



**ADVANCEDMEDIA**

**GREENHOUSE GAS EMISSIONS REPORT**

**COMPUTED ON: UACA'S eMISSION PLATFORM**  
**CORRESPONDING PERIOD: 2021 TO 2024**  
**PREPARED AND PUBLISHED: DUBAI, UAE**  
**LAST UPDATED: MARCH 2025**

In 2024, Advanced Media Trading (AMT) produced a comprehensive greenhouse gas (GHG) emissions inventory report for 2021 to 2023 that included a complete and accurate quantification of the amount of annual GHG emissions attributed to AMT's operations within the boundary and scope set for the specified period. The report solidified AMT's commitment to reducing scope 1 and scope 2 Greenhouse Gas (GHG) emissions by 42% by 2030 from a 2021 base year and measuring scope 3 emissions. These near-term targets have since been validated by the Science Based Targets initiative (SBTi). Presently, AMT is the only media retailer in the world, one of just five SMEs in the UAE – and 1 of only 15 organizations nationwide – to achieve this remarkable milestone.



Founded in 2002, AMT conducts business across the MENA region from its headquarter in Dubai, UAE. The headquarter was relocated in 2021 to a new location on Sheikh Zayed Road to accommodate the company's expansion plans. For this reason, the year 2021 was chosen as the year to baseline and calculate GHG emissions. Moreover, close to 85% of AMT's entire workforce operates within the UAE. For this reason, the report focuses solely on the GHG emissions attributed to the operations within the UAE since 2021. The data utilized in this report was collected and consolidated between 2023 and 2024 based on financial statements for a spend-based analysis, human resources records, third party sources such as waste management and freight companies, periodic sampling of utility consumptions and federal data.

The following report is inclusive of the 2024 data and computed by the eMission platform by the UAE Alliance for Climate Action (UACA). This report will be updated annually.

As adapted from the GHG Protocol, these emissions are classified as Scope 1, Scope 2, and Scope 3 categories. The total annual summary and breakdown of the GHG emissions can be found in the Appendix of this report.



AMT's Headquarter in Dubai since 2021 (including the Showroom and main Offices) on Mezzanine Floor of the Galadari Mazda Building on Sheikh Zayed Road. The Warehouse and Service Center are nearby in the Al Quoz Industrial Area.

# Fuel Emissions

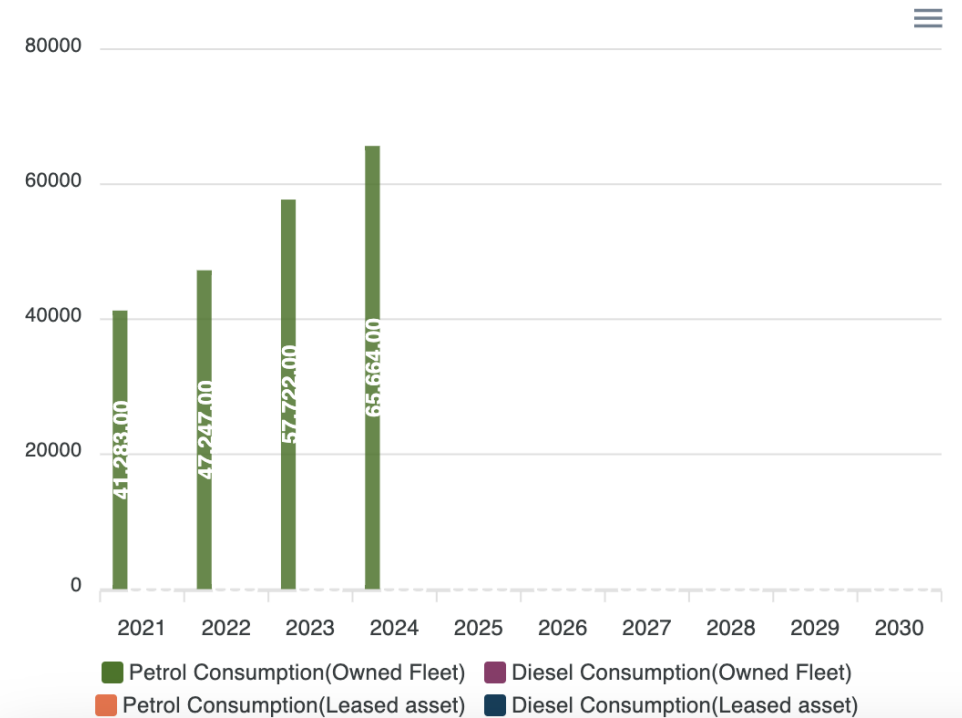
Fuel Emissions cover a range of emissions in Scope 1 calculations. For the purposes of this report, the targeted fuel emissions are mobile combustions that cover emissions from all vehicles (e.g. cars, vans, trucks) owned or controlled by AMT.

AMT’s fuel emissions were quantified based on monthly fuel expenses obtained from the Accounting Department and UAE’s monthly archive of fuel prices. AMT’s fuel emissions have increased from 99.079 tCO<sub>2</sub>e in 2021 to 157.593 tCO<sub>2</sub>e in 2024 mostly due to the expansion of AMT’s fleet size.

AMT’s most practical solution is electrifying. Replacing traditional fossil fuels by electrifying them will reduce Scope 1 emissions completely. AMT joined the UACA’s Road2.0 pilot program on Transport Day during COP28 with the goal to accelerate the transition to green road transport alternatives by integrating Zero Emission Vehicles (ZEVs). In 2024, Advanced Media converted 20% of its fleet to electric. By 2030, the goal is to reach 100% electrification.

