

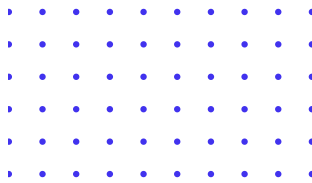


Apica ESG Report 2024

Environmental, Social & Governance Overview

May 2025

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Who We Are

Apica Makes Telemetry Data Management & Observability Intelligent

Apica optimizes IT operations through intelligent telemetry data management and observability.

Our Ascent platform uses patented object storage technology to reduce data noise, lower costs, and provide AI-driven insights with full-stack visibility.

Unlike competitors, we excel at handling all telemetry types in cloud-native environments while offering superior scalability and cost-efficiency for modern enterprises.



About this Report

Our Vision and Approach

This inaugural ESG report outlines Apica's strategy for creating a positive impact on our customers, stakeholders, and industry, according to SASB standards.

- First ESG Report: Building on our internal 2024 ESG review
- Annual Updates: Available to all stakeholders at www.apica.io
- SASB Alignment: Following software industry-relevant standards
- Transparent Reporting: Addressing key stakeholder priorities

ESG Strategy & Vision

Apica's ESG Strategy: Three Core Pillars



**Sustaining
Our Environment**



**Empowering People,
Culture & Community**



**Strong Governance
& Ethics**

ESG Strategy & Vision

Excelling in these areas is essential to our mission and long-term success.

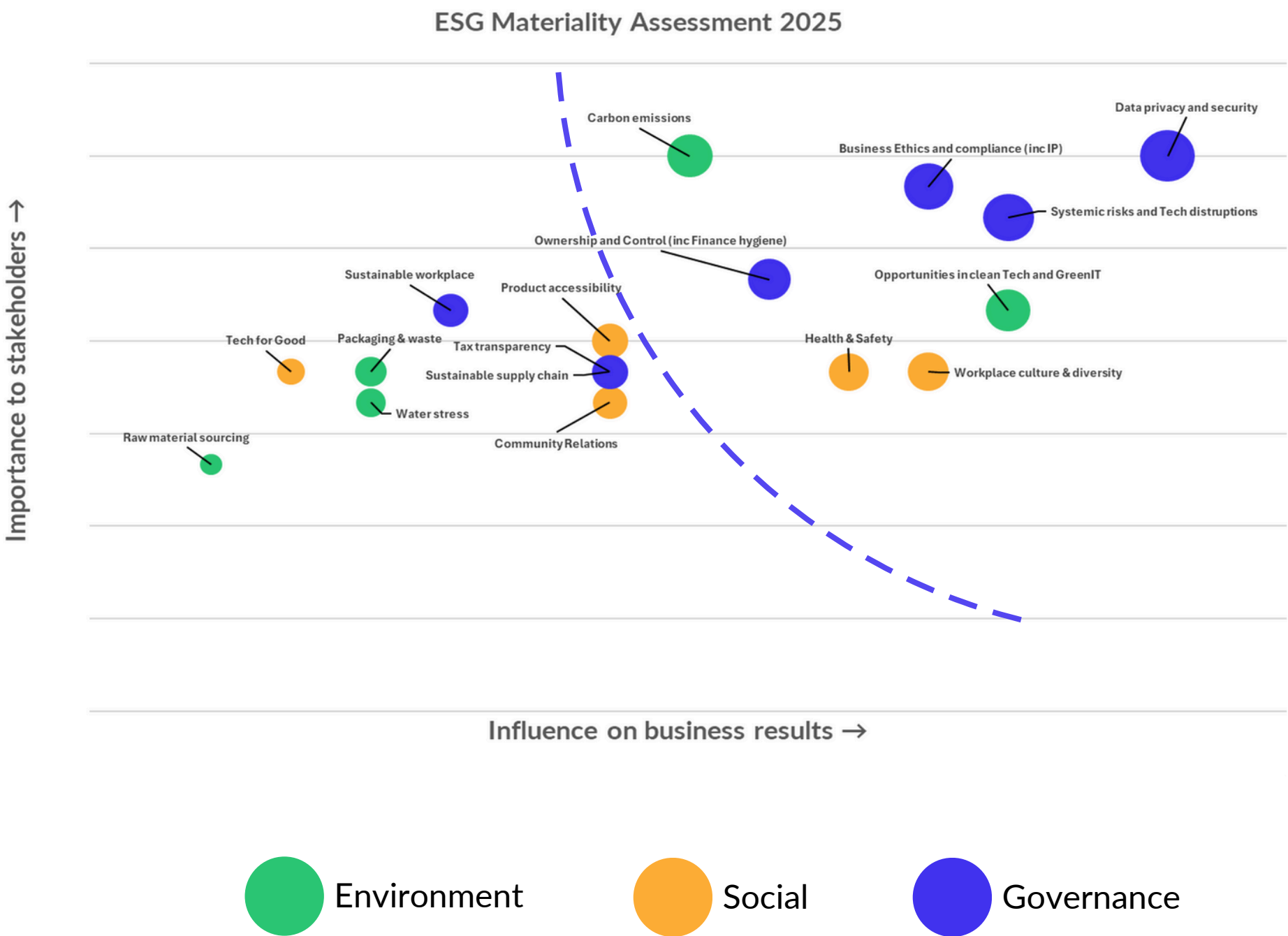
- **Collaboration & Diversity:** We foster a culture of interaction and collaboration with customers, partners, and colleagues. A diverse and inclusive team scaling across different cultures and backgrounds enables world-class service and innovation for our global customers.
- **Global Presence, Local Strength:** We are proud of each local presence (across the Americas, EMEA, and APAC) while serving our customers globally. Our multicultural footprint is a strength that helps us meet customer needs seamlessly in every region.
- **Environmental Commitment:** Apica is committed to minimizing its environmental footprint. As a SaaS provider, our primary ecological impact comes from the data storage and computation required to run our platform in the cloud.
- **Governance at the Core:** Strong governance is at the core of Apica's operations. We are ISO27001:2022 Information Security Standard Certified and SOC 2 compliant to ensure the security and trust of our customers, investors, and other stakeholders.
- **Technology & Ethics:** Our approach balances cutting-edge technological solutions with robust ethical standards and compliance training. We invest in tools to improve IT security and time to resolution.

