

Appfire Impact Report 2024



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Message from our CEO

For the last 20 years, Appfire has been on a mission to equip and connect every team so they can plan and deliver their best work. Our commitment is to teams across the world transcending language barriers, cultural backgrounds, technical proficiencies, and so much more. We want to serve people no matter who or where they are, or how they choose to work. To do this, we have to nurture a business that reflects, supports, and empowers the communities we serve.

We begin by taking a hard look at ourselves, analyzing our wins, but more importantly, our misses and opportunities. Then we clearly, transparently, and authentically communicate our findings with our customers, partners, and fireflies. This is why we've prepared—and are making available—our very first Environmental, Social, and Governance (ESG) report.

This report is more than a collection of data points or a corporate milestone. It's a reflection of who we are and where we're going. It tells the story of a company that cares deeply about doing the right thing—not just for the business, but for our people, our communities, and the planet we all share.

Let me be clear—we're not claiming to have it all figured out. ESG is a journey, not a destination and this report is just a starting point. It's our way of being transparent about the progress we've made and the work that still lies ahead. You'll see the places where we're making an impact, and also the areas where we need to stretch ourselves further. And we will.

I recognize that much of this work begins with me and my Executive Leadership Team. I commit to our fireflies, their families, our customers, partners, and friends, to work tirelessly so our business resembles what the world around us needs, move beyond words, and work together to make a real difference.

As we grow Appfire, we'll ensure environmental, social, and corporate governance commitments are interwoven into every aspect of our DNA. From a fireflies' first day, they'll understand being human—one of Appfire's core values—requires caring about others and driving meaningful change, not in service of our business, but to improve the world around us.

I'm excited about where we're headed. ESG isn't just a box to check—it's central to how we'll grow, how we'll lead, and how we'll leave things better than we found them.

Thanks for reading, and for being part of the journey.

With appreciation,



Matt Dircks
CEO
Boston, United States, May 2025

About this report

The 2024 Appfire Impact Report is our first-ever Environmental, Social, and Governance (ESG) report. Although we are not required to disclose ESG-related information as a private company, we believe it is the right thing to do. Transparency and accountability are core to how we operate and this report is a step toward better understanding our impact, where we are making progress, and where we have more work to do.

We created this report to assess and manage risks, meet stakeholder expectations, and help set a high standard for corporate responsibility for private companies in our industry. ESG factors are becoming increasingly important not only as a matter of compliance, such as evolving regulations like the EU Corporate Sustainability Reporting Directive (CSRD), but as a way to build a resilient, responsible business that serves employees, customers, partners and investors.

As part of this effort, we used the Sustainability Accounting Standards Board (SASB) Software & IT Services Standard as a reference for materiality and key disclosure topics. This report was a cross-functional collaboration involving subject matter experts from Legal, Information Security, IT Operations,

Engineering, Finance Operations, and Human Resources.

The 2024 Appfire Impact Report is structured around four core pillars that define our approach to ESG:

- **People:** We believe great people build great businesses.
- **Environment:** We take responsibility for our environmental footprint.
- **Community:** We build our business on strong communities.
- **Trust:** Trust is at the foundation of everything we do.

An Appendix includes our SASB Index, providing additional transparency into our reporting framework.

We know that ESG reporting is an ongoing journey. This is our first step and we are committed to evolving our disclosures, improving our data, and ensuring that our impact is real—not just words on a page. In that spirit, we invite you to reach out to [Michèle Warmbrodt](#), Chief of Staff to the CEO, to share your thoughts.

We believe great people build great businesses



Kelsey



At Appfire, our people are our most valuable resource

Great work doesn't happen without great people. Our culture is built on empathy, compassion, and humility—always focused on building the flame together. With a global workforce of 845+ fireflies (employees) across 27 countries and speaking more than 50 languages, we thrive on collaboration, diversity, and the shared drive to create something meaningful.

Our "Be Human" core value is the foundation of everything we do. We foster an environment where everyone is supported, respected, and empowered to contribute in ways that matter. Whether through our flexible work model, commitment to social responsibility, or investment in personal and

professional growth, we strive to add to and amplify each other's awesome every day.

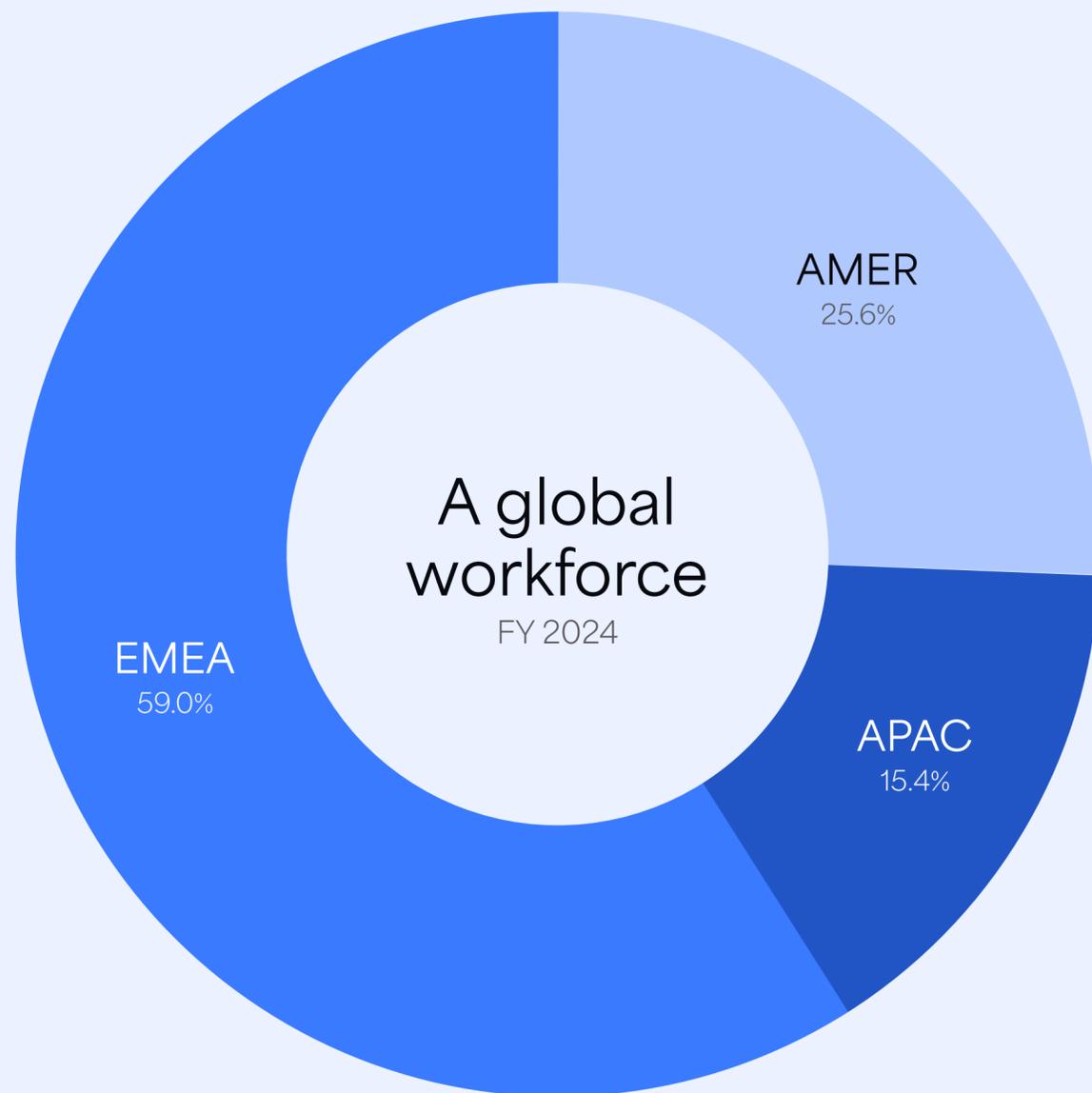
The passion and motivation at Appfire are contagious. We are not just colleagues—we are a global community that values innovation, iteration, and lifting each other up. As we continue to grow, we remain deeply committed to evolving our value-driven culture while staying true to the principles that make Appfire a great place to work.

Together, we light the way.

**Inc. Best
Workplaces**
2024

bullfin
2024 BEST
PLACES
TO WORK

**WorkLife
Awards**



Remote-first: Work from anywhere, thrive everywhere

We believe that work should adapt to life, not the other way around. Since our incorporation in 2005, we have embraced a remote-first culture, enabling our employees to work from wherever they thrive.

