SuperOffice

SUSTAINABILITY REPORT

AND COMMUNICATION OF PROGRESS

2021

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WHAT IS THIS REPORT ABOUT?

This is SuperOffice's annual Sustainability Report. It identifies the sustainable and responsible business-development initiatives our company undertook throughout 2021. This document is also a progress report, presenting our performance in relation to our Sustainability Strategy and the targets we have set for our operations. The report outlines how we look at the value chain of our operations, including how ethical, social and environmental risks are managed. Our Sustainability Report covers the entire SuperOffice group, and follows the methodology of the UN Global Compact, in addition to the Sustainable Development Goals (SDGs).

INTRODUCTION TO SUSTAINABILITY AT SUPEROFFICE

Background

Driven by a passion for Customer Relationship Management (CRM), SuperOffice makes award winning CRM software for sales, marketing and customer service. As the leading Northern European CRM suite provider, SuperOffice is trusted and used by thousands of customers. Our company was established in 1990 and has since then been in the forefront of digital innovation and customer experience. The input to the development of our products and services – software and consulting services – is people and knowledge. Therefore, we have developed a sustainability policy that addresses how the group, our employees, and our choices will contribute to reduce climate change and meet the UNGC goals.

● Headquarters   ● Other offices

Henk Bergevoet
Tech consultant
Benelux

Miriam Johnson
(Group) Web Manager
Norway

Rino Wüthrich
Account Manager
Switzerland

Ayat Khan
Account Manager
Sweden

Sandra Ugland
Consultant
Norway

Matt Cove
Account Manager
United Kingdom

Gita Jankauskaite
Customer Support
Lithuania

Jonas Kallan Langvad
Account Manager
Denmark

Meet our 2021 Sustainability Committee

In 2020, SuperOffice announced a Sustainability Committee, with the main purpose of making SuperOffice more sustainable. The objective was clear – the committee was tasked with creating a sustainability vision for 2025. This vision was to be created to support tangible and measurable improvements, based on an up-front analysis which would serve as our benchmark. The Sustainability Committee has fulfilled this task on top of their respective roles, and we are extremely proud and grateful for their dedication. Following the end of their tenure, a new committee was selected in 2022 to continue the support of our sustainability vision.

SUSTAINABILITY VISION 2025

Contribute positively to sustainability by becoming carbon negative, promoting diversity and being transparent about sustainability reporting

ENVIRONMENT

- **50% reduction in emissions, compared to 2019 benchmark**
- **Compensate for annual emissions**
- **100% electric cars**
- **100% use of green electricity for offices**
- **Sustainable coding and development**

SOCIAL

- **40% gender diversity**
- **Measure employee satisfaction**
- **Improve employee wellbeing**
- **Design our product to be inclusive and considerate of the wellbeing of our users**

GOVERNANCE

- **Publish our ESG / SDG reports**
- **Sign up for the UN Global Compact program and report on it**
- **Sign up for the Plant for Planet program**
- **Be transparent about company decisions**
- **100% completion of GDPR training**

For each of the three areas of the ESG framework, we have conducted an analysis of our requirements and success factors. After analyzing our carbon footprint, we found that we could reduce our emissions by 50% and climate compensate for the CO_2 we are still using. SuperOffice follows the GHG principles for emission determination and aims to take part in the Science Based Targets Initiative (SBTI) to measure and reduce our emissions for scope 1, 2 and 3. We want to reduce our CO_2 emissions by various initiatives such as reducing travel, purchasing green electricity, and pursuing sustainable software (incl. coding). This will be achieved through internal projects supported by management and the various departments involved. With respect to product development, we strive to create an inclusive front-end design, following the WCAG framework for inclusive development.

At SuperOffice, we embrace diversity and are committed to fostering an inclusive workplace where everyone can thrive. We celebrate all demographics and will include different backgrounds and perspectives in our recruiting efforts and in our daily work.

Signing up for the UN Global Compact program is an important first step towards reaching our sustainability vision. We will report regularly on our sustainability goals and achievements by including specific and relevant measurements in our Annual Report and in this Sustainability Report.