Annual Fuel Consumption (Litres)

Annual Fuel Consumption	2021	2022	2023	2024	2025	2026	2027
<b>Fuel Consumption (Owned Fleet)</b>							
Petrol	41,283.0000	47,247.0000	57,722.0000	65,664.0000	-	-	-
Diesel	-	-	-	-	-	-	-
<b>Fuel Consumption (Leased Assets)</b>							
Petrol	-	-	-	-	-	-	-
Diesel	-	-	-	-	-	-	-



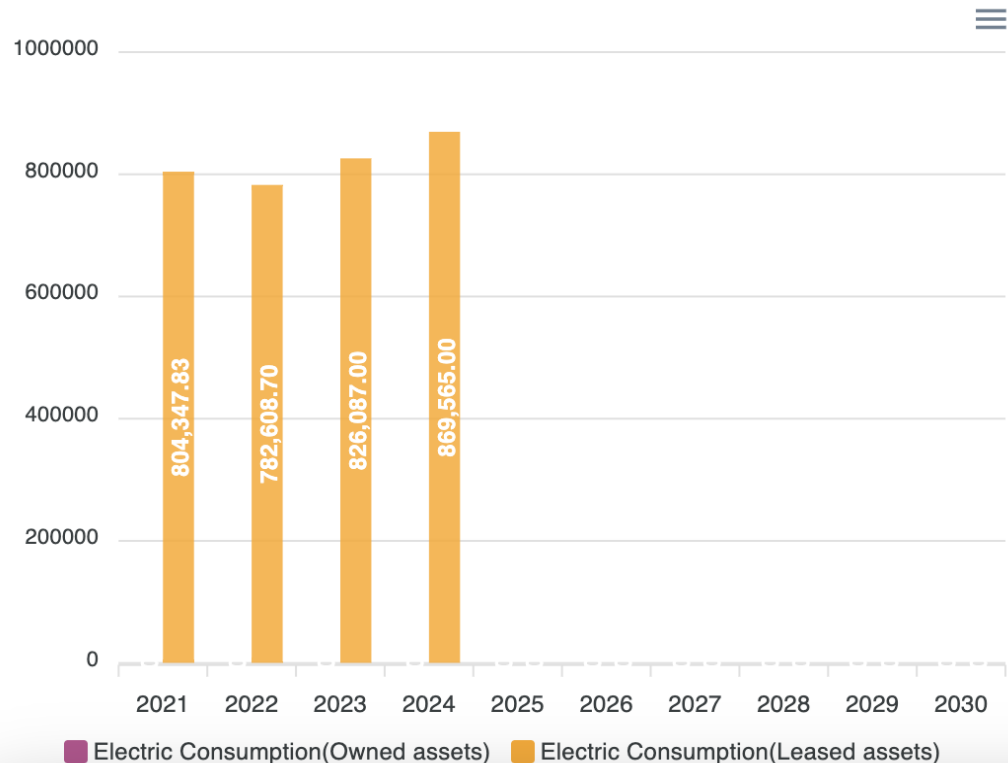
In 2024, Advanced Media converted 20% of its fleet to electric. By 2030, the goal is to reach 100% electrification. Photographed here are two modified electric vans utilized at AMT's Warehouse in Al Quoz Industrial Area. AMT has also invested in installing fast chargers in its premises in Dubai.



# Electricity Consumption

Annual Electricity Consumption (kWh)

Annual Electricity Consumption	2021	2022	2023	2024	2025	2026
Electricity Consumption (Owned Assets)	-	-	-	-	-	-
Electricity Consumption (Leased Assets)	804,347.8260	782,608.6960	826,087.0000	869,565.0000	-	-



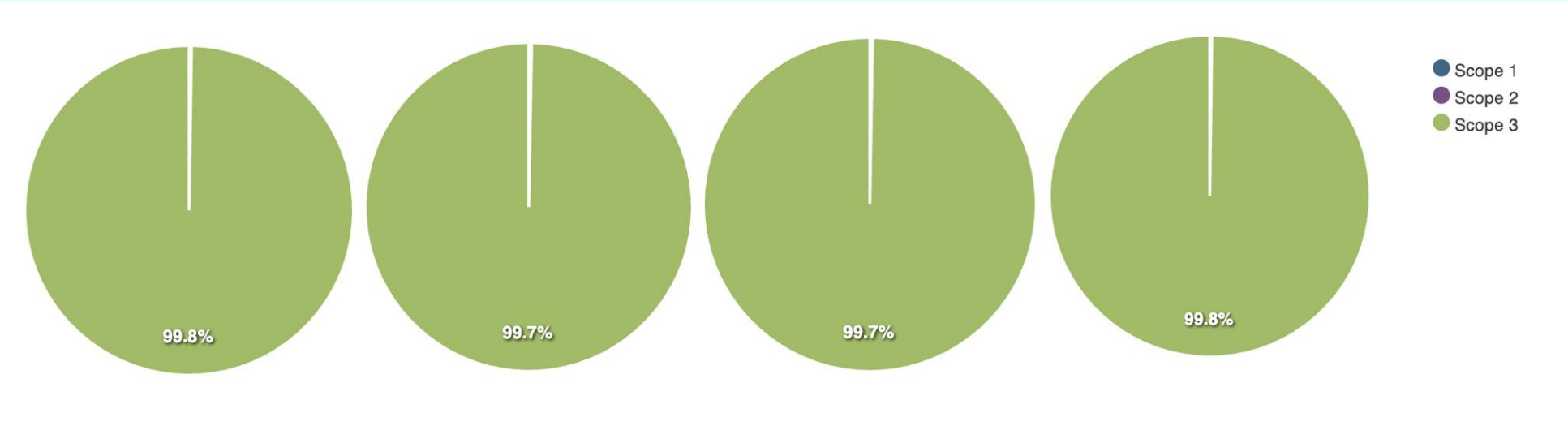
Electricity consumption falls under two categories; Scope 2 (Indirect GHG Emissions) covers the electricity consumed by the end-user. AMT does not have any reported GHG emissions under Scope 2 because AMT’s utility supply is provided through property owners from whom AMT rents its offices and warehouses. Simply put, AMT’s electricity consumption is quantified as leased assets. However, Electricity and Water Consumption are calculated again in terms of cost under Scope 3 emissions for Fuel and Energy production.