By removing geographic barriers, we attract top talent from around the world, creating a collaborative environment with equal opportunities. Today, over 75% of our workforce is based outside the U.S., bringing unique perspectives and experiences that drive innovation.

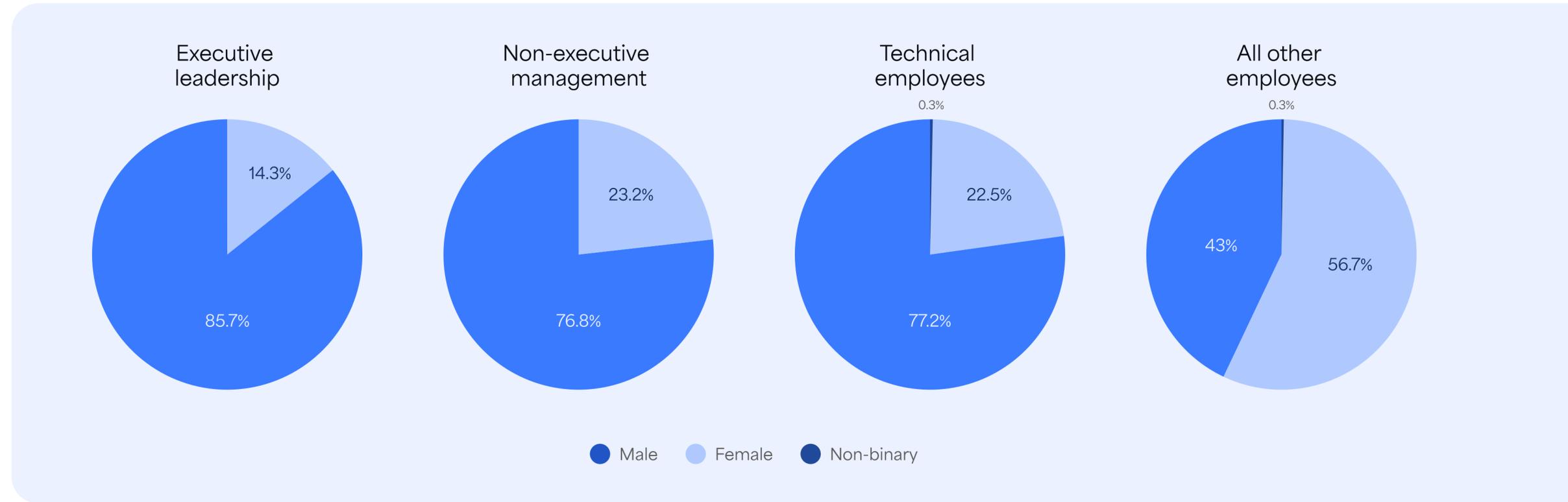
While remote work is our foundation, we also recognize the value of in-person

collaboration. That's why we have collaboration hubs in key locations, including Warsaw, Munich, Boston, Zürich, Sofia, and Hyderabad, for fireflies who want to connect, brainstorm, or simply share space with their colleagues.

Our commitment to flexibility, autonomy, and work-life integration allows our team members to do their best work without compromising on what matters most to them. We're proving that a distributed workforce isn't just possible—it's a powerful advantage.

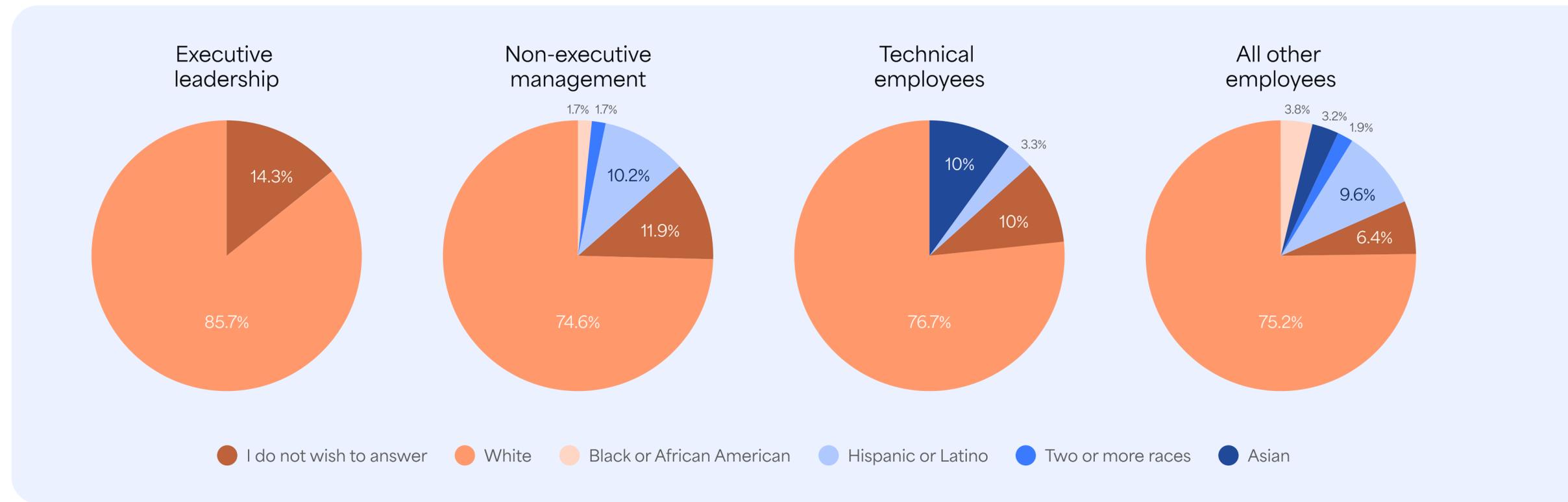
Global employee gender representation

FY 2024



US employee race and ethnicity representation

FY 2024



Empowering ownership: Appfire's incentive equity program

We believe that when the company thrives, our people should thrive, too. That's why the Appfire Incentive Equity Program is a key part of our culture that reinforces our commitment to shared success, long-term engagement, and financial empowerment for our team members.

This program extends equity opportunities beyond leadership, ensuring that contributors at all levels—across different roles and geographies—have a stake in Appfire's growth. With over 75% of our workforce based outside the U.S., our approach is designed for global inclusivity and broad participation.

The Appfire Incentive Equity Program also reflects our ESG commitments:

- **Equity & inclusion:** Expanding financial participation across our workforce while maintaining a commitment to equal opportunity in the workplace
- **Governance & transparency:** Operating with fairness and clear policies to ensure accessibility for all eligible contributors
- **Cultural impact:** Strengthening collaboration and reinforcing our values of shared achievement

As we grow, we remain committed to expanding participation and continuously evolving the program to meet the needs of our team. At Appfire, equity is a fundamental part of how we build for the future together.



Fostering a culture of continuous learning: Appfire University

We believe in empowering fireflies to continuously expand their skills, whether to enhance their current role at Appfire or support their personal growth. Appfire University, our dedicated learning experience platform (LXP), allows fireflies to choose from 500 courses, resources, and tools to help them thrive. Additionally, we provide:

- Technical courses with over 1,000 resources available via multiple modalities
- Language learning courses via Babbel

Strong leadership is the foundation for lasting impact. To reinforce our commitment to developing a workforce that drives a sustainable future, we offer a dedicated leadership development program: FUEL. Designed for leaders at all levels, FUEL takes an engaging, hands-on approach to leadership development. Participants are selected through a nomination process and

embark on a nine-month journey that includes:

- **Core leadership training** tailored to Appfire’s mission and culture
- **Self-directed learning** with curated curriculum activities
- **Instructor-led sessions** designed to strengthen key leadership competencies
- **Practical application** through real-world leadership challenges and interactive exercises
- **Key assessments and certifications**, including StrengthsFinder, Emotional Intelligence training, and HR-focused courses

We graduated 43 leaders across eight countries in 2024 and are on track to graduate 51% of all people leaders by the end of 2025.



FUEL aligned us with a common language and framework for building high-performing teams. It's about creating partnerships to reach our shared goals.”

Alex Viale
Director, Product Management



We take responsibility for our environmental footprint



We recognize the importance of understanding and managing our environmental footprint

This is not only a business imperative but a part of our broader responsibility to stakeholders and society. As a software company, our direct environmental impact is relatively low compared to industries with significant physical operations. However, we remain committed to evaluating and minimizing our footprint where possible.

