Environmental, Social & Governance Report

PIWIK PRO   **COOKIE INFORMATION**

2025

Table of contents

About us

Cookie Information and Piwik PRO have come together to form a unified, privacy-by-design powerhouse in the fields of consent management and analytics. Together, we empower customers to collect, analyse, and activate data across the user journey, securely and in full compliance with global data privacy regulations. Our shared mission is to make privacy-friendly MarTech and compliance solutions enablers of growth, not obstacles.

PIWIK PRO

Advanced privacy-first product suite centered around analytics and activation, providing up to 4x more data than the main competition for better insights into customer behavior and marketing spending

- 11,000+ active users on our free plan, contributing to a broader adoption of privacy-respecting analytics and consent standards.

COOKIE INFORMATION

Leading Consent Management Platform for complying with GDPR and data protection legislation targeting the Nordics

- Used by more than 5,500 organisations to enable compliant, ethical data collection across millions of user sessions every day.

- Over 53,000 websites protected by our privacy-first consent solutions, helping organisations comply with global data protection laws and earn user trust.

In 2024 alone, tens of thousands of websites relied on our platforms to ensure that millions of users experienced digital services with privacy enabled by default.

What We Do

As a combined entity, we provide a flexible and integrated suite of tools tailored to organisations that prioritise user privacy and data-driven decision-making. Our portfolio includes advanced consent management solutions, privacy-centric analytics, data activation capabilities, and customer support services that guide clients at every stage. In addition, we offer Sheltr, a product with focused tools for data discovery and whistleblower compliance, complementing our core services. Our solutions integrate seamlessly into existing tech stacks and support transparent, ethical data practices that build trust and long-term value.

Our Shared Journey

Cookie Information launched its Consent Management Platform in 2017 and rapidly became one of the fastest-growing SaaS companies in Europe, reaching a top-three position among third-party providers on the most visited Danish websites. In parallel, Piwik PRO evolved from an open-source project into a proprietary analytics platform with a strong emphasis on privacy, supporting thousands of businesses globally.
In October 2023, our paths officially converged when Cookie Information acquired Piwik PRO and the two organisations merged. Since then, we've continued to strengthen our joint offering through ongoing product development and closer integration between platforms.

Our client base includes leading public institutions and multinational enterprises:

A Unified Future

As we produce our first combined ESG report, we reaffirm our dedication to sustainability, corporate responsibility, and ethical data practices. The integration of Cookie Information and Piwik PRO enables us to offer businesses a seamless approach to consent management and privacy-friendly analytics. Together, we are committed to setting new standards in data privacy and governance by continuously optimising our core products to meet the evolving needs of our customers. Our focus is on delivering practical, privacy-first solutions that not only support compliance, but also create meaningful value through usability, reliability, and long-term performance.

Purpose of This Report

This ESG report serves as our first combined report following the merger of Cookie Information and Piwik PRO. It reflects our commitment to integrating sustainability, compliance, and responsible business practices into our operations. Through this report, we aim to provide transparency on our environmental, social, and governance efforts, outline our progress, and set ambitious goals for the future.

We recognise that corporate responsibility is an evolving journey, and this report is both a reflection of our current impact and a roadmap for continuous improvement. Our goal is to inspire trust among our stakeholders and contribute to a more sustainable and privacy-conscious digital landscape.

| Cookie Information: | Ørsted | Danfoss | Vestas | Telia | Sheltr: | Asetek | Hans Knudsen Instituttet | GS1 | FH FAGBEVÆGELSENS HOVEDORGANISATION |
| | MAERSK | Tryg | DSV | | | KONVENTUM | humac | | |

| Piwik PRO: | AIRBUS | Government of the Netherlands | European Commission | HDI |
| | Health New England | WIEN ENERGIE | | |

UN SDGs

THE GLOBAL GOALS
For Sustainable Development

Our Commitment to Corporate Responsibility

Corporate responsibility is embedded in how we operate. We believe that long-term success depends on making thoughtful, balanced decisions that consider economic, social, environmental, and technological impacts. As a provider of privacy-first solutions, we also view data protection and trust as central to our role in today's digital landscape. Our actions are guided by internationally recognised principles, including the UN Global Compact, and aligned with the United Nations Sustainable Development Goals. These goals shape our priorities and provide a shared framework for building a more ethical, inclusive, and sustainable future.