AMT can still take measures that contribute to overall reduction and consumption of electricity. For instance:

- Increasing energy efficiency by switching to LEDs for instance.
- Engaging with stakeholders (e.g. communicating the benefits of renewable energy to the building owner)
- Conserving energy by implementing energy conservation policies within the office such as simply turning off unused lights or unplugging appliances.
- Incorporating a low-carbon electricity provider via on-site installations.

Scope 3 Emissions that occur as a consequence of the company’s activities but from sources not owned or controlled by the company. Scope 3 emissions, commonly referred to as ‘value chain emissions,’ encompass all indirect emissions that occur in a company's value chain, excluding those from Scope 1 and 2.

Scope 3 emissions can account for up to 90% of the total greenhouse gas emissions (GHGs). See figures below. From left to right, reporting years 2021 to 2024.



Multiple categories encompass the magnitude of Scope 3 emissions. For instance, Scope 3 upstream emissions include all the greenhouse gas emissions produced before the products or raw materials arrive at the company's doorstep. AMT does not produce any products or rely on raw materials. Scope 3 emissions that are categorized in upstream activities such as Extraction and Production, Agricultural Activities and Transportation of Raw Materials are not applicable to scope and operation of AMT.

## **Purchased Goods and Services**

This category of Scope 3 Emissions calculates the emissions from making and moving products and services that AMT has acquired. AMT's purchased goods and services fall mostly into these categories: Construction, Food and Beverage and Tobacco Products, Print Media and Printing Support, Computers and Relevant parts and Communication Devices, Furniture and Shelving, Vehicles and Part sales, Media and Software, Data Processing and Internet Publishing and Other Information Services, Insurance Agencies, Carriers and Brokerages, Legal services, Administrative and Support Services, Waste Management and Remediation Services, Educational Institutions and Services, Hotels and Campgrounds.

The data quantified in this category relied on a spend based analysis approach which is when the average spend-based method is applied by collecting data on the economic value of purchased goods and services. This number is then multiplied with relevant emission factors to estimate the emissions from the amount spent on these categories. This process is conducted automatically by the eMission Platform by UACA.

Emissions from Purchased Goods and Services markedly account for a significant portion of a company's total Scope 3 emissions, making them a critical area for GHG management and reduction strategies.

## Purchased Goods and Services

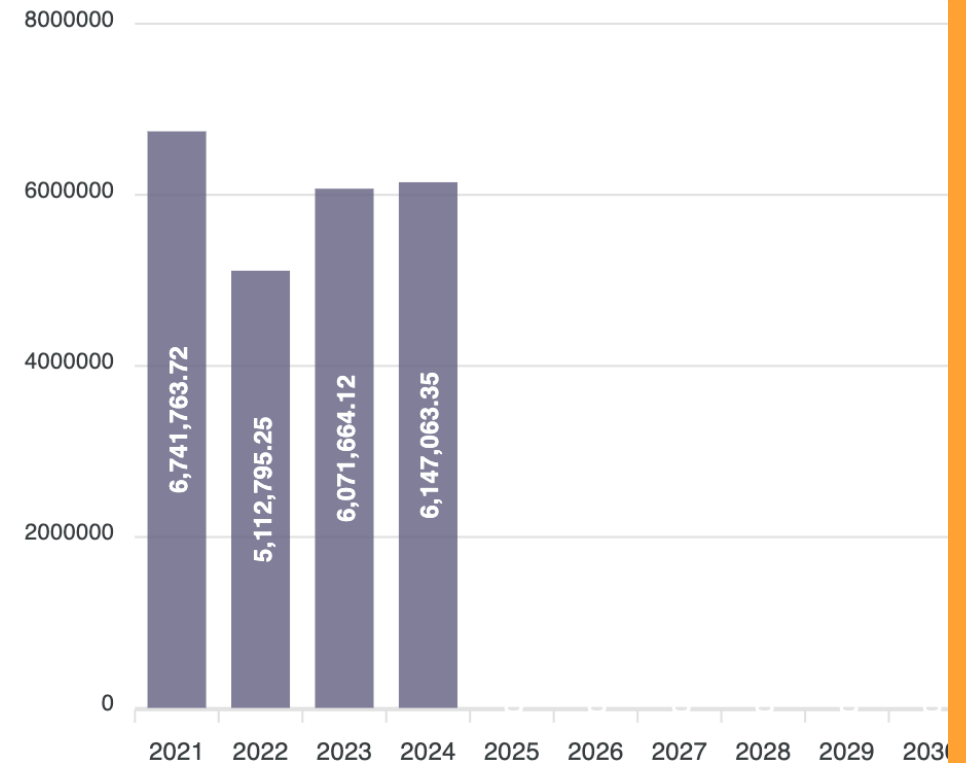
The noticeably higher emissions in 2021 were due to major constructions that were required to prepare the new Showroom and Offices on Sheikh Zayed Road. The spike in 2023 emissions is due to the expansion of AMT's fleet size by purchasing new vehicles.