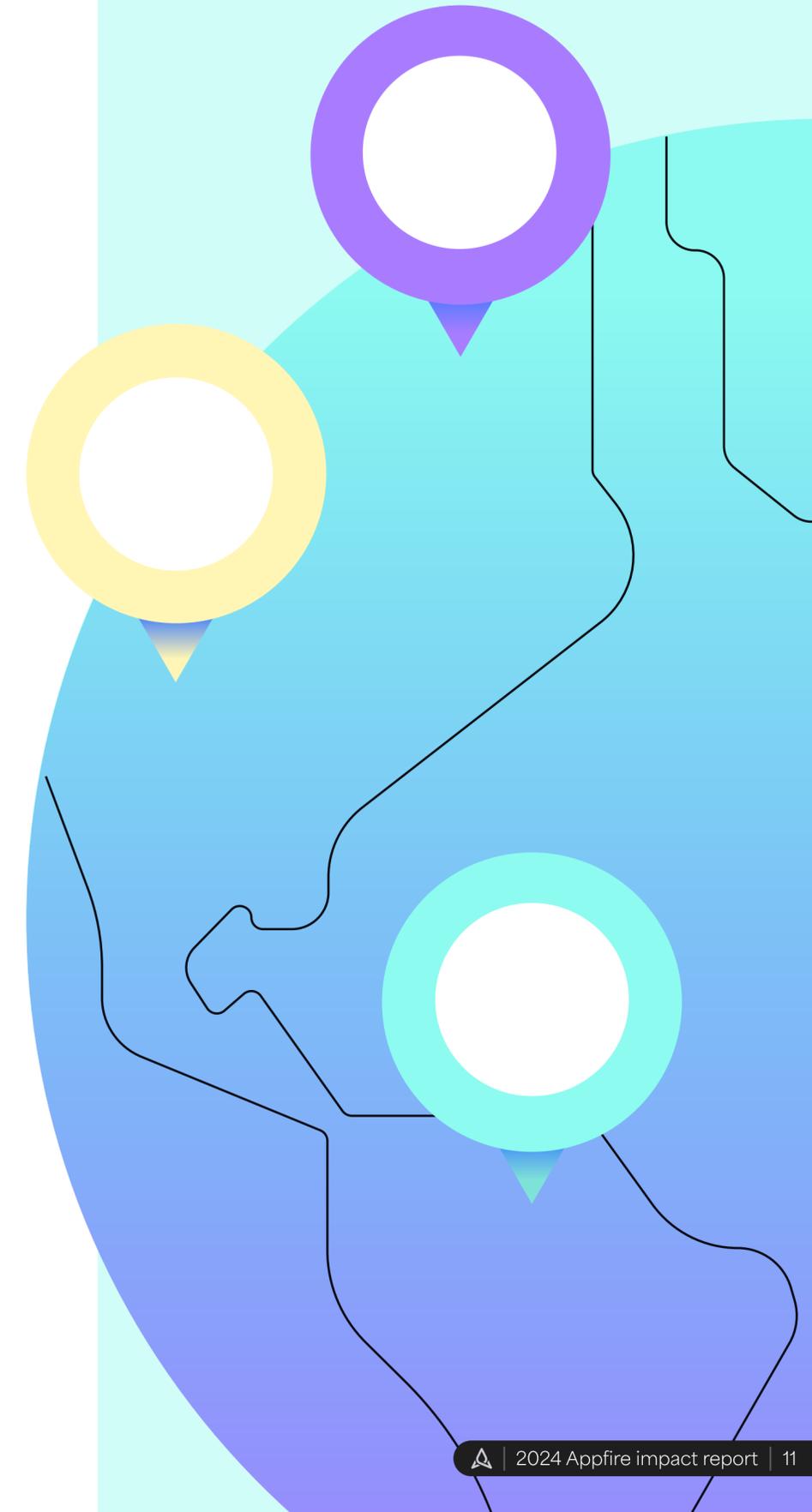
Our commitment to environmental responsibility is driven by several key factors:

- **Assessing and managing climate-related risks:** Climate change presents both direct and indirect risks to businesses, from evolving regulatory requirements to potential disruptions in cloud infrastructure and supply chains. We aim to assess and understand these environmental risks while identifying opportunities to enhance resilience and efficiency.
- **Meeting stakeholder expectations:** Investors, research firms, and enterprise customers are increasingly evaluating companies on their ability to manage environmental risks. Providing transparency around our environmental impact

and initiatives demonstrates our proactive approach to sustainability.

- **Staying ahead of evolving regulations:** Governments and regulatory bodies, including the EU Corporate Sustainability Reporting Directive (CSRD), are expanding environmental disclosure requirements. We are committed to preparing for these changes by establishing a structured approach to environmental tracking and reporting.
- **Setting higher standards for corporate citizenship:** We believe businesses have a moral obligation to act responsibly. As we formalize our environmental initiatives, we aim to be a role model for private companies in our industry, setting a high standard for how organizations can integrate sustainability into their operations.

We are committed to building a structured and transparent approach to environmental responsibility. In the coming years, we plan to develop meaningful programs to measure, track, and reduce our environmental impact, ensuring that we remain accountable to both our business stakeholders and the broader community.





Optimizing operations for sustainability

Appfire's environmental footprint is shaped by our cloud-first, remote-first business model, which eliminates the need for in-house data centers and minimizes office-based resource consumption. As we scale, we remain committed to integrating sustainability into our IT strategy by prioritizing low-carbon, resource-efficient solutions.

We consider water stress, energy sourcing, and efficiency when selecting cloud infrastructure. In high water-stress regions like Hyderabad, India, we prioritize efficient cooling technologies such as closed-loop systems. For energy sourcing, we favor cloud providers in renewable-heavy grids like

Switzerland, Germany, and Spain, while recognizing the potential need for efficiency offsets in coal-reliant regions.

By leveraging leading cloud providers instead of in-house data centers, we ensure energy efficiency and benefit from their transition to 100% renewable energy. Our cloud infrastructure aligns with ISO 50001, Energy Star, and EU energy efficiency directives, reinforcing compliance with global standards.

As we expand IT infrastructure, we will continue prioritizing low-carbon grids, water-efficient locations, and AI-driven cooling technologies to optimize resource use.



Advancing environmental transparency

We are committed to increasing environmental transparency as a critical step toward understanding and reducing our impact. Measuring and reporting on key environmental metrics will allow us to make informed decisions, set meaningful goals, and drive continuous improvement in our sustainability efforts.

To achieve this, we plan to:

- **Establish a greenhouse gas accounting program** to quantify and track our carbon footprint, providing a baseline for future reductions.
- **Set greenhouse gas reduction goals and initiatives** to minimize emissions across our operations.

- **Track energy use in our collaboration hubs** to establish benchmarks and identify opportunities for increased efficiency.
- **Identify additional environmental metrics** to enhance our reporting and drive long-term sustainability improvements.

By taking these steps, we aim to build a structured, data-driven approach to environmental sustainability that holds us accountable for real progress. Our goal is not just to report on sustainability but to make a measurable impact, ensuring that our environmental commitments are meaningful and go beyond surface-level initiatives.

We build our business on strong communities



Our people-first philosophy extends beyond the workplace

It drives us to foster connections, support meaningful causes, and create spaces where fireflies, customers, and partners can engage, learn, and give back.

Appfire Town, our Corporate Social Responsibility (CSR) program, embodies this commitment—an inclusive platform that empowers fireflies as well as their families, friends, partners and customers to organize and execute social impact activities. Founded in 2022, Appfire Town has become our leading initiative for driving social change and uniting like-minded individuals with a shared mission to spark a global movement.

With a core belief that “If it’s important in your heart, it’s a call to action for us,” Appfire Town turns small actions into lasting impact. Since its inception, our community has contributed over 8,337 volunteer hours and donated more than \$1.5 million to causes worldwide, reinforcing our commitment to making a meaningful difference locally and globally.

Engaging with Appfire Town is easier than ever through our open-access community impact portal, where anyone can explore and donate to featured causes—no login required. This streamlined approach encourages participation beyond our organization, inspiring collective action to drive real change.



Appfire Town
The global town with heart & soul

Purpose:

To transform small actions from ripples of kindness into waves of lasting impact.

Mission:

To empower everyone to step up, act with purpose, and be ambassadors of good.

Vision:

Nurture a social impact movement at Appfire and beyond by walking the talk and leading by example.

[Appfire Town Impact Portal](#)



Our impact in 2024



Appfire Town helps us build deeper bonds, empathy, and understanding while impacting diverse communities across countries, cultures, and languages.”

