

# Appfire Impact Report 2025



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# Message from our CEO

The expectations for how companies operate are changing – and at Appfire, we’re choosing to stay ahead of that shift.

As a private company, we’re not required to report on our environmental, social, and governance efforts in this way. We’re doing it because we believe expectations will continue to rise, and because operating responsibly at scale requires more than intent. It requires discipline. Doing good work isn’t enough if it isn’t measurable, repeatable, and accountable. Real impact comes from embedding these principles into how we operate – not treating them as separate initiatives.

This year, we established a clearer baseline across our ESG efforts. We’ve improved how we measure our carbon footprint, taken a more structured approach to digital responsibility, and strengthened how we evaluate and support employee experience. More importantly, we’ve begun putting the systems in place to track progress consistently over time. We’re applying the same operating principles that guide our business: focus, simplify, and execute. We’re

focusing on the areas where we can have the greatest impact, informed by our double materiality assessment. We’re simplifying by prioritizing a defined set of topics rather than trying to address everything at once. And we’re building the execution discipline required to turn those priorities into measurable outcomes.

This is not about perfection. You’ll see progress, and you’ll see gaps. That transparency is intentional because without it, accountability breaks down. As we scale, our objective is straightforward: build the capability to operate responsibly in a way that is consistent, measurable, and durable over time. This report reflects where we are today – and the foundation we’re putting in place for what comes next.

We’re just getting started.  
With appreciation,



*Matt J. Dircks*

**Matt Dircks**

CEO

Boston, United States, June 2026

# Report highlights



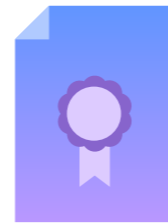
**730**

employees represented  
in 26 countries  
at year end



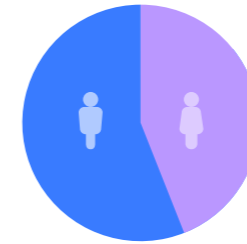
**0**

material security  
incidents



**122,548**

customer subscriptions



**44%**

of Appfire's executive  
leadership team are  
women



**> 25k**

Trusted by over **25,000**  
**companies** and growing –  
including more than 55%  
of the **Fortune 500**

# About this report

The Appfire Impact Report is released annually to share our environmental, social, and governance (ESG) performance and plans. As a private, global software company, Appfire is not currently required to publish a sustainability report.

We do so because transparency, accountability, and responsible growth are core to how we operate and how we serve our people, customers, partners, and communities. This report is intended to help us and our stakeholders understand how environmental, social, and governance factors influence our business performance, resilience, and long-term strategy, while also examining how our activities impact people, communities, and the planet. By bringing these perspectives together through our double materiality assessment, we aim to strengthen accountability, identify risks and opportunities, and embed responsible decision-making across the organization.

This year's report marks an important evolution in our ESG journey. Building on the foundation established in our inaugural 2024 Impact Report, this year's report is informed by the Global Reporting Initiative (GRI) Standards to guide how we structure and communicate our ESG disclosures. Using this framework enables us to take a more comprehensive, stakeholder-informed approach to identifying and reporting our most significant impacts, and better positions Appfire to prepare for evolving regulatory expectations, including the EU Corporate Sustainability Reporting Directive (CSRD). As our ESG reporting continues to mature, we intend to further strengthen our alignment with the GRI Standards over time.

This report covers Appfire's global operations for our fiscal year, from January through December 2025, unless otherwise noted. The findings from our double materiality assessment guided the content of this report, ensuring it addresses the issues most significant to both our business and our stakeholders. It reflects our current understanding of these material ESG topics and our progress to date. Where measurement methodologies are still developing, we have noted relevant assumptions within the applicable sections of this report. This report was developed through cross-functional collaboration led by the Corporate Social Responsibility team and involving subject matter experts from Legal, People, Information Security, IT Operations, Engineering, Finance, and Marketing, with oversight from Appfire's Executive Leadership Team (ELT). This collaborative governance approach reinforces our commitment to integrating ESG considerations into everyday decision-making.

Responsible business practices and sustainability reporting are ongoing efforts. As we continue to mature our approach, we are committed to improving data quality, strengthening governance and internal controls, and using ESG insights to inform better decisions. We welcome questions or feedback at [csr@appfire.com](mailto:csr@appfire.com).

The data and metrics presented have not been independently verified or externally assured. Where measurement methodologies are still maturing, we have noted assumptions and limitations. This report is provided for informational purposes and should not be interpreted as a legal commitment or warranty regarding any specific practice, policy, or outcome. Additional ESG data and metrics are maintained internally and available upon request to qualified stakeholders.

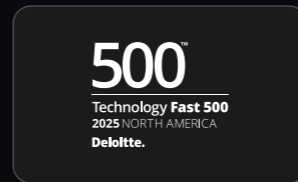
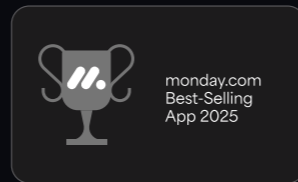
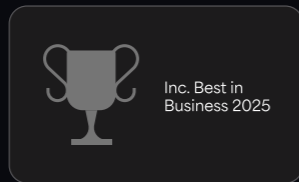
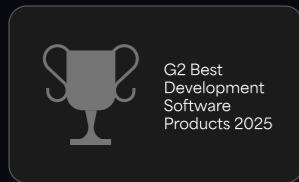
# About Appfire

Appfire is a trusted technology partner, providing a market-leading portfolio of enterprise solutions that power diverse use cases across planning, automation, operations, and governance. We build solutions that enhance, extend, and connect the platforms teams already rely on.

With AI native capabilities and security backed by our award-winning [Trust Center](#), we provide teams with the confidence to adapt to changing priorities, work at scale, and turn collaboration into measurable business outcomes. For companies at every stage of growth, we accelerate value across platforms like Atlassian, Salesforce, and Microsoft. Through a robust ecosystem of partners, and proven innovation, we enable customers to implement efficient workflows, move faster, and operate smarter.

Trusted by over 25,000 companies and growing – including more than 55% of the Fortune 500 – we help knowledge workers reduce friction, improve visibility, and adapt tools to real-world processes, enabling them to translate collaboration into real ROI.

Our products are delivered primarily through cloud environments, and our workforce operates under a remote-first model, supported by 11 leased office locations in select regions as of 2025. Appfire’s workforce includes full-time and part-time employees, as well as a limited number of contractors and contingent workers who support specialized functions.



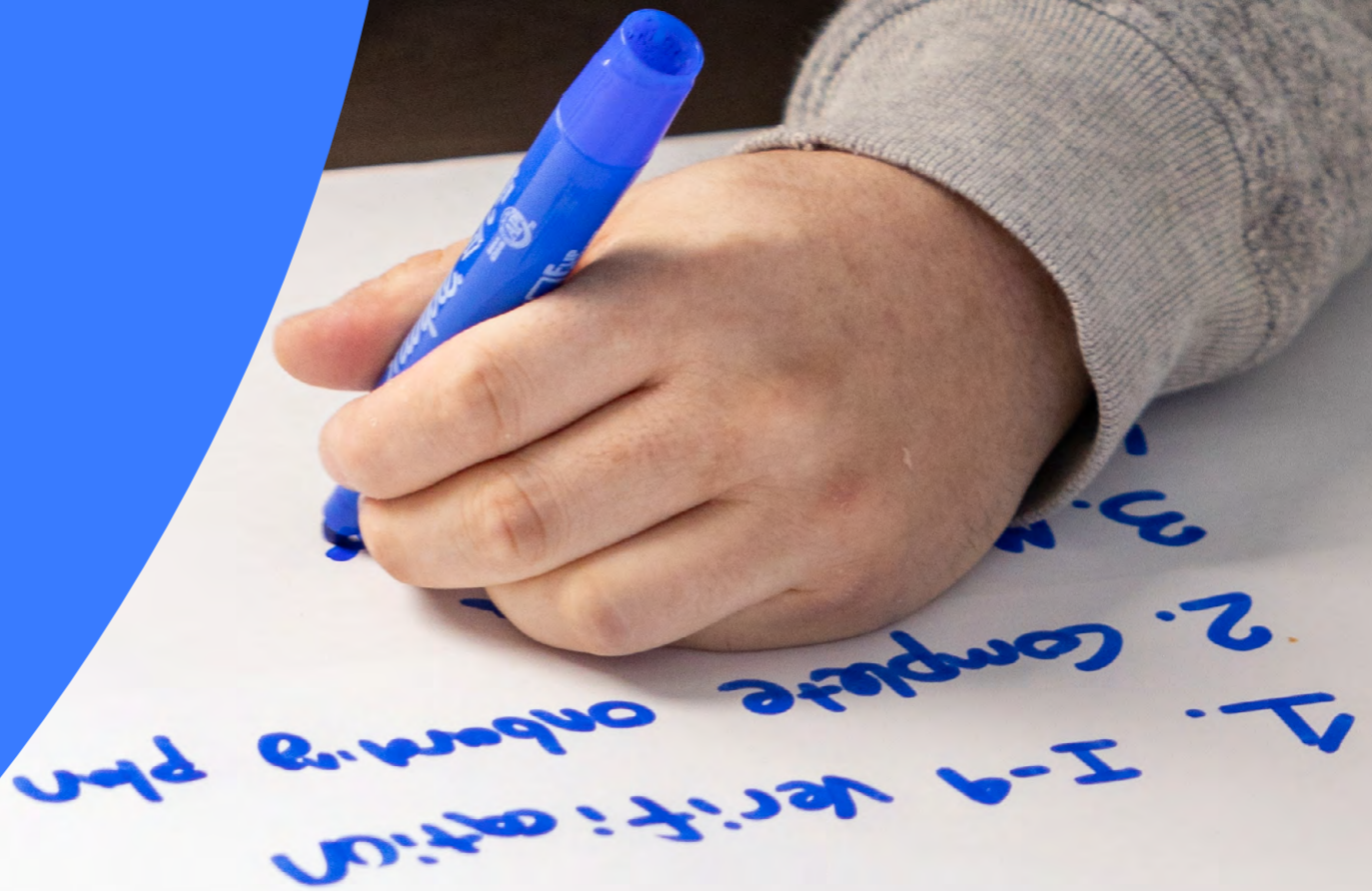
As a remote-first organization, we prioritize flexibility while maintaining consistent governance and operational standards across geographies. Appfire Parent is a privately held limited liability company organized in Delaware, operating through affiliated entities in Bulgaria, France, Germany, India, Poland, Spain, Switzerland, the United Kingdom, and the United States, with a global workforce distributed through 26 countries.

