



# SUSTAINABILITY REPORT 2022





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The annual SuperOffice Sustainability Report identifies the sustainable and responsible business development initiatives we undertook throughout 2022.

The report also presents our progress in relation to our Sustainability Strategy and the targets we have set for our operations. It outlines how we look at the value chain of our operations, including how ethical, social and environmental risks are managed.

It covers the entire SuperOffice group, and follows the methodology of the UN Global Compact, in addition to and the Sustainable Development Goals (SDGs). It supplements the SuperOffice Annual Report, and covers legal requirements related to sustainability and ESG topics.



# SUSTAINABILITY AT SUPEROFFICE

Driven by a passion for Customer Relationship Management (CRM), SuperOffice makes award winning CRM software for sales, marketing and customer service.

As a leading European CRM provider, SuperOffice is trusted and used by companies around the world. Our company was established in 1990 and has since then been in the forefront of digital innovation and customer experience. Over the past decade, we have shifted our business model from on-premise to cloud. Through the transition to our Cloud CRM, our customers have reduced their climate footprint related to the use of our software. You can read more about this later in this report.

The main operations of the group do not contribute to significant negative impact on the environment. The input to the development of our products and services – software and consulting services – is people and knowledge. We have developed a Sustainability Policy that addresses how the company, our employees, and our choices will contribute to reduce climate change and improve the wellbeing of both our people and our surrounding stakeholders.



● Headquarter ● Other offices

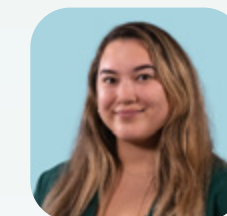


# MEET OUR 2022 SUSTAINABILITY COMMITTEE

In 2020, SuperOffice announced its first Sustainability Committee, with the main purpose of making SuperOffice more sustainable.

In 2022, a new team was appointed to the Sustainability Committee for a tenure of two years, tasked with continuing our efforts within ESG, and maturing our approach in this space. To build capabilities and expertise, the team participated in courses and training in cooperation with the UN Global Compact. The courses addressed ESG from different angles and the outcome of each course has directly impacted how we work with sustainability.

The team has also driven initiatives across many different dimensions of our ESG strategy, and you will find details about the various initiatives later in this report. SuperOffice would like to take this opportunity to thank the Sustainability Committee for their commitment and hard work driving our ESG agenda forward.



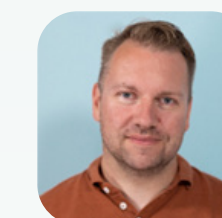
**Sandra Ugland**  
CRM Consultant



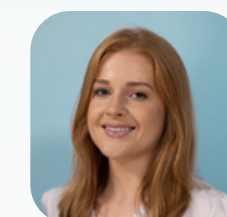
**Markus Schmidt**  
Account Manager



**Simona Bjerke**  
Office Manager & ESG reporting



**Gaute Holmin**  
Application Performance Manager



**Christine Hagberg**  
Product Development – Help & Learn



**Erlend Mohus**  
Strategy Manager and Head of Sustainability

# OUR SUSTAINABILITY VISION

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

For each of the three areas of the ESG framework, we have conducted an analysis of requirements and success factors.

SuperOffice follows the GHG principles for emission determination. Following an updated approach for emission calculation, our emission baseline is set to 2022. We aim to reduce our CO<sub>2</sub> emissions by implementing initiatives such as reducing our overall footprint from travel, collaborating with our value chain to improve their ESG score, and pursuing sustainable software (including coding). This will be achieved through internal projects supported by management, various departments and the Sustainability Committee.

At SuperOffice, we embrace diversity and are committed to fostering an inclusive workplace where everyone can be themselves and thrive. We welcome all types of backgrounds and see the importance of including multiple perspectives in our recruitment efforts and in our daily work. We onboarded our first Head of People in 2022, and have now laid the foundation for determining our strategy for Diversity, Equity and Inclusion (DEI), which we aim to launch in 2023.

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



## OUR SUSTAINABILITY TARGETS



### Environment

- 100% electric cars
- 100% use of green electricity for all offices
- Sustainable hosting and development
- Compensate for annual emissions



### Social

- 40% gender diversity
- Measure and improve employee satisfaction
- Contribute positively to the surrounding environment
- Ensure diversity, equity and inclusion



### Governance

- Publicly publish Sustainability Report
- Sustainable value chain
- Follow OECD guidelines
- 100% completion of internal ESG training





# STATEMENTS FROM LEADERSHIP



**Gisle Jentoft**  
CEO

Sustainability has always been a vital part of our DNA and business model as a CRM software company. The context has however changed over the years.

In the past, sustainability was mostly about topics related to software usability, less is more, lean, low cost of ownership for our customers, standard over custom, deliver what customers really need (no more, no less) and alike, etc. We know what it takes to build a successful CRM implementation. It's a challenging process consisting of business goals, human behavior and technology. If it's well-designed, it is called a sustainable solution. Today, these sustainability elements are obviously just as important as before, but now we reach much further than that.

