



2023 ESG Report



Executive Summary



At the start of 2023, Bloomreach embarked on a journey to more deeply understand its impact on the world at large.

These learnings informed a thoughtfully formulated Environmental, Social, and Governance (ESG) mission and strategy — which now serve as our guide toward a more sustainable future.

The 2023 ESG Report marks our initial effort to transparently share our initiatives and progress.

Environmental Initiatives

We took steps to understand and begin to mitigate our environmental impact:

- Partnered with a leading third-party advisor to conduct our first **Carbon Footprint Report**.
- Began to **offset our business travel emissions** through investments in VERRA-certified offsetting projects.
- Partnered with **sustainable cloud computing providers**.
- Invested in **workplace sustainability** and **employee education**.
- Launched our **Sustainable Commerce Program** for customers, initially focused on how reducing product returns with our technology can enhance both sustainability and profitability.

Corporate Governance

We made further progress in maintaining high standards of business ethics and data security:

- **Reviewed, introduced and updated critical policies**, including our Code of Conduct, Anti-Bribery Policy, Anti-Modern Slavery Policy, and Whistleblowing Policy.
- Achieved **SOC 2 Type II** certification.
- Enhanced our cybersecurity measures and formed the **Executive Information Security & Privacy Council** to oversee our strategies.

Social Responsibility

To enhance our positive impact on our own people and the communities around us, we focused on these areas:

- Introduced a **virtual togetherness strategy**.
- Continued to provide **wellness benefits** like quarterly Disconnect Days.
- Progressed the development of our **Diversity, Equity, and Inclusion (DEI)** strategy, including establishing a formal committee charter.
- Conducted our **first Pay Equity Report**, showing a median gender gap in salary band placement of under 1%.
- Continued with monetary donations to **charities globally**.
- Supported volunteer efforts with our **Volunteering Time Off** program, through which Bloomreachers globally dedicated 211 days to community activities.



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About Us





About Bloomreach

Bloomreach personalizes the e-commerce experience.

Trained on real-time customer and product data, our Loomi AI connects personalization across the entire customer journey. From marketing to merchandising, businesses create an e-commerce experience that continuously reflects a changing customer — in real-time, on every channel. Bloomreach products include:

- **ENGAGEMENT:** a marketing automation platform
- **DISCOVERY:** an e-commerce search solution
- **CONTENT:** a headless content management system
- **CLARITY:** AI-powered conversational shopping assistant

FOUNDED
2009, US

BLOOMREACHERS
896
(as of 31 December 2023)

LOCATIONS
7 offices
(US, Europe, India)

CUSTOMERS GLOBALLY
761
(as of 31 December 2023)





Our Locations

We believe that productive work doesn't happen only in offices. Our **virtual-first approach** allows us to recruit the best talent in the US, Europe, and India. And while we have a number of offices globally, our people have the flexibility to choose if that setting is right for them.