Our governance structure is designed to support both operational agility and strong oversight. Appfire is overseen by a Management Board, which provides strategic guidance and accountability. The Management Board consists of investor-appointed directors and independent directors, balancing the interest of our major investors and impartial oversight through external perspectives. Day-to-day management of the company is led by our ELT, which is responsible for

business performance, risk management, and long-term strategy. The ELT meets with our Management Board each quarter to review company progress toward annual goals, discuss any significant risks, and obtain any necessary approvals for major decisions. The ELT is responsible for developing, approving, and updating Appfire's strategy, core values, and goals related to sustainable development. Responsibility for ESG-related topics also sits with the functional leaders who manage them in practice. Teams across Legal & Compliance, Security, Finance, People, IT Operations, and Product oversee the policies, controls, and processes relevant to their areas, including topics such as data privacy and security, employee experience, responsible product development, and regulatory compliance. This approach ensures ESG considerations are addressed through the same governance and risk management processes that guide the rest of the business.



# Double materiality



To ensure our reporting focuses on the most material ESG topics, we applied a double materiality approach to identify which ESG issues could meaningfully affect Appfire's financial performance and long-term resilience, and the areas where our products and operations could have significant impacts on people, society, and the environment. Working closely with subject matter experts across the business, we first developed a broad list of potential material topics based on internal risk assessments, operational data, employee feedback, regulatory trends, and peer benchmarking.

Each topic was then evaluated by relevance and impact across our workforce, customers, partners, and environmental footprint. Using this structured assessment, we identified primary and secondary material topics and documented the rationale behind each. The results were presented to our ELT for review and discussion, and the ELT confirmed that these topics represent the areas most material to our business and stakeholders. Through this process we have grounded our ESG strategy in business reality while addressing the broader impacts and responsibilities associated with our operations, products, and value chain.



## Material topics:

### Digital responsibility:

- Data privacy
- Cybersecurity

### Product security & reliability

- Responsible AI practices
- Business continuity

### Governance & ethics:

- Compliance
- Risk management

### Community & social impact:

- Volunteering & donations
- Digital inclusion / Tech for Good

### People & culture:

- Employee well-being & satisfaction
- Talent attraction, development, & retention
- Diversity, equity, & inclusion
- Employee engagement metrics

### Climate & environmental stewardship:

- Greenhouse gas emissions
- Energy consumption
- Sustainable procurement

Category	Topic	Impact	Risk	Opportunities
Digital responsibility	Data privacy	Handling personal data affects individuals' privacy rights and digital safety.	Expanding global privacy regulations and customer expectations increase compliance costs and operational complexity.	Strong privacy practices enhance customer trust and competitive positioning.
	Cybersecurity	Weak controls could expose customer systems and sensitive information.	Rising cyber threats increase operational disruption.	Proactive cybersecurity strengthens enterprise credibility and product trust.
	Product security & reliability	Secure, reliable software supports safe digital collaboration and productivity.	Failure to meet reliability expectations may increase churn and development costs.	Reliability and secure-by-design practices drive long-term adoption and loyalty.
	Business continuity	Reliable operations enable customers to maintain continuity.	External disruptions may impact service availability and financial performance.	Resilience planning enhances reliability and competitive advantage.
Governance & ethics	Governance, ethics & compliance	Ethical governance shapes responsible decision-making and corporate integrity.	Expanding compliance requirements increase regulatory scrutiny and reporting obligations.	Strong governance builds stakeholder trust and investor confidence.
	Business continuity	Reliable operations enable customers to maintain continuity.	External disruptions may impact service availability and financial performance.	Resilience planning enhances reliability and competitive advantage.
	Risk management	Risk management systems influence the ability to anticipate and mitigate emerging risks.	Increasing regulatory and cybersecurity complexity heightens exposure.	Integrated sustainability risk management strengthens strategic resilience.

Category	Topic	Impact	Risk	Opportunities
Climate & environmental stewardship	Sustainable procurement	Procurement choices influence environmental and social impacts across suppliers.	Growing expectations for responsible sourcing increase due diligence and reporting demands.	Sustainable sourcing strengthens supply chain resilience and environmental performance.
	Hardware sourcing	Hardware supply chains may contribute to environmental degradation and labor risks.	Conflict minerals and human rights regulations increase compliance exposure.	Responsible sourcing improves transparency, predictability, and stakeholder confidence.
	Supply chain environmental impact	Supplier energy use contributes to greenhouse gas emissions.	Scope 3 disclosure expectations increase pressure to measure and reduce emissions.	Supplier engagement on emissions supports climate goals and operational efficiency.
People & culture	Employee well-being	Workplace conditions directly affect employee health and job satisfaction.	Changing workforce expectations may affect retention and productivity.	Strong well-being support enhances engagement and employer reputation.
	Talent development & retention	Workforce development shapes career mobility and long-term employability.	Competition for skilled talent increases labor costs and attrition risk.	Investment in development strengthens innovation and reduces reliance on external hiring.
	Talent acquisition	Hiring practices influence workforce quality, culture, and organizational growth.	Competition for skilled talent and candidate preferences for responsible employers may impact time-to-hire costs and hiring success.	A strong employer brand and effective recruitment strategy incorporating ESG principles expand access to talent and support long-term business performance.
	Diversity, equity & inclusion	Inclusive practices influence representation and equitable opportunity.	Societal and regulatory expectations may impact reputation and hiring competitiveness.	Diverse teams enhance innovation and broaden talent access.
	Employee engagement	Engagement levels influence collaboration, culture, and performance.	Disengagement may increase regrettable attrition and operational risk.	Active engagement monitoring improves culture and long-term stability.
Community & social impact	Volunteering & community giving	Community programs support local development and employee purpose.	Rising expectations for measurable impact may increase scrutiny.	Strategic engagement strengthens brand and employee engagement while also positively impacting society.
	Digital inclusion	Expanding access to technology supports economic participation.	Persistent digital inequality may limit societal trust and market expansion.	Supporting digital inclusion expands reach and reinforces responsible innovation.

# Digital responsibility





0

material security incidents



0

breaches of customer data



>99.9%

uptime

Digital responsibility is foundational to Appfire’s business. We develop and operate enterprise software in cloud environments that store and process customer data and support mission-critical workflows, and we provide transparency into these practices through our award-winning [Trust Center](#), which includes documents related to our security, privacy, and compliance. If our systems were to fail – whether through a data breach, service outage, or misuse of emerging technologies – the consequences could include regulatory exposure, contractual liability, reputational damage, and loss of customer trust.

For a software company like Appfire, digital responsibility directly impacts revenue, retention, and competitiveness. Enterprise customers evaluate security, privacy, and resilience before they buy. Regulators are raising expectations globally. And as our offerings evolve, particularly with AI capabilities, risks and responsibilities evolve with them.



Trust is earned through consistent, secure, and responsible innovation. Appfire prioritizes data privacy, cybersecurity, product integrity, responsible AI, and business resilience – ensuring our customers can rely on us in a rapidly changing digital world.”