Legal services, Insurance, and print media and support (accounting mostly for Marketing costs) consistently account for the major bulk of emissions in the category of Purchased Goods and Services. The Marketing Department has committed to digitizing significant portion of event promotions to refrain from single use printing.

Administrative costs are unavoidable considering the positive growth of the company from 70 employees in 2021 to 130 employees in 2024.

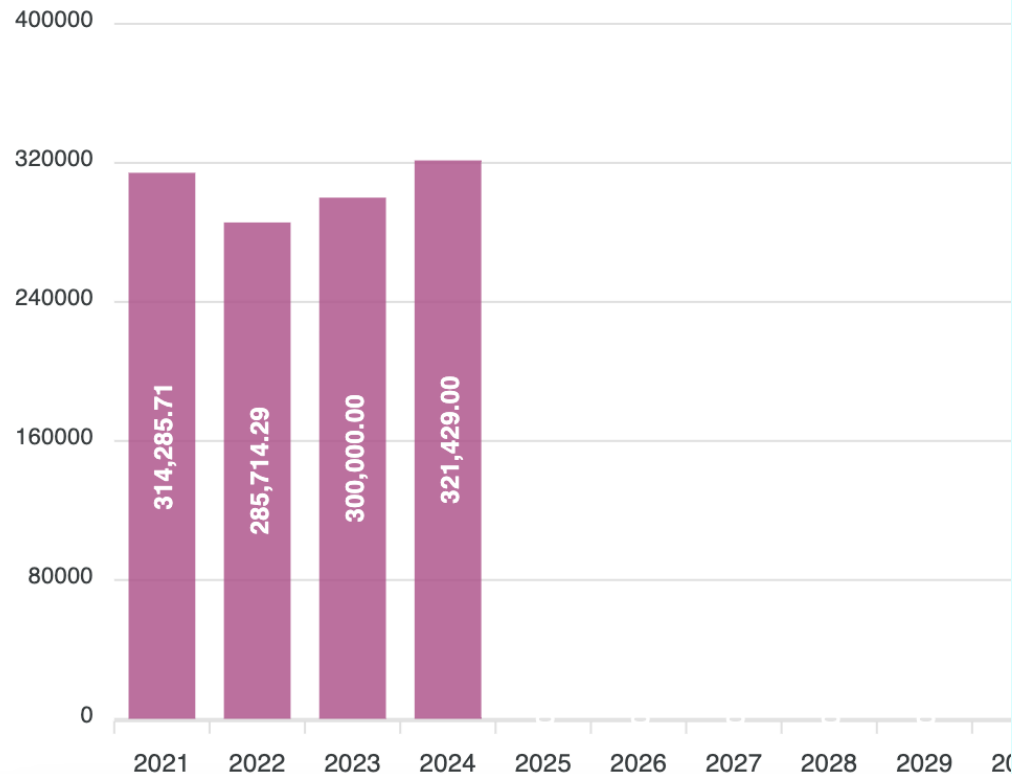
Purchased Goods and Services Spent in Amount

Purchased good and services	2021	2022	2023	2024
Spent in AED	6,741,763.7200	5,112,795.2500	6,071,664.1200	6,147,063.3500



### Annual Water Consumption (IG)

Annual Water Consumption (IG)	2021	2022	2023	2024	2025
Water Consumption (IG)	314,285.7140	285,714.2860	300,000.0000	321,429.0000	-



## Water Consumption

There is a projected increase in water consumption from 2023 onwards due to the increase in the number of workforces. The initial spike in 2021 can be attributed to the construction efforts, while the increase since 2023 can be explained by looking at the number of employees accessing the washrooms and pantries available at the Showroom and Offices, and Service Center and Warehouses in Al Qouz.

Measures can be taken both by AMT and property owners to prevent the increase in water consumption such as raising awareness, regular monitoring and maintenance of pipes and plumbing, installing a self-closing tap to save water, and installing dual flush toilets for better efficiency and less waste.

Although unrelated to emissions, AMT has been using environmentally friendly, toxin-free cleaning products from to reduce the amount of toxins that are released into the surrounding environment, especially water streams.

## Solid Waste Land filled

AMT's annual Solid Waste Land filled's GHG emissions have steadily decreased from 1.529 tCO<sub>2</sub>e in 2021 to 1.168 tCO<sub>2</sub>e in 2024. This has been accomplished through strategic partnerships with waste management companies offering plastic, paper and steel recycling and composting. Regular awareness campaigns across the branches and a near-total ban of plastic bottles and plastic bags, as per Federal mandates, have also played significant roles.

On average, 32 kg per month paper, plastic and steel are being recycled by AMT's waste collection partner, RECAPP. Moreover, The Waste Lab collects on average 32.5 kg monthly of food waste from the Showroom, Offices, Service Center and Warehouse to be composted.

