

appinio

# Impact Report

No. 2 · 2023/2024

Certified



Corporation

This company meets high  
standards of social and  
environmental impact.

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Using insights to drive positive change in the market and beyond.

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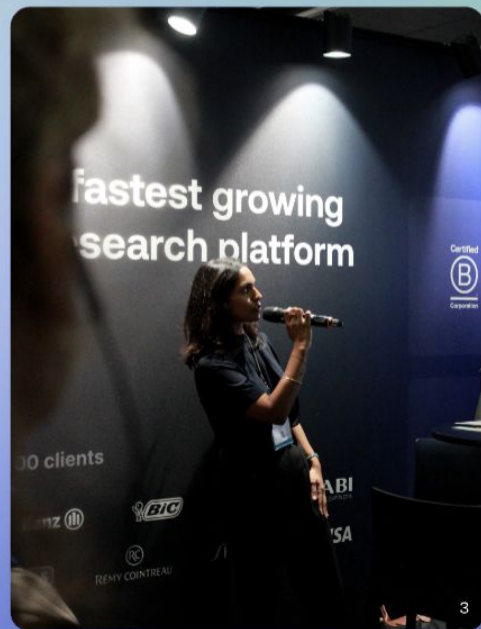
Our approach to transparency, accountability, and ethical business practices.

# 10 Years of Innovation in Market Research

We were born in 2014 with the mission to shake up the market research industry.

A decade later, our mission remains the same. That's why we created an integrated market research platform, trusted by some of the world's leading enterprises.

Executive Summary





# Executive Summary

## Revisiting the successes of the past year

I am immensely proud to share our accomplishments over the past year, reflecting both our commitment to sustainable and bootstrapped growth.

Last year we launched our inaugural impact report, backdating our carbon accounting and setting a baseline year for measuring impact. And this year we continued our track record of successes, with a notable improvement in our overall EcoVadis score to 58/100, placing us in the top 35% of companies globally. Our participation in the Carbon Disclosure Project (CDP) has been another environmental milestone for us in our journey, holding ourselves to greater accountability across the board.

Our efforts have been directed towards maintaining a robust framework that not only supports our growth but also ensures we are well-prepared for future regulatory demands and market challenges. These have also enhanced our operational efficiencies, saving significant time across various business functions and have allowed us to focus more directly on reinvesting time in continuing to integrate AI across the business, focus on solving customer pain points and solidifying our standing as a sustainability-driven partner in the market.

And now, with a decade of persistent growth behind us, we remain committed to weaving sustainability into every aspect of our business, ensuring that our growth scales responsibly. With ambitious goals for the coming years, we are excited about the future and confident in our ability to lead by example in the industry.

We have our Appinioneers, clients and wider supporters to thank for their hard work and dedication. It is their effort that propels us forward, making Appinio a model of sustainable, compliant growth.

Max Honig, CEO at Appinio





**“As we celebrate 10 years, our people remain the core of Appinio’s success. This past decade has shown that putting people first drives sustainable, resilient growth. We are building a blueprint of how high growth and sustainable business building can go hand in hand.”**

Max Honig, CEO at Appinio



# Highlights 2023/24

Highlights 2023/24

**24,760,501.83 €** Net Sales (Jul 23 – Jun 24)

**+30.61 %** Net Sales Growth over 2022 (Jul 23 – Jun 24)

**+171,509 €** Operating Cash Flow (Jul 23 – Jun 24)

# Our Strategy

At Appinio, our mission is to drive growth as a sustainable and innovative market research leader, providing digital solutions that are both accessible and equitable as part of a carbon-lean business model. Our approach is built on three core pillars:

## Helping teams make better decisions

Empower companies to achieve true customer centricity by making market research so effortless and effective that it becomes an everyday resource in the workplace, forming the basis of all decision-making.

## Automated, Secure, and Efficient Solutions

Our platform leverages automation and prioritizes data privacy, enabling seamless, secure access to insights. This high-efficiency model, coupled with a culture of continuous learning and feedback, supports our growth and adaptability, empowering our clients and employees alike.