Doug Kersten  
Chief Information Security Officer

Led by our Chief Information Security Officer (CISO), digital responsibility is embedded into our daily operations across Engineering, DevOps, IT Operations, People, and Compliance teams. This cross-functional structure ensures that privacy, cybersecurity, and reliability are built into how we develop products, manage infrastructure, and select vendors. These protections extend to all categories of confidential information across the organization, including employee data, financial records, and internal business operations. Audit findings, risk assessments, customer feedback, and evolving regulatory requirements inform ongoing improvements.

## Digital risk management

We apply a risk-based approach to digital responsibility. Each year, we conduct structured risk assessments covering data privacy, cybersecurity, cloud infrastructure, vendor dependencies, operational resilience, and AI-related risks. Risks are evaluated based on their potential impact to data confidentiality, integrity, availability, and business continuity. They are documented in a centralized risk register and assigned clear ownership.

We maintain a certified Information Security Management System (ISMS) aligned with ISO 27001 and extended to cloud controls under ISO 27017. The ELT reviews risk assessments and approves risk treatment plans at least annually, with additional oversight triggered by significant changes such as acquisitions, infrastructure shifts, or emerging threats.

When changes to systems or processes are required, we follow structured governance practices designed to support transparency, accountability, and operational continuity. Changes are documented, reviewed, approved, scheduled, and tested with rollback plans in place. If risks rise to a level that could materially impact customers, revenue, or continuity, they are escalated through leadership channels and, when appropriate, to the Board.



### Our risk identification activities include:

- Threat modeling for cloud architectures
- Data classification and handling assessments
- Vendor security and compliance reviews
- Business Impact Analysis (BIA)
- Evaluation of AI-related risks, including governance and misuse considerations



### Digital responsibility is operationalized through documented policies and controls that govern:

- Access management and multi-factor authentication
- Encryption at rest and in transit
- Secure software development lifecycle practices
- Vulnerability management and patching
- Incident response and escalation
- Vendor risk management
- Business continuity and disaster recovery

## Cybersecurity / product security & reliability

Cloud infrastructure is key to how we deliver our products and is our largest product-related expense. How we design, secure, and optimize our infrastructure directly affects reliability, cost structure, and environmental impact. By managing digital responsibility efficiently, we strengthen trust, improve margins, and support long-term sustainability.

Cloud responsibilities are clearly defined within shared responsibility models with our providers. To ensure reliability, critical systems have defined Recovery Time Objectives (RTOs) and redundancy strategies across availability zones and regions.

Effectiveness is monitored through continuous logging, vulnerability scanning, phishing simulations, incident response testing, internal audits, and executive reviews of risk treatment progress. Independent third-party audits including **ISO 27001**, **ISO 27017**, and **SOC 2, Type II** validate the design and operating effectiveness of these controls. In recent reporting periods, we have achieved zero material security incidents and zero audit findings in third-party ISO and SOC audits – a reflection of the maturity of our information security management system and a solid implementation of preventive and detective controls.

## Data privacy

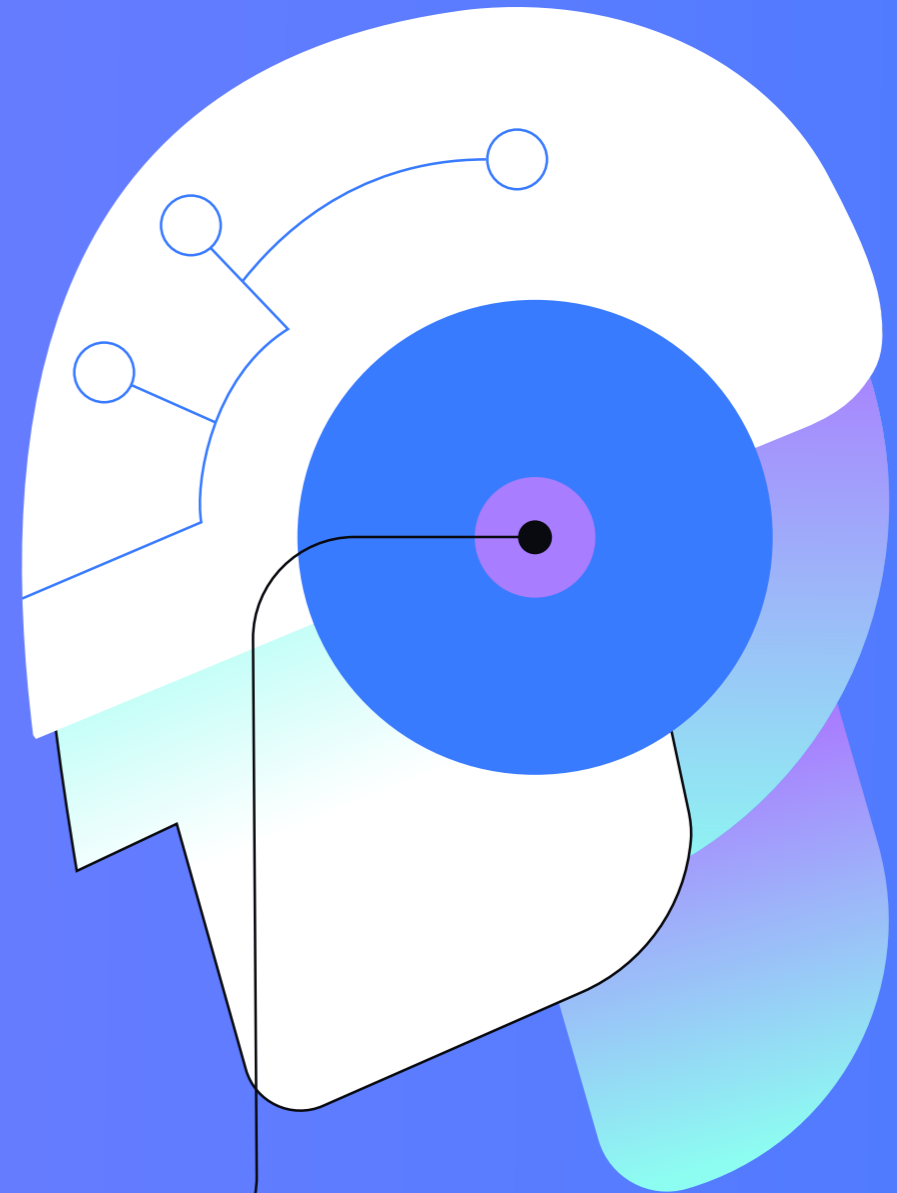
In order to provide the best quality of privacy protection, Appfire adheres to the EU-U.S. Data Privacy Framework Principles, the UK Extension to the EU-U.S. Data Privacy Framework Principles, and the Swiss-U.S. Data Privacy Framework Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity, and Purpose Limitation, as well as Access, Recourse, Enforcement, and Liability. We maintain compliance with the European General Data Protection Regulation (GDPR), including through Data Processing Agreements and publishing our privacy policy.



## Responsible AI

We view digital responsibility as a dynamic discipline. As AI becomes more integrated into our products, we've implemented a formal AI governance program aligned with recognized risk management frameworks, ensuring responsible deployment, human oversight, and data protection.

By embedding security, privacy, reliability, compliance, and responsible AI into governance and engineering practices, we protect customers, strengthen resilience, support compliance, and create operational discipline. This ensures Appfire can adopt AI without losing control of risk, reputation, compliance, or accountability. Through structured governance, independent validation, and continuous improvement, digital responsibility remains both a foundational safeguard and a long-term strategic differentiator for Appfire.



# Governance & ethics





Our customers and partners choose to work with Appfire because they trust how we operate, not just what we build. Integrity is the foundation of that trust, and maintaining it across every jurisdiction, every product, and every relationship is how we earn it every day.”



Christine Alpers  
Chief Legal and Compliance Officer

Strong governance and ethical conduct are foundational to how we operate and grow. As a leading global software provider serving customers across regulated industries, we recognize that protecting confidential information, maintaining effective controls, and acting with integrity are essential to earning and sustaining the trust of our customers, partners, and workforce.

Effective compliance is both a safeguard against legal and reputational risk and a strategic enabler. Many of our customers conduct rigorous due diligence, and our ability to demonstrate strong controls, transparency, and regulatory alignment supports faster procurement cycles and long-term partnerships. We intentionally maintain a governance standard that meets – and in many cases exceeds – what is required of a private company.

Ownership of ethics, compliance, and governance sits within our Legal & Compliance function, led by our Chief Legal & Compliance Officer. We operate a shared-responsibility model in close partnership with the People team and senior leadership to ensure concerns are reviewed objectively and addressed appropriately. When required, matters are escalated to the ELT or directly to the Board, reinforcing independent oversight and accountability at the highest levels.

## Compliance

We maintain a centralized compliance framework that includes policies and procedures covering confidentiality, data privacy, signature authority, responsible use of AI, and our Code of Conduct. Policies are reviewed at least annually and updated as needed in response to organizational changes, audit recommendations, evolving legal and regulatory requirements, and findings from our Information Security risk assessments. Our Security team conducts formal risk assessments on an annual basis that identify and prioritize risks across data protection, operational resilience, vendor dependencies, and emerging technologies. We validate the effectiveness of our controls through independent third-party audits, including ISO and SOC assessments.