In 2024, employees produced 10kg of waste on average daily. Proper educational initiatives and awareness campaigns are necessary to further reduce waste by increase the amount of recycling that is collected and food that is properly disposed of to be composted later. Employees need to become cognizant of the amount of waste they are producing daily.



Photographed below (from left to right) are the recycling stations and composting bin at AMT's Showroom and Offices, and Recycling Stations at JAFZA Warehouse, and Al Quoz Warehouse and Service Centre.



## Employee Commute

The Human Resources Department requested that employees share the distance and methods by which they commute to work every day since 2021. The most common methods of commuting for ATM employees are Car (petrol), Public Bus and Metro. The cumulative distance traveled by each method was then multiplied by 250 (as an estimated average number of working days).

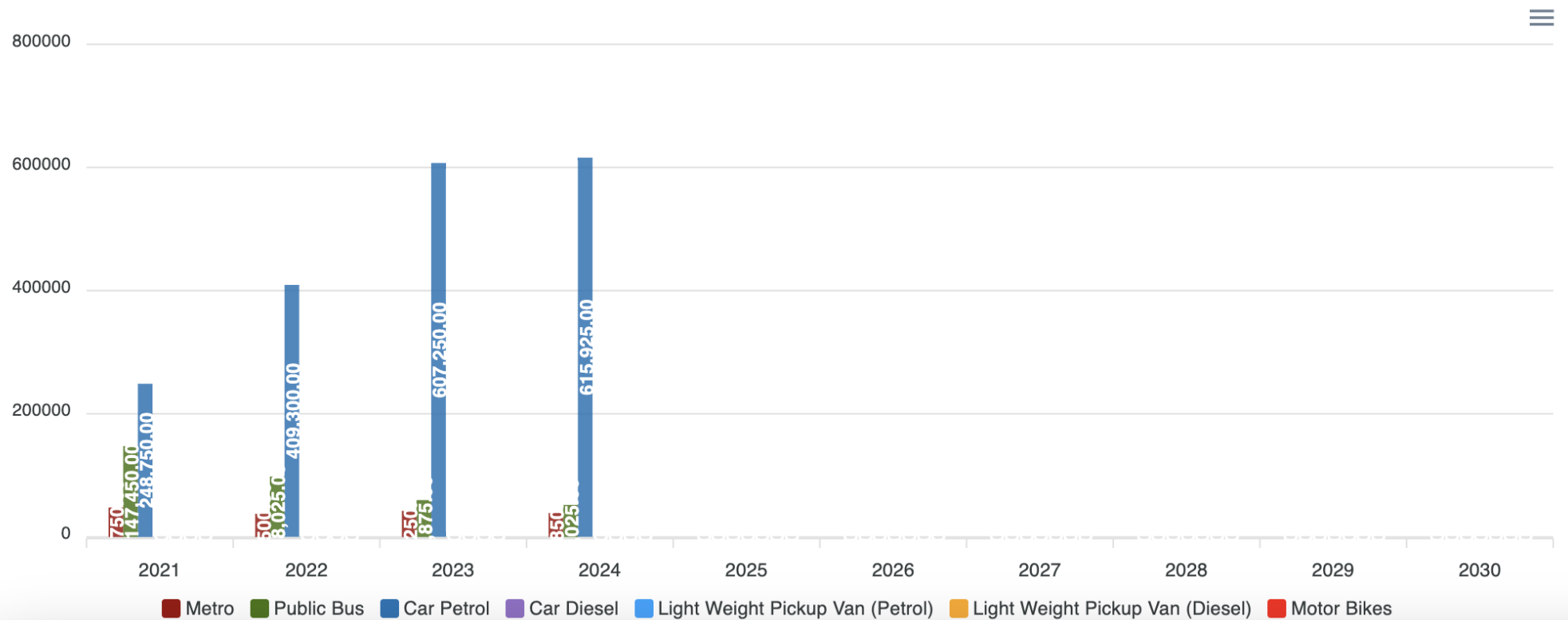
Employee Commute accounts for AMT's second highest Scope 3 GHG emissions. The preferred method of transportation for the employees is by petrol fueled car. Several initiatives have been discussed by the HR Department to remedy this situation. The suggestions will be presented to the employees in 2025 Q1.

They are:

- Employees will be encouraged to use the metro for daily commutes. The nearest metro station for Dubai Showroom and Warehouse/Service Center is R29 – ONPASSIVE Station on the Green Line. A company van would be waiting to bring them to their next stops.
- A shuttle van to bring employees to and back from work in popular residential areas. Alternatively, employees can be encouraged to carpool when possible.
- HR Department will develop a remote working plan to reduce commuting days and allow employees to occasionally work from home.

### Employee Commute distance in Km

Employee Commute	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Metro	47,750.0000	37,500.0000	42,250.0000	38,850.0000	-	-	-	-	-	-
Public Bus	147,450.0000	98,025.0000	59,875.0000	52,025.0000	-	-	-	-	-	-
Car Petrol	248,750.0000	409,300.0000	607,250.0000	615,925.0000	-	-	-	-	-	-
Car Diesel	-	-	-	-	-	-	-	-	-	-
Light Weight Pickup Van (Petrol)	-	-	-	-	-	-	-	-	-	-
Light Weight Pickup Van (Diesel)	-	-	-	-	-	-	-	-	-	-
Motor Bikes	-	-	-	-	-	-	-	-	-	-



## Air Travel

Air travel across all categories (short, medium and long-haul) have increased at AMT since 2021. The main contributing factors are the expansion of AMT into KSA and Egypt requiring more regular visits, frequent staff attendance at international trade shows, workshops and events that are conducted by international trainers.