3 GOOD HEALTH AND WELL-BEING

Good Health and Well-Being

We are committed to fostering a healthy and supportive work environment that promotes physical and mental well-being. Through a range of health initiatives, ergonomic policies, and comprehensive benefits, we ensure our staff feel supported in both their professional and personal lives. We also encourage balanced work practices and prioritise mental health through dedicated services and resources.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Responsible Consumption and Production

We continuously strive to reduce waste and make environmentally responsible choices. From using recycled and energy-efficient equipment to partnering with sustainable suppliers, we minimise our environmental footprint wherever possible. We promote responsible consumption within our offices and leverage technology to reduce our resource usage.

13 CLIMATE ACTION

Climate Action

We take our environmental responsibility seriously, from reducing energy consumption in our offices to utilising energy-efficient cloud solutions. By optimising our platforms and implementing sustainable office practices, we actively minimise our carbon footprint and prioritise eco-friendly choices in our operations. In addition, our flexible and remote work policies significantly reduce commuting-related emissions, further contributing to our overall climate impact reduction.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Peace, Justice and Strong Institutions

We work to make digitalisation transparent and safe to the benefit of all. Through our data protection solutions and thought leadership, we continue to champion privacy rights and transparent data practices. We promote trust through our governance and compliance efforts, upholding high standards of integrity and accountability.

Environmental

At Cookie Information and Piwik PRO, environmental responsibility is a key pillar of our business practices. As providers of privacy-first digital services, we recognise that while our environmental footprint may be less visible than that of physical industries, our impact still matters - from cloud hosting and office energy use to staff commuting and IT equipment decisions. Our approach focuses on minimising this footprint through conscious choices, long-term planning, and collaboration across teams, suppliers, and infrastructure partners.

We don't see environmental responsibility as a separate initiative - it's simply part of how we believe business should be done. It's rooted in the same values that guide everything else we do: transparency, integrity, and a sense of responsibility to future generations. While we know there are still challenges and trade-offs, we're committed to making steady progress by expanding, improving, and openly sharing our efforts to operate more sustainably.
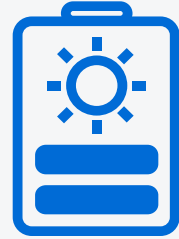
The Copenhagen office gets its' electricity via 100% renewable energy.

Digital Efficiency & Responsible Infrastructure

We are committed to reducing the environmental impact of our cloud-based services. Our platforms are designed for performance efficiency and smart resource allocation, relying on cloud infrastructure that automatically scales with real-time demand. This approach reduces unnecessary energy usage and contributes to a leaner digital footprint.

Our core infrastructure is hosted on Microsoft Azure, our primary cloud provider. Azure is recognised for its strong commitment to sustainability, including goals such as reaching 100% renewable energy by 2025, becoming water positive by 2030, achieving zero-waste certification, and supporting net-zero deforestation. We also work with Elastx, Orange, and AWS, all of which operate cloud services with a focus on sustainability. Across all platforms, we aim to align our infrastructure with providers that embed environmental responsibility into their operations.

As our business continues to grow, we will remain committed to working with cloud partners who share our values and contribute to long-term sustainability goals, ensuring that innovation and digital performance go hand-in-hand with climate-conscious infrastructure.

Smart Mobility & Business Travel

Our office locations are chosen with sustainability in mind. Both our Copenhagen and Wrocław offices are centrally located, supporting low-emission commuting by foot, bicycle, or public transport. While we favour virtual meetings wherever possible, we know that some travel is still necessary. To help manage and reduce the impact of business trips, we're rolling out BizAway, a travel management platform that lets us track emissions and make more informed, lower-impact travel choices. As we implement it across the organisation, we're aiming for greater consistency and better visibility into our travel-related footprint.