We are maturing our approach to ESG, and as we mature and learn new things, we change and improve. This led us to defining a new and improved methodology for determining our emissions, and 2022 is now our new baseline year.

We are focused on increasing and improving our capabilities within this space, which is why the entire sustainability committee of SuperOffice has been taking courses as a part of our partnership with the UN Global Compact.

We can get far by being enthusiastic and curious in this area. But to become excellent we need to fuel our know-how with external training. This makes us better at looking outside in on our own potential and brings our work to a whole new level.

I am extremely proud that the members of our Sustainability Committee are willing to take on these additional tasks, on top of their important daily jobs in the company.

People are still the most important assets of our business. In 2022, we welcomed new faces and also launched our very first Early Career Program which has been a positive experience. We also plan to work in a more structured way in the area of DEI. In 2022, we conducted our first gender pay gap analysis which represents another important step we are taking within our greater sustainability efforts.



**Erlend Mohus**  
Strategy Manager and  
Head of Sustainability

As a responsible and socially engaged company and team, we look at sustainability in a greater context. Sustainability at SuperOffice is all about how we affect our surroundings, both the climate and our people, local communities and customers.

Following the election of a new Sustainability Committee, our main focus has been on addressing the areas where we as a company can make a real difference.

An important part of this has been to increase our own internal expertise and knowledge within specific ESG-related topics. As you will experience by reading this report, we have invested in targeted initiatives to gain a deeper understanding of our emissions, the voice of our people and how our suppliers and value chain work with ESG.

The outcome of these initiatives is a new emissions baseline, which will be the foundation for targeted emission reductions moving forward. This was an extensive project that involved resources across our company, and is a great example of how important it is to engage across departments to increase understanding and awareness. This project also enables us to connect our emissions closer to our business objectives, and ensures that our ESG strategy and overall corporate objectives are aligned.

People have always been, and will always be, at the center of our business. Relationships matter - both internally and externally - and it is inspiring to see the way our employees engage with each other, our customers and our wider stakeholders. We have used 2022 to revamp our Do Stuff That Matters initiative and place more effort into building a people-oriented strategy for DEI.

## SuperOffice 2022 in numbers



Leading Northern  
European CRM  
provider



11 offices



17% ARR growth



250+ employees



5 000+ customers



130 000+ users



500+ MNOK ARR



550+ MNOK  
revenue



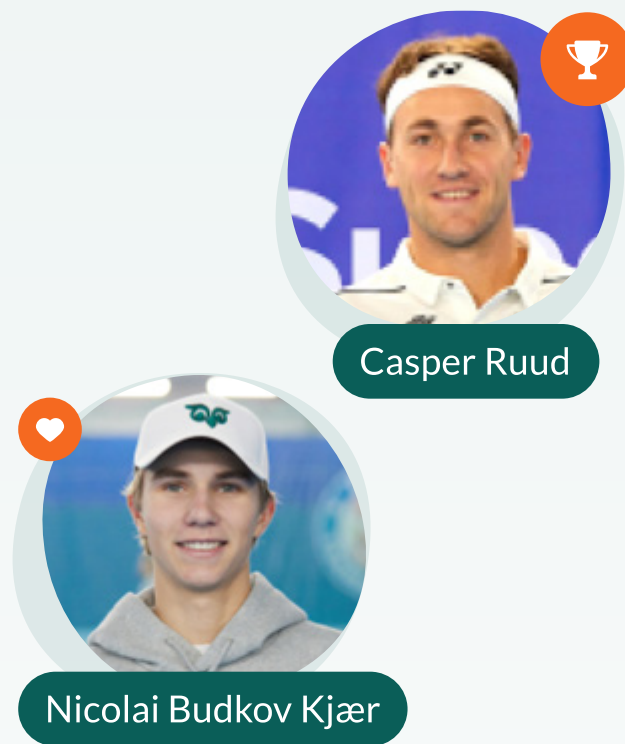
# SUPEROFFICE AMBASSADORS

At SuperOffice, we know that together we are stronger.

We align ourselves with positive role models and help amplify the messages we believe in.

We are a proud sponsor of Norwegian tennis pro Casper Ruud, who has shown time after time that hard work and a can-do attitude is what makes a champion. We take on challenges together and always strive to reach the next level individually and as a team.

The 2022 season was a great example of how Casper aligns with our values. Not only did Casper achieve fantastic results in the ATP tour, beating many of the best players in the game, and reaching the finals in both the French Open and the US Open. He also received the Stefan Edberg Sportsmanship Award for his fair play, professionalism and integrity on and off the court. To have an ambassador with such spirit is a true motivation for our team, and shows that we can become the best while following our values: being honest, sincere and friendly.



Casper Ruud

Nicolai Budkov Kjær

In 2023, we have added another athlete and role model member to our team. Nicolai Budkov Kjær is part of the next generation of top tennis athletes and finished the 2022 season with impressive accomplishments. We're so proud to include Nicolai in our team and look forward to working with him!