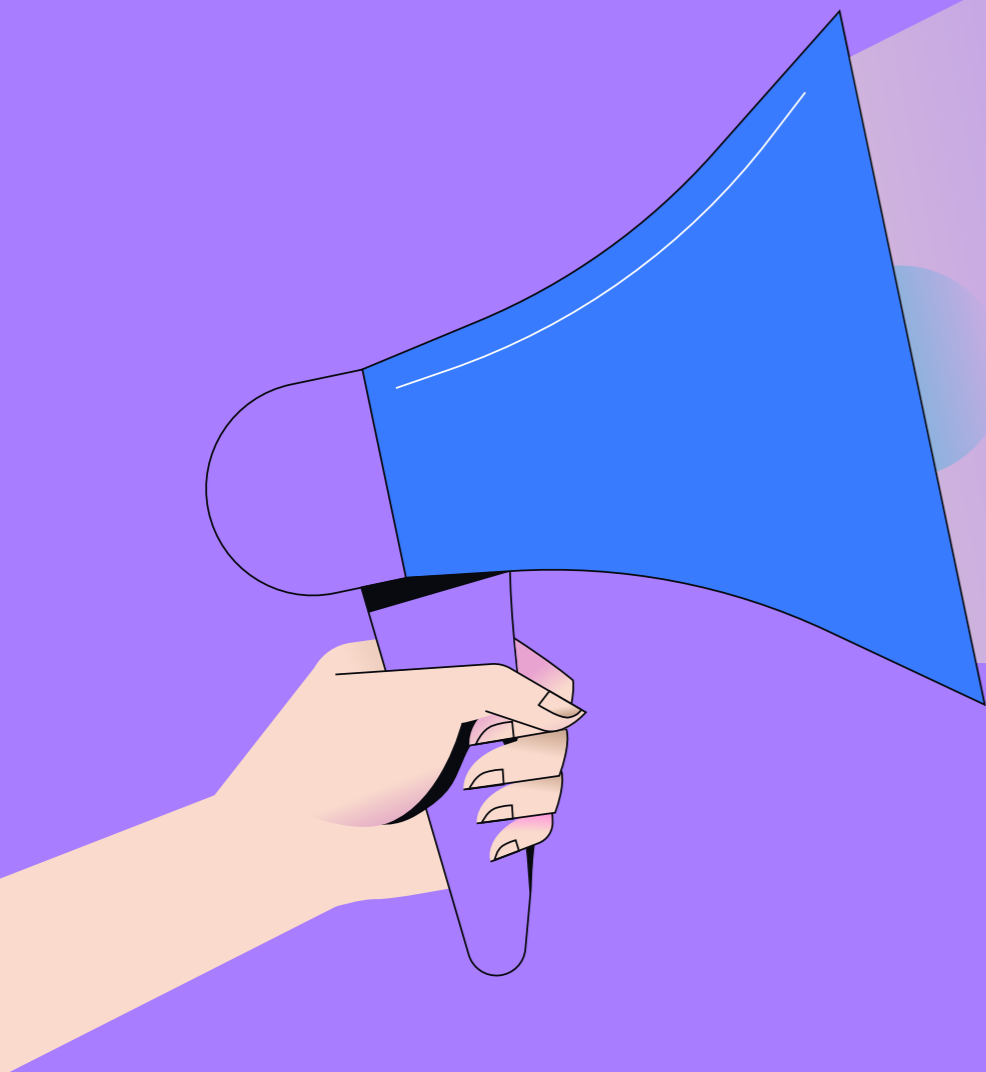
Employees have multiple channels to raise concerns, including an anonymous third-party whistleblower hotline, direct reporting to Legal, and additional pathways through their team's dedicated HR Business Partners or managers. All reports are handled promptly and, where appropriate, investigated and remediated in alignment with our established processes. Our no-retaliation policy protects whistleblowers from retaliation, harassment, or adverse employment consequences.

Our commitment to respecting human rights is set out in our [Code of Business Conduct & Ethics Policy](#), which includes our commitment to prevent forced labor, involuntary labor, child labor, and human trafficking in our operations. This policy, which also sets out anti-corruption expectations, is distributed to all employees and acknowledged annually. All employees are also required to complete Code of Conduct training on an annual basis. In addition, we respect employees' lawful right to exercise free association, and we will recognize the right of our employees to choose or not choose collective bargaining representation.

Our suppliers are onboarded into our third-party expenses platform. Vendor onboarding processes include compliance screening, sanctions checks, and security review where applicable, reinforcing governance and due diligence across our supply chain.

Appfire is committed to responsible tax practices and compliance with applicable tax laws in all jurisdictions where we operate. As a privately held company with global subsidiaries, we file and pay taxes in accordance with applicable local requirements. Our tax positions are reviewed as part of our standard financial governance and legal compliance processes, reflecting our broader commitment to responsible business conduct.





## Responsible marketing



Trust is built on outcomes, not claims. In a complex ecosystem, transparency becomes a true competitive advantage, giving our customers the confidence that what we say aligns with what we deliver.”



Catherine Solazzo  
Chief Marketing Officer

Appfire’s approach to ethical marketing is grounded in transparency, accuracy, and long-term customer trust. We use clear internal review practices to help ensure our messaging, product positioning, and promotional materials are responsible and not misleading. Because much of our go-to-market motion runs through established ecosystem channels, we collaborate with our partners within the frameworks they establish, while maintaining our own policies, performance expectations, and ethical standards. As our programs evolve, we aim to strengthen consistency and clarity so that communications, incentives, and customer and partner experiences remain fair and easy to understand.

Responsible marketing includes not only what we communicate, but also how we handle data, ensure accessibility, and represent our company through events and branded materials. We maintain processes and documentation to support privacy compliance and respond to customer choice, including mechanisms for opt-outs and data deletion requests, and actively respond within the required window to take action on requests (such as unsubscribe patterns and outreach quality).



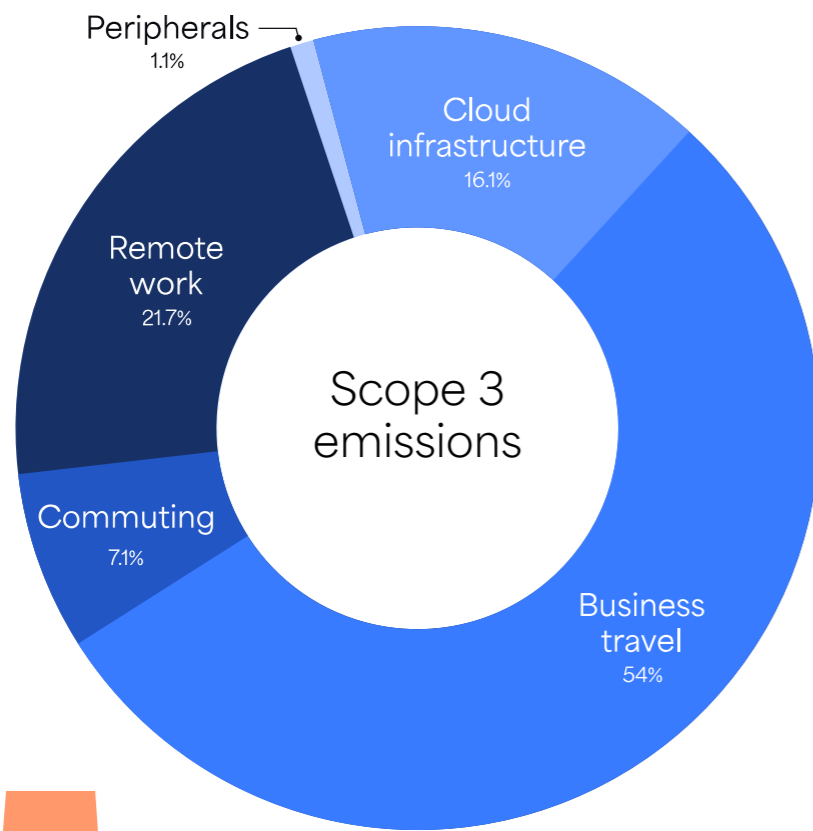
Our Events team considers the environmental and social impacts of physical giveaway items, aiming to balance a positive recipient experience with **responsible sourcing and material choices**. Wherever possible, we prioritize fewer, high-quality items and seek to avoid single-use plastics in favor of more durable and sustainable alternatives. From an accessibility and inclusion perspective, we apply brand and content practices designed to support inclusive language and usable digital experiences documented in our brand guidelines portal that extend to all other third parties who may represent the Appfire brand. Looking ahead, **we plan to expand how we capture and act on customer feedback**

**through NPS and CSAT surveying** to strengthen “closed-loop” processes so insights from customers and partners can be routed, reviewed, and addressed in a timely, consistent way.