Food, Waste & Daily Consumption

We actively work to reduce food waste across all offices. For daily lunch at Cookie Information and event-based meals at Piwik PRO, staff are asked to confirm attendance in advance, allowing precise food ordering. Leftovers are stored and made available for staff to take home, which has greatly reduced excess food being wasted. Waste sorting is comprehensive across both organisations. Offices sort into multiple fractions including organic, cardboard, plastics, paper, metals, batteries, electronics, and general waste.

Sustainable Office Practices & Resource Use

A key pillar of our operational sustainability is our reuse-first approach to IT equipment. Devices are regularly assessed for performance and redistributed across teams when appropriate, extending their useful life and reducing the need for new purchases. A reserve of backup equipment is maintained to ensure operational continuity without requiring rapid replacements, and in select cases, older but functional hardware is offered to staff for personal use. This practice supports a circular approach to resource management and reflects our commitment to minimising electronic waste.

This strategy was recently exemplified by an internal redistribution of used computers across teams, maximising the value of existing assets and reducing unnecessary purchases. In addition, some of our equipment is sourced from vendors with third-party environmental certifications, helping us make more responsible procurement decisions when replacements are needed.

Our commitment to sustainability is also reflected in the spaces we work from. In late 2023, our Copenhagen office received an official Energy Rating of "B", issued by the Danish Energy Agency, recognising strong building energy performance. Since April 2023, all electricity

consumption at the Copenhagen office has been covered through the purchase of Renewable Energy Certificates (RECs), ensuring that our power usage is matched by investments in renewable energy generation. Complementing these infrastructure efforts, we incorporate a range of practical, everyday sustainability measures in our offices: switching to rechargeable batteries, installing water-saving fixtures, using recycled paper supplies, and sourcing low-impact cleaning products. Staff are encouraged to follow energy-saving routines, such as powering down lights and equipment at the end of the day.

In 2023, Piwik PRO underwent an EcoVadis sustainability evaluation, providing an external assessment of its environmental and social practices. While the results highlighted areas for development, the process itself marked an important step toward transparency, benchmarking, and aligning with recognised ESG frameworks, and will inform future improvements across the organisation.

Together, these practices form a consistent and responsible approach to resource use, procurement, and workspace operations, grounded in a culture of continuous improvement and accountability.

Greenhouse Gas Emissions (GHG) Reporting

In 2024, we expanded our efforts to measure greenhouse gas emissions across our two main offices in Copenhagen and Wrocław. The results reflect the best available information, based on a combination of directly verified usage data and allocations derived from building-level measurements where provider-specific data was unavailable. This year's reporting includes Scope 2 emissions from electricity and heating, as well as select Scope 3 categories such as business travel, cloud services, and water use.

Scope 2 emissions have been calculated using the location-based method, reflecting the average emissions intensity of the local electricity grids in Denmark and Poland. Although the Copenhagen office purchased Renewable Energy Certificates (RECs), these have not been used to adjust the reported emissions.

As a digital and office-based organisation, emissions from electricity, heating, and cloud operations are typically among the most significant sources. These have therefore been prioritised in this year's reporting. However, we recognise that other important sources, such as emissions from remote working, staff commuting, vendor activities, and some business travel, are not yet fully captured.

Expanding the scope and granularity of our reporting remains a priority for future years. As a growing organisation, our environmental footprint remains modest, but we view careful measurement, transparency, and continuous reduction efforts as critical responsibilities.

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Scope Emissions

Cookie Information:

Scope	Category	Emissions (tCO2e)
1	-	-
2	Electricity	2.33
2	Heating*	8.25
3	Business travel	3.26
3	Water & sewage	0.12
3	Cloud services**	11.06
	Total CI	**25.02**

Piwik PRO:

Scope	Category	Emissions (tCO2e)
1	-	-
2	Electricity	21.46
2	Heating	17.45
3	Water & sewage	0.21
3	Cloud services*	20.69
	Total PP	**59.81**

Combined Total for CI and PP:

Scope	Total Emissions (tCO2e)
1	-
2	49.49
3	35.34
Total (All Scopes)	**84.83**

* Heating emissions for Cookie Information cover October 2023 to September 2024.