Tyler Woolstenhulme
Senior Channel Manager



4,455

hours volunteered by fireflies in total



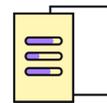
190

Appfire Town activities completed



1,135

nonprofit organizations Appfire Town has partnered with



51%

fireflies recorded Volunteer Time Off (VTO)



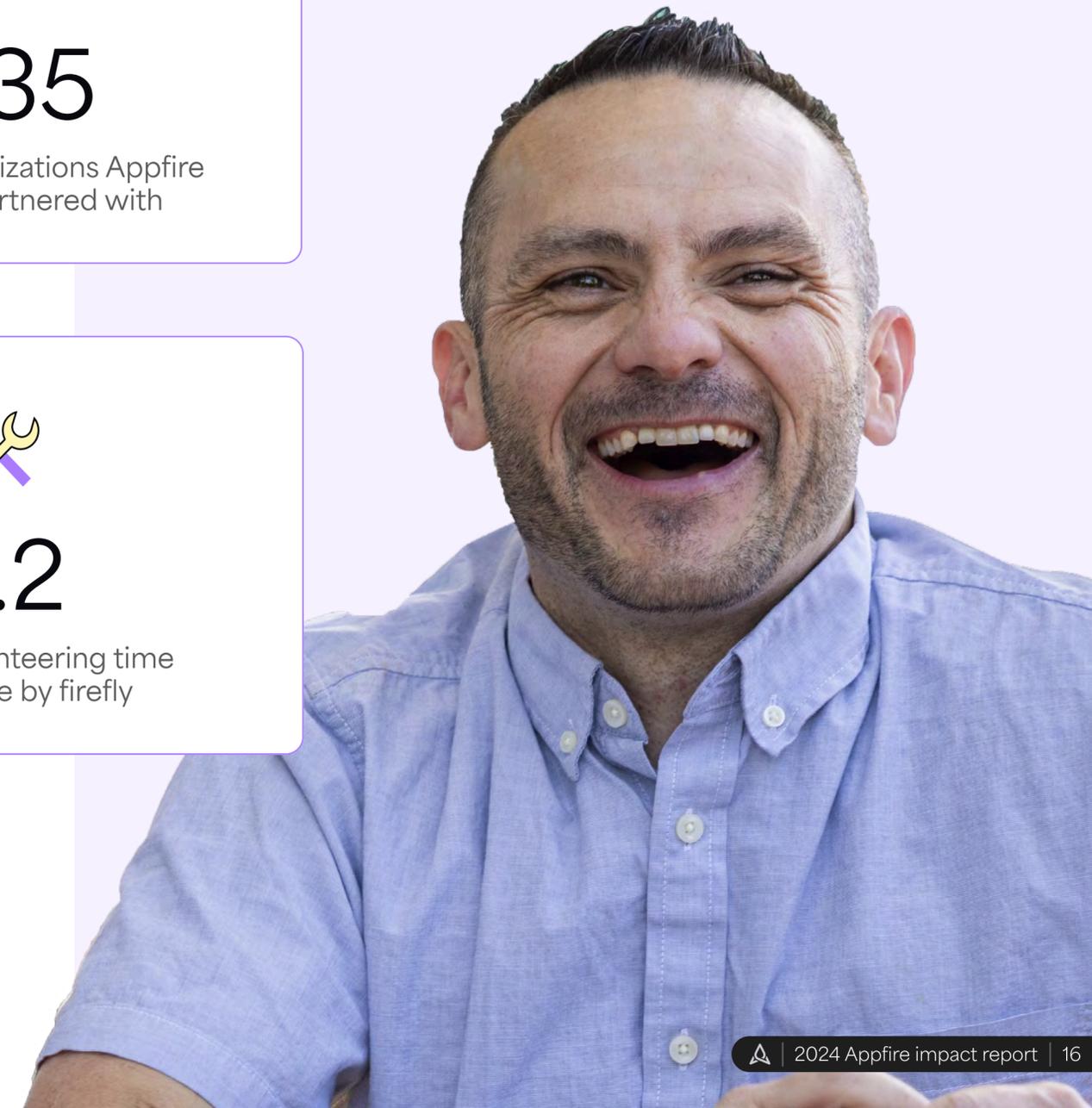
\$600K+

donated to various charitable causes



8.2

hours of volunteering time on average by firefly



Global Compassion Day: A ripple effect of kindness

Partner organizations: Wheelmap.org, Corazones Azules La Pintana, Feeding America, Ronald McDonald House, Hope Lodge in Rochester and more.

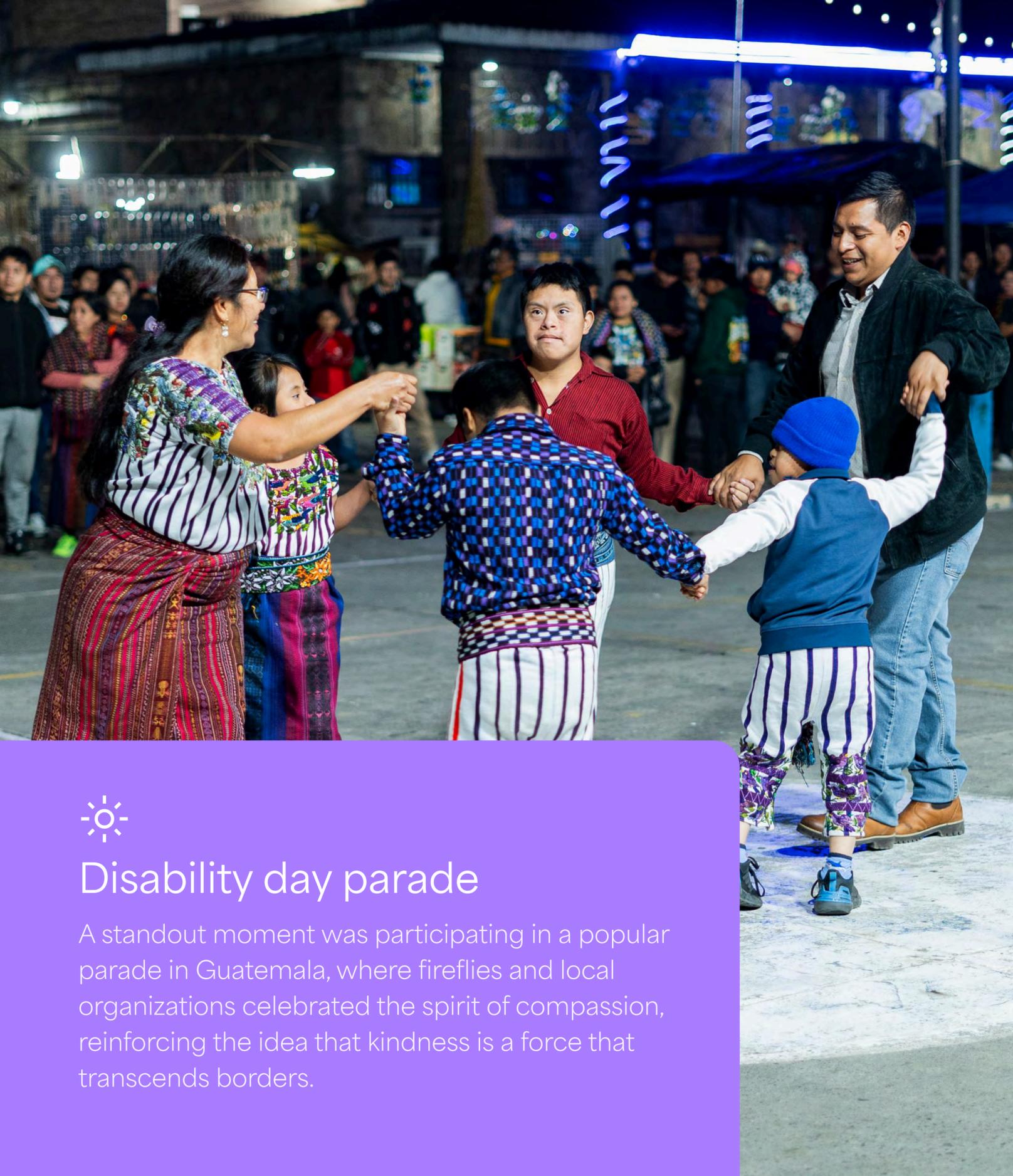
We believe that small acts of kindness can spark significant transformations. Our Global Compassion Day is an annual initiative dedicated to fostering empathy and community support through meaningful actions. This year, our fireflies, partners, friends and families collectively executed over 110 activities worldwide, creating a tangible ripple effect of goodwill.

One of the key highlights was our partnership with [Wheelmap.org](https://www.wheelmap.org) to improve accessibility

for wheelchair users. In honor of the International Day of Persons with Disabilities, 220 participants from Appfire helped map 353 locations, providing critical accessibility information for restaurants, shops, restrooms, and other public spaces. This initiative made a lasting impact on making cities more inclusive and navigable for all.