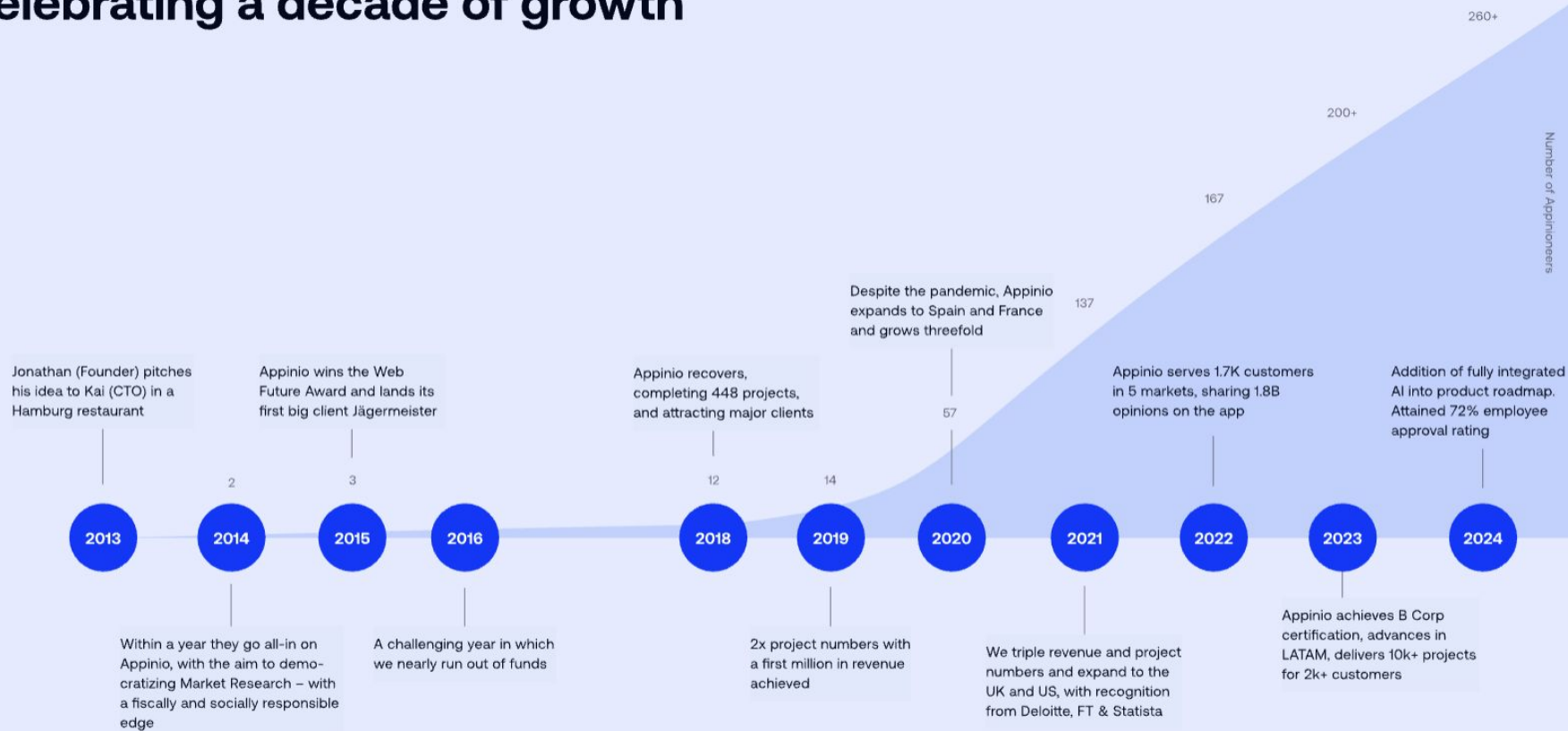
## Relentless Innovation for a Sustainable Impact

We are transforming the insights industry with innovative, environmentally responsible solutions. By building a robust opinion network and optimizing operations through AI and automation, we minimize our ecological footprint while delivering reliable, high-quality data.



# Celebrating a decade of growth

Highlights 2023/24



# At Appinio We Care

Our approach to sustainable scaling unifies **fiscal, social and environmental responsibility.**

Big Picture Impact



# Emissions by Scope and Categories 2023/24

As a remote-first global company with no direct (Scope 1) emissions due to our digital operations, Appinio's environmental focus is centered on minimizing our indirect impact. As such, we emphasize robust tracking of Scope 2 and 3 emissions to capture a full picture of our environmental footprint.

