

ESG Report

2024



agillic

Contents

2024 highlights..... 3

Equity story 4

ESG governance..... 5

Materiality assessment..... 5

ESG policies..... 6

ESG strategy and actions..... 7

ESG statement..... 10

Notes 11



Agillic is certified as a Nasdaq ESG Transparency Partner.

2024 highlights



In our Annual Report 2024, Joar Welde, Chair of the Board, and I comment on 2024 as a 'year of significant change' and I am pleased to see employee satisfaction and sickness absence – two key metrics – remain stable despite the changes and challenges impacting our business performance and, consequently, our organisation. We face the challenges together as a team.

Our ESG statement shows a steady course and as we take on 2025, we remain committed in our efforts for sustainability and responsible business practices.

Christian Samsø, CEO



7.7
(out of 10)

Employee satisfaction



0.0
kg/DKK

CO2 total / revenue



2,040
kg

CO2e emissions (scope 1+2)



26%

Share of female, all staff



11

Number of nationalities



29%

Employee turnover

Equity story

Delivering impactful, meaningful, and profitable customer experiences

Agillic is a Danish software company offering brands a platform through which they can work with data-driven insights and content to create, automate and send personalised communication to millions, offering advantages such as:

- Higher conversion rates
- Enhanced customer satisfaction
- Operational efficiency
- Increased customer lifetime value

Designed for an ecosystem of strategic partnerships across CDP, CMS, CRM, Customer Service, eCommerce, and Business Intelligence, the platform continuously integrates best-of-breed technologies to accelerate the implementation process and deliver fast time to value.

Agillic holds a leading position in the Nordics, scaling its business through strategic partnerships and direct sales.

Business model

Agillic is a subscription business. Clients pay a yearly license for access to the Agillic platform and pay an additional fee for transactions sent, such as email and SMS.

The Agillic stock

Agillic was listed on Nasdaq First North Growth Market Denmark in March 2018. Agillic's market value amounted to DKK 100 million at the end of 2024, compared to DKK 210 million at the end of 2023. Ticker: AGILC

Agillic partner strategy

Agillic is a technology company with no professional services and has therefore established a mutual bond with partners across all priority markets.

And Agillic is a best of breed technology, enforcing our position with strong ecosystem tech partnerships to eliminate all frictions from our clients' business process and time to value.

2024 financial performance

Total revenue: DKK 60.2 million
 EBITDA: DKK 1.0 million
 Total ARR: DKK 65.5 million

Watch our client stories



agillic.com/client-stories

ESG governance

The responsibility for ESG is anchored in Agillic's Board of Directors and Executive Leadership, supported by corporate functions in the day-to-day execution.

Executive Leadership is responsible for implementing relevant policies and ensuring that corporate practices and ways of working are aligned with the policies and recommendations for good corporate governance.



Materiality assessment

The material topics as defined for 2022-2023 have been reviewed and verified using a double materiality assessment, and the topics remain:

- **Energy consumption** and related **CO2 emissions** in connection with software applications and **data storage and transactions**
- Energy consumption and CO2 emissions related to **own operations**
- **Employee satisfaction** as a lead indicator for our ability to retain talent and minimise employee turnover

- **Employee turnover** as a lag indicator with a potential negative impact on business continuity and ability to grow
- **Data security breaches** related to clients' data hosted on our platform

The risks related to these issues and the actions to mitigate these risks will be described in connection with the following sections.

The selected ESG KPIs and related data collected also reflect the findings of the materiality assessment.

ESG policies

Based on our commitment to the UN Sustainable Development Goals and UN Global Compacts Ten Principles, the Board of Directors has adopted the following ESG related policies, which are available at agillic.com/esg:

- Environmental Policy
- People & Social Policy
- Human Rights Policy
- Anti-corruption & Anti-bribery Policy
- Data Privacy Policy

The policies are reviewed annually by the Board of Directors and converted into strategy and action plans, spearheaded by the Executive Leadership.

Highlights of the individual policies are:

Environmental Policy

Through our customer engagement platform, we contribute to eliminating communication pollution by using the power of data and content to create unique customer experiences. Eliminated communication results in less data transmitted and less CO2 emitted in our value chain.