As Appfire continues to scale, we are proactively refining our policies, implementing guardrails, and strengthening oversight mechanisms. By embedding ethics and compliance into how we make decisions, approve vendors, design products, and manage risk, we position governance not as a constraint, but as a long-term strategic advantage that protects customer trust, supports compliance, and reinforces sustainable growth.

# Climate & environmental stewardship





## Emissions:

Scope	Type	Emissions in metric tonnes	Percentage of total
Scope 1	Company-leased cars	3.869	0.23%
Scope 2	Physical offices	64.12	3.80%
Scope 3	Other indirect emissions	1,618.96	95.97%
<b>Total emissions:</b>		<b>1,686.96</b>	<b>100.00%</b>

Scope 3 breakdown	Type	Emissions in metric tonnes	Percentage of Scope 3
Scope 3	Cloud infrastructure	260.70	16.10%
Scope 3	Business travel	874.02	53.99%
Scope 3	Commuting	115.75	7.15%
Scope 3	Remote work	351.21	21.69%
Scope 3	Peripherals	17.29	1.07%
<b>Total Scope 3</b>		<b>1,618.96</b>	<b>100.00%</b>

As a digital-first organization, Appfire does not generate significant direct air emissions from its operations (Scope 1). However, we recognize our responsibility to monitor indirect air emissions associated with activities across our value chain, including the electricity generation required to power our global cloud infrastructure (Scope 3) and are continuing to develop our approach in this area.

### 2025 estimates of other significant air emissions (multi-cloud)\*:

- Nitrogen Oxides (NOx): 173.76 kg
- Sulfur Oxides (SOx): 139.00 kg

\*These figures are modeled estimates covering our aggregated footprint across our cloud providers.

## Consumption:

Scope	Type	Consumption in gJ	Percentage of total
Scope 1	Company-leased cars (Gasoline)	1,696.52	8.16%
Scope 1	Company-leased cars (Diesel)	174.21	0.84%
Scope 2	Physical offices (direct)	540.03	2.6%
Scope 3	Other indirect consumption	18,383.53	88.41%
<b>Total consumption:</b>		<b>20,794.29</b>	<b>100.00%</b>

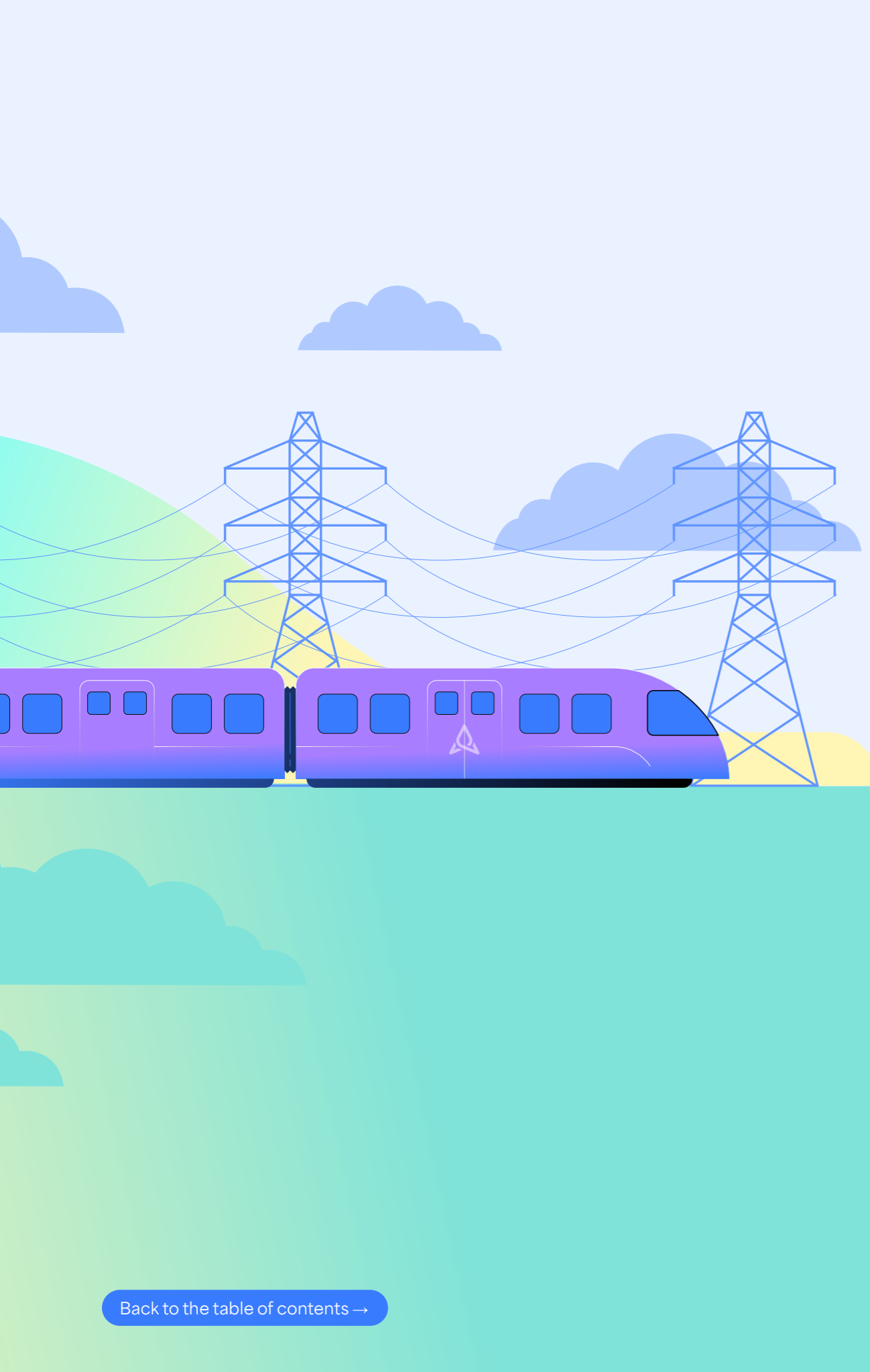
  

Scope 3 breakdown	Type	Consumption in gJ	Percentage of Scope 3
Scope 3	Cloud	2,023.96	11.01%
Scope 3	Business travel	7,490.71	40.75%
Scope 3	Commuting	8,171.186	44.45%
Scope 3	Remote work	557.80	3.03%
Scope 3	Supply chain	139.88	0.76%
<b>Total consumption:</b>		<b>18,383.53</b>	<b>100%</b>



Climate change is material to Appfire because it affects our operating environment, stakeholder expectations, and long-term business planning. Relevant climate-related factors include energy use and emissions associated with our activities, and the evolving regulatory landscape.

Appfire recognizes that relevant interested parties, including customers, employees, investors, regulators, auditors, and business partners, may have expectations related to climate change. These expectations are considered as part of our broader approach to governance, risk management, and sustainability.



## Our carbon footprint

As a remote-first software company, Appfire’s environmental footprint is primarily driven by travel and digital infrastructure. While we do not operate manufacturing facilities or complex physical supply chains, the energy required to power our cloud environments and support our distributed workforce represents a meaningful area of responsibility.

Our carbon emissions data includes estimates based on currently available information, including data from our providers, publicly available emissions factors, and regional energy grid characteristics. In some cases, data is unavailable and we’ve made assumptions to calculate our carbon footprint. These figures therefore do not capture precise, real-time emissions at a granular level. However, they represent a reasonable and informed approximation of our environmental impact and will continue to improve as data availability and methodologies evolve.

Climate stewardship at Appfire is rooted in operational discipline rather than symbolic commitments. By embedding infrastructure optimization, supplier oversight, cost governance, and baseline measurement into our day-to-day processes, we are working to ensure that environmental considerations are integrated into business decision-making. As expectations from customers, regulators, and investors continue to evolve, we will continue to refine our measurement capabilities, improve transparency, and pursue efficiencies that strengthen both our environmental performance and long-term business resilience.

## Scope 3

Our Scope 3 emissions represent all indirect greenhouse gas (GHG) emissions that occur in our value chain, including both upstream and downstream activities, that are not owned or controlled by Appfire. Our Scope 3 GHG emissions account for 95.97% of our total emissions.