Our indirect emissions see 91.8% of our total emissions stemming from Scope 3 activities, totaling 1,423.9 tCO<sub>2</sub>e, and 8.2% from Scope 2, at 127.48 tCO<sub>2</sub>e.

Sustainability and impact reporting are integral parts of our journey. By embracing double materiality and data-driven insights, we aim to deepen our understanding and responsibility, driving meaningful progress within our organization and beyond. Our approach reflects a commitment not just to responsible business practices but to fostering positive change globally.

This chart shows the total emissions per scope, calculated for all emission categories and entities of Appinio. The data collection period details Q2 2023 to Q2 2024.

## 1551.38 tCO<sub>2</sub>e

Total emission Jul 23 – Jun 24

## 0 tCO<sub>2</sub>e

Scope 1 – Direct Emissions

Appinio has achieved zero emissions in this category, given a lack of fleet vehicles and recorded fugitive emissions – we'll work to ensure that we're capturing the data in case this changes.

## 127.48 tCO<sub>2</sub>e

Scope 2 – Indirect Emissions

Our emissions in this category primarily arise from heating and electricity usage.

## 1,423.9 tCO<sub>2</sub>e

Scope 3 – Other Indirect Emissions

This category covers a broad spectrum of emissions sources, including working from home, waste, suppliers, cloud servers, transportation, business travel, and facility supply.



# Our Environmental Impact at a glance



## Building on our EcoVadis Score

In 2023, Appinio earned the EcoVadis Bronze Award with a score of 50/100, placing us in the 48th percentile. By 2024, we improved to 58/100, now in the top 35%, with strong scores in Environment (60/100), Labor & Human Rights (60/100), and Ethics (60/100). This progress aligns with our ongoing commitment to sustainable growth, reinforcing trust with clients and partners alike.



## Reporting under the Carbon Disclosure Project (CDP)

We are committed to benchmarking standards that guide our continual improvement and help make a difference to tracking our operational excellence in-house. And as such, we are participating in the 2024 voluntary disclosure cycle under the Carbon Disclosure Project (CDP) for the first time, expanding our accountability in environmental impact.

Certified



Corporation

## Reflecting on our B Corp Journey and looking ahead to Certification

Since achieving B Corp certification with a score of 90.6 – well above the business median – we have prioritized building even stronger governance, community, and environment. Our top score in Workers (32.7) reflects our commitment to well-being, development, and engagement, which we aim to build upon in our next recertification.

# Social responsibility is in our business DNA

## B-Corp certified

For us, B-Corp is more than a badge. It's a commitment to building a company we can be proud of.

## Helping the community thrive

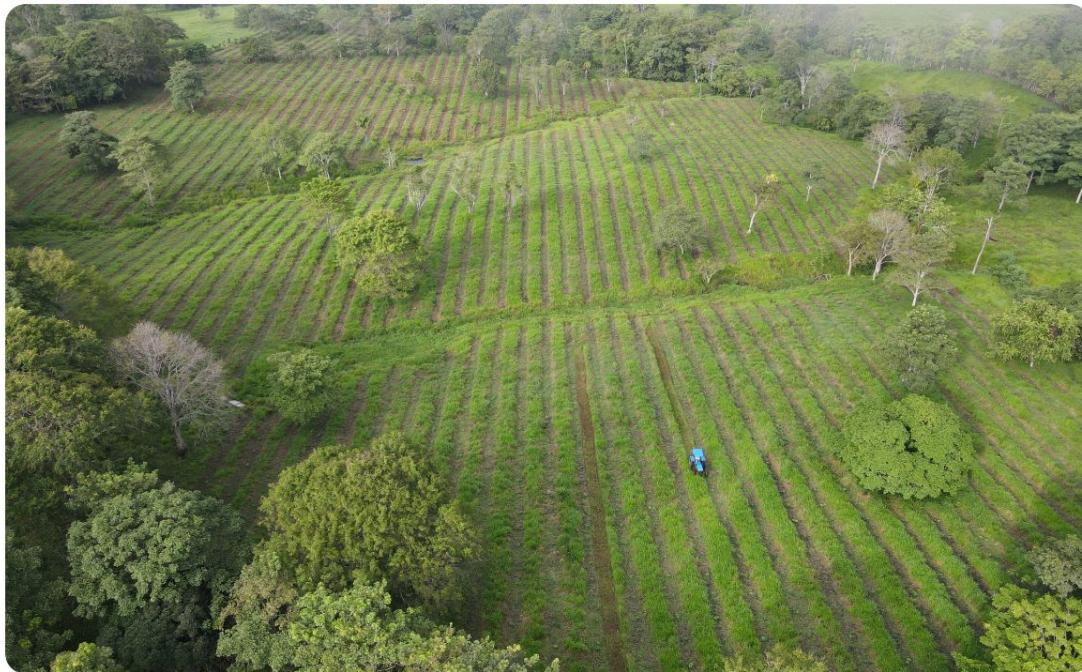
We want our community to thrive. As such, we offer 10% bonus credits to our partners teaming up with us on the journey towards carbon neutrality.