We are committed to running our business operations in a continually more sustainable way. The aim is to reduce the negative environmental impact of our business operations. This primarily pertains to energy consumption related to IT and software operations, office buildings, as well as business related travel.

People & Social Policy

It is of utmost importance to us to be regarded as a respected and attractive employer. Our actions and behaviours are grounded in our corporate values: Integrity, Continuity, Expertise, and Dedication (ICED).

We are committed to ensuring and promoting diversity in the workforce. We want to make positive contributions to the lives, well-being, and development of our employees, and we are focused on creating a

healthy working environment with high performing teams that develop together, and not least have fun while doing it. We want to create a sense of belonging and a community for continued learning. Thus, we have systematised knowledge sharing in the 'Agillic Academy' which is an umbrella initiative for knowledge sharing, inspiration, and training of employees, clients, and partners.

Human Rights Policy

Agillic acknowledges and complies with the requirements of The Universal Declaration of Human Rights and ensures that no part of the company is complicit in any human rights abuses. Agillic respects and acknowledges cultural differences and disassociates itself from all discrimination based on race, religion, age, nationality, or sexual orientation. We consider the treatment of sensitive personal data embedded in our Data Privacy Policy to be part of our commitment to human rights.

Anti-corruption & Anti-bribery Policy

Agillic is committed to adhering to high standards of business conduct, which as a minimum includes compliance with the law. Agillic holds a 'zero-tolerance' stance towards bribery and corruption.

Data Privacy Policy

As a processor of personal data from customers, employees, and business relations attention to ethical processing of data is of utmost importance to us. We are committed to processing personal data in accordance with applicable law including the General Data Protection Regulation 2016/679 of 27 April 2016 ("GDPR") and the Danish Data Protection Act No. 502 of 23 May 2018 supplementing the GDPR, and any amendments thereto and other legislation supplementing these rules.

ESG strategy and actions

Agillic published its first ESG report in 2022, outlining intentions and relevant policies adopted. As noted in the report, many of these aspects were already embedded in our daily operations and risk assessment processes, and they continue to form the backbone of our ESG strategy:

Agillic is committed to equal opportunities for its employees and society in general, whilst ensuring ethical and transparent business conduct, minimising our carbon footprint, and empowering the elimination of communication pollution.



Environment

Key focus

- Minimise our own energy consumption and carbon emissions (scope 1-2)
- Monitor our data centre suppliers to ensure continued actions to minimise emissions

Material topics

- Climate change



Social

Key focus

- Embrace diversity including, but not limited to, gender, age, nationality, and disabilities in hiring and employee development
- Monthly anonymous employee engagement surveys
- Providing NGO and charity clients with a platform through the 'Agillic Annual Fundraiser'
- Employee mentoring programme to foster equal personal and career development

Material topics

- Diversity, equity, inclusion
- Employee wellbeing and personal development



Governance

Key focus

- Mandatory annual awareness training on data protection and privacy, cybersecurity, anti-bribery, anti-corruption, and ESG
- Zero data breaches
- Product development contributing to the elimination of communication pollution

Material topics

- Risk management
- Business conduct
- Data privacy and security
- Responsible product innovation

Environment & Climate

We encourage all employees to act with environmental awareness in their daily business conduct and we support remote working and online client meetings to reduce our overall carbon footprint. We are committed to reducing the energy consumption and the carbon emissions deriving from our own operations (Scope 1+2). In 2024, our energy consumption continued to decline, whilst CO2 emissions seem to fluctuate with 2024 slightly increasing vs. 2023 but under 2022 levels.

It is particularly important for us that we use suppliers of software solutions and cloud storage, that are focused on reducing the climate impact of their operations. Thus, the primary risks regarding environment and climate relate to indirect energy consumption in connection with our technology platform, data storage and transactions (scope 3).

At this point in time, we are not collecting scope 3 emission data. We do, however, discuss environmental aspects with our major suppliers on an ongoing basis and are pleased to report that our two primary data centre suppliers are on track to run on 100% renewable energy by 2025. One centre has been running on 100% renewable energy since 2020 and the other on 90% since 2022.

