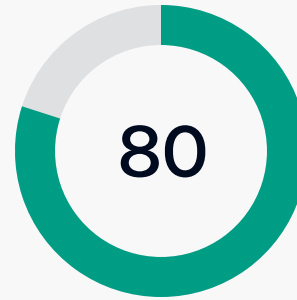
Appinio has undergone a rigorous evaluation through the B Impact assessment and has earned an overall score of 90.6. This score showcases our commitment to sustainable and ethical business practices that benefit not only our stakeholders but also the broader community and environment.

We remain committed to continuously improving and driving positive change in all dimensions evaluated by the B Impact assessment.



## Appinio's Overall B Impact Score

Our impressive overall score of 90.6 exemplifies our dedication to creating positive social and environmental impacts through our operations.



## Qualifies for B Corp Certification

Scoring above 80 qualifies us for B Corp certification, a prestigious recognition that celebrates businesses committed to achieving the highest standards of social and environmental performance, transparency, and accountability.



## Median Score for Ordinary Businesses

50.9 Median Score for Ordinary Businesses  
In contrast, the median score for ordinary businesses that complete the B Impact assessment currently stands at 50.9. This highlights the substantial efforts we have made to go beyond conventional business practices.

# B Corp Certification

Our commitment to impact is reflected across multiple dimensions, as evaluated by the assessment:

## Governance – 19.2

The Governance dimension delves into our company's overarching mission, engagement in social and environmental impact, ethics, and transparency. It also assesses our ability to safeguard our mission and formally include stakeholders in decision-making through our corporate structure and governing documents.

## Environment – 11.8

The Environment dimension evaluates our environmental management practices and impact on the air, climate, water, land, and biodiversity. It considers both our direct operational impact and, when applicable, our supply chain and distribution channels. This dimension acknowledges companies with environmentally innovative processes and products that promote a positive environmental impact.

## Workers – 32.7

The Workers dimension examines our contributions to our employees' financial security, health, safety, wellness, career development, engagement, and satisfaction. It recognizes business models designed to benefit workers, such as those with substantial non-executive employee ownership or workforce development programs.

## Customers – 3.7

The Customers dimension gauges our stewardship of our customers through product and service quality, ethical marketing, data privacy and security, and feedback channels. It also recognizes products and services designed to address social issues through our customers.

## Community – 23.1

The Community dimension assesses our engagement with and impact on the communities where we operate, hire from, and source from. It encompasses diversity, equity, and inclusion, economic impact, civic engagement, charitable giving, and supply chain management. It also recognizes business models designed to address specific community-oriented issues.

# EcoVadis Bronze Medal

**We are proud to announce our achievement of the ECOVADIS Bronze Medal, which signifies our commitment to sustainability and responsible business practices.**

ECOVADIS, a recognized authority in sustainability ratings, has assessed our performance, and we scored an impressive 50 out of 100, placing us in the 48th percentile.

Receiving the Bronze Medal reflects our dedication to ethical and sustainable business operations. It serves as a testament to our ongoing efforts to reduce our environmental footprint, promote responsible supply chain management, and uphold high standards of corporate social responsibility. This achievement showcases our commitment to making a positive impact on society and the environment.



# DESI Level 2

**We are delighted to share our recent achievement in the Data Ethics & Sustainable Insights (DESI) assessment, where we reached Level 2 out of 4.**

This accomplishment signifies our dedication to ethical data practices and sustainability, with Level 1 representing "Reason for being at the heart of development and business choice," and Level 2 signifying a "Generalized approach rooted in the life of the company."

Our DESI assessment revealed a remarkable score, surpassing 80% of the maximum score.

The DESI assessment label is designed and developed by Sugi Research in partnership with the French Marketing Association (AFM), ESOMAR France, and UDECAM. Our achievement at Level 2 reflects our commitment to ethical data practices and sustainability. Our commitment to data protection is commendable, with robust systems in place for GDPR monitoring and compliance. Additionally, our active engagement in eco-responsible practices demonstrates our commitment to minimizing our environmental footprint.

We actively evaluate employee commitment and customer satisfaction, emphasizing the importance of stakeholder well-being. Our dedication to optimizing study project efficiency and consistently challenging study briefs reflects our proactive approach. We actively promote the reuse of raw data and organized knowledge management.

The DESI label also signifies our dedication to safeguarding data privacy, reducing our environmental impact, enhancing stakeholder experiences, and optimizing operational efficiency.

We understand that sustainability is an ongoing journey and remain committed to continually improving our ethical data practices and sustainability efforts.





# Social Impact

Our commitment to transparency, accountability, and the mission to create a better world is deeply ingrained in our culture. Achieving the highest standards in these values is an honor. As part of a community of over 6,000 for-profit companies dedicated to positive change, we're accountable for our impact on people and the planet. Externally, the B Corp Certification builds credibility, trust, and value for Appinio, while internally, it entails measuring our overall impact, demanding ongoing commitment, and ensuring our role as part of a community of impact-driven businesses.