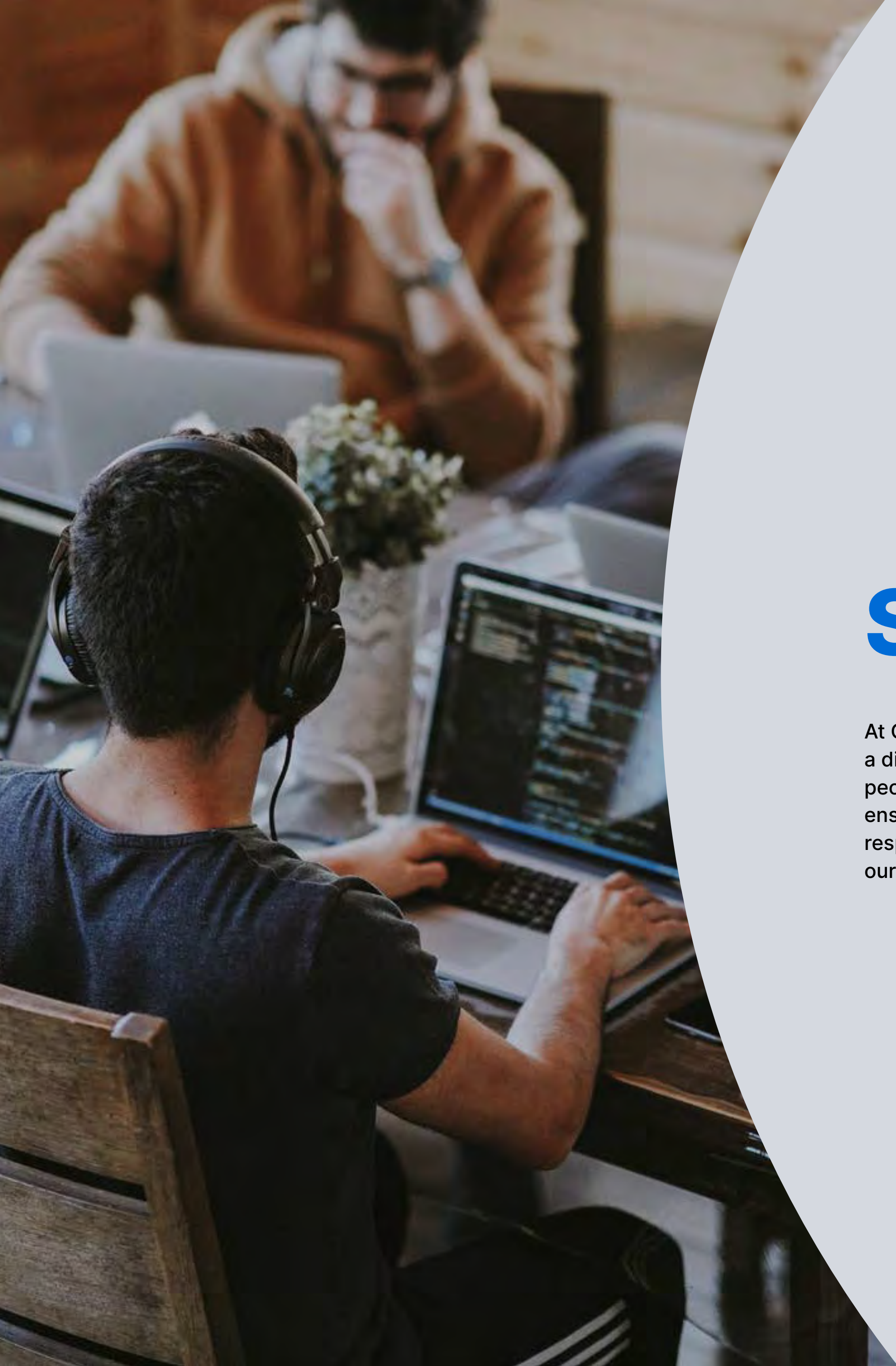** Cloud emissions for Cookie Information cover March 2024 to February 2025.