Having established EU taxonomy eligibility under 'Information & Technology' and the sub-category 'Data processing, hosting, and related activities', we will report and comply with the Corporate Social Responsibility Directive in due course.

People & Social

It is extremely important for Agillic to be regarded as an attractive employer. As a minimum, this requires that human rights are respected at any time and that no discrimination based on race, religion, age, nationality, or sexual orientation takes place. We have adopted a Human Rights Policy as well as a People & Social Policy to enact our business practices, and continuously train our employees in data security and data privacy, which is an inherent part of our business and what we do.

We regard loss of talent and high employee turnover as a key risk for our business, which is the reason why we are very focused on developments in employee satisfaction and sickness absence. In 2024, employee turnover increased to 29% from 7% in 2023 primarily

due to restructuring. Employee satisfaction was nearly unchanged at 7.7 (on a scale from 1-10) compared to 7.8 in 2023, as were employee sickness at 1.7% vs. 1.8% in 2023

Agillic focus broadly on diversity in all its forms and in 2023 we signed the 'Diversity pledge' under Danish Industry for tools, networking, and to help advance diversity in Denmark. For now, our ESG statement includes the number of different nationalities and share of female employees.

A mentoring programme to empower women in tech and their career development, initially piloted in 2023, was continued but did not have any participants in 2024.

It is important for us to make positive contributions to the lives, well-being and development of our employees. We do this by providing attractive compensation, benefits and working conditions. This includes attractive parental leave conditions for both parents, flexibility to work remotely, lunch service, various healthcare services, and company events such as attending the annual DHL run in Copenhagen. We have a structured onboarding programme for new employees which includes a 'buddy program' and introduction to all areas of the company.

Employee satisfaction is measured through regular surveys, and we proactively work on creating a higher satisfaction based on the feedback provided. We secure an open, transparent, and regular dialogue with all employees to ensure a common understanding of objectives and to make sure everyone's voice is heard. In December a 'Health & Happiness' team with five employees across departments was established as an official but informal collaboration with management to improve workplace wellbeing.

Continuous learning and training are vital for all our stakeholders and the 'Agillic Academy' provides an umbrella initiative for knowledge sharing, inspiration, and training of both employees, clients, and partners.

In 2024, 80% (2023: 97%) of all employees had completed a voluntary personality test and 37% (2023: 56%) leveraged the insights for a 'high five plan' for their personal development. The decline in both numbers is explained by employees leaving and new employees not yet having completed these.

Finally, NGOs and charities have always held a special place in our hearts at Agillic. They have been a true inspiration for us with their incredible dedication, and we have been honoured by their choice of our technology to support their causes. We are proud to support eleven organisations across the Nordics with favourable terms, helping them make a real difference every single day.

We held our second annual fundraiser in December, gathering partners, clients, and friends of Agillic to offer our NGO and charity clients a platform to showcase their important work.

Governance

Management considers data security breaches as one of the highest risk factors from a governance perspective and not least sensitive personal data. We mitigate key risks related to data security through an industry-standard security programme, which is aligned with the ISO 27001 standard. Agillic's Information Security Management System ("ISMS") is the responsibility of an Information Security Board, reporting to the Board of Directors. We completed 2024 without any data breaches.

Deloitte conducts annual audits of our GDPR compliance and security level according to the ISAE 3000 type II standard. In addition, we continuously ensure that all our employees are trained in data security. All customer related data is stored and processed according to the official Data Processing Agreement ("DPA") between Agillic and the customer.

We have a 'zero-tolerance' stance towards bribery and corruption but acknowledge that there is a risk that the company or any of its employees may be complicit in violating corporate policies. In 2024, we have had no cases or reported issues in relation to anti-corruption or anti-bribery. In future, we will continually ensure that new employees are trained in our policy on Anti-bribery and Anti-corruption, and we will continue to encourage employees to report any suspicion to the Executive Leadership. We enforce disciplinary action in case of breaches to the Anti-corruption and Anti-bribery Policy.

We aspire to follow the recommendations on corporate governance from the Danish Committee on Corporate Governance and have published an updated compliance report leveraging the framework provided by The Association of Listed Growth Companies – see agillic.com/investor/corporate-governance.