A business travel form was created in 2023 by the HR and CSR Departments with the aim to curb the number of trips employees were permitted to take per year. The business travel form must be filled out by the employee, immediate supervisor and the HR Department before being presented to the Chairperson of the Board for a final approval. A common practice amongst many businesses is offsetting emissions from Air Travels.



## Downstream Leased Assets

Downstream Leased Assets within the scope and operation of this inventory corresponds to AMT's Electricity Consumption as provided by the property owner from whom AMT rents its facilities. Details about Electricity Consumption and the positive steps AMT can take to increase efficacy and reduce usage were discussed earlier in the report. **See Electricity Consumption.**

Additionally, it is noteworthy that AMT has been using the Linear LED light technology adapting sustainable and efficient solution in Dubai Showroom to address the challenges posed by environmental change by replacing traditional lighting sources with this advanced technology (see pictures for the ceiling lights provided by Linear LEDs).

LED linear lighting is highly energy-efficient, consuming up to 75% less energy compared to traditional fluorescent lighting. This translates to significant cost savings on energy bills.

LED linear lights emit directional light, focusing the illumination where it is needed. This feature enhances efficiency by minimizing light wastage and ensuring optimal lighting levels in specific areas.

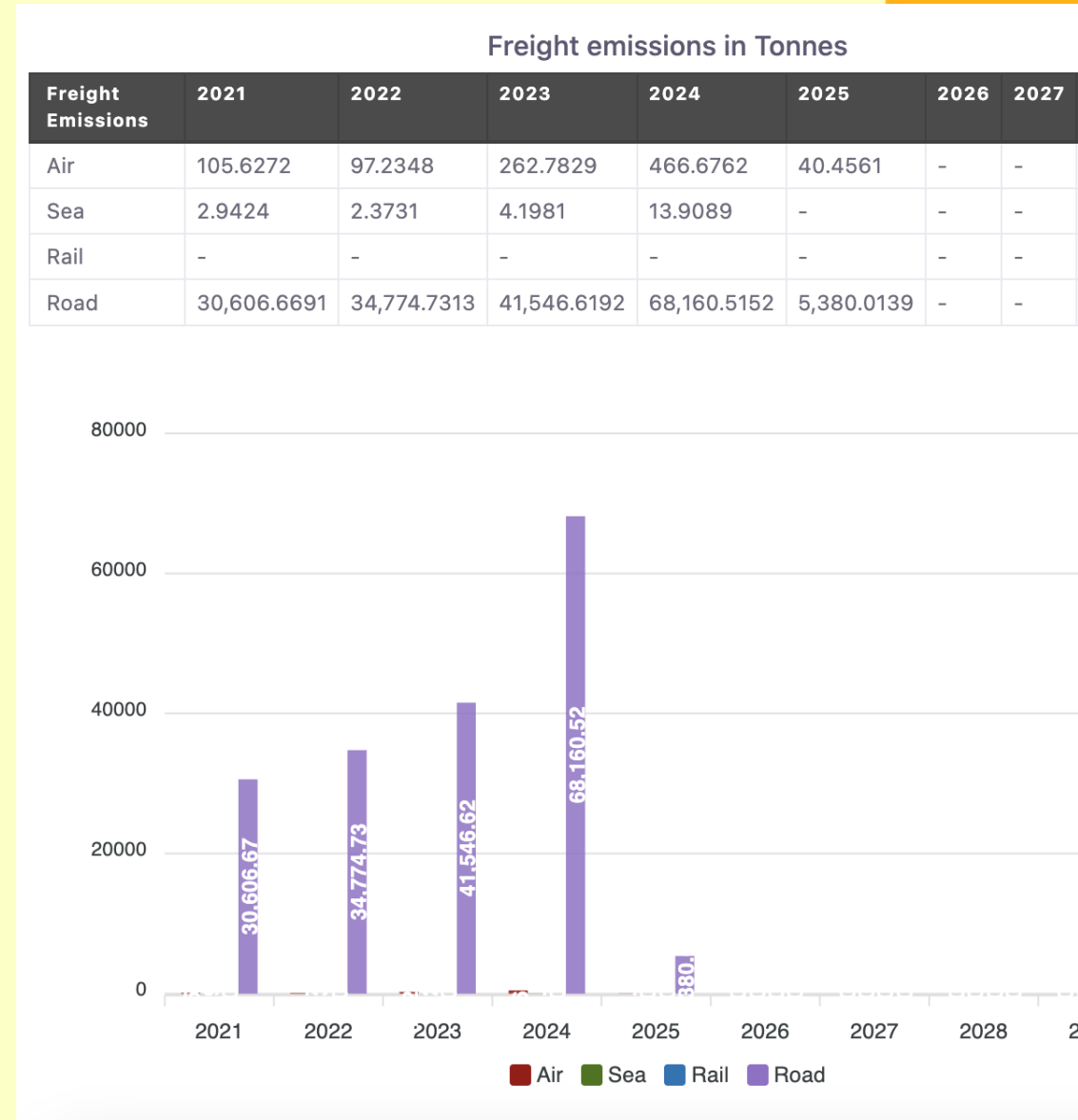


# Freight Emissions

The Logistic Department provided the total weight and distance for every shipment via air, sea, and road freights since 2021. **Freight Emissions account for the highest Scope 3 GHG emissions for AMT.**

AMT's Export Shipments account for all the Road Freight Emissions. The data input was based on AMT's logistics files and DHL annual reports. DHL handles almost the entirety of AMT's road shipment exports. Road shipments have been prioritized for heavier shipments to reduce cost. It is noteworthy that when it comes to import, AMT has more air freight shipments than road shipments, but the weight of these shipments are not noticeable especially when shipments are carried out by courier services and freight forwarders such as DNATA or EK.