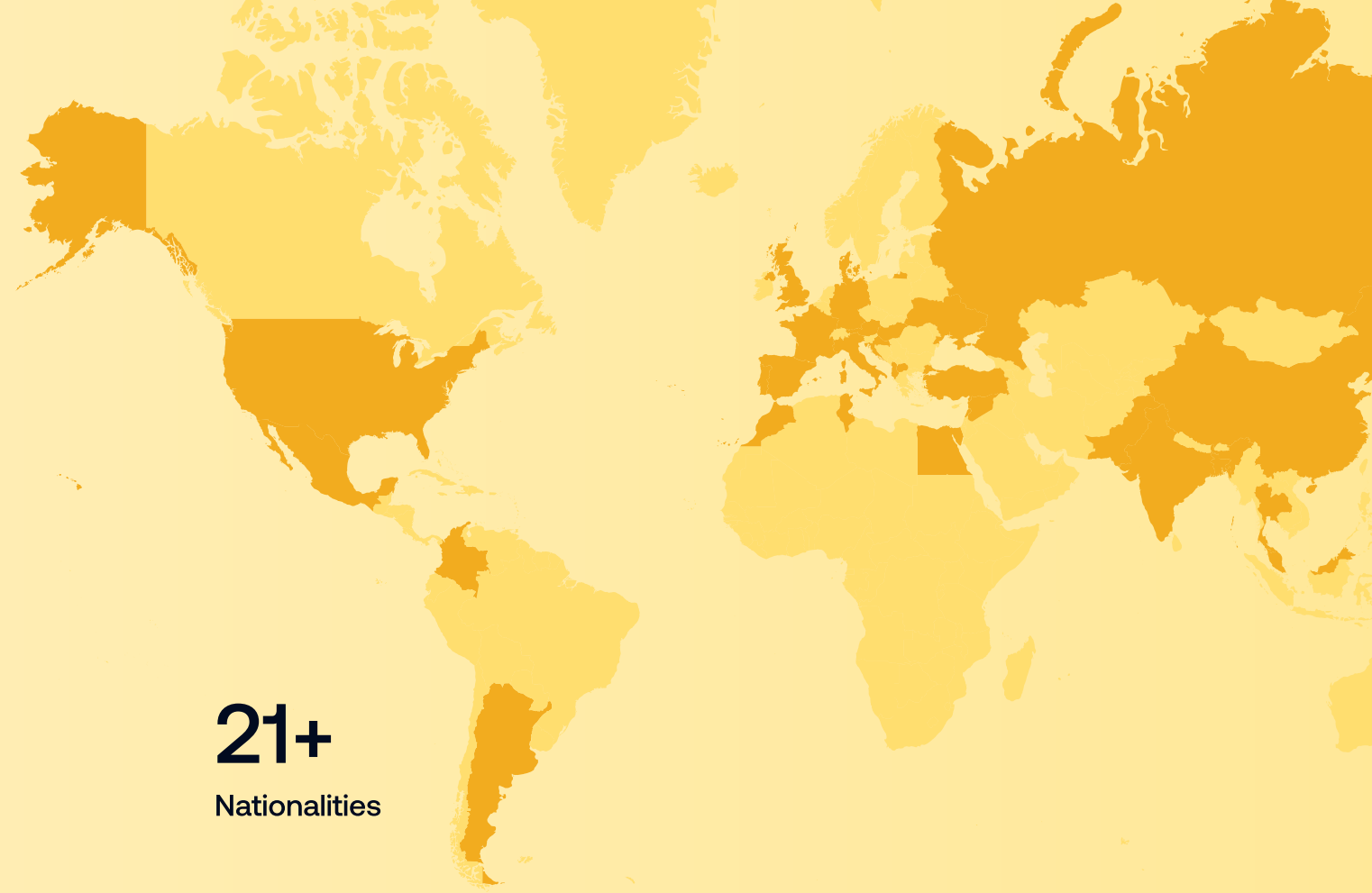
At Appinio, we aspire to be thought leaders in our field, with our primary value creation driven by innovative solutions that empower global consumers to have their voices heard. Our journey is guided by our commitment to our people and communities. By nurturing an inclusive workforce and leveraging our digital solutions, we aim to make a positive impact on global society.

Social Impact



# People

At Appinio, we consider our people our most valuable asset. We take immense pride in our diverse workforce, reflective of our commitment to equitable employment practices. This commitment extends not only to our employees but also to our suppliers, as we strive to create a workplace where everyone feels valued and respected.