Europe

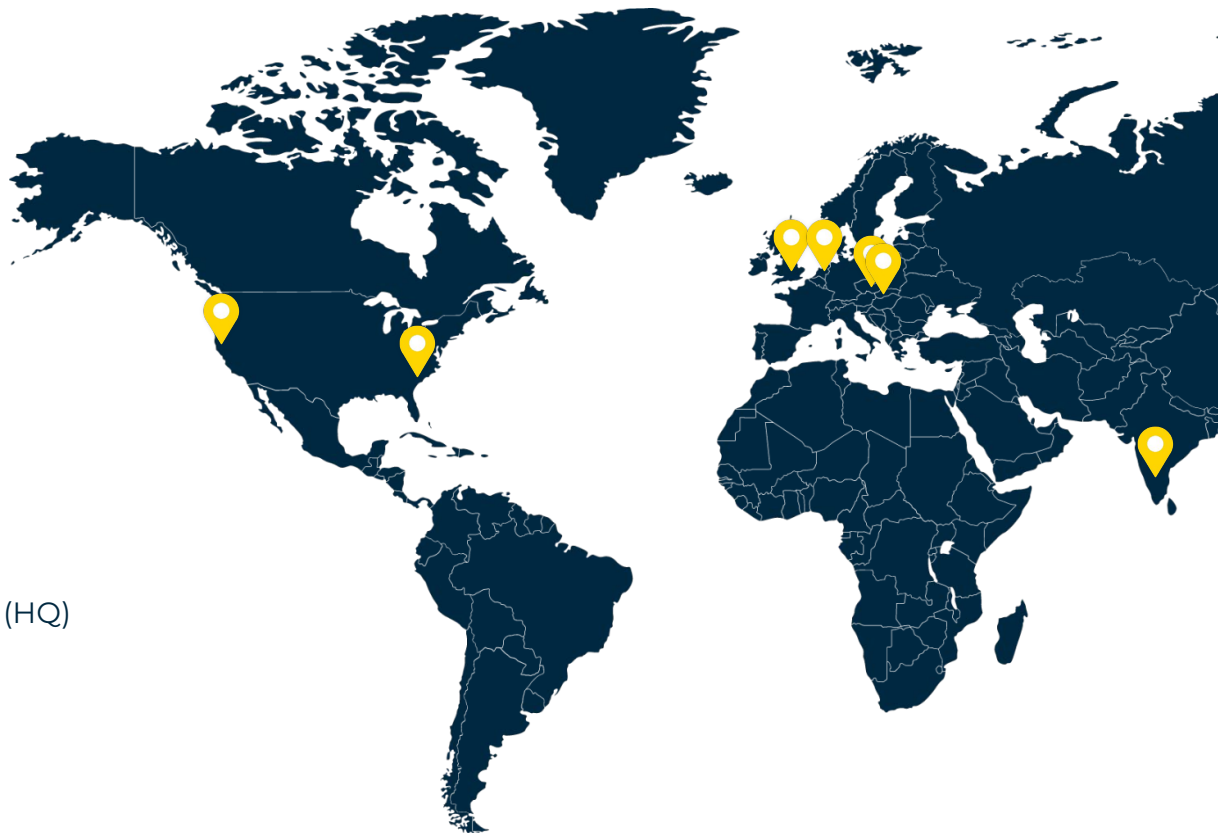
London
Amsterdam
Bratislava
Brno

US

Mountain View, CA (HQ)
Charlotte, NC

India

Bangalore





Our ESG Mission





CEO Letter: Our ESG Mission



Raj De Datta
Co-Founder & CEO

Bloomreach is a company built upon a commitment culture — a commitment to continuous improvement for the benefit of our customers, our partners, and ourselves. Of course, that commitment must also extend to the world we operate within. As a global organization, our impact on people, communities, and the environment is far-reaching. Our mission is to ensure this impact is a positive one.

In 2023, we made a conscious effort to deeply understand and measure that impact, leading to the formal development of our Environmental, Social, and Governance (ESG) strategy. This is a thoughtful, long-term strategy that now serves as a guide for our journey forward.

Our ESG strategy is led by three key priorities:

The first is a commitment to **sustainable e-commerce**. We are focused on our own path to minimizing negative environmental impact, and on the actions we can take to help our customers drive more sustainable practices using our technology.

The second is a commitment to being a **culture-first company**. We are guided by a people-first approach, which is reflected in our actions and work environment. This ensures that even when we must make tough decisions to protect our business, impacting our employees, customers, or other stakeholders, we strive to do so in the most humane way possible.

The third is a commitment to **safe, data-driven growth**. Data privacy is a core area of focus for Bloomreach, which is reflected in every layer of our technology and operations. We will rigorously work to ensure our efforts are validated by external parties as well.

We are just starting our journey, and while we're proud of our progress, we recognize it requires a relentless commitment. When it comes to building a better world, there are *limitless* opportunities for improvement. We look forward to dedicating ourselves to these ongoing ESG initiatives with integrity, transparency, and collaboration, and we invite all our stakeholders to join us in our efforts.



Our ESG Goals & Priorities

In line with our mission, these are our long-term ESG goals and short-term priorities:

ENVIRONMENTAL

SOCIAL

GOVERNANCE

LONG-TERM GOALS

Sustainable Commerce

To positively impact sustainability of e-commerce

1. Become aware of and minimize our negative impact on environment
2. Build community of companies that care about environmental sustainability

Culture-First Company

To create impactful professional experience

1. Be a culture-first company, built on shared values, where everyone feels accepted and connected
2. Support ESG causes with 1% employee time donation, and with monetary donations

Safe Data-Driven Growth

To be a trusted partner for customers & investors

1. Empower privacy-driven win/win relationships with end users where they are happy to share their data for a better shopping experience
2. Be a trusted company

2023 PRIORITIES

1. **Our Sustainability Pledge:** conduct our carbon footprint calculation and invest into workplace sustainability
2. **Sustainable Commerce program for customers & prospects:** collect use cases about sustainable commerce

1. **Culture-first company:** introduce DEI strategy centered around belonging, align on our culture definition in People Manifesto, and conduct first Pay Equity Report
2. **Donations:** increase employee volunteering participation with organized volunteering events & continue with monetary donations to partner non-profit organizations

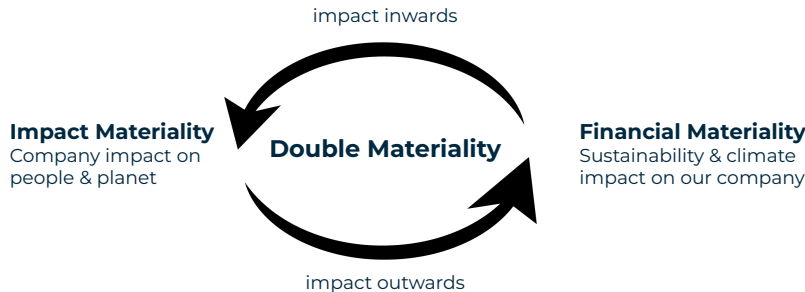
1. **Data Privacy:** acquire SOC 2 Type II certification
2. **Business Ethics:** review, update or introduce essential policies (e.g. Anti-Bribery Policy, Anti-Modern Slavery Policy, and Whistleblowing Policy and Platform)



Our Material Sustainability Matters

We conducted our first formal **Double Materiality Assessment** in collaboration with a leading third-party advisor, which includes consultations with our stakeholders including employees, investors, executive leadership, customers, vendors, and business partners. We then identified the actual and potential impacts, risks, and opportunities related to sustainability matters. From this analysis, Bloomreach determined a final shortlist of material topics where our organization can make the most significant impact:

- 1. Environmental: **Sustainable Commerce**
- 2. Social: **Culture-First Company**
- 3. Governance: **Safe Data-Driven Growth**



Our ESG Material Topics

- 1. Climate change mitigation
- 2. Energy
- 3. Air pollution
- 4. Working conditions - Adequate wages
- 5. Working conditions - Work-life balance
- 6. Gender equality and equal pay
- 7. Training and skills development
- 8. Diversity
- 9. Corporate culture
- 10. CSR Initiatives
- 11. Employee's Privacy Rights
- 12. Customers' & End Users' Privacy Rights
- 13. Cybersecurity

ENVIRONMENTAL

SOCIAL

GOVERNANCE

Source: Bloomreach Global Double Materiality Assessment Report, 2023

Environ- mental





Our Actions | Carbon Footprint & Offsetting

As we embark on our journey towards more sustainable business operations, we have partnered with a leading third-party advisor and aligned with the **Greenhouse Gas Protocol (Scope 1-3)** to conduct our inaugural Carbon Footprint Report for FY 2023.

Scope	Category	Percent Total	tCO2e* location-based	tCO2e* market-based
Scope 1	Direct Emissions	<1%	22.03	22.03
Scope 2	Indirect Emissions	2%	53.83	66.29
Scope 3	Indirect Emissions	97%	2,899.77	2,899.77
TOTAL:			2,975.63	2,988.09

* tCO2e = [tonnes of carbon dioxide equivalent](#)

In our calculation, we applied the **operational control** consolidation approach, meaning we accounted for 100% of emissions from operations over which we have full authority to introduce and implement operating policies.

Our direct emissions include mobile combustion & fugitive emissions, indirect emissions in Scope 2 cover mainly electric energy usage, and indirect emissions in Scope 3 represent emissions from our supply chain.

Source: Bloomreach Group's Carbon Footprint Report, 2023 - more details about [our calculation methodology](#) & [included emission categories](#)

Business Travel

We are offsetting our business travel emissions by partnering with [TravelPerk](#) (our travel management system) through investing in [VERA-certified](#) offsetting projects.



Cloud Computing

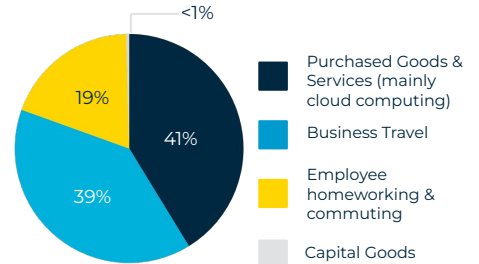
We are committed to partnering with sustainable suppliers, including [AWS](#) and [GCP](#). Both of these leading cloud computing providers actively support carbon reduction initiatives by procuring renewable energy, aligning with our commitment to environmental sustainability.



Key Highlights

Scope 3

emissions breakdown by GHG category:



We're committed to monitor our carbon footprint and set targets to continuously decrease our emissions on annual basis.



Our Actions | Workplace Sustainability

Sustainability is a team sport, and at Bloomreach, everyone's on the field.

Our workplace sustainability efforts primarily focus on **materials sustainability**, including waste reduction, recycling initiatives, and partnerships with sustainable suppliers.

In our efforts, we emphasize **employee education** through guidelines, posters, communications, and eco workshops. To ensure we meet our goals, we conduct **annual waste and energy audits** as well as employee engagement surveys.

In terms of waste reduction and material recycling, we have implemented a laptop disposal process for **donating functional laptops** and make concerted effort to source our **employee merchandise** items from eco-friendly materials. Additionally, with the introduction of our internal e-shop employees can now choose only the merchandise items they find useful or opt-out entirely, resulting in entirely on-demand production.



We donate old but functional laptops to organizations like [War Child](#) & [E2D](#).



We make concerted effort to source our employee merchandise items from eco-friendly materials.

Key Highlights

4/7

of our offices globally have green building certifications, such as LEED & BREEAM, and we are committed to increasing the number of our offices that attain these certifications





Our Actions | Sustainable E-Commerce

Sustainable Commerce is a practice that aims to reduce the negative impact of commerce on the environment and society.

Key practices include eco-friendly packaging, waste reduction, responsible sourcing, ethical labor practices, and decreasing **product returns in e-commerce**, which is a [notable concern](#).

We strive to **help lead the change in the e-commerce sector** by providing thought leadership on sustainability practices, developing products that support sustainability, sharing best practices with our customers, and collaborating with our customers and the broader ecosystem to establish new sustainability standards in commerce and mitigate the impact of fast fashion.

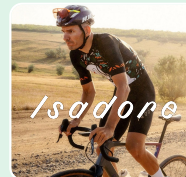
In the first year, we focused on demonstrating how [reducing product returns](#) can enhance both our customers' sustainability and profitability. We [partnered with Contentsquare](#) and talked about e-commerce sustainability at their 2023 CX Circle event in London. We began developing [plug-and-play use cases](#) for reducing product returns and recorded our first [success story with our customer Isadore](#), who experienced a significant drop in return rates thanks to [our technology](#).