The maximum weight of these shipments is 1000kg and not on a regular basis. It is noteworthy that only freights whose costs were levied by AMT were input. In instances where suppliers levied the costs of shipment, the data was excluded.

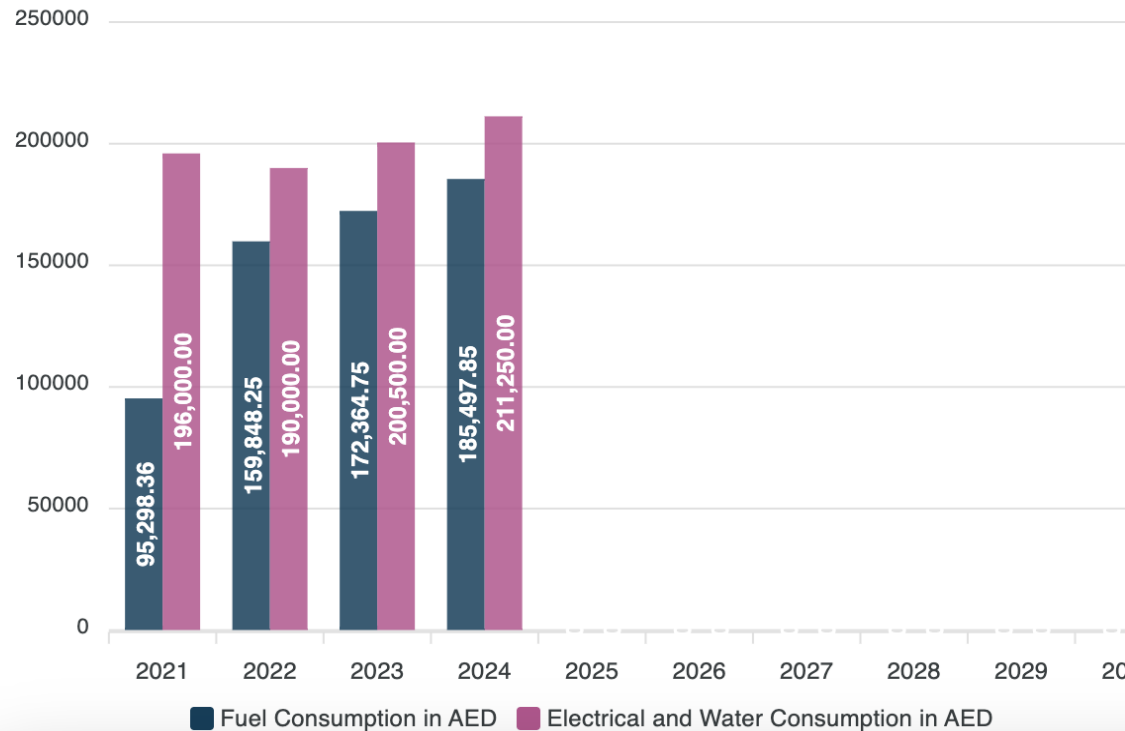




AMT has partnered with DHL Express to reduce carbon emissions using DHL's GoGreen Plus service. This service, part of DHL plan to reach net-zero emissions by 2050, allows Advanced Media to cut emissions by 30% through Sustainable Aviation Fuel (SAF). DHL's Sustainable Aviation Fuel, a renewable fuel sourced from sustainable materials, replaces traditional jet fuel to lower aviation carbon footprints and advance net-zero goals.

### Fuel and Energy Production

Fuel and Energy Production	2021	2022	2023	2024	2025	2026	2027
Fuel Consumption in AED	95,298.3600	159,848.2500	172,364.7500	185,497.8500	-	-	-
Electrical and Water Consumption in AED	196,000.0000	190,000.0000	200,500.0000	211,250.0000	-	-	-



## Fuel and Energy Production

Fuel and energy-related activities (FERA), classified under Scope 3 Category 3 in the Greenhouse Gas (GHG) Protocol, include all the indirect emissions associated with the production, transmission, and delivery of fuels and energy purchased by a company, which are not accounted for in Scope 2 emissions.

To put simply, this category explains the emissions that are associated with actually providing AMT with the fuel and energy (water and electricity) that it consumes. The emissions in this category are determined based on the total costs associated with their usage.

Reducing the overall reliance on fueled vehicles and increasing energy efficiency can decrease the total cost of Fuel and Energy Production significantly.

## **Processing of Sold Products**

Processing of sold product emissions, defined as Scope 3 Category 10 in the GHG Protocol, refers to indirect greenhouse gas (GHG) emissions that occur when a sold product undergoes further processing or transformation by a third party before it reaches the end consumer.

This category captures emissions that arise during the processing of intermediate products sold by the reporting company to another company that further processes them. AMT only sells and distributes final products. This category is not applicable to AMT's GHG emissions reporting.