A NORTHERN EUROPEAN CRM PROVIDER WITH A GLOBAL USER BASE

◉ Active users last 90 days　　○ No active users last 90 days
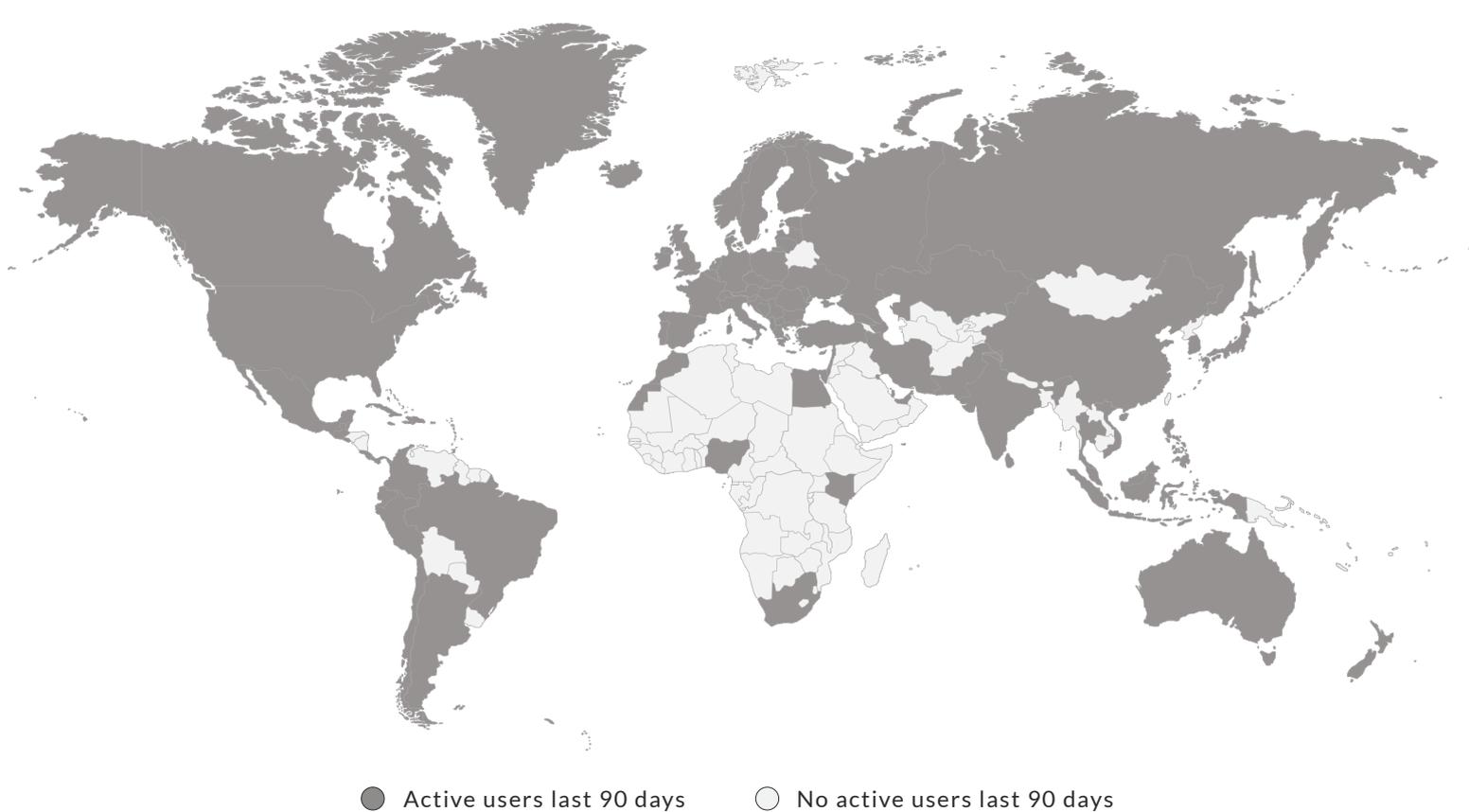
Active users: Users that have logged into our application

With our European-based customers and their local organizations around the world, we have thousands of users across the globe. They all leverage SuperOffice software to improve their customer relations.

STATEMENTS FROM LEADERSHIP

GISLE JENTOFT
CEO

The concept of sustainability is not new for SuperOffice. Sustainability has always been a vital part of our DNA and business model as a CRM software company. The context has however changed over the years. In the past, sustainability was mostly about topics related to software usability, less is more, lean, low cost of ownership for our customers, standard over custom, deliver what customers really need (not more, not less) and alike. We know what it takes to build a successful CRM implementation. It's a challenging process consisting of business goals, human behavior and technology. If it's well designed, it is called a sustainable solution. Today these qualities are equally important, but it is bigger than that.