Materiality Assessment

Defined by Leadership: Apica determines its most relevant ESG topics through workshops with our Leadership Team and discussions with our Board of Directors. This leadership-driven approach ensures our ESG focus areas align with business strategy and stakeholder expectations.

Annual Analysis: We conduct an annual materiality analysis, scoring potential ESG topics based on two dimensions: Their importance to stakeholders and their influence on business results. This scoring guides our prioritization of ESG issues.

2025 Focus Areas: The highest-scoring topics—those in the “top-right” of our materiality matrix (high stakeholder importance, high business impact) — are the ESG areas we focus on in 2025.



ESG Governance & Oversight



Board Oversight

Apica’s ESG strategy and policy are primarily overseen by our Board of Directors, who establishes ESG commitments and ensures that the management team executes the ESG agenda effectively.



Executive Steering

The CEO and the Apica Leadership Team have day-to-day responsibility for ESG matters. Acting as an ESG Executive Steering Committee, this team strategically guides ESG initiatives and ensures alignment across the company.



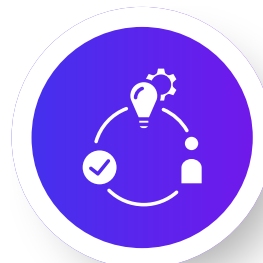
Cross-Functional Leadership

The Apica Leadership Team includes senior representatives from critical business areas such as Legal, People & Culture, Investor Relations, Product, and Marketing.



Continuous Review

ESG targets and achievements are reviewed annually by Apica’s senior leadership. Workshops and strategic planning sessions are held to reassess ESG priorities and make necessary adjustments prior to Board approval.



Operational Execution

Specific ESG initiative owners are designated across Apica to oversee targeted areas. These individuals manage data collection, implement ESG strategies, and closely monitor progress, translating ESG objectives into practical daily operations.

ESG by Numbers

- Apica is measuring ESG targets starting in 2025 and has established a baseline as of 2024.
- In some instances, we also have 2023 data, which is indicated in the table. All comparison numbers from previous years are represented within brackets.
- Targets are set by the Apica Leadership Team.

ESG objectives		2025 fulfilment	2025 targets	2024 fulfilment
E	CO ₂ emission (Cloud CO ₂ tons)		[tbd]	[tbd]
E	Clean Tech & Clean IT		[tbd]	[tbd]
S	Diversity (% women)		22%	17% (13%)
S	Health & Safety (% long-term sick-leave)		0%	2% (4%)
G	ISO 27001 & SOC II (certified Y/N)		Y	Y (Y)
G	Policy Certification & Training (% completeness)		100%	100% (98%)

Environmental Impact & Initiatives

Sustaining Our Environment

- **Optimized Cloud Infrastructure:** As a cloud-based SaaS business, our primary source of CO₂ emissions is the data center infrastructure powering the Apica Ascent platform. Our patented InstaStore™ technology, for example, reduces data storage needs by approximately 50%, lowering energy usage and associated CO₂ emissions for all customers using our platform. In early 2025, we began implementing auto-scaling functionality in our cloud operations to ensure capacity is always right-sized, resulting in a 20% reduction in emissions by automatically shutting down or reducing resources when demand is low. Apica's leadership has deemed Scope 1 and 2 emissions immaterial to our business. Thus, scope 3 emission is Apica's focus, and cloud usage is the primary focus.
- **Data Center Consolidation:** In 2024, we decommissioned three on-premises data centers running on older, energy-inefficient hardware. All services and data were migrated to modern cloud environments. As of 2024, Apica is a "cloud-first" company, utilizing major cloud providers in multiple global regions. This migration to cloud infrastructure leverages more efficient shared data centers and contributes to a smaller CO₂ footprint.
- **Reduced Office Footprint:** During 2023–2024, Apica reduced its physical office space across all locations (~75% reduction). We have increased the use of co-working offices and shared workspaces, which optimizes space utilization and reduces our environmental impact (through shared energy, heating/cooling, and facilities).