This is just the beginning of our journey, and we invite all our customers, partners, and stakeholders to **join us in our mission towards more sustainable e-commerce**.

Isadore Case Study:

Using weblayers to reduce product returns

When a customer adds two items of different sizes to their shopping cart, a weblayer is triggered, offering them personalized sizing assistance. This additional step in customer service ensures that customers select the correct product size, reducing the likelihood of returns. All our customers can follow this use case to protect environment from unnecessary shipments and destruction of returned products.



Key Highlights

66%

of consumers wished that retailers and brands offered better environmental practices

based on the [Future Shopper Report](#), AWS

20-30%

average e-commerce product return rate, which is typically higher than brick-and-mortar stores (8-10%)

based on the study by Shippo, compiled by [Richpanel](#)

Social





Our Actions | People Manifesto

In Q2 2023 we documented our People Manifesto, a guide outlining our mission for our team:

We are committed to making Bloomreach the most impactful professional experience of our employees' careers.

Our vision focuses on creating a commitment culture where Bloomreach is committed to creating impactful experiences for people, and people are committed to making Bloomreach successful.

This vision relies on four pillars – building a **culture-first company**, creating **engaging & impactful jobs**, enabling **empowering leadership**, and ensuring **reliable fundamentals**.

Our Commitment Culture is our operational priority and something we will continuously iterate on to make us better.

OUR VALUES



WE (collaboration, resilience, recognition, customer value)



OWN (empowered ownership, going beyond, creating significant value)



TRUTH (transparency, fact-based decisions)



THINK (learning quickly, seeking diverse opinions)



NO DRAMA (no politics, respect, assuming good intentions)

[Learn more here](#)

People committed to making Bloomreach successful

COMMITMENT CULTURE

Bloomreach committed to creating impactful experiences for people

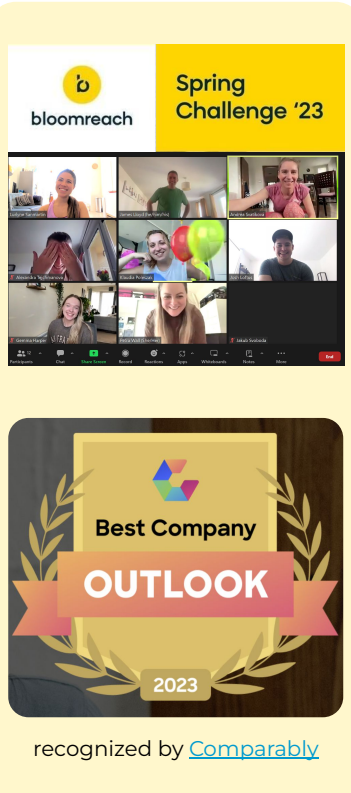


Our Actions | Employee Engagement

At Bloomreach, we believe that a truly engaged workforce is the cornerstone of innovation and excellence.

The **quarterly [barometer survey](#)** assesses our organizational culture and employee satisfaction, focusing on core engagement questions and 1-2 additional focus areas. We nurture **transparent and open communication**, highlighted by bi-weekly All Hands meetings and quarterly Q&A sessions with leadership.

Our virtual-first philosophy is a commitment to ensuring that every team member, regardless of their location, feels connected and valued. In 2023, we introduced a **virtual togetherness strategy**, including interest-based virtual Slack communities, virtual company events, annual Spring Challenge promoting physical and mental wellness, and 1-on-1 introductions via the Donut app. Additionally, our global newcomers join a week-long virtual onboarding program Mini Summit, where they connect with their peers and meet executive leadership, while learning about our company.



The image shows two award-related graphics. The top one is a Zoom meeting titled "Spring Challenge '23" with the Bloomreach logo, featuring a grid of participants. The bottom one is a "Best Company Outlook 2023" award from Comparably, featuring a laurel wreath and the year 2023.

recognized by [Comparably](#)

Key Highlights

4.9 ★★★★★

overall company culture rate at Bloomreach by [Comparably](#) ranking us at **TOP5** of other middle-sized companies on Comparably

4.4 ★★★★★☆

employer rating at [Glassdoor](#), recognizing Bloomreach as an **Engaged Employer**



Our Actions | Employee Development & Wellbeing

We're committed to creating an engaging job for every employee — one that promotes personal and professional growth.

Our development initiatives ensure **every Bloomreach experiences significant learning and impact**. Each employee has an annual budget of \$1500 for personal development, which can be used for workshops, courses, or conferences. This is supplemented by free [Udemy](#) access, our [LEAD](#) program for managers, and **Inspire program** to nurture exceptional talents. Continuous feedback and our [Resident Coach](#), who specializes in communication, cooperation, change, and personal growth, are key features of our strategy.

Our virtual-first approach promotes flexible time management and work-life balance, allowing employees to choose between working from home or a regional hub. **Quarterly Disconnect days** and additional vacation time encourage employees to fully unplug and recharge. We also provide free access to the [Calm app](#) for meditation and mindfulness, an **Employee Assistance Program** for mental health counseling, and a generous **Paid Parental Benefit**, ensuring overall wellbeing in all life situations.