## Donating 1% of revenue to climate change initiatives

We believe that actions speak louder than words. That is why we donate 1% of our revenue to climate change initiatives.

## Carbon neutral

We're en route to being fully carbon neutral and pledge to maintain this no matter how big we get.





**“At Appinio, we build exceptional employee experiences by listening, learning, and equipping our team for the future. Our approach blends insight-driven actions, interactive resources, and open, candid communication – ensuring every voice is heard and every skill is sharpened as we grow together.”**

Viktoriya Vasileva, Director of People and Culture at Appinio

Giving Back





# People and Social Impact at our Core

Giving Back

## At Appinio, we believe that true impact begins with the people who drive it

Our diverse team forms the backbone of our mission, reflecting a shared commitment to fairness, inclusion, and meaningful change. We extend this dedication beyond our walls to our partners and suppliers, building a network where everyone's contributions are valued and aligned with a greater purpose. In the last year we've grown our headcount 33% – that's 51% across the last two years.

This year, we have enabled our global client base through dozens of webinars and client visits conducted to maximize platform value. Internally, we have also launched clear compensation philosophies across the globe and career levelling frameworks; we're also continuing to promote greater equity through ongoing feedback with our updated Appiniometer, which yielded an all-time high participation rate of 91%.

As we look ahead, our purpose remains clear: to inspire change, create value, and strengthen our commitment to a more inclusive, socially conscious world – one voice, one solution, and one partnership at a time.



### Offices

We're remote first to keep our emissions down and productivity up. In our eight office spaces across the globe (and counting), our spaces all endorse circular policies around waste, renewable sourcing of utilities and compliance with tightly managed air quality controls.



### Donations

For the past two years, on an annual basis, we've been doubling employee donations to multiply the impact of our collective giving. Through individual donations and Appinio's matching support, our collective effort has enabled us to give back 14,475 EUR (2x7235€) and support 36 international causes and charities.

# Meet the talent at the heart of everything we do

At Appinio, our people are at the heart of everything we do. We're proud of our multiplicity of backgrounds, pushing for great talent globally. This people-first mindset is a hallmark which reflects our commitment to equity and a rich diversity of mindset.

This dedication extends beyond our team to our clients, fostering a culture where everyone feels valued and empowered.

**260+**

Appinioneers

**15+**

Countries worldwide

**35+**

Nationalities

**30+**

Languages

**8+**

Offices

**20+**

Home office pets



# Our winning formula

Giving Back



## Wellbeing

We know great talent thrives when we instill a sense of trust and support in async working methods and allow for self-managed schedules.

With our flexible remote work policy and no hard cap on time off supports a balanced, fulfilling work-life blend, allowing employees to manage shared parental leave, caregiving responsibilities, and diverse lifestyle choices. Appinioers also contributed over 1,000 hours to community service in the last year, from education projects to refugee support, demonstrating our commitment to making a positive impact.



## Empowerment

Clients who love us – with an NPS of 85 as living proof of that.

At Appinio, we're dedicated to empowering employees and clients alike, fostering a culture of transparency, support, and growth. Our client NPS of 85 reflects our commitment, with over 10,000 research projects completed. Our People helpdesk also achieved a 98% satisfaction rate upon launch, underscoring our focus on a positive, supportive workplace.