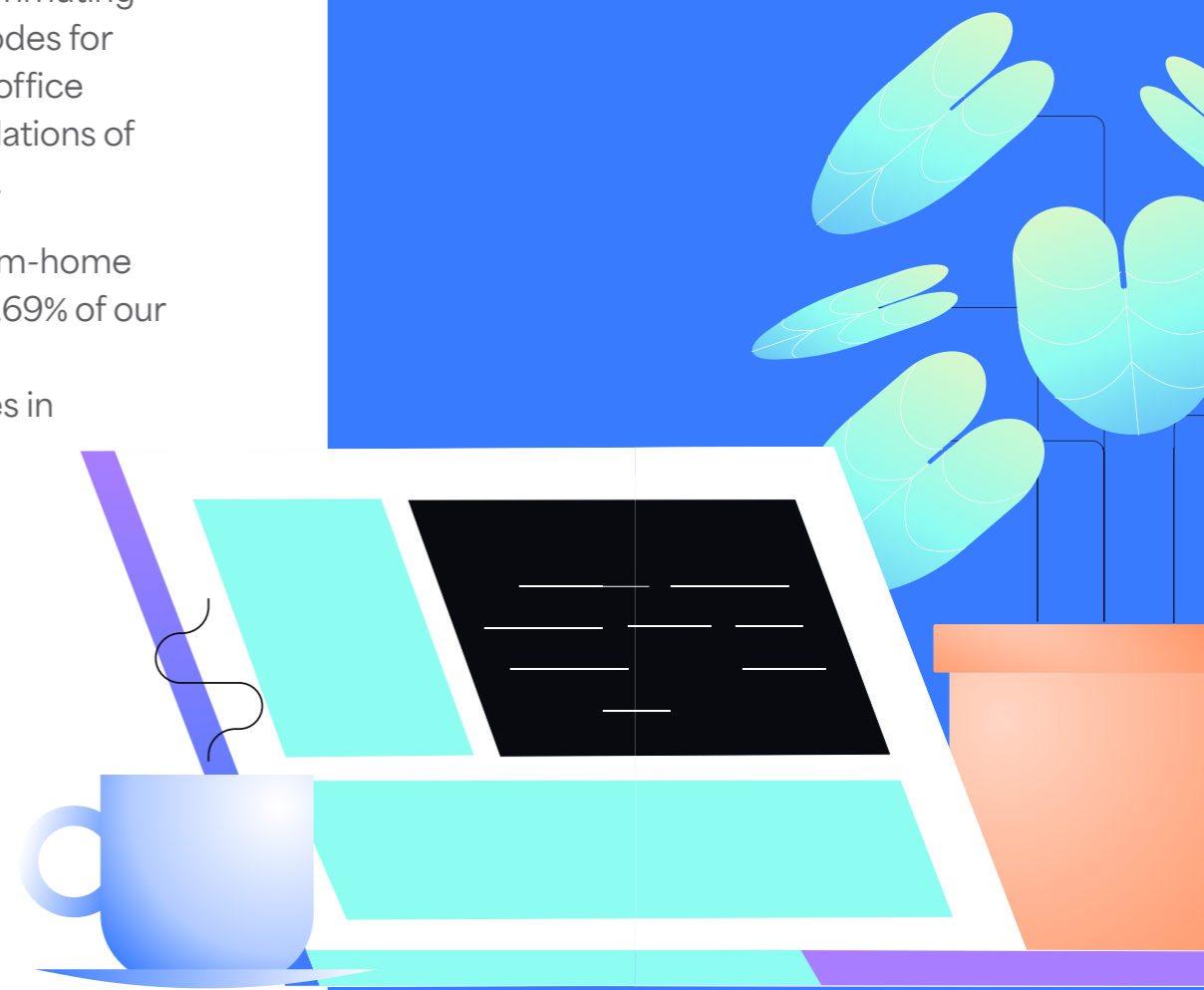
### Business travel, commuting, & working from home

Our largest emissions are associated with business travel and leased office space. Our business travel emissions constitute 53.99% of our Scope 3 emissions. Business travel remains an important tool for building customer relationships and internal alignment, and we evaluate it thoughtfully, balancing operational value with environmental and cost considerations. In 2025, we began refining how and why we travel as a company, reducing unnecessary trips to lower both costs and our environmental footprint. This is an ongoing effort as we continue to ensure travel is purposeful and limited as we scale. We have also measured the impact of our

employees' flexible working set-ups, including working from home and traveling to local offices. In February 2026, we conducted our first employee commuting survey to better understand how frequently employees traveled to offices and which transportation modes they used in 2025. A total of 170 employees participated in the survey. The results were used to estimate commuting frequency and transportation modes for employees based in our primary office locations and to inform our calculations of employee commuting emissions.

Our commuting and working-from-home emissions constitute 7.15% and 21.69% of our Scope 3 emissions respectively. We have assumed that employees in locations without offices work from home each day in order to estimate emissions.

We plan to evolve this approach, focusing on improving the accuracy of our emissions reporting and gaining a deeper understanding of the environmental impacts.



## Digital infrastructure

Our cloud infrastructure is both a strategic enabler and our largest product-related expense. Because cloud consumption directly correlates with usage, storage, and data transfer, we manage our environmental impact in parallel with cost discipline. We operate across a segregated cloud architecture, allowing detailed visibility into consumption patterns. When anomalies arise, our IT Operations and DevOps teams proactively engage Engineering teams to optimize workloads. This includes removing unnecessary backups, right-sizing underutilized clusters, and improving infrastructure configurations.

Cloud reliability and environmental efficiency must be balanced. To ensure high availability and business continuity for customers, our architecture relies on multi-region and multi-availability zone replication. While this redundancy increases infrastructure use, it protects customer data and system uptime. We manage this tradeoff intentionally, continuously refining workload placement and utilization while maintaining resilience standards expected by enterprise customers.

Our cloud emissions constitute 16.10% of our Scope 3 emissions. To estimate our infrastructure-related emissions, we use region-based energy grid factors and cloud usage data as a proxy for electricity consumption. While cloud providers do not always supply direct, workload-specific emissions data, we apply best-available regional grid information to calculate indicative energy use and carbon intensity. Emissions associated with cloud infrastructure are reported using provider-specific usage data.

These providers have transitioned their cooling systems to use refrigerants with Zero Ozone Depletion Potential (ODP), therefore, our Scope 3 emissions in this category are negligible or zero. Other software and AI-enabled SaaS services are not separately estimated at this time. Emissions associated with these services may exist outside the cloud infrastructure emissions currently captured in our reporting and are currently considered immaterial relative to our measured cloud infrastructure footprint. We recognize that emissions accounting for cloud environments is still evolving and continue to strengthen the rigor and documentation of our methodologies to improve transparency and auditability over time.



At the core of our strategy lies the conviction that sustainability and operational efficiency are powerful catalysts for one another. By maintaining a disciplined, selective approach to our cloud infrastructure and vigilantly managing the energy demands of emerging AI technologies, we ensure that our cost optimization agenda directly fuels our commitment to a low-carbon future. Running an efficient and planet-friendly company are not two competing agendas.”



Ivelin Nikolaev  
Vice President,  
Software Engineering



## Procurement

Procurement of physical goods, particularly peripherals, also plays a role in our environmental stewardship. Peripheral purchases are centralized through a single procurement platform using a third-party system of record. This structured procurement process enables better visibility into spending patterns and supplier concentration, which supports both financial control and emissions estimation. Using our platform's reported carbon emissions intensity, which estimates emissions per

gross merchandise sales, we estimated the impact of our purchases. Based on this calculation, our procurement emissions constitute 1.07% of our Scope 3 emissions. Appfire does not manufacture hardware and maintains a limited hardware footprint, sourcing primarily from established Original Equipment Manufacturers (OEMs). We rely on our suppliers' publicly disclosed conflict minerals and responsible sourcing policies and due diligence frameworks.

## Scope 2

### Purchased energy for physical office spaces

Scope 2 emissions represent indirect GHG emissions released into the atmosphere from the generation of purchased electricity, steam, heat, or cooling consumed by our company. Although Appfire operates as a remote-first company, we maintain 11 office locations in 7 countries to support in-person collaboration and team building. Our office footprint is monitored to understand energy consumption patterns in the regions where we operate.

Our leased office energy emissions constitute 100% of our Scope 2 emissions, and 3.80% of our total emissions. Office energy data is collected using the best available information from property managers, and where energy is bundled into rent, we estimate our share based on square footage or desk allocation.

Facilities oversight sits within Finance Operations, and major lease decisions are evaluated through a cost and business-case analysis. In this report, we have established baseline measurements for office energy use for the first time, enabling us to monitor trends and inform future decisions.