Beyond accessibility, we engaged in a variety of volunteer efforts, demonstrating that compassion takes many forms.





Disability day parade

A standout moment was participating in a popular parade in Guatemala, where fireflies and local organizations celebrated the spirit of compassion, reinforcing the idea that kindness is a force that transcends borders.

 Global Compassion Day

 Global



Promoting inclusion in sports

Supporting Tennis Without Limits, an adaptive tennis program for adolescents with Down syndrome, enhancing access to recreational activities for individuals with disabilities.



Addressing food insecurity

Volunteering to sort and organize canned and dry food donations at a local food bank for Feeding America, aiding in the fight against hunger and supporting food access for underserved communities.



Supporting families in need

Donating essential goods to the Ronald McDonald House and Hope Lodge in Minnesota, contributing to the well-being of families facing medical challenges.



Supporting children in foster care

Coordinating the sorting and packaging of holiday gifts for children through Clark's Christmas Kids in Atlanta, promoting well-being and joy for vulnerable youth.



Wildlife preservation and community

Volunteering at Sofia Zoo to enhance animal habitats, contributing to wildlife conservation and community engagement initiatives focused on environmental sustainability.



Inclusive family engagement

Organizing an inclusive event with Corazones Azules La Pintana in Chile, fostering community connection by bringing together families and children with autism spectrum disorder (ASD) for a day of fun and support.

By coming together across different geographies and causes, Appfire and our partners turned empathy into action, proving that small efforts, when combined, create a profound and lasting impact on communities worldwide.

Learn more about our Global Compassion Day activities:

- [Activities map](#)
- [Video](#)
- [Blog](#)

Appfire Town

Nice, France

A collaborative effort to combat food insecurity

Partner organizations: Secours Populaire, Anges de la Baie, & La Croix Rouge

We are dedicated to fostering social responsibility and supporting communities in need. During an in-person summit for Appfire's People team in Nice, France, our fireflies took meaningful action to combat food insecurity through a hands-on volunteer initiative.

In partnership with Secours Populaire, Anges de la Baie, and La Croix Rouge, our team members prepared 200 nutritious meals that were distributed to individuals experiencing homelessness and others in need, ensuring access to warm, healthy food for those who require it most.

This initiative was more than just meal preparation; it was an opportunity for our team to connect with the local community, understand the challenges of food insecurity firsthand, and contribute to a cause that aligns with our values of empathy and service. By coming together for this effort, we reinforced our commitment to making a tangible impact, demonstrating that small acts of kindness can create meaningful change.



David

Appfire Town

Moshi, Tanzania

Changing lives, one kick at a time

Partner organizations: MOSKISA Moshi Street Kids Soccer Academy

Every child deserves a chance to dream and thrive. That's why we support MOSKISA—the Moshi Street Kids Soccer Academy—empowering vulnerable children in Tanzania through sports, education, and community. More than just soccer, MOSKISA provides a safe haven, education, meals, clothing, and belonging to children facing hardships.

In 2023, MOSKISA lost its soccer field and essential facilities, making access harder for many kids. Appfire led fundraising efforts to help:

- Restore the soccer field and build a changing room
- Support digital education
- Provide sports equipment and jerseys

MOSKISA's impact extends beyond the field, helping young athletes earn scholarships, pursue degrees, and even play professionally.

By working together, we're creating opportunities that will benefit these children for years to come.

Fabian



Empowering change through Pledge 1%

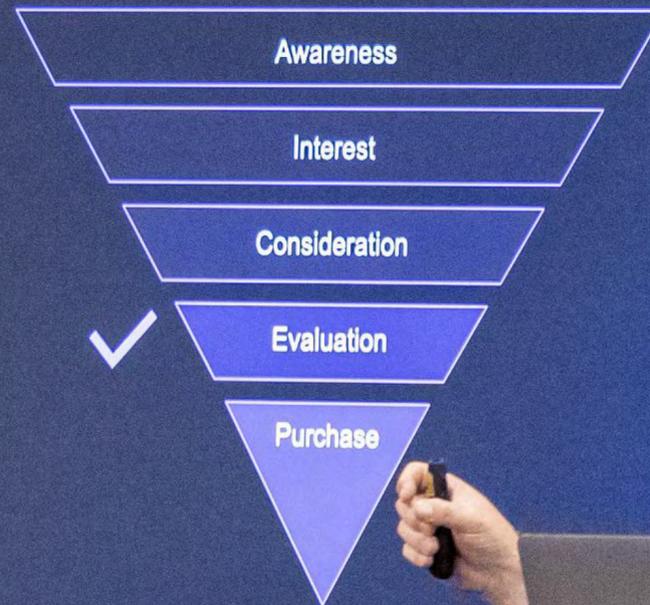
Giving back is at the heart of Appfire. Since 2015, we've been part of the [Pledge 1% movement](#), dedicating 1% of our equity, profit, product, and employee time to creating meaningful change. In 2021, we deepened this commitment by pledging 1% of our equity, reinforcing our belief that businesses can be a force for good.

As part of a global network of 19,000 companies across 130+ countries, we stand alongside organizations that have collectively generated over \$2 billion in philanthropic impact. Through Appfire Town, we empower employees to drive positive change in their communities—whether through volunteering, nonprofit partnerships, or direct contributions.



Trust is at the foundation of everything we do

Trust enables business



Doug

- Trust is a key differentiator
- Trust allows you to [unclear] market
- A consistent trust [unclear] s [unclear] es bundling and short [unclear]



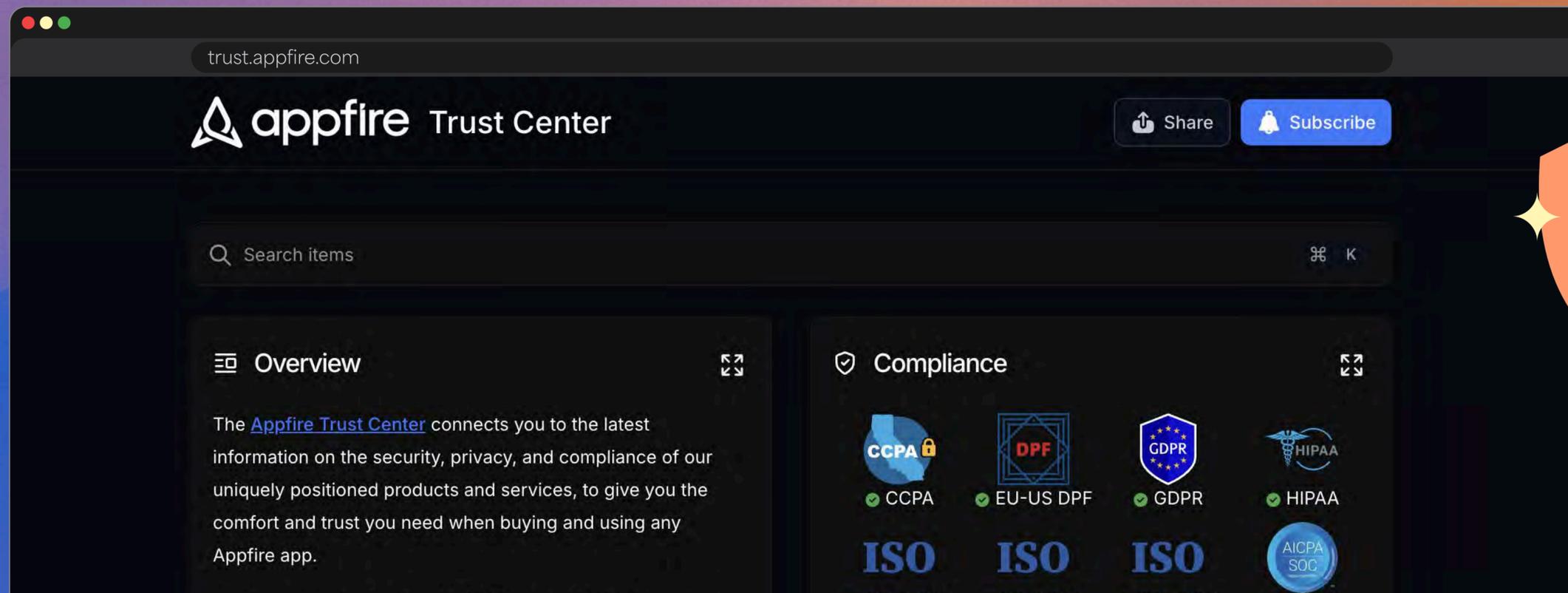
Building trust through security, privacy, and ethics