* Not including Piwik PRO's minor cloud providers Elastx, Orange, and AWS.

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Social

At Cookie Information and Piwik PRO, we are committed to fostering a diverse, inclusive, and supportive workplace. We believe that our people are our most valuable asset, and we take deliberate steps to ensure their well-being and professional growth. Our approach to social responsibility is built on respect, inclusion, and the empowerment of our staff.

Our People

As of April 2025, we are a team of 204 staff members, with the majority based in Poland and Denmark - 159 in Poland and 37 in Denmark. We also have team members located in the Netherlands, Croatia, France, Malta, Portugal, Serbia, and Thailand. While our teams outside of Poland and Denmark are small, they play a meaningful role in shaping our culture, expanding our reach, and ensuring we remain globally connected. This diverse and distributed structure supports our ambition to attract top talent regardless of geography and enables us to better understand and serve clients across borders.

Currently, we have complete demographic data for Cookie Information, where 69% of the staff are male and 31% are female. The average age is 35, with ages ranging from 22 to 57. We are committed to expanding our demographic reporting in the future to include the entire organisation, ensuring greater transparency and a fuller picture of our diversity as we continue to grow together.

We are committed to nurturing a healthy and responsive organisational culture. Our most recent engagement survey provided valuable insights that serve as an important tool for reflection and ongoing evaluation. The feedback helps us better understand the experiences of our staff and guides our efforts to create an even more supportive workplace. Many team members highlighted a strong appreciation for the autonomy and flexibility they experience in their roles, something we continue to prioritise across the group. We take all feedback seriously and are actively following up with initiatives to enhance communication and connection. In response to the survey, we introduced monthly townhall meetings to improve transparency and strengthen leadership communication across all teams. We remain committed to further building engagement through continued dialogue and structured follow-up.

Well-being and Support

We prioritise the physical and mental well-being of our staff through a range of health initiatives and supportive policies. Our commitment to well-being is reflected in our comprehensive benefits packages, including health insurance, ergonomic policies, and mental health support through Wellbee and Headspace. We strive to create a positive and stress-free work environment, fostering a culture where staff feel valued and supported. Our offices are stocked with coffee, snacks, and fresh fruit to create an energising atmosphere, and we respect all dietary restrictions in our catering practices. To support social connection and downtime, staff also have access to board games and recreational activities.

We prioritise work-life balance and recognise its role in supporting both personal well-being and professional performance. As reflected in our recent engagement survey results, work-life balance is one of the areas where staff satisfaction is particularly strong. Our hybrid and remote-friendly setup contributes significantly to this: 39% of staff members work fully remotely, while the remaining 61% benefit from flexible arrangements that allow them to partially work from home.

Our Code of Conduct creates a safe, respectful, and inclusive environment for everyone we work with — across all teams, roles, and locations.

We achieved a strong CSAT score of 89.4% across the organisation in 2024

Professional Growth and Development

We view continuous learning and development as essential to both individual and organisational success. Our approach is flexible and personalised, encouraging staff to take ownership of their growth through on-the-job learning, feedback, and exposure to new challenges. Each team member has access to a dedicated individual development budget, which can be used for relevant courses, certifications, coaching, conferences, or other learning resources aligned with their goals and the needs of the organisation.

Staff are encouraged to collaborate with their managers to identify development opportunities that support both individual ambitions and broader team objectives. We also invest in manager development, including mentorship, coaching, and optional group learning opportunities designed to support continuous leadership growth.

Diversity, Inclusion, and Equal Opportunity

People are at the heart of both Cookie Information and Piwik PRO. Our shared Code of Conduct reflects our commitment to creating a workplace where all staff feel safe, respected, and able to contribute, regardless of background, gender identity, family status, language, ethnicity, religion, ability, or any other dimension of diversity.