Every quarter, we have a **Friday off to disconnect.**



TOP
100
FLEXIBLE
EMPLOYERS

2023

jobgether

We were recognized as one of the Top 5 flexible employers by [Jobgether](#)

Key Highlights

Resident Coach

helping us achieve less drama, more fairness and faster change through communication coaching

Flexibility

virtual-first setup, no clocking in/out, automatic time-off approval

Disconnect Days

4 Disconnect days per year and on-top vacation encourage employees to fully unplug and recharge



Our Actions | Diversity, Equity and Inclusion

We believe that a diverse and inclusive environment is a key driver of innovation and success. Ultimately, belonging is at the center of our DEI approach.

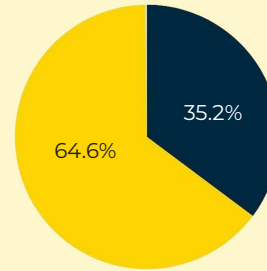
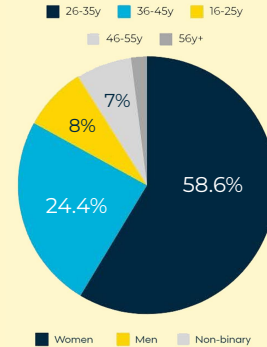
Our **human-first approach** prioritizes wellbeing and protection of our stakeholders over political stances, ensuring decisions are made with empathy and practical support rather than for public relations.

We **measure success** by applying a holistic approach, tracking DEI inputs - demographic representation & career advancement trends, and DEI outcomes - understanding how much Bloomreachers feel a sense of belonging across different departments, geographies, and social identities.

We **celebrate diversity** through gender-neutral communication and initiatives like the Women at Bloomreach community.

Our **inclusive recruitment process**, featuring diverse interview panels, focuses on skills and potential rather than background, fostering a diverse workforce. We also offer Culture Map training to navigate cultural differences which often prevent inclusion at workplace.

WORKFORCE REPRESENTATION



+48 nationalities & 34.84% of POC in US

Key Highlights

Pay Equity Report

Our first Pay Equity report shows a median gender gap in salary band placement of **under 1%**, and we are committed to maintaining pay equity by adhering to our pay-for-performance philosophy.

Women in MACH

We've co-signed the [Women in MACH Manifesto for Gender Equality](#), and contribute to the mentorship program to support and elevate women in the MACH community.



Our Actions | Societal Involvement

In 2023, we demonstrated a strong commitment to social responsibility through various charitable donations & volunteering activities.

Bloomreach provides employees with **5 paid volunteer days annually**, encouraging community involvement. This benefit supports various ways employees choose to make a difference, individually or as a team.

In 2023, our **"BetterTogether" initiative** promoted team volunteering to help those in need.

Through **Bloomversaries***, we donated \$19,759 to [People in Need](#) in Europe, \$10,000 to [No Kid Hungry](#) in the US, and \$1,487 to [Give India](#).

Additionally, Bloomreach contributes with monetary donations to support those affected by the **crisis in Ukraine**. In this area, we partnered with [People in Need Slovakia](#) which focus on shelter and psychological help for displaced persons.

**Bloomversaries are celebrations of our employees' work anniversaries. After 2 years in the company, our employees are eligible for a payroll bonus, which they can decide to donate to regional charity instead of cashing out.*



Key Highlights

\$31,246

in total donated to charities
People in Need, No Kid Hungry
& Give India

211

volunteering days dedicated by
Bloomreachers to various
activities supporting
communities around us



Our Actions | E-Commerce Community Engagement

In June 2023, we introduced the **Bloomreach Ambassador Program** to empower and honor our most active and influential community members among customers and partners.

This program targets e-commerce and digital experience enthusiasts eager to **share their expertise and foster a sense of community**. Our Ambassadors, known as Data-Driven Creators and Optimizers, engage through platforms like Slack, Deeto, and local events, enhancing both the community and their professional profiles.

Our ambassadors benefit from **upskilling opportunities, promotions, recognition, and network building** for a sense of belonging and support. They made various meaningful contributions, such as speaking at events, leading workshops, and providing testimonials, furthering the Bloomreach mission and building their personal brands. This program strengthens our community and **supports the professional growth** and social engagement of our ambassadors.



Key Highlights

117

ambassadors of relatively equal gender representation from Europe and United States joined the program, which helps them to upskill for promotions and recognition, and to build network for sense of belonging & support

113

meaningful contributions* done within the community to further the Bloomreach mission and build personal brands of our ambassadors

*speaking at an event, leading a workshop, customer reference/testimonial, and more

Govern- ance





Our Actions | Business Ethics & Integrity

In line with our values of TRUTH & OWN, we reviewed, updated, or introduced critical policies in 2023, each designed to foster a culture of honesty and responsibility across all levels of the organization, ensuring that Bloomreach remains a trusted and ethical partner in the industry.

Our **Code of Conduct** outlines comprehensive guidelines for ethical and legal business practices, emphasizing integrity, respect, compliance with laws, and responsible conduct for all employees, directors, and consultants.

Our **Acceptable Use Policy** outlines guidelines for ethical and responsible use of our services by our customers, prohibiting illegal, abusive, or harmful activities to ensure integrity and compliance with applicable laws and standards.