Social Impact

## 200+

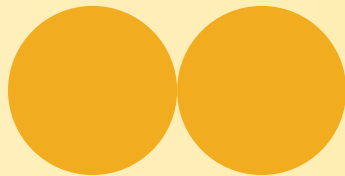
Great humans and top experts

## 21+

Nationalities

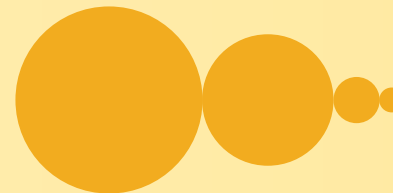
## 50/50

Female-to-male split



## 29

Average Age



# Empowerment

Bolstering our HR capabilities, we aim to provide efficient and compassionate support to our teams. Our achievements include marked improvements in our Kununu score, smoother referral processes, and an ongoing review and refinement of our freelance procedures. Through automation, we are also enhancing our insights processes, driving greater consistency and efficiency. Simultaneously, we are crafting a comprehensive framework for career path development, supporting the growth and progression of our team members.

Through initiatives in talent acquisition, learning and development, and proactive support, we cultivate a culture of inclusion and equal opportunity that aligns with our core values. We recognize that prioritizing the wellbeing and inclusion of our employees is instrumental in achieving our overarching business goals.

## Dedicated and engaged employees are a cornerstone of Appinio's success.

Our vision is realized through fostering passionate and empowered individuals within a thriving ecosystem. We are committed to attracting, retaining, and nurturing talent, prioritizing continuous learning, and engaging in an ongoing dialogue with our employees to drive improvements.

A strong and supportive culture is fundamental to our collective success, making it essential for us to gauge the sentiments of everyone at Appinio regularly. The Appiniometer serves as a vital tool for evaluating how well company culture works at Appinio. Our monthly Appiniometer survey is designed to capture employee perspectives on daily life at Appinio and value alignment across the board.



# Growth

Social Impact

Our People Operations department is thriving, with a multifaceted focus that includes contract management, enhanced communication with tax authorities, growing our remote working spaces globally, and adept handling of visa cases.

**We've also warmly welcomed new members into the Appinio family, enriching our vibrant team and growing our headcount over the period 2022 – 2023 by a consistent 1.38% month-on-month.**

Our Talent Acquisition team continues to excel, achieving impressive results in hiring for our Research teams, while also spearheading the creation of dashboards that equip our Hiring Managers with richer data for informed decision-making. Anticipating the growing demand for Research capacities and Customer Success, we are also gearing up for an intensified focus on hiring for this crucial department. Simultaneously, we are refining our onboarding procedures to ensure that our new team members receive the warmest welcome and the best start to their Appinio journey.

Our commitment to growth remains unwavering as we persistently seek exceptional talent to join our teams. We believe that finding the right people is essential for our continued success. Our international presence is expanding with successful hires in DACH and across our international markets in the UK, US, Spain and LATAM. We've optimized our feedback processes to enhance operational efficiency. In the realm of talent acquisition, we are exploring innovative strategies with external recruiting agencies and leveraging LinkedIn campaigns to connect with top talent.

# Wellbeing

At the core of our philosophy lies an unwavering commitment to granting individuals the utmost autonomy in their roles and leadership endeavors. We firmly believe that when bright minds are liberated to excel, it not only yields outstanding results but also nurtures content and motivated teams.

This approach has not only proven its worth but has also propelled us to our current achievements. It hinges on the immense trust we place in each other to take ownership of our projects, enabling us to deliver exceptional outcomes swiftly and efficiently. While we uphold rigorous productivity standards, we are equally dedicated to providing our teams with maximum flexibility in their operations.

Our vision is to seamlessly integrate work and life for individuals, eliminating the need to reshape personal lives around rigid work schedules. In addition to our Work From Anywhere Policy, we extend this same trust and flexibility to our approach to days off. Our flexibility policies place full responsibility in the hands of our team members to manage their work and leisure time. By removing stringent limits on the number of days off, we've been successfully optimizing flexibility and elevating the quality of life for everyone at Appinio. Showing we care also has also had a demonstrably wider impact on the extended communities we're part of – as a company, we've measured a total of around 1.2k hours of volunteering for the period of 2022 – 2023. That's 81 volunteering hours a month that Appinioneers give back to good causes.

Our goal is to assist in crafting the ideal blend of work and leisure, as we've always believed that empowering individuals with autonomy in their roles and team leadership not only yields superior results but also nurtures the most content and motivated teams.

Our renewed commitment to delivering an exceptional employee experience is underscored by a multitude of initiatives. The People team is actively engaged in developing and fortifying programs centered on professional development and performance, with a heightened emphasis on team-building activities.

Ensuring the wellbeing of our workforce is a foundational principle of our corporate culture. Appinio has consistently offered flexible working conditions to support a healthy work-life balance. We recognize the importance of paving pathways for career growth and development for our employees, ensuring the vitality of our dedicated team.