We strive to build an inclusive culture by actively seeking diverse perspectives, encouraging open dialogue, and ensuring that opportunities are accessible to all. Openness and collaboration are core aspects of our culture, and we gain strength from the diversity of our people. This inclusive approach enables individuals and teams to interact and collaborate for mutual advantage. We are committed to eliminating bias in hiring, team dynamics, and development processes, and to fostering an environment where everyone can participate fully, whether working remotely, across time zones, or in different cultural contexts.

Building a Positive Workplace Culture

We are committed to fostering a workplace culture where staff feel motivated, respected, and empowered to succeed. Guided by our Code of Conduct, we promote a collaborative environment built on trust, professionalism, and mutual respect in both formal and informal interactions.

To strengthen social connection and team spirit across our distributed workforce, a social committee has been established to help support initiatives that bring people together in meaningful ways. We continue to encourage participation in team activities, wellness programmes, and informal events that help build relationships, support well-being, and contribute to a positive everyday experience at work.

Customer Satisfaction and Reach

Our people-first approach also extends to how we support and serve our customers. We are proud to work with a diverse and global customer base, serving over 6,000 paying customers and more than 10,000 free users across more than 60 countries. Our clients span public institutions, enterprises, and fast-growing businesses, all united by the need for privacy-first, compliant solutions.

In 2024, we achieved a strong Customer Satisfaction (CSAT) score of 89.4% across our organisation. This reflects the trust our customers place in our products and our dedication to delivering reliable, responsive service. We continue to build on this foundation by actively gathering customer feedback and using it to guide product improvements and support initiatives.

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Governance

Ownership

There are three major A-shareholders in the group: the original founder Karsten Rendemann, co-founder Jonas Andersen, and Kirk Kapital, a Danish investment company focused on long-term value creation. Cookie Information and Piwik PRO now operate as one group organisation, aligned in strategy, ethics, and governance. The group continues to emphasise privacy-first innovation while preserving the distinct identities and mission-driven roots of both organisations.

The Board

The Board provides strategic oversight, ensures operational integrity, and supports responsible growth. It includes representatives of the shareholders, industry experts, and observers with deep domain knowledge. The current composition is:

Göran Lindö, Board Chair

Karsten Rendemann, Board Member

Jonas Andersen, Board Member

Arne Boye Nielsen, Board Member

Andreas Færk, Board Member

Maciej Zawadziński, Board Observer

Nina Olsen Fisker, Board Observer

Michael Aukland-Kjeldbjerg, Board Secretary

C-Level & Organisational Structure

The executive leadership team reflects the group's commitment to operational excellence, strategic focus, and people-centered culture. Since the last reporting period, the leadership structure has expanded to support the combined entity's growth and evolving product portfolio. The team is headed by Chief Executive Officer Karsten Rendemann, and includes a Chief Strategy Officer, Chief People Officer, Chief Technology Officer, Chief Customer Experience Officer, and a Chief Financial Officer. Leadership responsibilities are distributed across offices in Denmark and Poland, ensuring close alignment with local operations and teams. The group is also supported by internal committees focused on health, engagement, social, and workplace matters.

Risk Management

The group takes a comprehensive approach to risk across all areas of operation. Piwik PRO is certified under ISO/IEC 27001:2022, an internationally recognised standard for information security management. Cookie Information aligns its risk management practices with the same standard, ensuring consistency and integrity across the organisation.

The ISO/IEC 27001:2022 framework provides structured guidance for managing cybersecurity, operational, legal, and reputational risks. It includes controls across people, process, and technology — all of which are actively monitored and continuously improved. Risk assessments are conducted regularly, and mitigation measures are embedded in both day-to-day operations and long-term strategy.

PIWIK PRO   COOKIE INFORMATION

Piwik PRO was recognised by the Financial Times as one of Europe's fastest growing companies in 2024.