# DO STUFF THAT MATTERS

Free CRM for non-profit organizations

The Do Stuff That Matters program offers the use of our SuperOffice Cloud CRM solution to select non-profit organizations. Across all our markets, organizations are selected and/or approved by our Sustainability Committee based on a set of criteria. Once selected, the organization will have access to our Cloud CRM, as well as the possibility to leverage our CRM expertise to help them get started and cater the system to their needs.

Our aim with this program is to make a real difference by creating a more sufficient and structured work process for organizations, with the ultimate aim of helping others and improving the wellbeing of people across the world. A few of the organizations we currently support are: World Childhood Foundation, Protect Our Winters, Hanseatic Help, and Stiftelsen Sykehusbarn.

To apply, please email [info@superooffice.com](mailto:info@superooffice.com) with your organization's name, contact information and a summary of your needs and how a CRM system can help.





# SUPEROFFICE SUSTAINABILITY STRATEGY AND GOVERNANCE

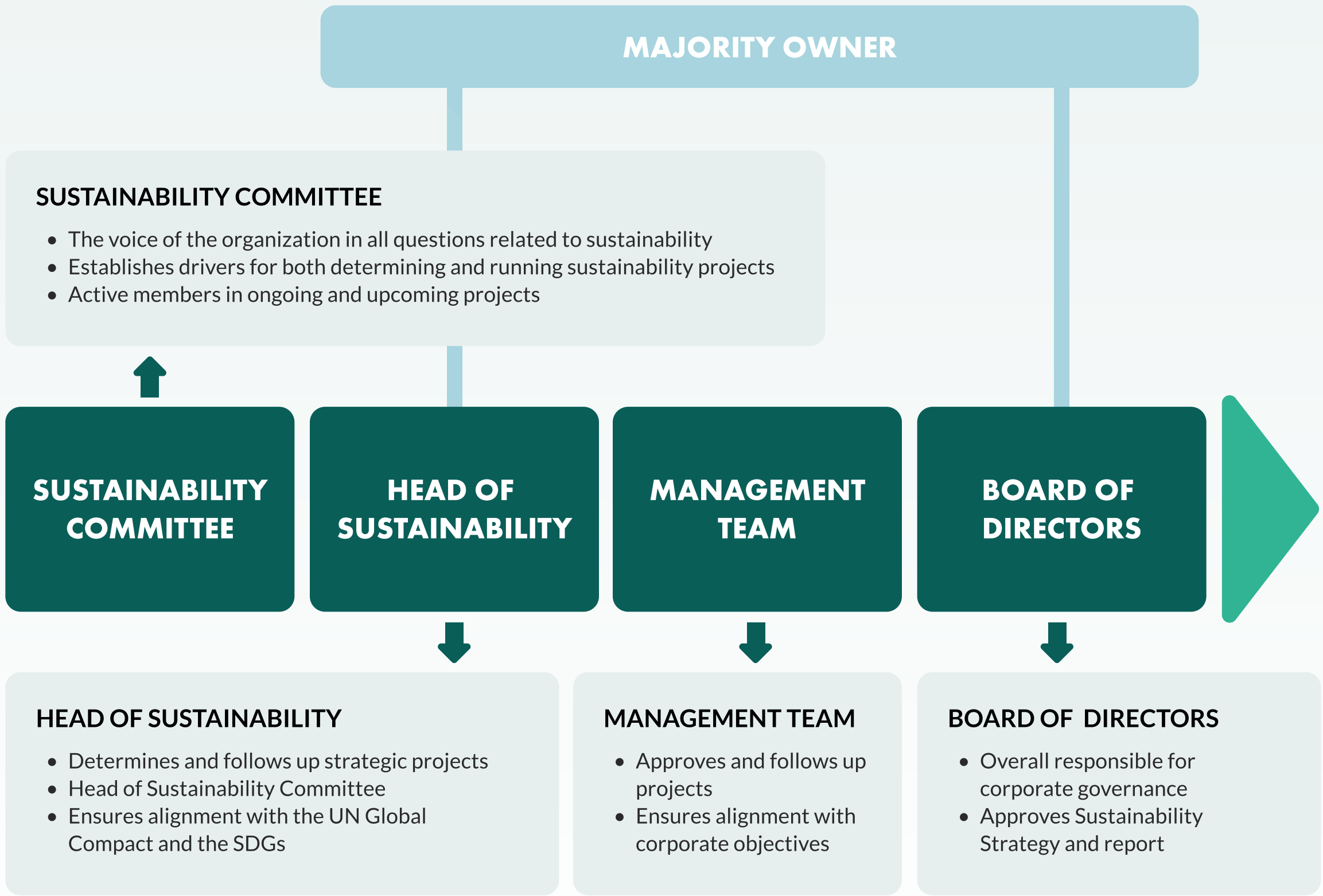
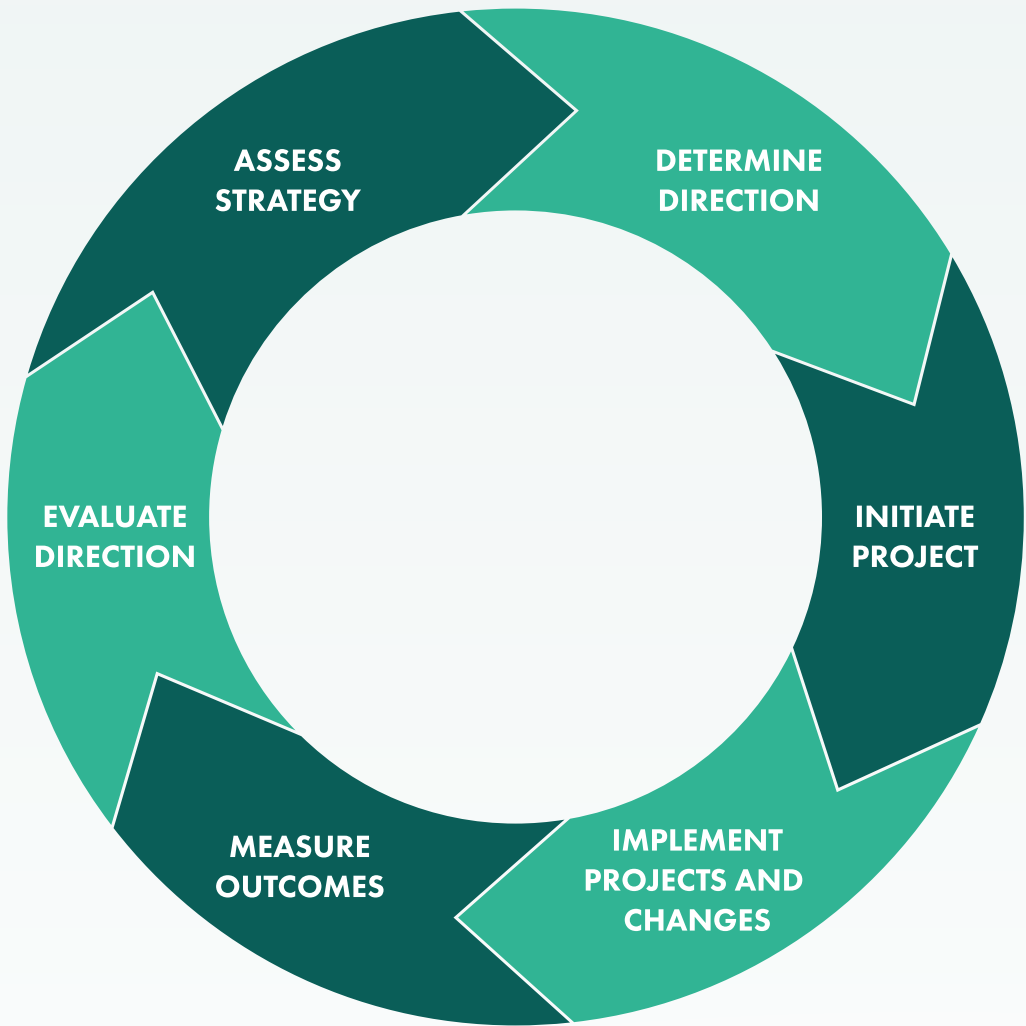
Our Sustainability Strategy undergoes a continuous process through analysis and determination of direction