As a responsible and socially engaged company and team, we look at sustainability in a greater context, where we look at our total footprint as a company. As the majority of our customers now are using our Cloud CRM offering, we believe we have taken a great leap forward in terms of reducing the greater footprint that the distribution and use of our software has on the planet. In the last years, we have also implemented targeted measures on how we operate as a company – from looking critically at the footprint of the mobility of our team, the energy consumption of our office buildings as well as handling food we as a company buy and consume.

Another critical factor for us is people. We are a true people business and in short, everyone has always been – and will always be – welcome in SuperOffice. What really is new, is that we now are becoming transparent about our sustainability footprint and status, our goals moving forward and how we are performing towards these goals. I hope the way we work in this important area will inspire you to take similar action in your company.

ERLEND MOHUS
Strategy mgr and Head of Sustainability

SuperOffice has been around for more than 30 years, being a strong force of innovation within both product development and digital customer interactions. As we embark upon the next chapter of our proud history, we are looking to stay ahead on yet another dimension; sustainability. With our cloud only motion, sustainability is an integrated part of the value we offer our customers. Not only does our cloud-based software improve their ability to build customer relationships, it also reduces their impact on the environment

Determining our sustainability strategy has been focused on targeting areas where we can make a real impact,

both for ourselves, our customers, and the planet. Over the past years, our Sustainability Committee has laid a strong foundation for addressing topics that goes to the core of these areas.

The outcome is four targeted initiatives, addressing our product, the way we operate, and our people. Our product is developed in house, with people and knowledge as our key asset. Nevertheless, we can drive our product development through leveraging sustainable coding principles – just like you would strive to use sustainable material to produce a physical product. When it comes to operations, we focus on reducing our major sources of emissions, through e.g. implementing a green car policy. On the people aspect, our focus will be on promoting diversity and inclusion, with the end goal of improving our employee wellbeing.

I'm excited to head up our work in sustainability, and proud to present our first Sustainability Report to customers, employees, suppliers and other stakeholders.

LEADING
NORTHERN EUROPEAN CRM PROVIDER

11
OFFICES

14%
ARR GROWTH

250+
EMPLOYEES

5 000+
CUSTOMERS

130 000+
USERS

452+
MNOK ARR

504
MNOK REVENUE

KEY HIGHLIGHTS

from ESG in SuperOffice 2021

GOVERNANCE

Implemented ESG governance structure

PLANT FOR THE PLANET

Signed up for Plant for the planet

2021 has been an extraordinary year in the history of sustainability in SuperOffice. We have determined our Sustainability Strategy, focusing on four key areas where we believe that we, from a sustainability perspective, can make a difference for our customers, employees, suppliers, and the planet. The work has been conducted by our internal Sustainability Committee, consisting of 8 members across different roles in the SuperOffice team. Based on input and workshops, the committee has developed a strategy which is approved by our management and Board of Directors - and which will serve as our guiding framework moving forward.

Following the work of the committee, we have now implemented a governance structure to make sure that sustainability is included in the management discussions and reporting cadences. This will enable us to follow up and make sure that we improve across all areas of our business, focusing on our four strategic sustainability initiatives. SuperOffice works with sustainability within the Global Compact framework designed by the United Nations. By signing up for the UN Global Compact program, we support the Ten Principles on human rights, labor, environment and anti-corruption.

REPORTING

Implemented reporting structure for ESG

UNGC

Signed up for and committed to UNGC

STRATEGY

**Determined our Sustainability Strategy**

INTERNAL REPORT

Committee published first internal ESG report

SUPEROFFICE SUSTAINABILITY STRATEGY

The 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, including customers, suppliers, employees, owners, and society. Throughout the strategy process in 2021, we have mapped out our impact on society, employees and climate through thorough analysis of factors across all these aspects, as well as all 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.