Our **Anti-Bribery Policy** showcasing our zero-tolerance stance on corruption, applies to all employees and other service providers, directors, and business partners, ensuring all actions align with our ethical standards.

Our **Anti-Modern Slavery Policy** establishes a framework to combat modern slavery and human trafficking, extending protection and education throughout our business network.

Our **Whistleblowing Policy** offers a secure platform for reporting unethical behavior, protecting whistleblowers and promoting a culture of openness.

Our Corporate Governance Pillars

Board of Directors

Our Board of Directors and Executive Leadership team drive Bloomreach's strategy forward, ensuring that the company operates with integrity and follows ethical and legal business practices worldwide.

Governance, Risk, and Compliance Program

This program establishes unified policies to ensure adherence to global legal and regulatory standards, integrating governance and risk management with technological innovation for improved decision-making. Our General Counsel oversees legal risks, ensures compliance with the Code of Conduct, and collaborates with the Board of Directors, internal stakeholders, and external counsel to support this program.



Our Actions | Data Privacy & Security

At Bloomreach, we understand that data privacy is a fundamental human right.

Our Information Security and Privacy mission is to safeguard the confidentiality, privacy, integrity and availability of all data at Bloomreach. We are committed to enabling Bloomreach's growth by providing strategic data-driven insights while upholding the highest standards of security, compliance, and risk management to protect our company's assets, data, and reputation.

We foster a **strong security culture**, providing a Security and Privacy Awareness Training for all internal stakeholders. Additionally, our engineering teams are required to take an OWASP Training focused on security development and coding best practices.

In 2023, we formed the **Executive Information Security & Privacy Council** with executive leadership ensuring our security strategies are relevant and supported.

Our commitment to data security & privacy is further affirmed by independent certifications. In 2023, we've added **SOC2 Type II** and passed **2 new ISO audits**, bringing our total to [5 ISO certifications](#).

In 2023 we applied for, and in 2024 we received, our certification under the **Data Protection Framework (DPF)**, adhering to rigorous data protection and security standards. This certification underscores Bloomreach's ongoing commitment to data privacy and protection, ensuring the secure transfer of personal data from the European Union (EU) and the United Kingdom (UK) to the United States (US).



**SOC 2
Type II**



**5 ISO
Certifications**

Key Highlights

Employee Trainings

We require our Engineers to complete the [OWASP](#) training and all our employees to complete the annual security & privacy awareness training

Data Protection Officer

Our independent Data Protection Officer works to ensure compliance with data protection laws

Read More:
[Security at Bloomreach](#)
[Privacy at Bloomreach](#)



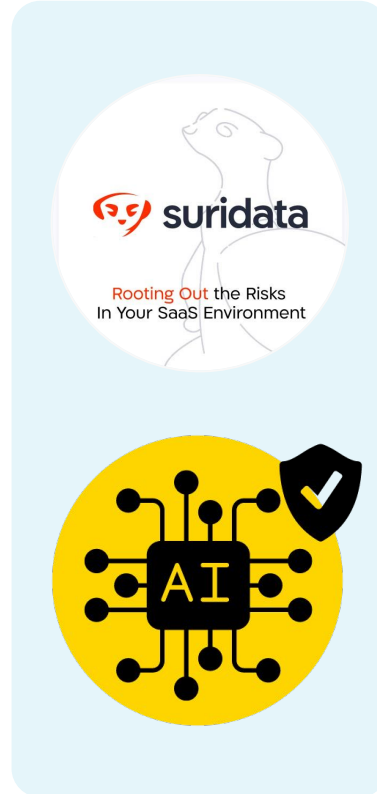
Our Actions | Cybersecurity

Given the increasing cyber threats to companies globally, we have prioritized enhancing our cybersecurity measures.

Our dedicated security team oversees protection systems, reviews processes, builds frameworks, and creates policies. They monitor suspicious activity, address threats, and conduct regular audits.

In 2023, we upgraded our cybersecurity in the following areas:

- Enhanced our **asset management** program to track and inventory information assets.
- Improved processes to detect, respond to, and prevent **data exfiltration** during human resources onboarding & offboarding.
- Increased communications to build **awareness on cyber threats** across the company.
- Implemented [Suridata app](#) to **monitor third-party applications** and ensure their approval by Bloomreach Security.



Key Highlights

AI & ML Policy

We introduced a new Security Policy on the use of AI, which includes controls for AI tools and technology

Threat Intelligence

We created Threat Intelligence Briefings for all employees with a high risk of cyber attacks

Read More:
[Security at Bloomreach](#)

Additional data



bloomreach





ADDITIONAL DATA

2023 Carbon Footprint Calculation Methodology

We measured our first global carbon footprint for the calendar year 2023 in collaboration with a leading third-party expert. We intend to calculate our carbon footprint annually to track our progress towards carbon neutrality.

The report on the carbon footprint of Bloomreach Group for year 2023 was prepared in line with the [GHG Protocol Corporate Accounting and Reporting Standard](#) (revised edition), [GHG Protocol: Scope 2 Guidance](#) - an amendment to the GHG Protocol Corporate Standard, and [Corporate Value Chain \(Scope 3\) Accounting and Reporting Standard](#) - Supplement to the GHG Protocol Corporate Accounting and Reporting Standard.