Our approach to sustainability is determined by a strategic process that includes our key stakeholders, customers, suppliers, employees, owners, and society.

Throughout the strategy process in 2022, we updated our assessment of our impact on society, employees and the climate through analysis of factors across all these aspects, as well as all our stakeholders' impact on our business.

The outcome of this process is a strong understanding of our impact, and a clear view of what factors we will focus on in order to make sure that we contribute to the wellbeing of all our stakeholders, while also minimizing our impact on climate change.

One of our key milestones in 2022 was the establishment of our sustainability governance structure. Governance will be essential to succeed in improving our targets, though determining the right projects, following them up, and reporting on the outcomes.





# KEY HIGHLIGHTS FROM 2022

2022 has been an eventful year in the history of sustainability at SuperOffice. We have conducted our first annual People Survey, assessed our value chain based on ESG metrics, and developed a new way of calculating our emissions, following international standards.

The work has mainly been conducted by our Sustainability Committee, with support from external experts. The committee consists of five members that have dedicated their time to maturing how SuperOffice addresses sustainability.

To increase our capabilities within ESG, the committee and other relevant stakeholders have attended courses in cooperation with the UN Global Compact. The courses have been catered towards our ESG strategy, and have been vital in increasing our knowledge.

This has enabled us to strengthen our understanding and improve across all areas of our business, focusing on our four strategic sustainability initiatives.

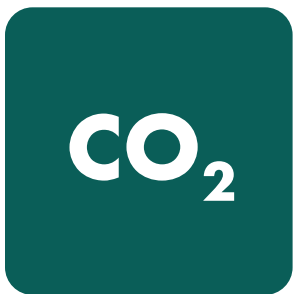
SuperOffice works with sustainability within the Global Compact framework designed by the United Nations, and through publishing this report, we confirm that we support the Ten Principles on human rights, labor, environment and anti-corruption.