ASSESS STRATEGY — DETERMINE DIRECTION — INITIATE PROJECT — IMPLEMENT PROJECTS AND CHANGES — MEASURE OUTCOMES — EVALUATE DIRECTION
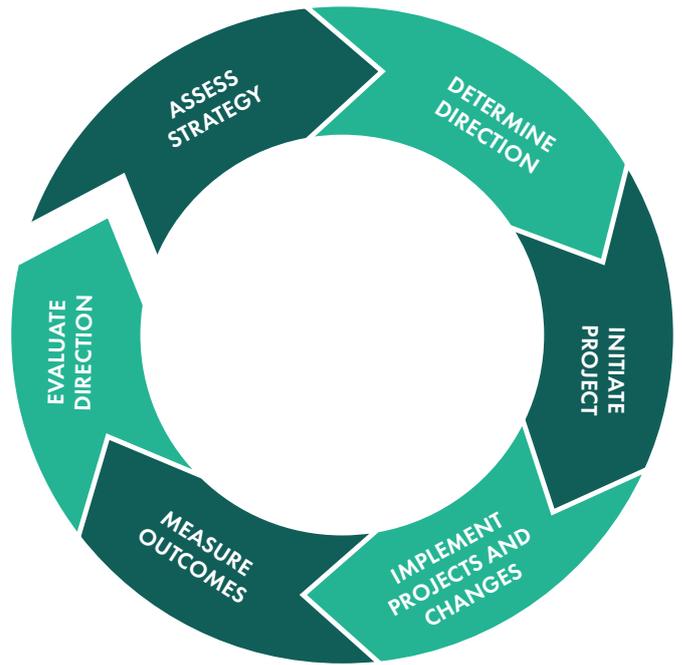
SUPEROFFICE SUSTAINABILITY STRATEGY AND GOVERNANCE

One of our key milestones in 2021 was the establishment of our sustainability governance structure. The governance will be essential to succeed in improving on our KPIs, though determining the right projects, following them up, and reporting on the outcomes.

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

BOARD OF DIRECTORS
- Overall responsible for corporate governance
- Approves Sustainability Strategy and report

MAJORITY OWNER

| SUSTAINABILITY COMMITTEE | HEAD OF SUSTAINABILITY | MANAGEMENT TEAM | BOARD OF DIRECTORS |

HEAD OF SUSTAINABILITY
- Determines and follows up strategic projects
- Head of Sustainability Committee
- Ensures alignment with UNGC and the SDGs

MANAGEMENT TEAM
- Approve and follow up projects
- Ensure alignment with corporate objectives

SUPEROFFICE SUSTAINABILITY STRATEGY

We will reduce our emissions by 50% by 2025, compared to 2019 benchmark

| 1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS

Our Sustainability Strategy addresses the core of four SDG's

As a part of our strategic assessment, we mapped out our stakeholder's impact on our business, and our impact on them. The outcome was four key initiatives that will drive our agenda in sustainability moving forward. The outcomes are directly and indirectly linked to four SDG's, which we have chosen to incorporate in our approach to sustainability.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

SUSTAINABLE SOFTWARE
How we develop our product, both back-end and front-end

8 DECENT WORK AND ECONOMIC GROWTH
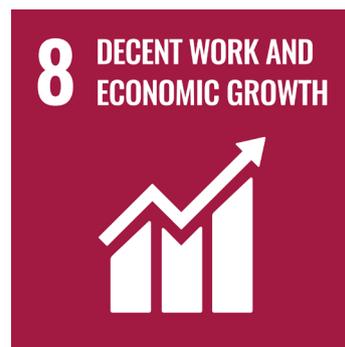
SUSTAINABLE OPERATION
How we conduct our daily work and operate our business with customers and suppliers

5 GENDER EQUALITY

SUSTAINABLE WORKFORCE
How we create a diverse and inclusive workplace where everyone can thrive

13 CLIMATE ACTION

SUSTAINABLE HOSTING
Making sure our software run on modern and up to date solutions, minimizing our climate footprint

SUSTAINABLE SOFTWARE

Developing and delivering sustainable software is about minimizing emissions and creating an inclusive design

1. MINIMIZE EMISSIONS

How we develop our software contributs to how much resources our CRM solution is consuming with regards to computing, storage, and traffic. The concept is quite simple; the less consumption, the less environmental footprint. Hence, we target a software architecture and a programming governance that optimizes resource usage and reduces traffic to/from the database and between the front- and back-end of the solution. Extensive use of tools for monitoring, analytics and KPIs is in place to create real insights and developer feedback. We live by the mantra "less is more", providing standard solutions that increase the value for our customers, and minimize the environmental footprint.

2. INCLUSIVE DESIGN

The second focus is related to usability aspects of our software. By designing an efficient, simple, and enjoyable user interface, we ensure productivity and optimized workflows for operation of the system. 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. We do this to ensure that our content is accessible for people with disabilities, through following standards for natural information such as text and images, as well as code or markup that defines structure, presentation, etc. This helps us making sure that our CRM system and its content is available to a wider range of people and our users in general.

