



Sustainability report 2025

Adtraction Group AB's sustainability report is issued by the board and complies with the Annual Reporting Law (ÅRL). The report is based on the European Sustainability Reporting Standards (ESRS).

Sustainability report

This report covers the 2025 reporting period and includes all companies within Adtraction Group AB. The Board of Directors holds the overall responsibility for Adtraction's sustainability efforts. Adtraction's overarching sustainability goal is to create the conditions for long-term value creation. For Adtraction, this involves growing as a company, managing risks, and identifying opportunities while respecting the impact on people and the environment.

Double materiality analysis¹

Adtraction conducted a double materiality analysis for 2024 to identify the most relevant sustainability areas, with a focus on financial impact, risks, and opportunities. Based on guidance from the ESRS framework, the assessment considered two main perspectives: stakeholder relevance (management, employees, board, customers, suppliers, environment) and Adtraction's potential impact in the listed areas. The identified topics and priorities remain relevant for 2025 and have been adjusted where necessary.

The analysis identified climate, workforce (employees), employees in the value chain, and corporate governance as key topics due to their stakeholder relevance and the company's impact. A subsequent risk and opportunity assessment evaluated each area based on the likelihood of occurrence and the potential impact. Areas were then classified as high, medium, or low risk. The analysis highlights the following risks and opportunities.

Risks

Low risk

Low-risk areas include: limited overview of working conditions among brands connected to the platform, where Adtraction has limited insight; diversity risks that may lead to group thinking; potential IT security issues related to specialised competence loss and insufficient internal system updates. Environmental risks are considered low, mainly due to Adtraction's limited direct environmental impact.

Low/medium risk

Identified areas of low/medium risk include changing employment conditions and work environment, which can lead to increased staff turnover, loss of competence, higher recruitment costs, lower employee

engagement, reduced performance and higher absence rates. Increased digitalisation also poses a risk of data breaches and fraud.

Opportunities

Key opportunities

Important opportunities identified include: unified internal competence development; increased knowledge exchange across departments and markets.

Medium opportunities

Introducing more comprehensive supplier evaluations, such as sustainability assessments, represents a long-term opportunity. In addition, new reporting requirements present an opportunity for Adtraction to strengthen its competitive position by increasing transparency around sustainability and differentiating itself from competitors.

About the report

Adtraction's sustainability initiatives are guided by the materiality analysis described above as well as the UN Sustainable Development Goals (SDGs). To ensure clear and focused reporting, the work is organised around three main pillars: social sustainability, environmental impact, and responsible corporate governance.

The aim is to prioritise areas where the company can make the greatest positive impact and contribute to long-term progress. The selected focus areas are:

- Work environment, health and safety
- Gender equality and diversity
- Environmental and climate impact
- IT security and business ethics
- Sustainable business model and value chain

These areas are linked to the UN's global goals 5 (Gender Equality), 8 (Decent Work and Economic Growth) and 13 (Climate Action).

Based on these focus areas, the company's sustainability report is structured as follows:

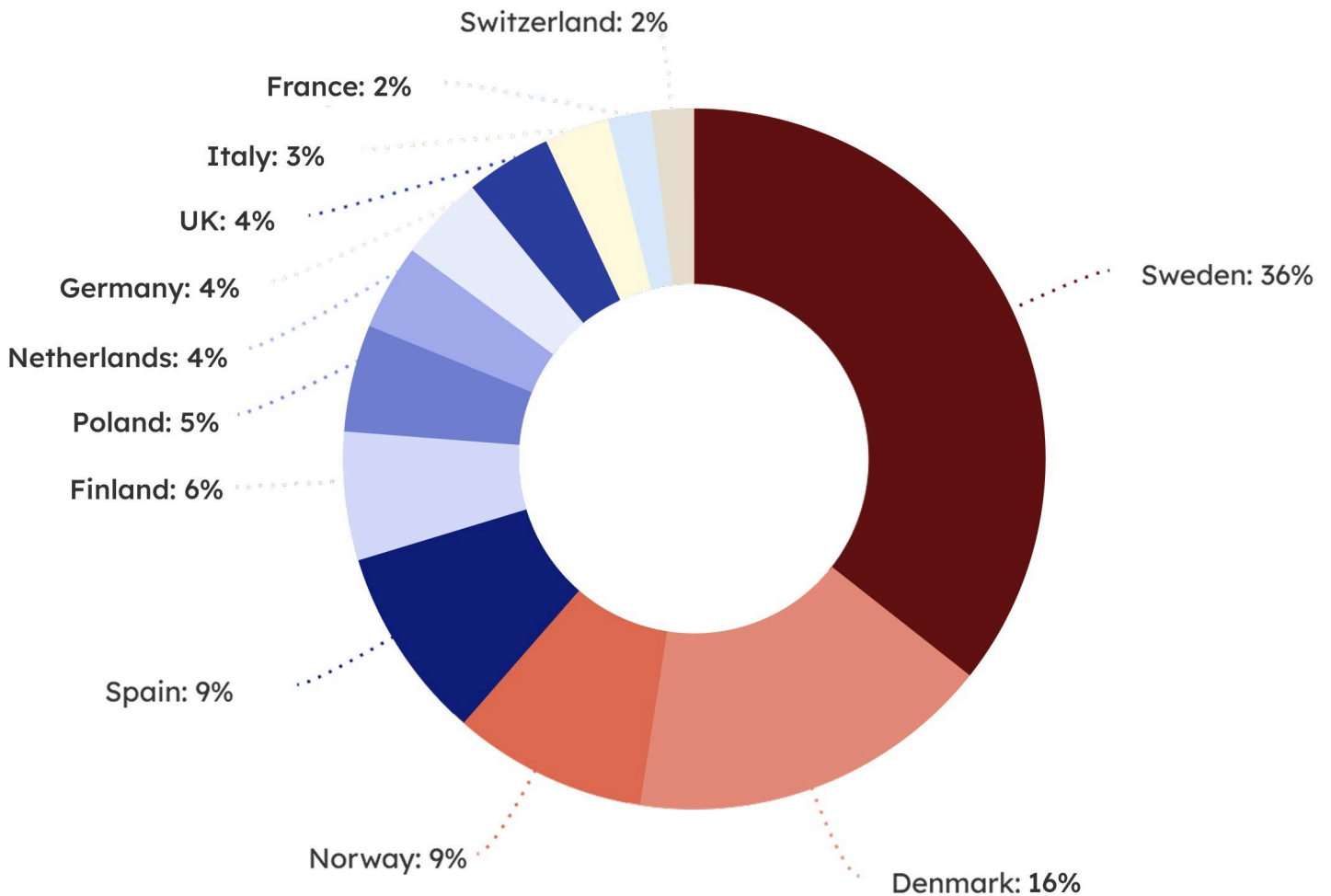
- Social sustainability
- Environment and climate
- Responsible governance

1. The chapter refers to full ESRS 2, SBM-3, IRO-2, GOV-1

Social sustainability

Adtraction aims to offer a work environment that prioritises gender equality, diversity, and respect for each individual.

Share of full-time employees (FTEs) by market²



Knowledge, experience, and engagement are key strengths and assets at Adtraction, and employee well-being plays an important role to the company's success. To support a healthy and sustainable workplace, Adtraction has identified four key factors that influence the overall employee experience:

Job satisfaction, work-life balance, work-related stress, workplace environment. Creating an inclusive and dynamic workplace where well-being and personal development are prioritised is therefore one of Adtraction's key responsibilities.

2. The chart refers to ESRS S1-5

Work environment variables³

Variable	2025	2024
Staff turnover	20%	31%
Employee Net Promoter Score (eNPS)	41	37
Pulse	4.3 out of 5.0	4.3 out of 5.0
Percentage of employees with regular 1-on-1s	75%	75%
Percentage of new employees who receive onboarding	100%	100%
Discrimination cases	0	0
Court cases concerning staff	0	0

Adtraction regularly monitors work environment-related factors through a combination of annual surveys, individual follow-ups, and a culture of continuous feedback. The company conducts annual employee surveys to assess inclusion, engagement, and overall well-being.

In 2025, the company's eNPS score was 41, which is considered a strong result according to Questback and represents an improvement compared to 2024, when the score was 37. The development reflects the company's continued efforts to strengthen employee engagement and satisfaction across the organisation.

Over the past year, Adtraction has also further developed its HR function with an increased focus on more structured and aligned processes related to recruitment, onboarding, and employee development. The aim is to support consistent employee experiences across markets and ensure that new and existing employees receive the support needed to succeed and grow within the company.

To ensure continuous dialogue and follow-up, Adtraction uses 15Five, a digital tool through which

more than 75% of employees regularly report their progress, challenges, and overall well-being. Check-ins are conducted on an ongoing basis, and managers are available to provide support and development opportunities.

The company also promotes a feedback-oriented culture where open dialogue and communication are central elements of everyday work life. Through an inclusive and transparent work environment, conditions are created for continuous learning and improvement.