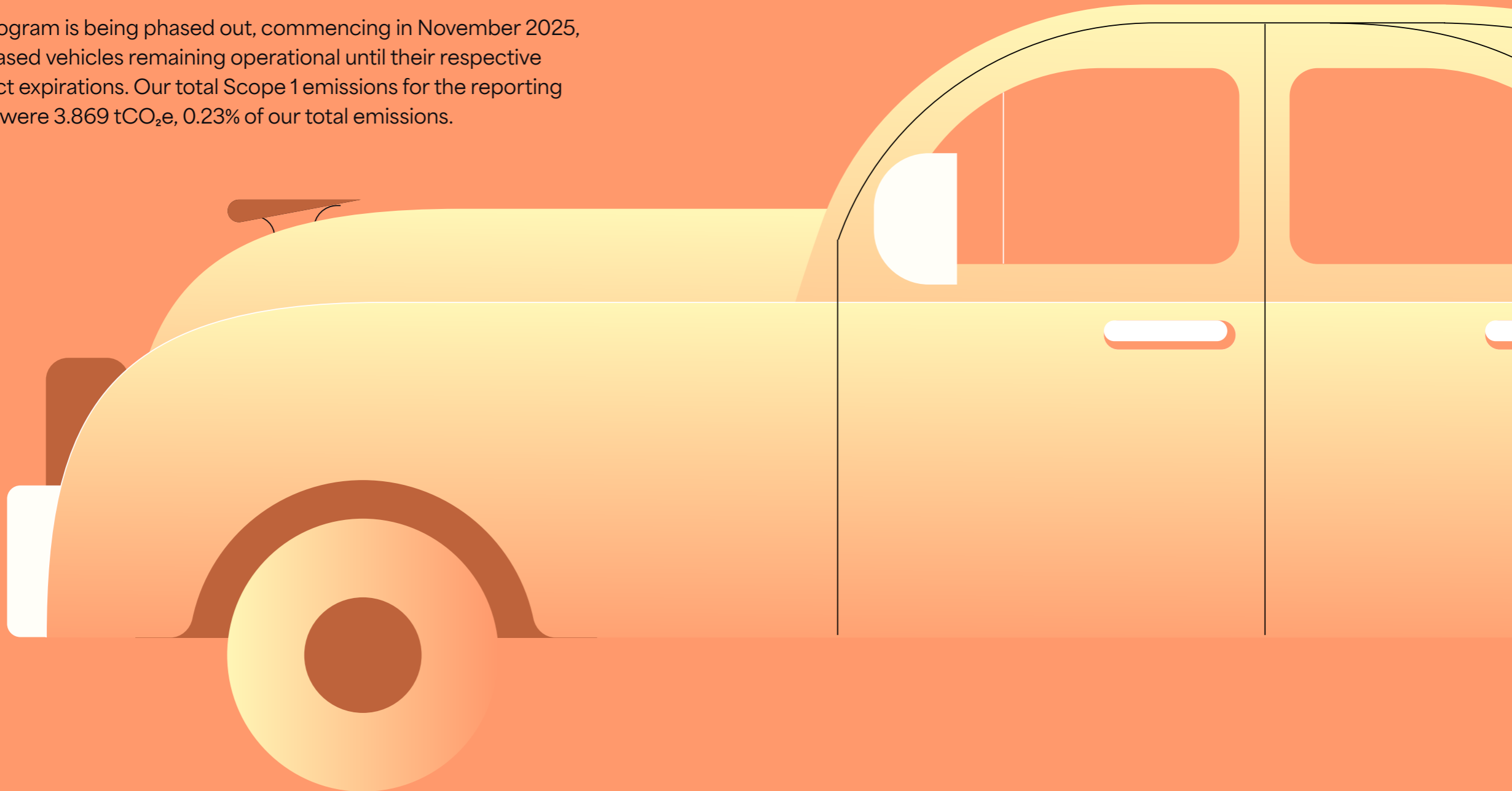


# Scope 1

## Company cars

Our Scope 1 GHG emissions are direct emissions released into the atmosphere from sources owned or controlled by Appfire. In 2025, these were exclusively derived from our company car leasing program in Poland.

This program is being phased out, commencing in November 2025, with leased vehicles remaining operational until their respective contract expirations. Our total Scope 1 emissions for the reporting period were 3.869 tCO<sub>2</sub>e, 0.23% of our total emissions.



# People & culture



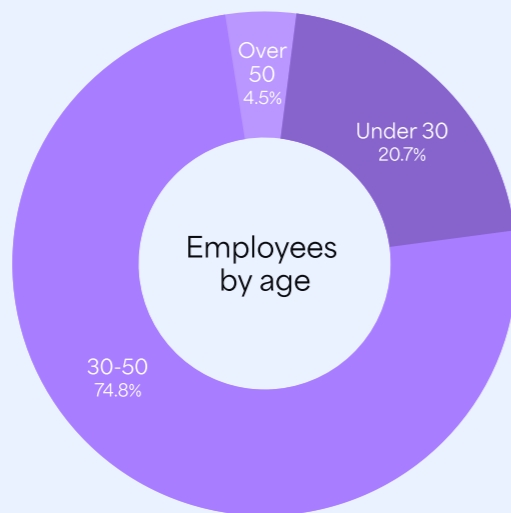
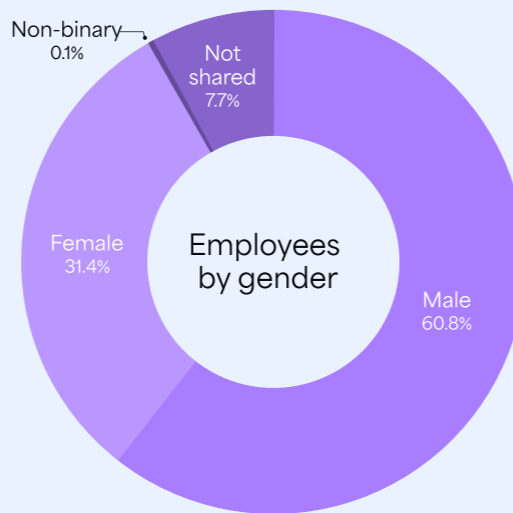
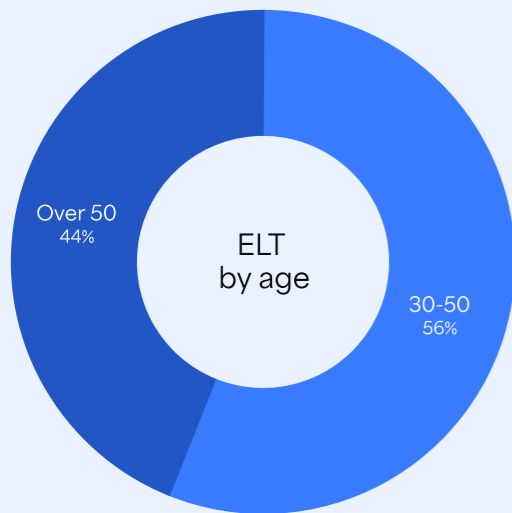
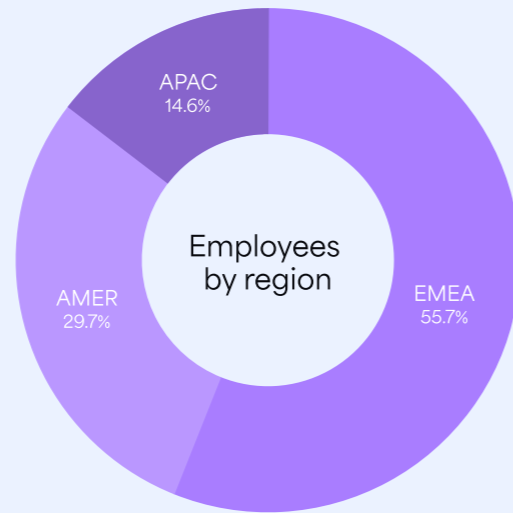
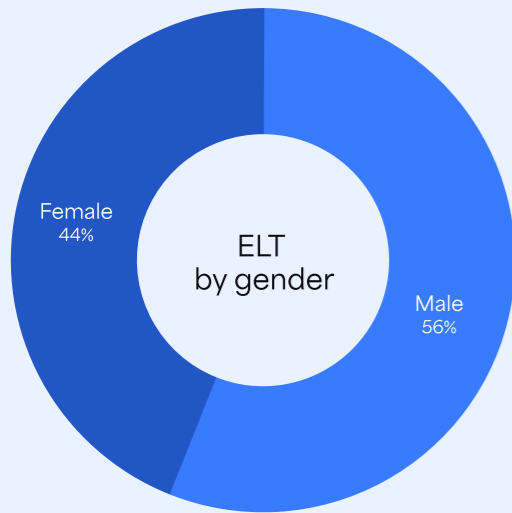


At Appfire, our people strategy is grounded in the belief that sustainable growth starts with a strong, engaged, and supported workforce. We focus on building an environment where employees can thrive through equitable practices, meaningful development opportunities, and a culture of accountability and trust, because when our people succeed, our business does too.”



Sasha Corken  
Chief People Officer





### Workforce Composition

### Total number\*

Average number of employees in 2025	803
Total number of employees	933
Total number of permanent employees	931
Total number of temporary employees	2
Total number of full-time employees	924
Total number of part-time employees	9

\*Figures reflect all employees who were active for all or any portion of the 2025 reporting period, regardless of hire or termination date. The reported numbers represent total headcount during the reporting period and are not averaged unless otherwise noted.

Appfire's culture is rooted in the belief that our people are our greatest asset and the primary driver of our long-term success. As a remote-first organization operating across 26 countries, we are intentional about creating an employee experience that balances flexibility, accountability, growth, and connection. Our operating model empowers employees to contribute from wherever they are most effective.