## **End-of-Life Treatment of Sold Products**

Scope 3 Category 11 refers to emissions from the disposal or recycling of the company's sold products. In simpler terms, emissions are when the company's products are discarded or recycled. Calculating these emissions requires product design specifications and assumptions about how consumers use products (e.g., use profiles, assumed product lifetimes). Companies are required to report a description of the methodologies and assumptions used to calculate emissions. As a retailer and distributor, AMT has to rely on suppliers and manufacturers for this information.

## Use of Sold Products

The use of sold products concerns the emissions when consumers use the company's products. Simply, emissions from end-users using the company's products. Emissions from this energy consumption are included in scope 3 emissions of the equipment manufacturer. As a retailer and distributor, AMT has to rely on suppliers and manufacturers for this information. However, AMT can play a huge role in communicating consumer use patterns and market trends with manufacturers to encourage them to become more cognizant of the environmental costs of their products.

AMT's Service Center is committed to properly disposing of faulty equipment, and when necessary, ordering spare parts that can save a malfunctioning equipment. Additionally, AMT has multiple e-waste recycling stations that encourage customers and the general public to properly dispose of batteries, damaged or redundant electronics.

Since announcing the initiative on World Environment Day 2022, Advanced Media has collected and recycled over one tonne e-waste with the assistance of Enviroserve. E-waste is considered the fastest-growing waste stream in the world and 83 percent of electronic waste is not recycled. Photographed here is the e-waste bin provided by Enviroserve in AMT's Showroom accessible to all visitors and clients.



## Appendix 1

### Annual Summary of Greenhouse Gas Emissions Calculated in 2021

<b>Scope 1</b>	99.079 tCO <sub>2</sub> e
<b>Scope 2</b>	0 tCO <sub>2</sub> e
<b>Scope 3</b>	40,788.999 tCO <sub>2</sub> e
<b>Total</b>	40,888.079 tCO <sub>2</sub> e

GHG Emissions Source	Scope 1	Scope 2	Scope 3
Fuel Emissions	99.079		
Refrigerant Leakage	0		
Electricity Consumption		0	
Purchased Goods and Services			223.845
Capital Goods			0
Water Consumption			3.881
Solid Waste Landfilled			1.529
Employee Commute			9,314.591
Air Travel			11.492
Freight Emissions			30,715.239
Downstream Leased Assets			341.848
Fuel and Energy Production			176.575
Processing of Sold Products			0
Use of Sold Products			0
End-of-Life Treatment of Sold Products			0

## Appendix 2

### Annual Summary of Greenhouse Gas Emissions Calculated in 2022

<b>Scope 1</b>	113.393 tCO <sub>2</sub> e
<b>Scope 2</b>	0 tCO <sub>2</sub> e
<b>Scope 3</b>	42,239.693 tCO <sub>2</sub> e
<b>Total</b>	42,353.085 tCO <sub>2</sub> e

GHG Emissions Source	Scope 1	Scope 2	Scope 3
Fuel Emissions	113.393		
Refrigerant Leakage	0		
Electricity Consumption		0	
Purchased Goods and Services			120.623
Capital Goods			0
Water Consumption			3.528
Solid Waste Landfilled			1.35
Employee Commute			6,712.385
Air Travel			33.617
Freight Emissions			34,874.339
Downstream Leased Assets			316.252
Fuel and Energy Production			177.6
Processing of Sold Products			0
Use of Sold Products			0
End-of-Life Treatment of Sold Products			0

## Appendix 1

### Annual Summary of Greenhouse Gas Emissions Calculated in 2023

<b>Scope 1</b>	138.533 tCO <sub>2</sub> e
<b>Scope 2</b>	0 tCO <sub>2</sub> e
<b>Scope 3</b>	48,262.35 tCO <sub>2</sub> e
<b>Total</b>	48,400.883 tCO <sub>2</sub> e

GHG Emissions Source	Scope 1	Scope 2	Scope 3
Fuel Emissions	138.533		
Refrigerant Leakage	0		
Electricity Consumption		0	
Purchased Goods and Services			126.207
Capital Goods			0
Water Consumption			3.704
Solid Waste Landfilled			1.304
Employee Commute			5,767.565
Air Travel			28.382
Freight Emissions			41,813.6
Downstream Leased Assets			333.822
Fuel and Energy Production			187.765
Processing of Sold Products			0
Use of Sold Products			0
End-of-Life Treatment of Sold Products			0

## Appendix 2

### Annual Summary of Greenhouse Gas Emissions Calculated in 2024

<b>Scope 1</b>	157.594 tCO <sub>2</sub> e
<b>Scope 2</b>	0 tCO <sub>2</sub> e
<b>Scope 3</b>	74,574.74 tCO <sub>2</sub> e
<b>Total</b>	74,732.333 tCO <sub>2</sub> e

GHG Emissions Source	Scope 1	Scope 2	Scope 3
Fuel Emissions	157.594		
Refrigerant Leakage	0		
Electricity Consumption		0	
Purchased Goods and Services			116.775
Capital Goods			0
Water Consumption			3.969
Solid Waste Landfilled			1.168
Employee Commute			5,204.27
Air Travel			57.864
Freight Emissions			68,641.1
Downstream Leased Assets			351.391
Fuel and Energy Production			198.203
Processing of Sold Products			0
Use of Sold Products			0
End-of-Life Treatment of Sold Products			0

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