To strengthen collaboration and company culture in an international organisation, Adtraction organises annual global conferences. These gatherings create opportunities for knowledge sharing, inspiration, and stronger connections between teams across different markets.

Adtraction will continue to develop its work with the work environment and employee engagement, with a focus on transparency, inclusion, and continuous improvement.



3. The table refers to ESRS S1-1

Gender equality, diversity and inclusion⁴

Adtraction promotes gender equality, diversity, and respect in the workplace. By recognising the unique perspectives and contributions of each individual, the company aims to foster a dynamic and innovative work environment. Adtraction strives to attract and retain talented individuals who contribute positively to the workplace culture and actively create value within their teams.

To support an inclusive workplace, Adtraction regularly monitors the age and gender distribution across the organisation. During 2025, the company's employees represented 19 different nationalities, with an age range from 18 to 59 years. The gender distribution among full-time employees (FTEs) was 57% men and 43% women.

Age and gender distribution

Variable	2025	2024
Gender distribution ⁵		
Men	57%	62%
Women	43%	38%
Age range	18-59 years	20-54 years
Nationalities	19	19

Adtraction aims to create a workplace where all employees feel included and have the opportunity to develop, regardless of their background. To support this ambition, English is used as the primary language for internal and business communication, ensuring clear and inclusive communication across all markets where the company operates.

Recruit for diversity

Adtraction actively works to foster an inclusive and diverse work environment, which is also reflected in the company's recruitment processes. With a strengthened HR function and a greater focus on more structured and aligned recruitment processes, the company applies a non-discriminatory recruitment strategy where competence and experience are central. This approach helps ensure that recruitment is based on relevant qualifications and that all candidates are given equal opportunities.

In addition to full-time recruitment, Adtraction offers internships and part-time positions across several markets. In 2025, the company had a total of 19 part-time employees, contributing new perspectives and increased diversity within teams.

Zero tolerance for discrimination

Adtraction has a strict policy against discrimination and remains independent of political and religious ideologies. The company does not tolerate discrimination based on gender, skin colour, sexual orientation, religion, political beliefs or disability.

Discrimination in the form of racism, sexism, age discrimination, ableism, homophobia or transphobia has no place at Adtraction. The company makes no compromises when it comes to employee rights and safety, and preventing harassment and discrimination is a fundamental part of the corporate culture.

To support an inclusive workplace, the company regularly monitors gender distribution, age span, and representation across nationalities. Potential incidents of discrimination are also addressed through the annual employee survey. As part of Adtraction's long-term commitment, a Code of Conduct has been established to strengthen internal sustainability efforts.

4. This section refers to ESRS S1-1, G1-4

5. Full-time employees

Goals

To strengthen the social sustainability work, Adtraction has established clear goals for the next three years. These goals are evaluated continuously and may be adjusted as needed.



Gender distribution

Monitor gender distribution with the goal of maintaining a balance within the 40/60 to 60/40 range.



eNPS

Measure eNPS annually with the goal of increasing the eNPS score from 41.



Strengthen HR efforts

Further develop HR efforts through increased training opportunities, internal competence development, and leadership training programs.



Actions

- Measure eNPS
- Monitor gender distribution
- Develop internal competence development programs
- Monitor staff turnover and aim to maintain it below 20%.