Reporting period	1 January 2023 - 31 December 2023
Reporting scope	Bloomreach Group (global)
Consolidation approach	Operational Control: Bloomreach Group accounted for 100% of emissions from operations over which it has operational control (i.e., it has the full authority to introduce and implement its operating policies at the operation)
CORPORATE EMISSIONS	DEFINITION & METHODOLOGY
Scope 1 emissions <i>(direct emissions)</i>	Mobile Combustion: The data on fuel consumption for the cars under Bloomreach group's operational control are obtained directly from the lease company's report, which includes detailed information on fuel consumption. Fugitive Emissions: Fugitive emissions represent emissions from leakages of refrigerants from air conditioning units. The data comes from the technical report from the company responsible for the maintenance of air conditioning.
Scope 2 emissions <i>(indirect emissions)</i>	Purchased Electricity: Electricity purchases are accounted for using two Scope 2 methods: market-based and location-based. The market-based method considers emissions from Bloomreach's renewable electricity, assumed to be zero-emission. If the specific mix is unknown, emissions are based on the residual mix. The location-based method uses the average emission factor of the country's electricity mix, ignoring renewable purchases. Electric Vehicles: Electric vehicles are only used by Bloomreach B.V. in the Netherlands. The input data for the electricity consumption of these vehicles come from Bloomreach B.V.'s internal report.
Scope 3 emissions <i>(indirect emissions)</i>	Purchased Goods and Services: Bloomreach classified purchased products as either Purchased Goods and Services or Capital Goods. In 2023, Purchased Goods and Services included laptops and cloud computing services. Laptops under 1,700 EUR or 3,000 USD were categorized as Purchased Goods and Services, while more expensive ones as Capital Goods. Emission factors for these laptops were averaged from the Capital Goods category. Emissions from Google and Amazon cloud computing were based on their respective reports, covering scope 1-3 emissions. Capital Goods: Emissions from Capital Goods include various purchased laptops. Emission factors are taken from specific product life cycle reports. If a specific factor is unknown, an average emission factor for that laptop type is used. Business Travel: Business travel emissions include flights, hotel stays, and rental cars. Bloomreach uses TravelPerk to track distances and measure emissions. Flight data are categorized into short-haul (≤3,700 km) and long-haul (>3,700 km) based on UK DESNZ definitions , and further divided into business and economy class with respective emission factors. Hotel stay emissions are calculated in TravelPerk based on nights stayed. Rental car emissions are calculated using distance traveled from TravelPerk and applying the respective emission factor per km. Employee Commuting: Employee commuting includes emissions from travel by car, motorbike, walking, cycling, bus, train, and taxi. As a virtual-first company, Bloomreach also calculated emissions from home working, including partial and full remote work. Commuting patterns, including distance, transport modes, and the number of employees, were estimated by Bloomreach based on historical data and available transportation options, following GHG Protocol guidelines.

Source: Bloomreach Group's Carbon Footprint Calculation, 2023

2023 Carbon Footprint Calculation

Included Emission Categories

Scope	Emissions Category	Emission Factor Source	Note
Scope 1	Fleet - passenger vehicles	DESNZ (2023) (formerly known as DEFRA)	
	Refrigerants and other GHG emissions (Kyoto Protocol)	DESNZ (2023) (formerly known as DEFRA)	
Scope 2	Fleet - electric vehicles and plug-in hybrids - market-based	Association of Issuing Bodies (further referred to as "AIB") (2022) European residual mix	
	Fleet - electric vehicles and plug-in hybrids - location-based	European Investment Bank (further referred to as "EIB") (2023) Carbon Footprint Methodologies	
	Energy consumption leased assets	#N/A	Included in Purchased Electricity
	Purchased electricity - market-based	AIB (2022) European residual mix	
	Purchased electricity - location-based	EIB (2023) Carbon Footprint Methodologies	
	Purchased heat	#N/A	Not relevant as Bloomreach heats their premises by electricity, thus this consumption is included in Purchased electricity.
Scope 3	Business trips - land (car)	DESNZ (2023) (formerly known as DEFRA)	
	Business trips - air	DESNZ (2023) (formerly known as DEFRA)	
	Car mileage	#N/A	Data for calculation not available, was not included in the calculation and was disclosed as a limitation in the final report.
	Hotels	Travel Perk	Emissions data provided by Bloomreach from their internal tool Travel Perk.
	Employee commuting	DESNZ (2023) (formerly known as DEFRA)	
	Homeworking	DESNZ (2023) (formerly known as DEFRA)	
	Capital goods - Apple	Specific Apple product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as we report emissions from the production of the product. Where no specifications of the laptop were known, an average of the available emission factors was calculated.
	Capital goods - Lenovo	Specific Lenovo product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as we report emissions from the production of the product. Where no specifications of the laptop were known, an average of the available emission factors was calculated.
	Capital goods - Dell	Specific Dell product carbon footprint reports	% value of production calculated from the total carbon footprint of each product as we report emissions from the production of the product. Where no specifications of the laptop were known, an average of the available emission factors was calculated.
	Purchased goods - Laptops	Average emission factor of the specific emission factors reported under Capital Goods	Only laptops purchased - average EF was calculated based on the emission factors from Capital goods
	Purchased goods - Purchased cloud computing: Google	Google	Google - report from Google on GHG emissions supplied by Bloomreach
	Purchased goods - Purchased cloud computing: Amazon	Amazon	Amazon - report from Amazon on GHG emissions supplied by Bloomreach