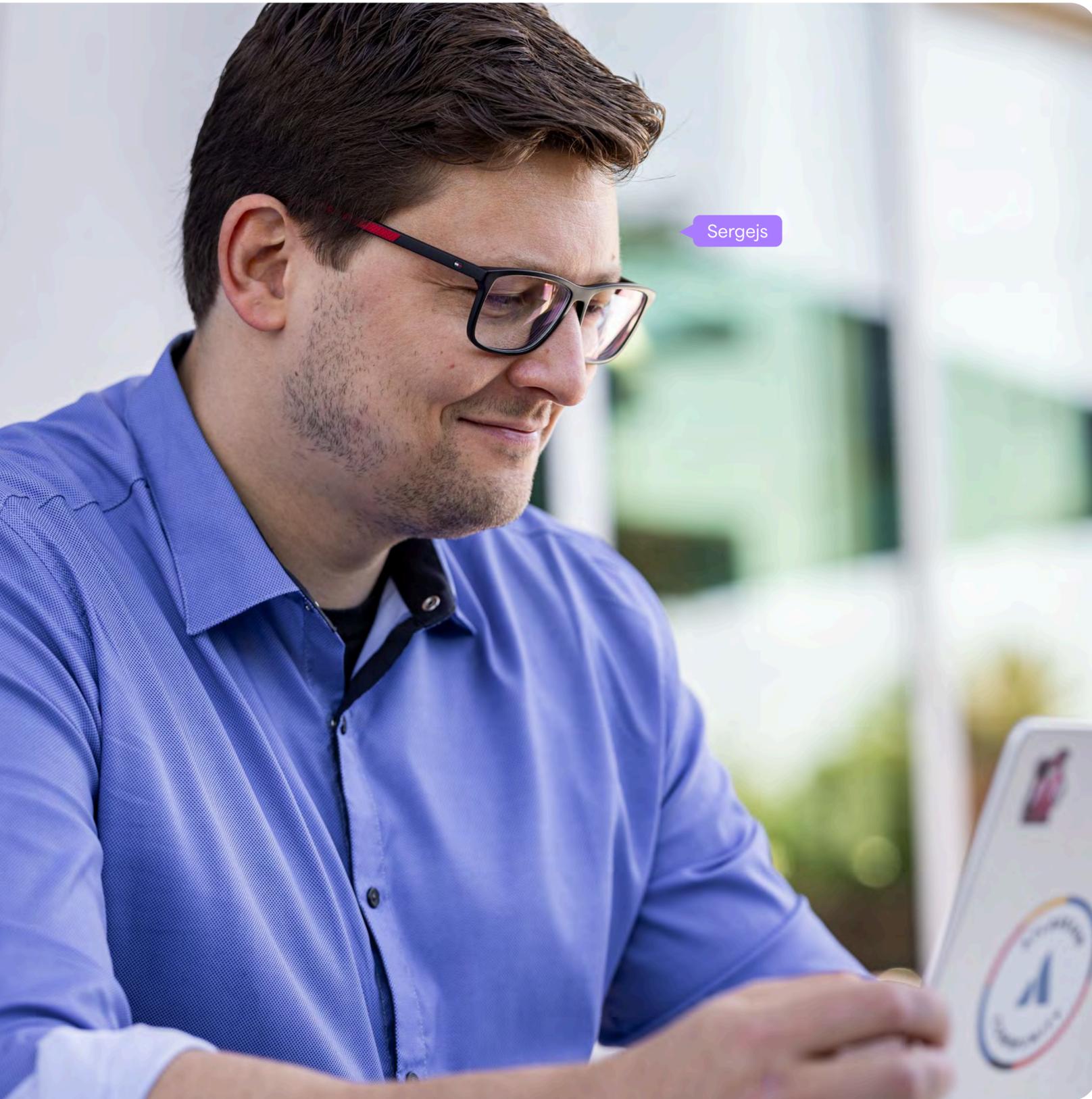
We are committed to upholding the highest standards of ethics, security, and privacy to protect our customers, partners and fireflies while driving responsible business growth. Our approach to trust is built on transparency, accountability and continuous improvement, ensuring that our policies, processes and technologies evolve to meet the highest industry standards.

Through our [award-winning Trust Center](#), we provide clear, accessible information on our security posture, privacy practices, and compliance frameworks, empowering our customers to make informed decisions with confidence. We adhere to globally recognized standards, conduct rigorous third-party audits

and proactively enhance our security measures to stay ahead of emerging threats.

By embedding trust at the core of our operations, we not only safeguard the integrity of our products and services but also reinforce our unwavering commitment to ethical business practices, responsible data stewardship and regulatory compliance.





Sergejs

Ethics and integrity

Ethical conduct is the foundation of a strong and responsible organization. It shapes how decisions are made, how people are treated, and how trust is built with employees, partners, and customers. Upholding these principles isn't a one-time effort—it's an ongoing commitment that evolves with our business, reinforced through clear policies, regular training, and a culture of accountability.

Upholding high standards of business conduct

Appfire's [Code of Business Conduct & Ethics](#) sets the foundation for ethical decision-making across our global operations. We expect all employees, contractors, and business partners to adhere to the highest

standards of honesty, integrity, and compliance with applicable laws. To reinforce this, we mandate annual training on the Code of Conduct through Appfire University, ensuring that every team member understands their responsibilities in upholding our ethical principles.

Our policies strictly prohibit bribery, corruption, insider trading, and any form of unethical behavior. We emphasize fair competition, proper use of company assets, and confidentiality, ensuring that all business dealings reflect transparency and accountability.

Speaking up: A culture of accountability

Appfire fosters an open culture where employees feel empowered to voice concerns without fear of retaliation. Through our Ethics Reporting Policy, employees and stakeholders have access to confidential reporting channels, including a whistleblower hotline, to report any suspected violations of our Code of Conduct. We are committed to investigating all reports thoroughly and taking corrective action where necessary.

A zero-tolerance approach to modern slavery

Human rights are fundamental to our ethical stance. Appfire maintains a zero-tolerance policy toward modern slavery, human trafficking, and forced labor. While our exposure to these risks remains low due to the nature of our industry, we continuously assess and strengthen our due diligence practices. Our commitment includes:

- **Supplier accountability:** We engage only with reputable suppliers who adhere to ethical labor practices and undergo rigorous vetting before forming business relationships.
- **Responsible sourcing:** We ensure that all employment agencies comply with ethical labor standards.
- **Ongoing training:** We provide employees with training on our Code of Conduct, which covers a range of ethical and compliance-related topics.
- **Whistleblower protections:** Our ethics reporting system enables employees and third parties to report concerns anonymously, with full protection from retaliation.

Ethical conduct is an ongoing commitment. We continuously evaluate and strengthen our policies, training programs and compliance mechanisms to ensure adherence to high ethical standards across all aspects of our business.



Security

Security is a fundamental component of our commitment to trust and safety. We take a proactive, risk-based approach to cybersecurity, aligning our practices with internationally recognized frameworks, including ISO 27001, AICPA SOC 2, OWASP, MITRE, and NIST. Our security program is designed to protect sensitive data, mitigate risks and ensure compliance with global security regulations and industry standards.

Our dedication to cybersecurity excellence is reflected in the leadership of our Chief Information Security Officer (CISO), Doug Kersten, who was honored with the [Corporate category award at the 2024 BostonCISO ORBIE® Awards](#) for his outstanding contributions to information security.

ISO
ISO 27001



ISO
ISO 27001 SoA

ISO
ISO 27017



Risk management and vulnerability detection

To continuously identify, assess, and mitigate cybersecurity risks, Appfire employs multiple security testing and risk treatment processes, including:

- Static and Dynamic Application Security Testing (SAST & DAST)
- Source Code Analysis (SCA)
- Cloud Security Posture Management (CSPM)
- Penetration Testing (third-party and internal)
- Bug Bounty Programs
- Externally Facing Security Posture Management

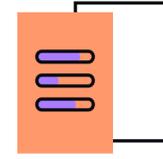
Risk treatment plans are developed to address vulnerabilities, with oversight from the Information Security team and Executive Leadership team.



Security incident response and threat intelligence

Appfire has a dedicated Security Incident Response Team (SIRT) responsible for analyzing, responding to, and mitigating security risks. The team evaluates incidents based on potential impact and severity, ensuring a structured approach to risk prioritization and response.