Environmental Impact & Initiatives

Sustaining Our Environment

- **Sustainable Transportation:** Apica has eliminated the use of company-owned cars in Sweden (which were previously part of our company fleet). This initiative, implemented over 2023–2024, encourages employees to utilize public transportation or other low-carbon transit options for commuting and work travel.
- **IT Equipment Recycling:** We enforce strict recycling and reuse practices for all IT hardware as part of our environmental commitment and information security protocol. When laptops and other IT equipment reach end-of-life in our offices, we prioritize reuse: Functioning equipment is donated to charitable organizations once all data is securely wiped. Any hardware that cannot be reused is sent to certified recycling partners. This approach ensures responsible electronic waste management and extends the life of our devices, aligning with circular economy principles.

Social Responsibility & People

Empowering People, Culture & Community

- **Diversity & Inclusion:** Apica is dedicated to building a diverse and inclusive workforce. We focus on increasing the number of women in the company (especially in engineering and technical roles) to move toward a balanced gender ratio. We believe that greater gender diversity leads to more well-rounded decision-making and innovative solutions for our customers. With this vision, we also provide maternity leave protections for all staff. In 2024, we made progress – the percentage of women at Apica rose to 17%, up from 13% – and we strive for continuous improvement toward parity.
- **Equal Opportunity & Pay:** We uphold a strong principle of "Equal Opportunity, Equal Pay." All team members are compensated based on their role and experience, without bias or discrimination. Apica conducts annual performance reviews and regular one-on-one meetings for every employee to set objectives, provide feedback, and recognize achievements. This process helps ensure everyone's access to advancement and rewards.
- **Global Culture:** Serving customers worldwide while maintaining local offices, Apica deeply values cultural diversity and understanding. Our team spans the Americas, EMEA, and APAC; we view this multicultural makeup as a key strength. We recognize a blend of global and local traditions to celebrate our diversity. For instance, Apica designates company-wide holidays for Diwali, Thanksgiving, and Midsummer. Our global-yet-local approach also means we can closely connect with customers in their region, language, and context, enhancing service quality.

Social Responsibility & People

Empowering People, Culture & Community

- **Employee Health & Safety:** From day one, all team members receive comprehensive healthcare and business insurance. Our Work Environment Committee meets quarterly to address safety, ergonomics, and well-being. Key initiatives include ergonomic upgrades, mental health resources, and consistent global health coverage (including the India office). Access controls and safety measures are implemented at all office locations. Target: 0% long-term sick leave company-wide.
- **Learning & Development:** At Apica, learning is viewed as an ongoing journey. We invest in our people's growth by providing multiple development opportunities. We offer access to self-paced e-learning platforms for continuous skill development. We also implement Objectives and Key Results (OKRs) company-wide and encourage real-time feedback and coaching. Our "feedback is a gift" philosophy encourages open communication and enables each team member to reach their full potential.

Social Responsibility & People

Empowering People, Culture & Community

- **Ethics & Harassment Prevention:** We strive to maintain a workplace characterized by respect, integrity, and inclusivity. Apica has zero tolerance for any form of discrimination or harassment. We proactively work to prevent sexual harassment and misconduct through robust policies and training. All employees receive training in our Code of Conduct and workplace ethics, and we require annual recertification of key HR policies to reinforce understanding and compliance. Moreover, Apica has established a straightforward whistleblowing process. Our commitment is to provide everyone with a safe, fair, and empowering work environment.
- **Community Engagement:** Apica believes in giving back and being an active, positive community force. One example of our social commitment is sponsoring a local youth football (soccer) team in Stockholm, Sweden. We provide financial support to ensure that children who want to participate can do so. No child should have to forego the opportunity to play sports due to financial constraints. By supporting youth sports and other community initiatives, we help nurture a healthy, inclusive community environment.

Governance & Ethics

Strong Governance & Ethics is a Foundation of a Successful Business

Security Certifications:

- Apica maintains a rigorous Information Security Posture as a cornerstone of its governance. We have been ISO27001 Information Security Standard certified and SOC 2 compliant since 2022.
- These external attestations have strengthened our processes and demonstrate our commitment to the highest data security and privacy levels. Information security remains high on our agenda, and we want to ensure we continue to meet and exceed these standards.