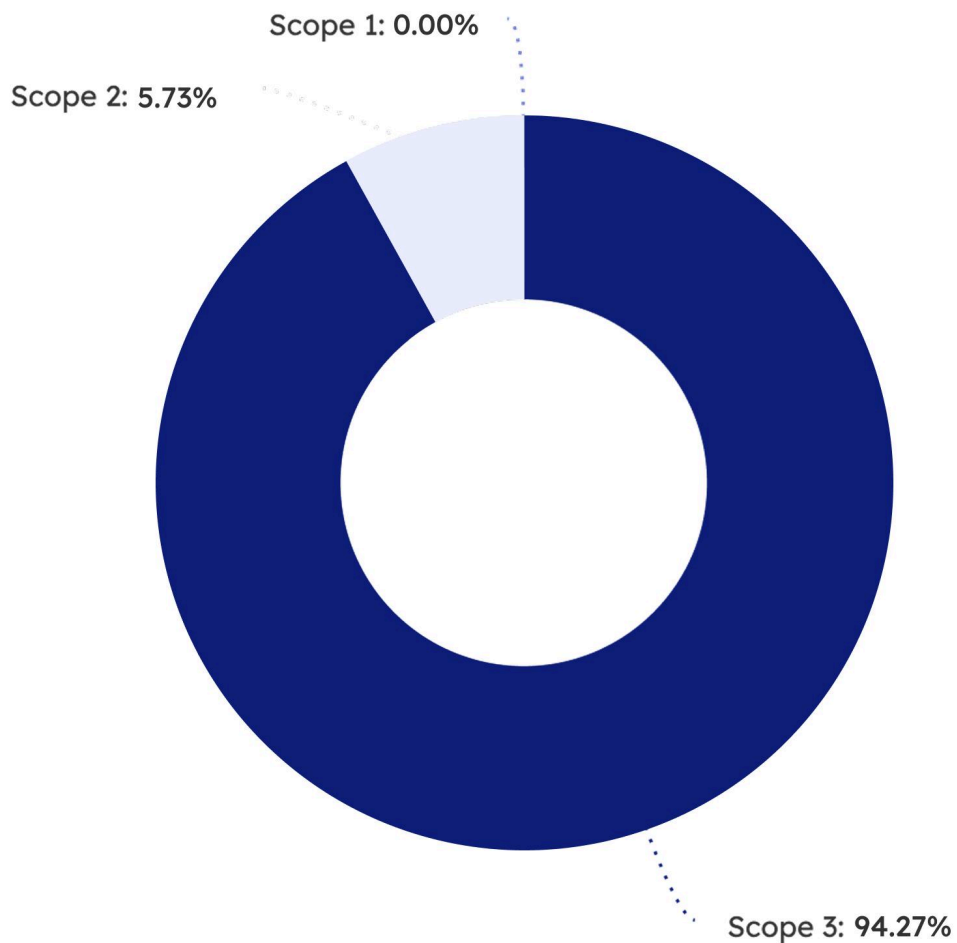
Environment and climate⁶

Adtraction aims to operate in an environmentally friendly way by integrating sustainable choices into daily operations and reducing its climate impact wherever possible.

According to the GHG Protocol, greenhouse gas emissions are categorised into three scopes: Scope 1, 2 and 3. Scope 1 and 2 include direct and indirect emissions from sources that the company owns or controls, while Scope 3 includes emissions generated across the company's value chain. Approximately 94% of Adtraction's emissions fall under Scope 3, mainly related to business travel, food consumption, and the purchase of goods and services.



Emissions distributed by scope



6. The chapter refers to ESRS E1

Company emissions⁸

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Distribution of company emissions

Variable	Emissions (kg CO2e) 25	Emissions (kg CO2e) 24	% of total emissions 25	% of total emissions 24	Per employee (kg CO2e) 25	Per employee (kg CO2e) 24
Business travel	287 422	182 572	61,4%	51,4%	2 375	1 496
Electronics	22 699	21 179	4,9%	6,0%	188	174
Food and drink	33 123	32 930	7,1%	9,3%	274	270
Freight	3 439	1 768	0,7%	0,5%	28	14
Office	37 505	52 647	8,0%	14,8%	310	432
Other purchases	22 421	40 484	4,8%	11,4%	185	332
Vehicle use	-	757	-	0,2%	-	6
IT services	61 199	22 686	13,1%	6,4%	506	186
Total emissions	467 808	355 023	100,0%	100,0%	3 866	2 910

Business travel

In 2025, emissions from business travel totalled 287.4 tonnes of CO2e, corresponding to 2.4 tonnes per employee. Compared to 2024, this represents an increase in emissions, reflecting a higher level of travel activity an in-person meetings across Adtraction's markets during the year. Flights accounted for the largest share of emissions from business travel, followed by ferry travel and accommodation.

To reduce environmental impact where possible, Adtraction strategically places its offices in central locations to encourage the use of public transport.

To offset emissions and contribute to climate action, Adtraction invests in climate projects. These projects, included in GoClimate's portfolio, are certified by the Gold Standard Foundation and support the UN's Global Goals 5 (Gender Equality) and 13 (Climate Action).

Daily operations

Although Adtraction operates a fully digital platform, the company still generates emissions through office operations, purchased goods and services, and digital infrastructure. Adtraction collaborates with property owners to reduce electricity use and ensure that electricity comes from renewable sources. Today, the majority of Adtraction's offices operate on renewable electricity.

Adtraction also seeks to reduce its climate footprint by using cloud-based services and transitioning to a more circular business model. This includes purchasing equipment only when necessary and recycling electronic equipment according to sustainability standards. Since 2021, Adtraction has maintained processes for responsible handling and recycling of electronic waste.