# Our Approach

Social Impact

At Appinio, we recognize that achieving our wider commitments to people and planet necessitates the creation of exceptional employee experiences, finely attuned to their preferences and feedback. Our approach revolves around actively listening to our employees, comprehending their needs, and equipping our employees with the skills required for the jobs of tomorrow. Our training and development programs are carefully designed to foster skill-building and enhance economic mobility. We follow a structured process to deliver training with practical, real-world applications:

## 1. Insight-Driven Training

Through leveraging internal insights and learnings, we develop training programs tailored to ramping up and futureproofing our employees' skill sets.

## 2. Comprehensive Support

Our commitment extends to offering employees a range of multimodal resources and valuable career coaching.

In all our endeavors, our primary aim is to foster a culture characterized by mutual respect and continuous progress. This foundation is built upon open, candid, and constructive communication. At Appinio, we maintain an attitude of radical candor, encouraging employees to reach out to any member of our management team with suggestions, concerns, or feedback. We believe that this open dialogue is essential for our collective growth and success.

## New benefits added in 2023

Access to 213k+ courses with Udemy

Share incentive programme

Expanded employee discounts for global sustainable brands

## Foundational benefits

Remote-first, global working

Generous flexibility policy

Subsidized wellbeing benefits

Pet-friendly offices

Free (and subsidized) commuting

Discounted sustainable goods and services

# Governance and Accountability

Appinio's capacity to cultivate sustainable business value across all facets of its operations stands as a fundamental driver of its preeminent standing in the insights industry. The approach we employ at Appinio to generate impact and value for our stakeholders not only looks at direct business outcomes but also at how we can give back to the communities we serve. Through continual investment in great talent and pioneering solutions, as well as through collaborating with value-driven initiatives, we aim to be better for business – in the broadest sense.

## Data Protection and Privacy

Data protection and privacy form the bedrock of Appinio's business framework, hinging on the trust of its stakeholders to facilitate successful business operations. Appinio constructs and upholds stakeholder relationships grounded in trust. Safeguarding data from unauthorized access is paramount to earn and retain this trust. We know there should be no compromises made when it comes to data protection, privacy and ethical standards in our continuing journey to unify profitable and sustainable growth. And so, moving forwards, Appinio will continue to closely monitor data privacy and training standards relating to this.

## Ethical and Profitable Growth

To sustain its robust business profile and drive profitable expansion, Appinio prioritizes ethical practices, underpinned by a suite of policies that define the company's stance on critical issues encompassing anti-corruption and ethics. These policies underpin Appinio's work environment and undergo regular reviews to ensure currency and maintain a secure operational landscape for all stakeholders.

To sustain its robust business profile and drive profitable expansion, Appinio prioritizes ethical practices, underpinned by a suite of policies that define the company's stance on critical issues encompassing anti-corruption and ethics. These policies underpin Appinio's work environment and undergo regular reviews to ensure currency and maintain a secure operational landscape for all stakeholders.

## Compliance with Market Standards

Appinio's ongoing educational initiatives concentrate on revising company policies, integrating evolving standards, and enhancing employee training on data privacy as part of our onboarding process and continuous learning initiatives in place. Key areas encompass data protection, information security, insider training, and other corporate compliance policies. This expanded employee education is reflected in the annual percentage of trained employees, contributing to sustained compliance with market requirements.

## Anti-Corruption and Anti-Bribery Training

Efforts to raise awareness and compliance with anti-corruption and anti-bribery principles are currently underway, marked by the implementation of structured awareness programs. Compliance is verified through tracking the percentage of employees trained in these areas throughout the year.

# Governance and Accountability

## Security Compliance and SOC 2 Examination

Appinio successfully completed a SOC 2 Type II examination in August, based on the Trust Services Criteria for Security and Availability. This achievement underscores our unwavering commitment to security and compliance. This initiative aimed to identify and catalog our most critical information technology assets and to detect, document, and respond to potential threats to their utility or security. By establishing a solid foundational structure, this risk assessment will guide further assessments, keeping our security measures up-to-date with the evolving threat landscape.

This is a pivotal part of our comprehensive, Appinio-wide security program. The program is intended to not only protect against adversarial threats, but to also make sure all our systems are free from safety hazards, ensure we comply with laws and regulations and finally to turn out security efforts into a competitive advantage. Alongside this, we've also introduced a new self-service Trust Center to host this and other security-related materials.

## Our Code of Ethics Adherence

Appinio vigilantly monitors and follows up on reported instances of non-compliance with the Code of Conduct. Notably, in 2022, no incidents of non-compliance were reported, aligning with the company's unwavering commitment to ethical practices and human rights compliance. Going forwards, we intend to maintain this track record even as we grow through rigorous internal education programs.



# 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.

## Disclaimer

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