Cookie Information was nominated for the EY Entrepreneur Of The Year 2024 award in the Tech category.
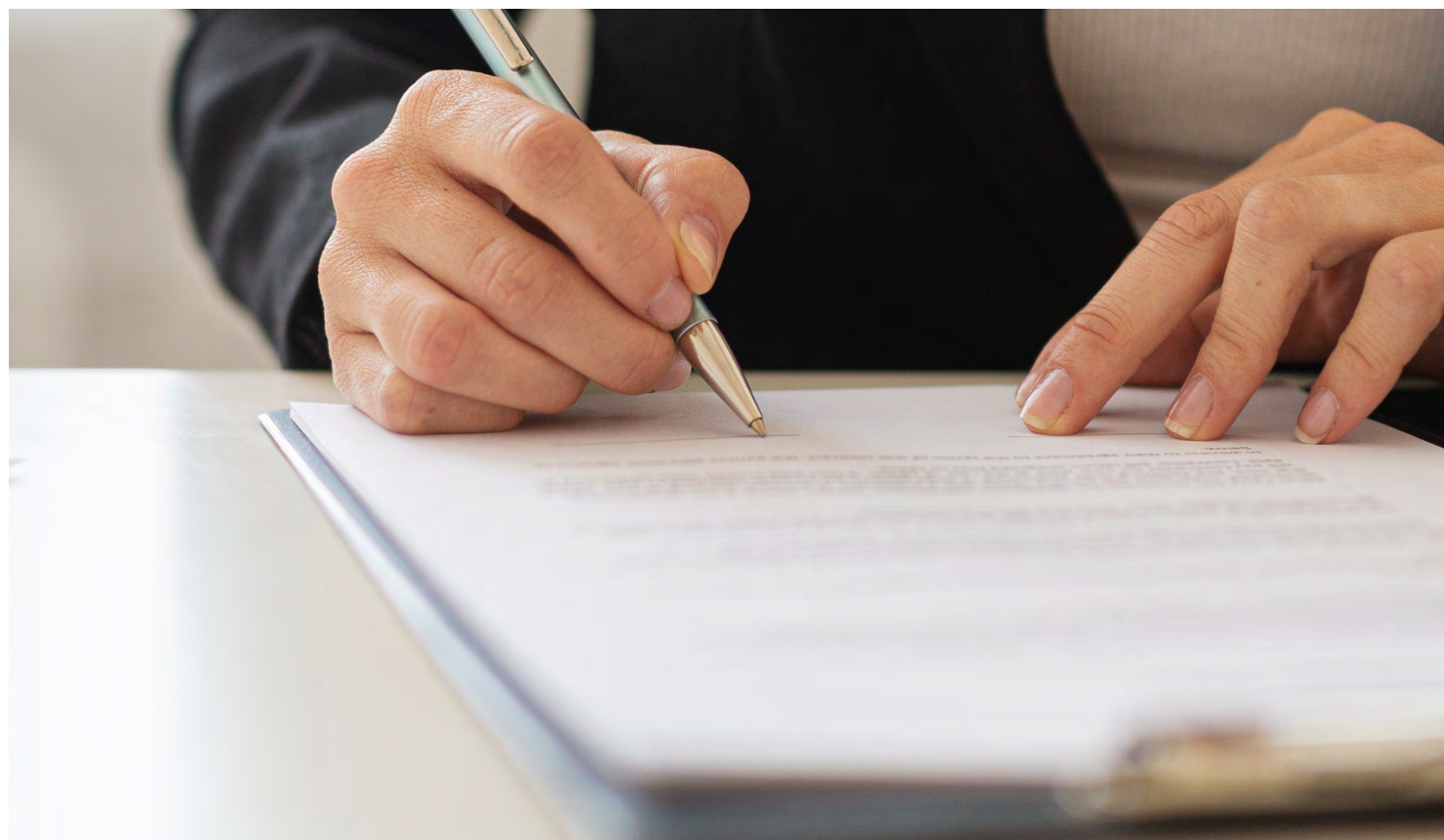
Privacy, Security & Compliance Governance

Privacy is central to our operations, culture, and product design. We adhere to the principle of privacy by design and by default, ensuring our platforms empower clients to gain actionable insights without infringing on individual rights. This commitment is reflected in configurable settings that support compliance with local laws, privacy-preserving default configurations, and strict internal policies for data access, testing, and customer support.