Our threat intelligence processes enable continuous monitoring of emerging cybersecurity threats, allowing us to proactively identify risks and strengthen our security posture. Due to the limited nature of personal data stored and processed by Appfire, our threat risk profile remains lower than companies handling large volumes of sensitive customer information.

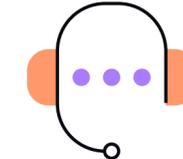


Vendor security and procurement

Security is embedded in Appfire's vendor selection and procurement processes. Vendors undergo security assessments that include:

- Proof of Concept (POC) evaluations
- Risk-based security reviews
- Privacy, security, and compliance assessments

These steps ensure that third-party providers meet Appfire's security and privacy standards before engagement.

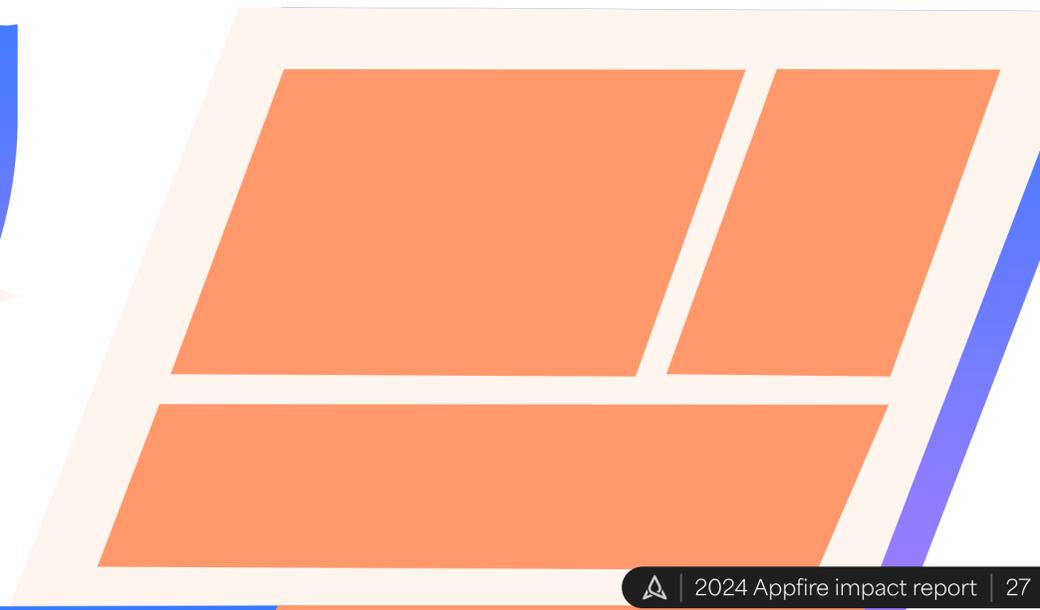


Employee security training and compliance

Employees receive ongoing training on:

- Security policies and risk mitigation practices
- Proper use of security tools
- Compliance with cybersecurity regulations

The Appfire Information Security team oversees the implementation and enforcement of security policies to ensure compliance across the organization.



Privacy and data protection

We maintain the highest standards of data privacy and protection across our operations and adhere to international regulations, including the General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA).

We are an active participant of the Data Privacy Framework Program, adhering to EU-U.S. Data Privacy Framework Principles, the UK Extension to the EU-U.S. Data Privacy Framework Principles, and the Swiss - U.S. Data Privacy Framework Principles to robust data protection standards when transferring personal information between these jurisdictions and the United States.

Our Privacy Policy is regularly updated to reflect evolving laws, and we maintain internal privacy policies and procedures to support a structured and compliant approach to data governance.

Security and compliance

To protect personal data, Appfire follows recognized privacy frameworks and regulations and implements strong security measures, including:

- Compliance with GDPR, CCPA, and other applicable privacy regulations:
- Adherence to Data Privacy Framework Principles, including Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity, Purpose Limitation, Access, Recourse, Enforcement, and Liability.
- Regular audits and reviews to ensure compliance with privacy laws and security best practices.

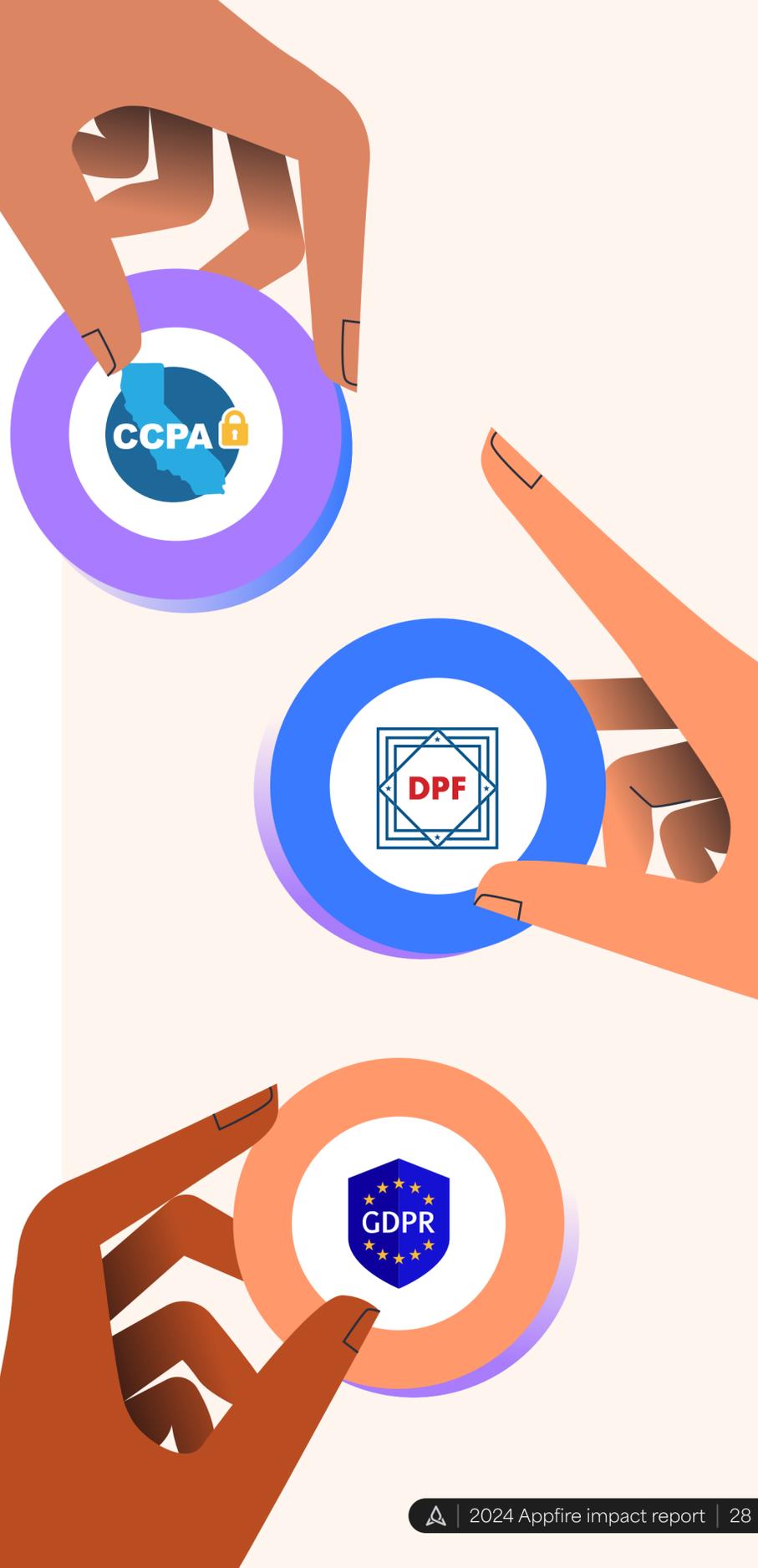
Through our [Trust Center](#), we provide transparency on our privacy commitments, security practices, and regulatory compliance efforts. Appfire continues to refine its approach to data privacy by integrating