Business travel emissions by market⁷

Market	Emissions 2025 (kg CO2e)	Emissions 2024 (kg CO2e)	Per employee 2025 (kg CO2e)	Per employee 2024 (kg CO2e)
Denmark	14 436	21 709	722	1 047
Finland	3 080	4 338	440	717
France	-	1 074	-	293
Germany	10 186	11 166	1 922	2 288
Italy	21	13	6	5
Netherlands	5 529	1 779	1 024	365
Norway	5 600	12 580	514	1 146
Poland	53	436	9	60
Spain	126	103	12	9
Sweden	236 120	123 766	5 491	2 818
Switzerland	4 253	4 584	1 466	1 879
England	8 018	1 024	1 822	280
Business travel	287 422	182 572	2 375	1 496

Goals

To reduce its climate impact, Adtraction has set the following goals for the next three years. These goals are evaluated continuously and can be adjusted as needed.



Maintain or reduce emissions from the current 3.9 tonnes CO2e per employee

Calculate emissions annually to ensure that emissions remain at the same or a lower level.



Actions

- Offset emissions for 2025 through climate projects.
- Calculate emissions annually and analyse trends to ensure continuous improvement.
- Recycle unused equipment and continue implementing circular processes for sustainable resource use.

Responsible governance⁸

Adtraction's overall sustainability goal is to create conditions for long-term value creation. This involves balancing growth, risk management and identification of business opportunities, while ensuring that operations are conducted responsibly and sustainably.

Value chain

At the beginning of 2025, Adtraction cooperated with 2 200 advertisers and 8 000 partners. As the network continues to expand, maintaining responsible and sustainable business practices across the value chain becomes increasingly important. A core part of Adtraction's business philosophy is to uphold high ethical standards and respect human rights.

A well-functioning Know Your Customer (KYC) process plays an important role in assessing and managing potential risks related to advertisers and partners. Adtraction performs manual reviews to ensure that all business partners meet the company's expectations regarding professionalism and behaviour.

When selecting suppliers, Adtraction evaluates several factors including cost, quality, reliability and ethical guidelines. Key suppliers include Amazon Web Services, Slack, Kler Group, Salesforce, Intercom, Tableau and Google. The company aims to work with reliable and responsible suppliers that meet its operational and ethical standards.

Anti-corruption⁹

Adtraction's support team continuously monitors activity and transactions on the platform in order to detect and prevent potential fraud. If suspicious patterns are identified, a thorough investigation is

carried out to assess the nature and scope of the activity.

To further reduce risks, reported transactions must be approved by advertisers before payments are processed. The company does not handle customers from high-risk countries or countries on sanctions lists, and payments to such countries are blocked.

IT security

Adtraction operates a digital platform where security and data integrity are essential. To reduce the risk of cyber threats, the company has implemented a Mobile Device Management (MDM) solution to ensure that company devices comply with internal security standards. In addition, daily backups of critical data are performed, encrypted, and regularly tested to verify successful execution.

Economy

Adtraction has shown continuous growth, profitability and strong cash flows between 2009 and 2024. Despite a challenging market during 2025, the company has continued to deliver profitability and a strong cash flow.

This strong financial position provides a solid foundation for further investments in sustainability initiatives and the continued development of the company's operations.

8. The chapter refers to ESRS G1

9. The paragraph refers to ESRS G1-3

Goals

Adtraction has established the below goals for corporate governance for the next three years. The goals are evaluated continuously and can be adjusted as needed.



Continue strengthening anti-corruption efforts

Increased monitoring and actions to minimise fraud risks.



Measures

- Introduce more approval requirements on the platform.
- Evaluate and develop internal fraud prevention processes.

Additional information

Information	Comment
Additional Information	Adtraction Group AB
Company registration number	559303-4753
Website	www.adtraction.com
Activities, brands, products and services	Digital marketing. The company develops and operates a platform that connects advertisers aiming to increase sales with various types of partners, such as digital magazines, influencers, bloggers, forums, mobile apps and comparison sites, generating revenue based on their content and audience.
Head office	Stockholm, Sverige
Ownership	Public, Nasdaq First North Growth Markets
Contact person	Anna Hjortaa, CMO
Reporting standard	The report is partially based on ESRS
Reporting period	2025
External assurance	The report has been approved by the board. It has not been audited by a compliance officer, but an external party has supported Adtraction in preparing the report.
Companies included in the report	Adtraction Group AB and subsidiaries
Highest governing body	The company's board of directors
Internal key stakeholders	Management, employees, board
External key stakeholders	Advertisers, partners, shareholders and banks