Our products are engineered to function effectively in privacy-enhancing environments, supporting the responsible and ethical collection of personal data. This product-driven governance model is supported by a broader compliance strategy aligned with key global regulations. In addition to the General Data Protection Regulation (GDPR), we aim to meet the requirements of the U.S. Federal Privacy Law, SOC 2 Type II, and ISO/IEC 27001. Our internal Privacy & Compliance Guides also address specialised frameworks such as HIPAA, PIPEDA, and the Digital Operational Resilience Act (DORA) to ensure regional alignment.

To uphold these commitments across our international operations, all staff undergo mandatory security and compliance training, fostering a culture of awareness, accountability, and operational excellence. This alignment of technology, people, and policy ensures we remain a trusted partner to our global customer base, spanning public institutions, enterprises, and regulated industries across Europe, North America, and beyond.

Whistleblowing, Ethics & Accountability

The group maintains a secure, anonymous whistleblower channel to allow staff and stakeholders to report unethical behaviour or policy violations without fear of retaliation. These reports are managed by the People & Culture team under strict confidentiality. As of the end of 2024, no whistleblowing cases have been reported.

Our governance framework applies consistently across all regions in which we operate. With staff in more than nine countries, we are committed to ensuring fairness, inclusion, and accountability regardless of geography. A unified Code of Conduct supports respectful behaviour in all settings, physical, digital, and remote, and is reinforced through management responsibility, clear reporting mechanisms, and staff training. Ethical procurement and responsible resource use are also embedded in our day-to-day decision-making, contributing to our broader governance and ESG commitments.

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> **"Thanks to Piwik PRO and its privacy-oriented features, we're able to really anonymize the visits-level information. […] We're sure that our data is stored safely and is only used for online analytics purposes."**
>
> **Martijn Warmoeskerken**
> Senior Communication Research Advisor, Government of the Netherlands

> **"Cookie Information's support works efficiently! And there is good documentation. This means that we ourselves can help our customers so that they also comply with cookie rules and GDPR."**
>
> **Jan Morten Andersen**
> GDPR Compliance Manager, CoreTrek

Recognitions & External Validation

Our commitment to responsible governance, data protection, and customer service has been recognised externally in 2024. Cookie Information was awarded Gold CMP Partner status by Google, reflecting our excellence in customer support and GDPR compliance. We were also nominated for the EY Entrepreneur Of The Year 2024 award in the Tech category, a recognition that celebrates innovation, resilience, and leadership in the business and technology landscape. We also earned multiple G2 badges during the year, further validating our strong market reputation and customer satisfaction.

Piwik PRO was named one of Europe's Fastest Growing Companies by the Financial Times, acknowledging our operational strength and consistent performance. With over 600 enterprise clients worldwide, including the European Commission, the Government of the Netherlands, and Airbus, our tools are trusted by organisations that require both robust analytics and strong privacy compliance.

Future ESG Focus Areas

As part of our ongoing commitment to transparency and responsible governance, we aim to further strengthen both our ESG performance and reporting in the coming years. Some of our key goals include:
- Conducting a materiality analysis to identify and prioritise the most relevant sustainability topics across our value chain.
- Achieving full ISO/IEC 27001:2022 certification across the entire organisation, building on existing certifications and reinforcing our commitment to information security and risk management.
- Sourcing renewable energy for our Wrocław office through the purchase of Renewable Energy Certificates (RECs), ensuring both our main office locations are matched with renewable power.
- Expanding our tracking and reporting of greenhouse gas (GHG) emissions, including broader Scope 3 categories such as employee commuting, vendor-related emissions, and cloud services.
- Improving demographic data coverage to include the entire organisation, enhancing transparency around diversity and inclusion.

Our upcoming initiatives will help us better measure impact, align with international standards, and set clearer goals for continuous improvement. We remain committed to embedding ESG principles across all areas of our operations, and to strengthening our positive impact for customers, staff, and the planet

Cookie Information achieved
Gold status as a Google CMP Partner

For questions or feedback on the report, please contact **people@cookieinformation.com**

PIWIK PRO

COOKIE INFORMATION

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