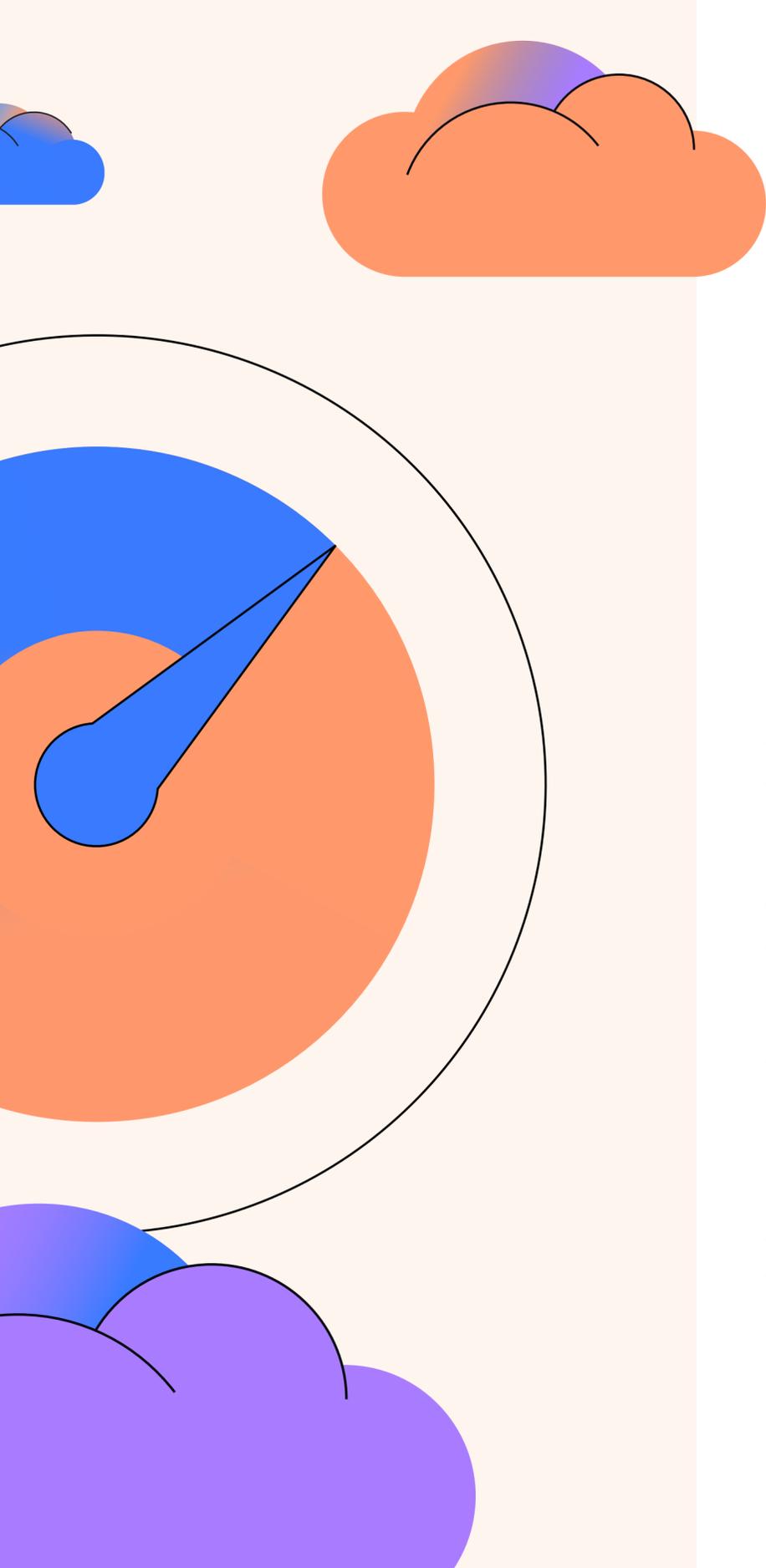
evolving legal requirements and best practices into our operations.

Responsible advertising and direct marketing

Appfire's advertising and direct marketing activities comply with the laws of the regions in which we operate. We follow a consent-based model for direct marketing, ensuring that users opt in before receiving communications:

- Informed consent: Users are provided with clear information about how their data will be used before opting in.
- Right to withdraw: Users can revoke their consent at any time via a dedicated contact form or through unsubscribe links in marketing emails.
- Data accuracy: Our marketing database is regularly updated to ensure compliance with data protection standards and respect for user preferences.





Business continuity and technical resilience

Disruptions can happen at any time. This is why we are committed to Business Continuity Management (BCM) to maintain service reliability and operational resilience in the face of challenges such as cloud outages, cyber incidents, and natural disasters. Our approach focuses on risk identification, proactive planning, and structured recovery strategies to minimize impact and restore operations quickly.

Management and board oversight play a key role in business continuity planning. The Executive Leadership team (ELT) is accountable for BCM strategy, with coordination led by the CISO and VP of Information Systems & Program Management. The board and leadership team receive regular updates on continuity risks, program improvements, and risk mitigation efforts.

Appfire's business continuity policies, procedures, and recovery plans align with industry standards, including ISO 22301 and ISO 27001. Our approach includes:

- **Annual Business Impact Analysis (BIA)** to assess critical dependencies, recovery priorities, and risk thresholds.
- **Business Continuity Plans (BCPs)** documenting essential procedures for restoring operations.
- **Incident response and disaster recovery planning**, ensuring rapid action in case of disruptions.
- **Regular testing and training**, including tabletop exercises, walkthroughs, and functional drills.

Appfire also conducts technical resilience planning, integrating 24/7 monitoring, cloud

redundancy, and application risk mitigation to safeguard against service interruptions. In 2024, our most heavily used applications averaged four hours of downtime per month, while smaller applications experienced four hours of downtime annually across the portfolio.

We regularly assess business technology risks such as cloud security, backup integrity, and third-party dependencies. High-risk areas are addressed through structured risk treatment plans, ensuring resilience across infrastructure, data security, and business operations.

Our goal is to ensure continuity, security, and adaptability so Appfire can withstand disruptions and maintain the trust of our customers and stakeholders.

SASB Index

SASB index

Accounting metric	Reporting standard code	Disclosure
Environmental Footprint of Hardware Infrastructure		
(1)Total energy consumed, (2)Percentage grid electricity, (3)Percentage renewable	TC-SI-130a.1	Appfire does not specifically disclose this reporting standard.
(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	TC-SI-130a.2	Appfire does not specifically disclose this reporting standard.
Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-SI-130a.3	Refer to Optimizing operations for sustainability
Data Privacy & Freedom of Expression		
Description of policies and practices relating to targeted advertising and user privacy	TC-SI-220a.1	Refer to Responsible advertising and direct marketing
Number of users whose information is used for secondary purposes	TC-SI-220a.2	Refer to Responsible advertising and direct marketing
Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-SI-220a.3	In the last fiscal year, Appfire has not incurred any losses as a result of legal proceedings associated with user privacy.

Accounting metric	Reporting standard code	Disclosure
(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	TC-SI-220a.4	<ol style="list-style-type: none"> 1. Appfire has not received any governmental requests for information related to unique users. 2. Appfire has not received any governmental requests for information related to unique users. 3. Appfire has not received any requests from governmental authorities or law enforcement for user information, so the percentage of such requests resulting in disclosure is zero
List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	TC-SI-220a.5	Appfire complies with any applicable laws and regulations, including, but not limited to, requirements under the U.S. Foreign Corrupt Practices Act and Export Control Regulations. Additionally, Appfire products are not offered for sale in countries and/or regions on the U.S. sanctions list.

Data Security

(1) Number of data breaches,(2) percentage that are personal data breaches, (3) number of users affected	TC-SI-230a.1	During 2024, we had no material breaches.
Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-SI-230a.2	Refer to Security

Recruiting & Managing a Global, Diverse & Skilled Workforce

Percentage of employees that require a work visa	TC-SI-330a.1	As of Dec 31, 2024 7.18% of Appfire employees required a work visa.
Employee engagement as a percentage	TC-SI-330a.2	Appfire does not specifically disclose this reporting standard.
Percentage of (1) gender and (2) diversity group representation for (a)executive management, (b) non-executive management, (c) technical employees, and (d) all other employees	TC-SI-330a.3	Refer to Global employee gender representation and US employee race and ethnicity representation

Accounting metric	Reporting standard code	Disclosure
Intellectual Property Protection & Competitive Behavior		
Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	TC-SI-520a.1	In the last fiscal year, Appfire has not incurred any losses as a result of legal proceedings associated with user privacy.
Managing Systemic Risks from Technology Disruptions		
Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	TC-SI-550a.1	Please refer to our status page for real-time performance and past incidents of our apps.
Description of business continuity risks related to disruptions of operations	TC-SI-550a.2	Refer to Business continuity and technical resilience
Activity Metrics		
(1) Number of licenses or subscriptions, (2) percentage cloud-based	TC-SI-000.1	Appfire does not specifically disclose this reporting standard.
(1) Data processing capacity, (2) percentage outsourced	TC-SI-000.2	100% is outsourced.
(1) Amount of data storage, (2) percentage outsourced	TC-SI-000.3	100% is outsourced.



Make work flow