2022 was also the first year SuperOffice conducted a value chain analysis in accordance with the Transparency Act. This analysis has increased our understanding of how mature our value chain is in terms of ESG, and outlined what topics we can and should work with our suppliers on in the years to come.



## Reporting

Published first external ESG report



## CO<sub>2</sub> emissions

Calculated and established adjusted baseline



## Migration emissions

Established migration emission calculator



## Transparency Act

Analyzed and benchmarked suppliers against ESG targets



## ESG capabilities

Built capabilities through training programs with the UN Global Compact



## Voice of our employees

Completed first annual People Survey



# OUR SUSTAINABILITY STRATEGY

As part of our approach to sustainability, we have mapped our stakeholder's impact on our business, and our impact on them. The outcome was four key pillars that guide our agenda within sustainability.

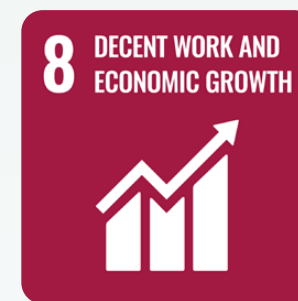
Although the pillars, or initiatives, are relevant across several of the 17 SDGs, we have chosen four SDGs which we have built our strategy around.

These SDGs have been chosen because of their relevance to how we operate as a company, and how we can improve across all topics within sustainability.



## Sustainable Workforce

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



## Sustainable Operation

How we conduct our daily work and operate our business with customers and suppliers



## Sustainable Software

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



## Sustainable Hosting & Value Chain

How we work with our suppliers to reduce the environmental footprint and make sure we run our product on modern solutions



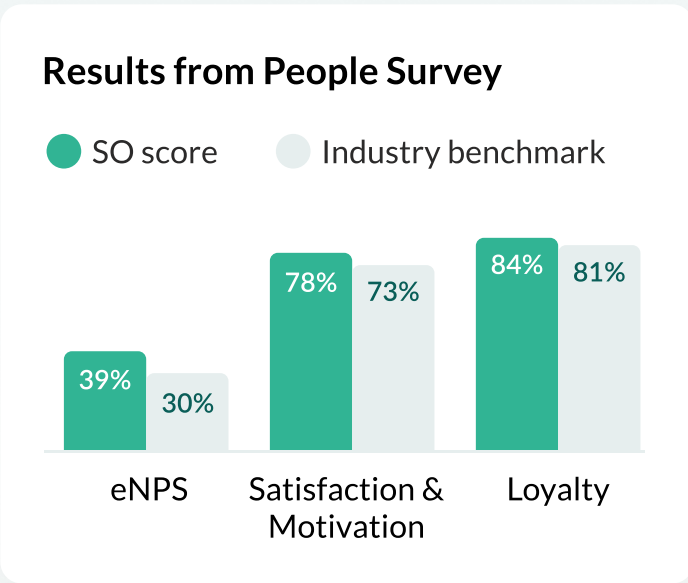




# SUSTAINABLE WORKFORCE

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

In 2022, we launched the first round of our annual People Survey. 95% of our permanent employees responded to the survey and the results gave us a solid picture of SuperOffice as an employer.



The most important part of our survey process is using the results to determine where to take action to make SuperOffice an even better place to work. Teams discussed their results and proposed action ideas. We then created a SuperOffice action plan which is underway, and we look forward to measuring ourselves against the upcoming 2023 survey.

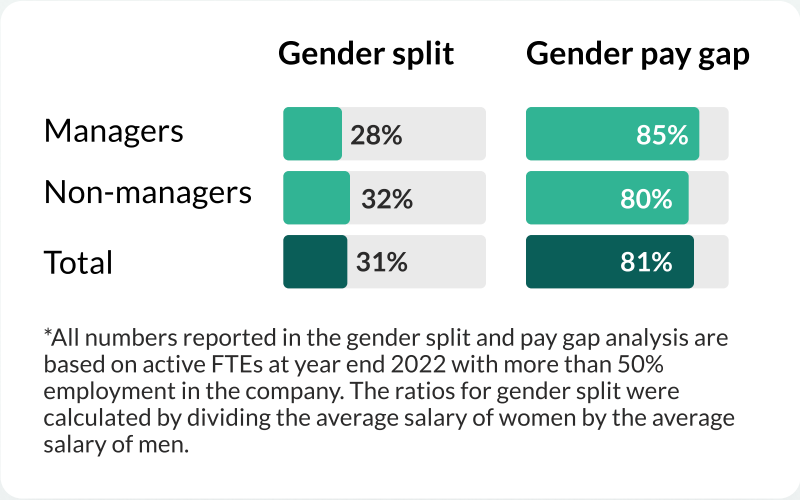
We also launched our first Early Career Program in 2022. Our five-month program is designed to provide our Early Career Crew with the onboarding, training and team building they need to succeed in their new roles. ►

The program is one step we are taking to ensure that we bring young talent and fresh perspective into SuperOffice. We plan to grow this program in the years to come.

SuperOffice has a target of reaching 40% gender diversity across our company. In 2022, women represented 31% of all employees, a slight decrease from 32% reported in 2021. The share of women in leadership positions was 28%.