Oversight of our workforce sits within the People team, led by our Chief People Officer, who sits on the ELT and brings regular visibility to the topic at the highest levels of the organization. People topics are discussed weekly at the ELT level and quarterly at the Board level, ensuring that talent, culture, and retention are treated as strategic priorities rather than operational afterthoughts.

## Talent attraction

Our hiring process is designed to be consistent with our remote-first model, allowing us to recruit across multiple geographies to identify the best talent for each role. Roles are posted internally to promote internal mobility, and externally to attract candidates globally. We combine recruiter screening, hiring manager interviews, and role-specific skills assessments to evaluate candidates based on clear, job-related criteria. We are working to strengthen interviewer training, including unconscious bias awareness, to promote fair and objective evaluation practices.

Workforce planning and backfill decisions are made collaboratively between HR and business leaders, with an emphasis on aligning roles to evolving business needs rather than simply replacing positions one-for-one. We are in the process of strengthening our succession planning approach by exploring more structured methods, including skills mapping, to gain deeper insight into internal capabilities and proactively address future leadership and talent needs.

## Compensation & benefits

Our compensation philosophy is simple. We strive to reinforce our core values by rewarding team members fairly through a pay-for-performance model that balances efficiency, compliance, and market competitiveness. Appfire's pay-for-performance compensation model is designed to attract, engage, and retain talent. To do so, Appfire annually conducts market benchmarking assessments using verified compensation data from technology companies to ensure we are providing market-aligned pay for Appfire employees. Additionally, a pay-for-performance model rewards employees for their performance and engages them by tying annual merit increases directly to their annual performance review assessment.



A focus on pay fairness and ensuring market trends are incorporated into compensation decisions helps ensure compliance with local regulations.

Compensation and pay equity are active areas of focus. Benefits are structured to be locally competitive and responsive to regional needs. We maintain documented benefits information by location and regularly review benefits usage to remain competitive, relevant, and aligned with what our employees value most. We also provide employees with access to voluntary benefits and review participation trends to ensure programs remain relevant.

As Appfire continues to evolve, we remain focused on strengthening and scaling our compensation practices to support a consistent and equitable employee experience. We are enhancing our approach to internal equity and market alignment, and continuing to invest in tools, processes, and partnerships that enable fair and transparent pay practices.

## Equity incentive program

Appfire's Equity Incentive Program is designed to reinforce a culture of shared ownership, long-term engagement, and financial participation across our workforce. By extending equity opportunities beyond senior leadership, the program ensures that employees across roles, teams, and geographies have a meaningful stake in the company's continued growth and further aligns employee incentives with the long-term growth of the company. With a globally distributed workforce, our approach to equity is designed to support broad participation and accessibility wherever possible. The program reflects our commitments to fairness, transparency, and inclusive opportunity, while also strengthening our

# Ignite

The Appfire Ignite Hackathon is a hands-on training experience that promotes creativity, innovation, and global collaboration. All engineering fireflies participate, along with colleagues from across the company.

By stepping away from daily work, participants can experiment, learn new skills, and build impactful solutions. Cross-functional teamwork and advisor support help strengthen technical and problem-solving capabilities. Overall, it accelerates professional growth while driving innovation.

culture. We remain focused on evolving our programs so that employees can grow alongside the company and participate in the value we create together.

## Learning & development

Retention and engagement are closely tied to leadership quality, which directly influences morale, productivity, and attrition. In 2025, our employees received trainings on topics including leadership development, providing effective feedback through crucial conversations, intercultural awareness, and AI fluency. To further strengthen leadership capabilities, in 2026 we are introducing a requirement that managers participate in quarterly leadership

development activities, supported through a combination of internal programming and external learning platforms. Continuous learning is a priority for our employees and essential in a fast-evolving technology landscape. We invest in our professional development through on-the-job training, internal programming, and access to learning tools and structured growth opportunities. All employees have access to Appfire University, which compiles trainings that are relevant to their professional development. Platforms such as Udemy for professional skills development and Babbel for language learning are available based on curriculum needs and individual development requirements. In select roles and levels, we provide individual learning budgets to further support career progression, helping both employees and the company thrive over the long term.

All employees who have been with the company for at least 5 months are eligible to participate in our annual performance review process, which provides a structured opportunity to reflect on performance, set development goals, and align expectations with their managers. The review cycle is designed to support accountability and growth, giving employees clarity on how their contributions connect to team and company objectives. All eligible employees are encouraged to participate and have access to detailed information about each stage of the process. In addition, people managers are expected to hold regular, informal conversations with their team members to provide continuous developmental and performance feedback throughout the year.

### Employee well-being & satisfaction

Our approach to employee satisfaction centers on listening, consistency, and continuous improvement. We use quarterly pulse surveys to track engagement trends and identify areas for action, and HR Business Partners are embedded within teams to serve as ongoing points of contact for both leaders and employees. Anonymous feedback channels are also available, providing additional insight into what is working well

and where improvements are needed. When concerns arise, they are assessed and addressed in partnership with managers and leadership. To ensure that communication goes both ways, we hold company-wide forums such as All Hands and Office Hours for employees to share feedback with the ELT, and for the ELT and senior leadership to offer insights and updates on a regular basis.

Ultimately, our People & Culture strategy is guided by a simple principle: **a healthy, engaged, and equitably compensated workforce** is essential to sustainable growth.

By maintaining leadership visibility, investing in development, strengthening pay structures, and fostering a remote-first culture grounded in accountability and trust, we aim to build an environment where employees can thrive and where the company can scale responsibly over time.



# Community & social impact



Corporate Social Responsibility (CSR) means embedding purpose, responsibility, and impact into everything we do. We engage our people, products, and partnerships to make a meaningful difference in the world, we act responsibly as a business, and we empower communities and colleagues while strengthening our culture and fostering belonging across Appfire.

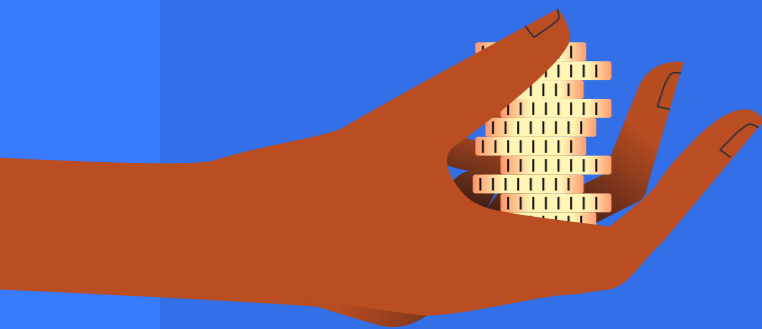
Since 2015 we've participated in Pledge 1%, a global movement that encourages companies to dedicate a portion of their equity, profit, product, or employee time to community impact. We contribute across each of these categories, and this framework provides structure and accountability as we refine and expand our giving strategy. It reinforces our view that community impact should be embedded into how we operate.

We believe impact is strongest when our employees are directly involved. **Appfire provides employees with 24 hours of paid volunteer time off each year**, enabling them to support causes they care about in their local communities. Through volunteering, employees can also earn funds to donate to causes of their choice through our third-party social giving platform. In addition, Appfire matches donations made by employees on that platform.



From 2022 through 2025, Appfire maintained a company-wide social impact program that empowered employees, along with their families, friends, and partners, to organize and participate in community-focused activities.

Through this program, our community contributed over 11,065 volunteer hours and more than **\$1.5 million** in charitable donations and social impact initiatives in support of over 2,200 causes worldwide.



In 2026, we are evolving our CSR program through a strategic approach that ensures our work contributes to a more equitable, inclusive, and sustainable digital future. This ensures that we can better track engagement, formalize partnerships, and align volunteerism and philanthropic efforts with our broader ESG priorities. We also plan to deepen collaboration with teams across the business to strengthen responsible business initiatives and integrate CSR priorities more closely into internal programs, operations, and decision-making. Led by our Director of CSR, this program reflects our role as responsible global citizens, creating

collective value for our customers, our people, and the communities where we live and work.

As a global software company, we are uniquely positioned to contribute in ways that go beyond financial donations.

Our evolving CSR strategy places greater emphasis on digital inclusion and literacy, supporting programs and partnerships that expand access to technology, training, and tools for underserved communities. By focusing on areas aligned with our core capabilities, we aim to create impact that is both meaningful and sustainable.



## Notice regarding this report

This report contains statements regarding Appfire's environmental, social, governance, compliance, operational, and business initiatives, priorities, expectations, and future goals. These statements are based on current expectations, estimates, assumptions, and information available as of the date of publication and are subject to change without notice. Actual results, outcomes, and developments may differ materially due to evolving business, regulatory, operational, environmental, and market conditions.

Certain information contained in this report includes estimates, modeled data, assumptions, and third-party information, including with respect to greenhouse gas emissions, environmental impacts, workforce metrics, and other non-financial disclosures. Methodologies for measuring and reporting ESG metrics continue to evolve and may be updated, refined, or restated in future reporting periods as data quality, availability, and regulatory guidance develop.

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