Policy Framework & Training:

- We have established an ISMS (Information Security Management System) to guide ethical conduct and compliance across the organization. Key policies include:
 - Acceptable Use Policy
 - Business Continuity and Disaster Recovery Policy
 - Code of Conduct Policy
 - Data Retention and Disposal Policy
 - Human Resource Security Policy
 - Incident Reporting Policy
 - Information Security Policy
 - Physical and Environmental Security Policy
 - Product Development Policy
 - Risk Management Policy
 - Secure Software Development Policy
- These policies are centrally accessible to all our staff via our compliance platform. We require all our staff to read and agree to all Information Security Policies and complete Information Security and Data Protection Training annually. Our target is to maintain full completion of all required training each year.

Governance & Ethics

Strong Governance & Ethics is a Foundation of a Successful Business

- **Business Ethics:** Operating with integrity is non-negotiable at Apica. Our team members around the globe are expected to uphold Apica's values and comply with all applicable laws and regulations, including tax laws, anti-bribery statutes, trade compliance, and labor standards. We take pride in a culture where doing the right thing is ingrained in every decision. We conduct annual governance and ethics training for all staff, reinforcing scenarios and guidelines for ethical behavior.
- **Risk Management:** As a company with ISO 27001 and SOC 2 credentials, Apica employs a risk-based approach to governance. We instill the mindset that "Information Security is everyone's responsibility." All employees and contractors are trained in the "how" to follow procedures and in understanding "why" these procedures matter to minimize risk. We conduct regular risk assessments to identify potential operational, financial, or reputational risks that could impact our business objectives. To prepare for unforeseen events, we maintain a robust Business Continuity Plan (BCP), which includes multiple Disaster Recovery and Technical Recovery Plans.

Governance & Ethics

Strong Governance & Ethics is a Foundation of a Successful Business

- **Data Security:** Protecting data is one of Apica's top priorities. We have implemented a strong Information Security Management System (ISMS) that outlines policies and procedures for keeping data safe and secure. We enforce strict access and identity management controls, require full hard-drive encryption on company devices, and utilize enterprise-grade anti-malware protection. We also have continuous security monitoring and logging to detect anomalies. We periodically conduct vulnerability scans and engage independent third parties to perform penetration tests on our infrastructure and products. Apica uses leading cloud providers such as Amazon Web Services, Microsoft Azure, Google Cloud, and Oracle Cloud, all holding ISO 27001 certifications and undergoing annual SOC 2 audits by independent firms.
- **Data Privacy:** We comply with global and regional data privacy laws such as the European General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Our privacy compliance program consists of detailed policies, procedures, technical controls, and training focused on data privacy. We emphasize privacy-by-design principles: personal data is processed and protected throughout its entire lifecycle.

Appendix: SASB Alignment & Metrics

Apica’s ESG disclosures are aligned with the Sustainability Accounting Standards Board (SASB) framework for the Software & IT Services industry. Below is an overview of how our 2024 ESG data and practices correspond to key SASB topics and metrics:

TOPIC	ACCOUNTING METRIC	SASB CODE	APICA DISCLOSURE
Environmental Footprint of Hardware Infrastructure	Total energy consumed.	TC-SI-130a.	See Environment impact section of this report.
	Discussion of the integration of environmental considerations into strategic planning for data center needs.	1TC-SI-130a.3	Apica’s environmental footprint is small. Apica has had a clear strategy in moving away from old data centers and migrating to the cloud where autoscaling and other modern technical are available and will drive a sustainable CO2 development. See Environment impact section of this report.
Data Privacy & Freedom of Expression	Description of policies and practices relating to behavioral advertising and user privacy.	TC-SI-220a.1	See Data Privacy section of this report and our Privacy Policy disclosed on our website.
	Total amount of monetary losses as a result of legal proceedings associated with user privacy.	TC-SI-220a.3	No monetary losses as a result of legal proceedings associated with user privacy in 2024.
Data Security	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards.	TC-SI-230a.2	See Data Security section of this report and our website.

Appendix: SASB Alignment & Metrics

TOPIC	ACCOUNTING METRIC	SASB CODE	APICA DISCLOSURE
Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of employee workforce spread by region.	TC-SI-330a.1	As of December 31, 2024, 24% EMEA, 26% US and 50% APAC.
	Employee engagement as a percentage.	TC-SI-330a.2	We are not regularly measuring eNPS. We conduct qualitative surveys.
	Percentage of gender split.	TC-SI-330a.3	See Social impact section of this report.
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations.	TC-SI-520a.1	No monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations in 2024.
Managing Systemic Risks from Technology Disruptions	Description of business continuity risks related to disruptions of operations.	TC-SI-550a.2	See Data Privacy section of this report and our Privacy Policy disclosed on our website.

THANK YOU