When looking at our various age groups, countries and departments, we see many differences in gender balance. For example, there are more women in younger age groups across the company, while men make up the majority of our older age groups. We also have fewer women working in technical roles and sales roles which have historically been male-dominated fields. Attracting, hiring and promoting women, especially in these fields and in leadership roles, is a vital part of succeeding with our target of 40% gender diversity.

For our gender pay gap analysis, we placed all employees into two categories: Managers (employees who lead people or functions) and Non-managers (employees who are individual contributors). This grouping ensures enough people in each category for statistical significance.



These figures do not represent 'equal pay for equal work' as there are many variations within these two groups of people when it comes to the type of work performed and the skills and experience required for the role. We see that a larger proportion of our senior leaders are men which affects the salary ratio. We also see a larger proportion of men in higher paid positions, within for example sales and consulting.

Increasing our gender balance and ensuring equal pay for equal work is important to us. To further our work with gender equality and Diversity, Equity and Inclusion (DEI) in general, the Sustainability Committee participated in the UN Global Compact Target Gender Equality course. This has kickstarted the development of our DEI strategy and roadmap which we aim to finalize in 2023.



## Numbers & Facts

39

eNPS

31%

Gender diversity

5.53

Average sick days



## Targets

### DIVERSITY, EQUALITY & INCLUSION

Build strategy and roadmap

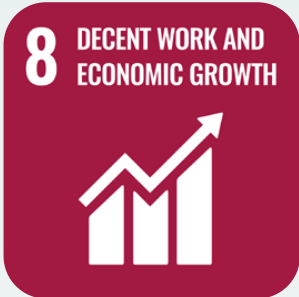
40%

Gender diversity

79%

Satisfaction & Motivation score





# SUSTAINABLE OPERATIONS

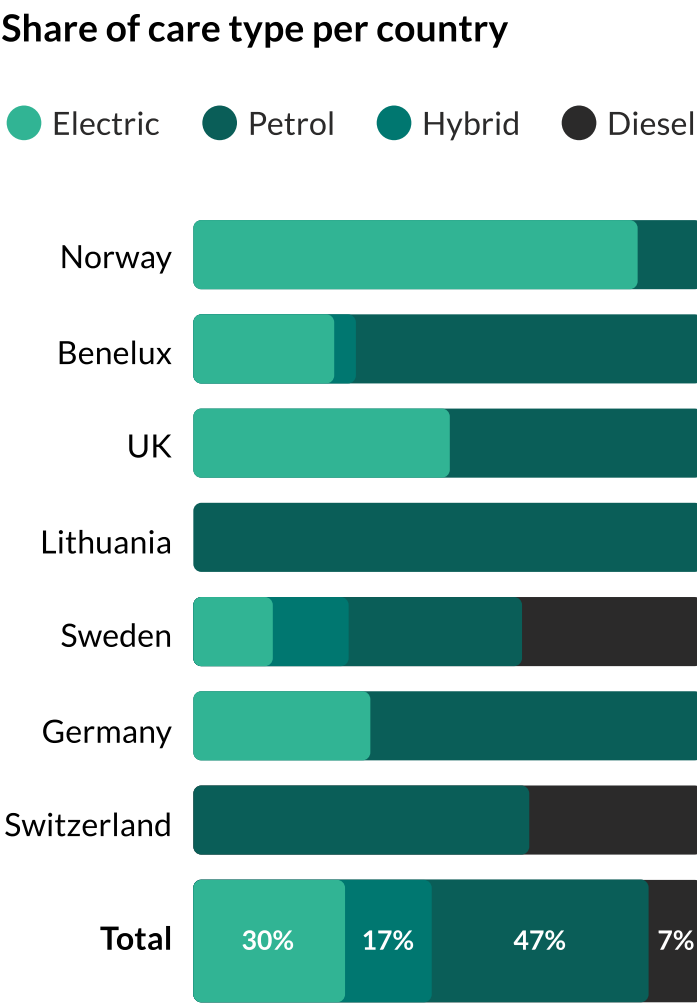
Implementing sustainability as an integrated part of our culture and the way we work

Sustainable operations are all about how we operate our company on a daily basis. Based on our business and operational model, we have identified a few key levers that will impact the emissions and impact from our business.

## Scope 1: Electric car policy

We strive towards a fully electric fleet for all company cars, and work to promote a transition away from petroleum-based cars. In 2022, SuperOffice had a total of 47 company cars registered. Of these, 33 were either hybrid, petroleum or diesel based. Our Scope 1 emissions are directly affected by the non-electric cars. The share of car type per country is clearly affected by the individual country's maturity related to electric grid, government EV incentives and other factors that are outside of our control. ▶

Despite this, we will strive to promote our electric car policy, and shift towards an electric fleet over time.