NUMBERS & FACTS

5 000+
Customers

130 000+
Users

65 000+
Customer video meetings

TARGETS

FOLLOW
WCAG guidelines

PROMOTE
Digital innovation

MINIMIZE
Environmental footprint from software

SUSTAINABLE OPERATIONS

Implementing sustainability as an integrated part of our culture and the way we work

Our sustainability governance structure is now operationalized, and the formal responsibility is located in the SuperOffice Management Team. The reporting of both environmental and social factors are operationalized into the monthly reporting cycle performed by our finance department, both local and group. In addition, we are reporting quarterly- and yearly results, enabling us to set benchmarks and track how the initiatives improve our results over time. We have also implemented initiatives which directly reduce our climate footprint, such as an electric car policy, and making sure we purchase green electricity in our office locations.

We will work to replace all current company cars with electric cars. This will have an impact on our emissions as a lot of customer interactions are done on-site in locations across Northern Europe. In addition, we will pursue specific initiatives aimed at reducing the impact our operations have on emissions, including travelling and energy consumption. We have verified the use of green electricity for all our offices and will continue to pursue this classification in potential new locations. Local initiatives such as e.g. reduced electricity usage, waste sorting, cycling to work etc. is also being pursued.

We have a target of reducing our overall emission of greenhouse gases (Co2e) with 50% by 2025, and will compensate for our yearly emissions. As a separate initiative, we are supporting the Plant for the Planet foundation as an initiative to increase the awareness of climate change and support the organization's work to increase young people's commitment to the environment.

NUMBERS & FACTS

187.5t Co2e
Scope 1

14.5t Co2e
Scope 2

100%
Verified use of green electricity in office locations

ELECTRIC CAR
Policy implemented

TARGETS

100%
Completion of GDPR training and test

100%
Electric cars

50%
Reduction of Co2 emissions by 2025

SUSTAINABLE WORKFORCE

Creating a sustainable workforce is all about putting our people at the core of our business

At SuperOffice we embrace diversity and are committed to fostering an inclusive workplace where everyone can thrive. In March 2022, a new position, Head of People, was introduced in the Management Team to ensure that people topics are on the agenda.

We aim to increase the number of women all throughout SuperOffice, especially in the historically male-driven areas of our business such as management, R&D and sales. We celebrate all demographics and will include different backgrounds and perspectives in our recruiting efforts and in our daily work. This will help drive the value we are able to provide for our customers, while also make us stronger and more relevant inside SuperOffice.

Another important way to drive inclusion, is to gather and use feedback from all employees about their experience with SuperOffice as an employer. In 2022, we plan to launch a regular employee satisfaction survey and a process for using the survey results to improve our workplace. We also want to ensure that we take care of our people and do our part to reduce sick leave. This includes increasing the focus on mental wellbeing and continuing to find ways to give our people the flexibility they need in their work lives.

NUMBERS & FACTS

32%
Gender diversity

15.8%
Unadjusted pay gap

6.1
Average sick days

0
Work-related injuries reported

TARGETS

40%
Gender diversity

MEASURE
Employee satisfaction

IMPROVE
Employee wellbeing

SUSTAINABLE HOSTING

Collaborating with our supply chain to drive modernization of the industry

Our software is primarily available to our customers in a cloud-based SaaS model. The solution is operated (hosted) in a datacenter provided by a third party. We make sure that we use suppliers that stay in the forefront of sustainable data operations and environmental impact. It is also a clear connection to Initiative 1: Sustainable Software. Meaning that the way we write and develop our software plays a role in minimizing the consumption needed to host the product. Although all hosting services are delivered by third party sub-processors, it is the part of our business with the largest footprint in terms of climate gasses. This is why we are pursuing it as a separate initiative.

Our business model is is based on a cloud only motion. Meaning that we primarily sell cloud-based software to new customers, while migrating existing customers from legacy on-premise solutions to our cloud offering. Succeeding with this transformation will increase the value for our customers, while also contributing positively to the climate by reducing emissions from running the software. Since we started on our cloud journey, we have migrated more than 1,200 customers to our cloud solution. Migrating our customer base will be a key focus also moving forward. We are actively collaborating with our third-party providers to make sure that we are minimizing the environmental footprint of our solution. This is done through following up on our supplier Code of Conduct, while also engaging with key partners to benchmark their footprint and make sure that solutions are delivering according our expectations.

NUMBERS & FACTS

6 800 tCo2e
Scope 3

1 200+
Customers migrated

250+
Apps in SuperOffice Appstore

TARGETS

COLLABORATION
With hosting partners

MINIMIZE
Resource consumption

OPTIMIZE
Resource use in apps