## Development

New, but highly rated courses – with an average 84% approval rating.

This year we launched a dedicated people development function, offering self-paced courses through our AI-powered platform. In addition to our investment in personalized, career-aligned learning, our strong employee engagement is demonstrated by a participation rate of 91% on our latest internal feedback survey, demonstrating our commitment to nurturing talent and fostering a culture of innovation and fulfillment.



# Reaching out – Fostering our global community

Celebrating a decade of innovation, Appinio made a powerful impact globally this year, showcasing our advanced methodologies, products, and services. As ESOMAR members, with over 10,000 peers across 130+ countries, we participated in flagship events worldwide – from Athens to Korea – underscoring our commitment to pioneering insights and ethical research practices.

We were present at major industry events like Cannes, MRMW, and OMR, collaborating with global brands and partnering with Insights Lighthouse on key initiatives. A highlight was our work on the gender “fame gap” and UK sports insights, reinforcing our dedication to meaningful social impact.

In Spring, we brought over 250 Appinioers together in Hamburg for a multi-day event, fostering collaboration, creativity, and a shared mission to drive innovation for ethical research and real-world client challenges.



# Leading with Integrity

Data protection and privacy are central to Appinio's commitment to building and maintaining trust with our stakeholders. By implementing robust safeguards against unauthorized access and fostering a culture of compliance, we ensure our practices align with legal requirements, market expectations, and ethical standards.

For the second year running, Appinio achieved outstanding results in our annual audits, reinforcing our commitment to security and compliance. Our recent SOC 2 Type II examination also concluded with flying colors and no exceptions, based on the Trust Services Criteria for Security and Availability.

We are implementing robust compliance frameworks for our new AI features on our platform, covering privacy, IP, and ethical use. These frameworks meet the demands of privacy law and emerging global AI regulations, setting us apart in responsible AI practices.

In 2025, we'll be enhancing our supply chain management to reinforce transparency and control. Our ethical framework, supported by our Code of Ethics, Sustainability Policy, and Whistleblowing Policy, underpins our ongoing employee education on compliance topics, helping us align profitability with sustainable, responsible practices.

## Certifications



## Awards



## Memberships



**“We’re building systems and processes that support both our business goals and our responsibility to people and the planet. For us, operational excellence isn’t just about efficiency – it’s about integrity, transparency, and setting a high bar for what responsible growth can look like.”**

Gemma Gutierrez Perez, COO at Appinio





# Appendix

## Glossary

- **EBITDA**

Earnings before interest, taxes, depreciation, and amortization. Operating profit/loss before amortization of intangible noncurrent assets.

- **GDPR**

General Data Protection Regulation (EU) 2016/679 and national implementing legislation in the EEA Member States, and in the United Kingdom, the UK Data Protection Laws.

## A Note on Methodology

This report contains consolidated key information concerning Appinio's corporate carbon footprint into relevant scopes and categories in line with the GHG Corporate Protocol. We partner with Plan A – their methodology is audited and certified on an annual basis by TÜVRheinland. Plan A merges Appinio's activity data with the most up-to-date emission factors in the backend to calculate our corporate emissions. This methodology is certified on an annual basis to be in line with the GHG Corporate Protocol.

## Disclaimer

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We use expressions such as 'aim,' 'anticipate,' 'believe,' 'commit,' 'drive,' 'estimate,' 'ensure,' 'expect,' 'goal,' 'intend,' 'may,' 'mission,' 'plan,' 'project,' 'seek,' 'strategy,' 'strive,' 'target,' 'will,' or similar terms to identify forward-looking statements.

These forward-looking statements represent the current expectations of our management and inherently carry risks and uncertainties. Actual results and outcomes may materially differ for various reasons, including unmet assumptions, scientific or technological advancements, evolving sustainability strategies, changes in carbon markets, shifts in government regulations, our expansion into new products, services, technologies, or geographical regions, or other changes in circumstances.

The measurement and performance standards outlined in this report are subject to continuous development and are based on certain assumptions. Appinio does not guarantee that any plans, initiatives, projections, goals, commitments, expectations, or prospects stated in this report can or will be achieved.



**“Empowering lasting growth begins with open dialogue. Let's work together to make every step a step toward a stronger tomorrow. Reach out to me about any of the topics here.”**

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