ESG statement

Note	2024	2023	2022
1. Energy consumption (kWh)	16,740	17,548	17,744
2. Energy intensity (kWh/DKK)	0.0	0.0	0.0
3. CO2 total (kg CO2e)	2,040	1,850	2,160
- Scope 1	0.0	0.0	0.0
- Scope 2	1,350	1,850	2,160
4. CO2 total / revenue (kg CO2e/DKK)	0.000034	0.000029	0.000032
5. Employee sickness absence (%)	1.7	1.8	1.4
6. Employee turnover (%)	29	7	25
7. Employee satisfaction (scale: 0-10)	7.7	7.8	7.9
8. CEO pay gap (ratio)	3:1	3:1	3:1
9. Total FTEs	42	50	48
10. Nationalities	11	11	9
11. Gender diversity all staff (% female)	26	30	33
12. Gender diversity management (% female)	12.5	14.3	16.7
13. Gender diversity board of directors (% female)	0	0	0
14. Data security breaches	0	0	0

Notes to accounting statement and accounting principles

About this statement

The ESG data have been compiled to ensure a high degree of transparency between Agillic and our stakeholders on issues related to the Environment, Social impact, and corporate Governance.

Our focus is to systematically evaluate and measure our impact and provide a clear picture of the company and the journey we are on. The goal is to increase the understanding of Agillic's positive and negative impact, as well as our current and potential impact. The report is based on internal data retrieved from our own databases, as well as data retrieved from utility providers. The Scope 1 and 2 emissions are aligned with the methodology recommended by the GHG Protocol.

We have applied the accounting principles suggested in the Danish Business Authorities' ESG KPI catalogue.

1. Energy consumption

Total energy consumption measured as kWh has been calculated by summing total energy used in the calendar year in relation to company cars, electricity, and office heating/cooling. The energy consumption has been calculated using the online tool provided by the Danish Business Authorities on klimakompasset.dk.

2. Energy intensity

Energy intensity has been calculated as total energy consumption (kWh) divided by revenue (DKK).

3. CO2e emissions

CO2-equivalent emissions are reported in scope 1 and 2 according to the definitions in the Green House Gas Protocol.

Scope 1 CO2e emissions:

Scope 1 direct emissions from controlled sources includes company cars and office heating/cooling. The CO2 emissions have been calculated using the online tool provided by the Danish Business Authorities on klimakompasset.dk.

Scope 2 CO2e emissions:

Scope 2 indirect emissions have been calculated based on location and includes purchased electricity. The CO2 emissions have been calculated using the online tool provided by the Danish Business Authorities on klimakompasset.dk.

4. CO2 total / Revenue

CO2 total / Revenue is a measure of CO2 intensity. As the business grows, CO2 will naturally grow as well. However, CO2 in comparison to revenue should not increase – rather the opposite due to economies of scale and actions to reduce CO2 emissions.

5. Employee sickness absence

Employee sickness absence has been calculated as total hours of absence due to sickness divided by total working hours.

6. Employee turnover

We are continuously optimising our organisation for efficiency and – not least given the current macro-economic environment – to be as lean and agile as operations allow; thus, we do not re-hire for all turnover (both voluntary and involuntary).

We monitor employee turnover closely and in the context of relevant supporting indicators such as employee sickness absence and employee satisfaction.

Employee turnover in the calendar year has been calculated as (voluntary + involuntary FTEs leaving / average number of FTEs) * 100.

7. Employee satisfaction

Employee satisfaction is based on the average engagement score for the calendar year based on monthly voluntary employee surveys.

8. CEO pay gap

CEO pay gap has been calculated as: CEO compensation compared to median salary of all employees.

9. Total FTEs

Total FTEs have been calculated as the sum of full-time employees + full time equivalents of temporary and part time employees.

10. Nationalities

Total employees by nationality at the end of the year.

11. Gender diversity all staff

Total female employees divided by total employees at the end of the year.

12. Gender diversity management

Total females in management divided by total members of management at the end of the year.

13. Gender diversity Board

Total females in the Board of Directors divided total members of the Board of Directors at the end of the year.

14. Data security breaches

Number of observed data security breaches during the year.

agillic

Personalised communication to millions