Source: Bloomreach Group's Carbon Footprint Calculation, 2023

Glossary of Terms & Abbreviations

AWS	Amazon Web Services is a cloud computing platform provided by Amazon. At Bloomreach, AWS is utilized to host our Discovery & Content products.
Barometer Survey	A barometer survey is a tool used to gather quarterly employee feedback and ensure the company remains a great place to work. Our survey includes core engagement questions, eNPS (Employee Net Promoter) scores, and quarterly deep dive topics to uncover actionable steps for improving employee satisfaction and engagement.
CSR	Corporate Social Responsibility is a form of international private business self-regulation which aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in, with, or supporting professional service volunteering through pro bono programs, community development, administering monetary grants to non-profit organizations for the public benefit, or to conduct ethically oriented business and investment practices.
Double Materiality Assessment	Double Materiality Assessment (DMA) is a mandatory exercise for companies compliant with CSRD to identify which sustainability matters are most material (relevant) to the organisation and its stakeholders by evaluating their impact on environmental and social factors (inside-out perspective), while also considering how these factors influence the organisation (outside-in perspective).
ESG	ESG stands for Environmental, Social, and Governance. It's a framework assessing a company's sustainability and societal impact, encompassing factors like carbon emissions, labor practices, diversity, and ethical leadership.
GCP	Google Cloud Platform is a suite of cloud computing services provided by Google. At Bloomreach, GCP is primarily used for hosting our Engagement product .
Greenhouse Gas Protocol	The Greenhouse Gas (GHG) Protocol is a global standard for businesses to measure and manage their greenhouse gas emissions. It provides clear guidelines and tools to help companies understand their carbon footprint, set reduction targets, and report their progress accurately. This helps businesses mitigate climate risks, enhance their reputation, and comply with regulations.
ISO	ISO stands for the International Organization for Standardization . It is an independent, non-governmental international organization that develops and publishes standards to ensure the quality, safety, efficiency, and interoperability of products, services, and systems.
LEED & BREEAM	These and similar certifications are sustainable building certifications (also known as green building rating tools) and are used to assess and recognise buildings which meet certain sustainability requirements or standards.
OWASP	OWASP training focuses on enhancing application security knowledge and skills mainly by developers & security professionals. It's developed by the Open Web Application Security Project (OWASP) - a nonprofit foundation that works to improve the security of software.
POC	"People of color" is one of the most politically accepted terms, primarily used in the United States and Canada, to describe any person who is not white. Organizations globally use this term in their diversity & inclusion initiatives and social responsibility efforts.
SOC	SOC (Security Operation Center) certifications are a way to validate the maturity and effectiveness of an organization's security operations. They show that an organization has the ability to detect, respond to, and remediate cybersecurity incidents.
tCO2e	Stands for tonnes of carbon dioxide equivalent. It's a unit of measurement used to quantify the total amount of greenhouse gas emissions, expressed in terms of the equivalent amount of carbon dioxide (CO2) that would have the same global warming impact.

Disclaimers

This report contains “forward-looking statements” as defined under US securities laws. Words such as “anticipate,” “believe,” “anticipate,” “could,” “estimate,” “opportunity,” “plan,” “expect,” “goal,” “hope,” “intend,” “may,” “might,” “potential,” “predict,” “project,” “shall,” “should,” “target,” “will,” and variations of these terms and similar expressions are intended to identify these forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements in this report may include, but are not limited to, statements regarding our anticipated ESG and DEI efforts and targets, our culture, employee matters, social impact, company and financial growth, corporate governance, risk management, data protection commitments, our GHG emissions and other climate and sustainability-related goals, aspirations, commitments, and strategies. These forward-looking statements are based on current plans, estimates, forecasts, and projections that are subject to risks, uncertainties, and assumptions. Therefore, no guarantees or assurances are made that they will be achieved or successfully executed. Forward-looking statements are based on our current assumptions, expectations, and beliefs and are subject to substantial risks, uncertainties, assumptions, and changes in circumstances that may cause our actual results, performance, or achievements to be differ materially from any future results, performance, or achievements expressed or implied by the forward-looking statements.

From time to time we may make changes in previously reported values due to updated availability of new information, changes in calculation or estimation methodology, or correction of calculation or other errors and report such updated information on a retrospective basis in subsequent reports. The information and opinions contained in this document are provided as of the date of this document and are subject to change without notice. The forward-looking statements included in this report represent our views only as of the date of this report and we assume no obligation to update or revise these forward-looking statements except as required by applicable law.

The use of “material” when referring to ESG topics throughout this report is intended to refer to the most important issues from our ESG assessment and does not speak to the materiality of those issues to Bloomreach as a whole.

This document represents data that cover the period from January 1, 2023 through December 31, 2023 unless otherwise noted. The qualitative narratives in this report may cover issues through the date of this report.