## Scope 2: Sustainable offices and smart use of power

While our Scope 1 emissions are affected by our company cars, our Scope 2 emissions are driven by our office facilities and our electric car charging points. SuperOffice is an international company with 11 offices in 8 different countries. All of our offices are verified and use 100% green electricity. We are continuously working with local teams to determine ways we can reduce power usage and limit electricity needs. At the end of 2022/ beginning of 2023, we moved to a new facility for our growing team in Vilnius. The new facility has an efficiency class of A+, and received a "BREEAM outstanding" certification for its sustainable construction and operations.

Every year, all employees are tested in our GDPR policy and other relevant internal governance processes. In 2023, questionnaires about our Sustainability Strategy and how our workforce can contribute to improve our performance across all relevant ESG topics will be added to the yearly cycle. The outcome of this will be increased awareness and focus on these topics in our daily operations.



## Numbers & Facts

153 t CO<sub>2</sub>  
Scope 1 emissions

65 t CO<sub>2</sub>  
Scope 2 emissions

100%  
Verified green electricity in offices



## Targets

100%  
Electric cars

100%  
Completion of ESG and GDPR training

CARBON NEUTRAL  
Compensate for annual emissions







# SUSTAINABLE SOFTWARE

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

At SuperOffice, we believe in the power of sustainable software. We want to minimize the impact on the world and deliver sustainable software architecture that includes a diverse user group. We are a one product company, and SuperOffice CRM is the product we both produce and take to market. Even though the emissions from our software are limited, there are important architectural and design decisions that impact our customers, our employees and the environment.

We have implemented a new Zero Footprint integration for Microsoft Outlook and SharePoint that has removed the need for our users to install any software locally on their workstation. This creates a more inclusive design that enables more users to utilize our solutions with a lower technical threshold at no additional cost.

We strive to follow the WCAG guidelines from World Wide Web Consortium (W3C), a standard for web content accessibility that meets the needs of individuals, organizations, and governments. Examples of how this is materializing can be seen in the colors in our user interface, and how we work with logic of the product.

## Sustainable customizations

In 2022, SuperOffice's technical consultants were certified in sustainable customizations. Customization means to enhance, extend, and integrate standard SuperOffice software to support company-specific needs, and it is a core element of our business model. Our consultants participated in trainings that provided insight into best practices, real-life experiences, and how we can deliver sustainable and long-lasting solutions.

In SuperOffice we want sustainability to be at the core of our operations, which is why we offer our software to non-profit organizations that contribute to a better society.

Through our Do Stuff That Matters program, we help support non-profit organizations and their surrounding communities by offering free access to our software and a standard training course. The program was renewed in 2022, and we look forward to welcoming more non-profit organizations in the years to come.



## Numbers & Facts

**5 000 +**  
Customers

**130 000 +**  
Users

**40 000 +**  
Customer video meetings



## Targets

**PROMOTE**  
Digital innovation

**MINIMIZE**  
Environmental footprint  
from software

**DO STUFF THAT  
MATTERS**  
Enable SuperOffice for  
non-profit organizations



# SUSTAINABLE HOSTING & VALUE CHAIN

Collaborating with our supply chain to drive modernization of the industry

As mentioned earlier in this report, our emission calculation was renewed in 2022. The outcome of this exercise had a large impact on our Scope 3 emissions, which we now have developed a detailed overview of. Our total Scope 3 emissions are 1'998t CO<sub>2</sub>e, and comprise about 90% of our overall emissions. The largest share of our Scope 3 emissions is categorized as “purchased goods and services”, and is correlated to our spend base as we have applied a spend based approach to estimate most of these emissions.

In 2022, SuperOffice continued the migration of customers from on-premise installations to the SuperOffice Online platform (Private Cloud). The savings are equivalent to the yearly power usage of more than 21 Norwegian households, 148t CO<sub>2</sub>e or 983 flights from Oslo to Copenhagen. Several of these customers have test installations in our cloud, so the savings are in reality much higher.

The SuperOffice Online team have moved all our logs and monitoring from other countries to Microsoft Azure instances in the Nordics, ensuring the parts of the SuperOffice solution hosted in the Public Cloud are as sustainable as possible.

In 2022 we initiated a project to work with our partners to reduce the footprint third party apps leave on our online platform. After this project, we have seen a shift in focus with our partners, as they now are more conscious of using best practices accessing our APIs and optimizing their requests, thus also reducing the footprint and resources used while utilizing the monitoring tools we have developed for them.

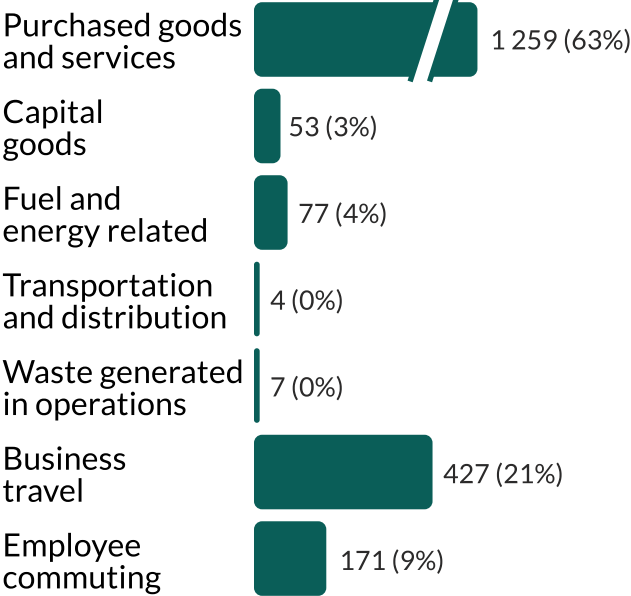
### Supply chain analysis

2022 was the first year we ran an analysis of our suppliers and value chain according to our ESG strategy, supplier code of conduct, and the Transparency Act. Although there are some areas which can be improved, the analysis yielded positive results across most categories.

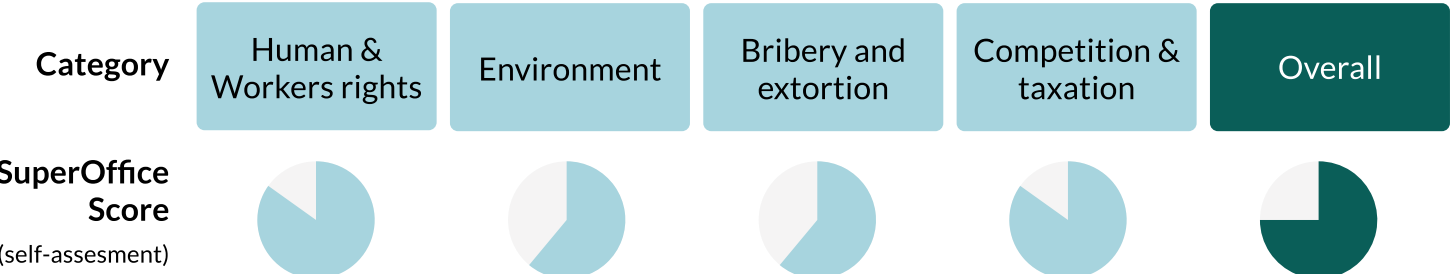
Our main focus for improvement is working closer together with our suppliers to increase the share of ▶

suppliers performing an emission analysis according to the GHG principles. SuperOffice leverages a number of smaller suppliers and partners, and it is natural that many of them will include this as part of their business cycle as the general knowledge and principles around this topic matures in the coming years.

#### Scope 3 emissions detailed overview



#### Transparency Act 2022 results

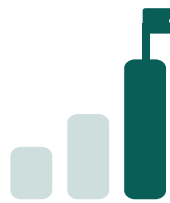


### Numbers & Facts

**1 998 t CO<sub>2</sub>**  
Scope 3 emissions

**200 +**  
Installations migrated in 2022

**SUPPLY CHAIN**  
Analysed and assessed



### Targets

**CLOSE COLLABORATION**  
With suppliers and hosting partners

**MINIMIZE**  
Resource consumption

**MODERNIZE**  
Value chain



# MIGRATION EMISSIONS CASE

Saving emissions by moving to the cloud\*

SuperOffice has many customers that have been with us for many years, long before the cloud or SaaS became known terms. Our on-site customers can save significant amounts of emissions by migrating to our cloud offering. By migrating ten standard SuperOffice customers, we have saved enough electricity to power a standard Norwegian household.

The emissions saved will vary from country to country based on the energy mix and state of the customer's power grid, so we have developed our own migration emissions calculator. Over the last five years, migration of approximately 2,000 customers all over Europe have saved more than 1,500 t CO<sub>2</sub>e.

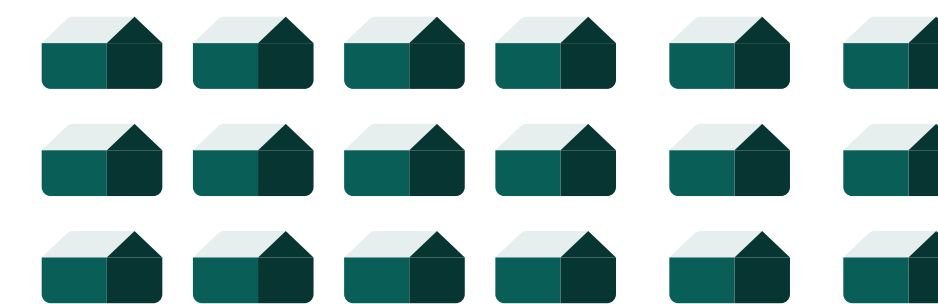
This is more than 75% of our yearly emissions in 2022, or the same as flying from Oslo to Copenhagen more than 10,000 times - and the savings just keep growing!



Cloud migrations  
in 2022



**SAVED**  
154 kg CO<sub>2</sub>e  
367,450 kWh



Power more than 22 standard Norwegian households

**1 026**



1,026 flights Oslo - Copenhagen



Almost offsets our entire Scope 1  
emissions for 2022 (153 t CO<sub>2</sub>e)

\* The migration emissions case is based on estimated savings for on premise installations using the standard requirements for running SuperOffice CRM





# SUSTAINABILITY REPORT 2022