

MiQ

CARBON FOOTPRINT REPORT 2023

OUR FIRST ANNUAL CARBON FOOTPRINT REPORT





WELCOME TO MiQ'S FIRST-EVER CARBON FOOTPRINT REPORT.

Although MiQ provides digital advertising solutions, our impact on the environment is meaningful, and measurable. Our carbon footprint comes from multiple sources: heating and cooling our offices, the travel we do, the water and waste we produce, the cloud computation we use, and even the emissions of our suppliers and the ads we purchase on behalf of our clients.

At the start of 2023, MiQ announced an ambition to achieve Net Zero emissions by the end of 2030. Net Zero is the leading emissions reduction framework for nations, cities and corporations across the world, and is designed to limit our impact on the environment to as close to "0" as possible.

In order to achieve Net Zero, we need to significantly reduce our emissions over the coming years, and this starts with reporting.

Reports like this create a baseline to measure efficiencies from, as well as highlighting where we need to focus our efforts. It's also a way to keep us accountable as we work towards our goals. It's also important to note that this 2023 report looks back at the data and learnings from 2022.

I'm delighted to present the progress we've made so far, and the actions that will make MiQ even more **environmentally sustainable.**

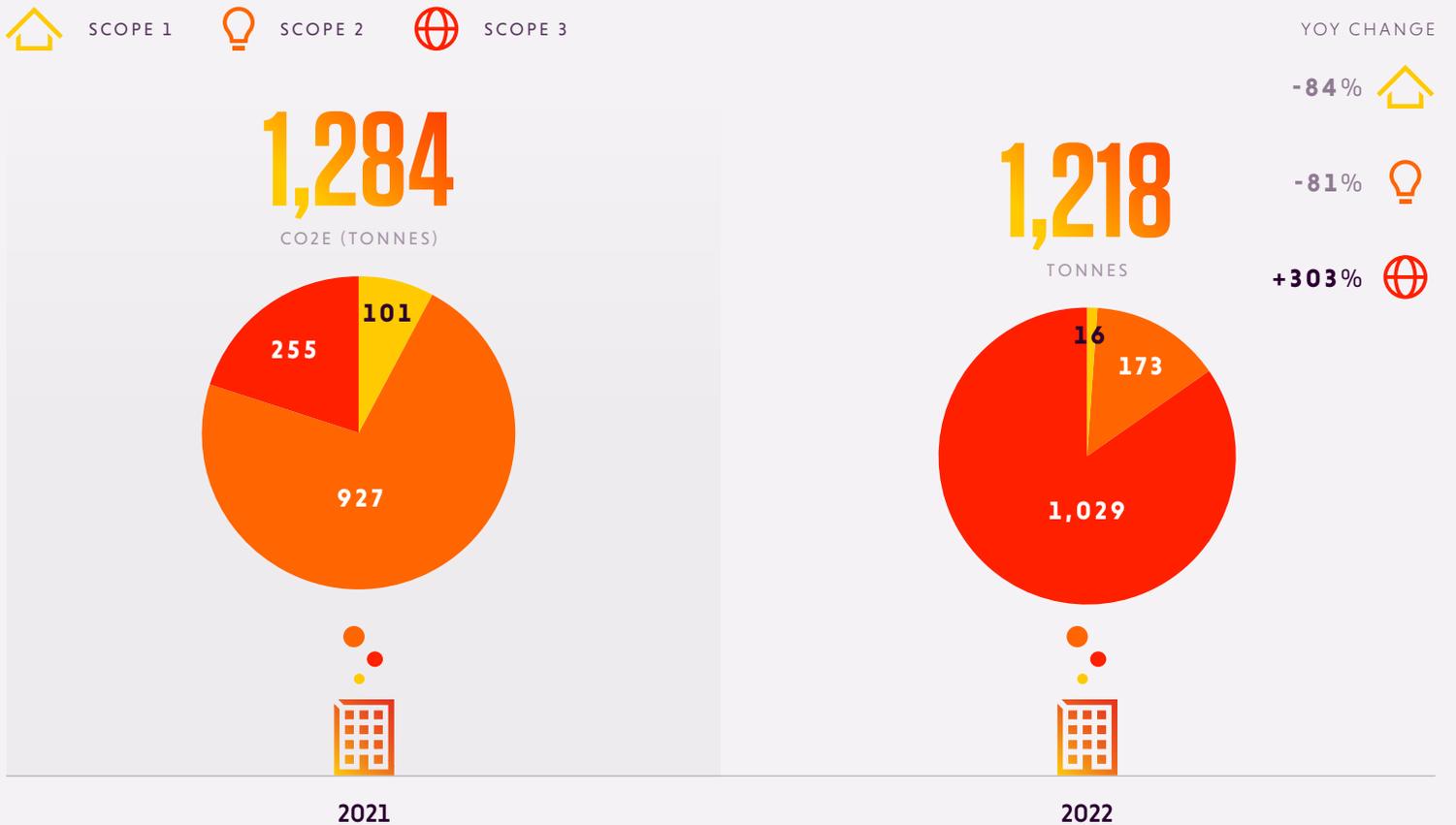


JOHN GOULDING,
Global chief strategy officer

OUR 2022 CARBON FOOTPRINT

MiQ's carbon footprint was **1,218 tonnes of CO2e in 2022**. While this is 5% lower than our 2021 reported emissions, this is mostly due to more accurate reporting of our office emissions.

EMISSIONS BY SCOPE VS 2021



WHAT DO THE DIFFERENT SCOPES MEAN?

SCOPE 1

Direct emissions produced by a company. For example, gas heating, or leaked refrigerant gases from air conditioning units.

SCOPE 2

Indirect emissions produced by a company, namely emissions from the electricity purchased to power our offices.

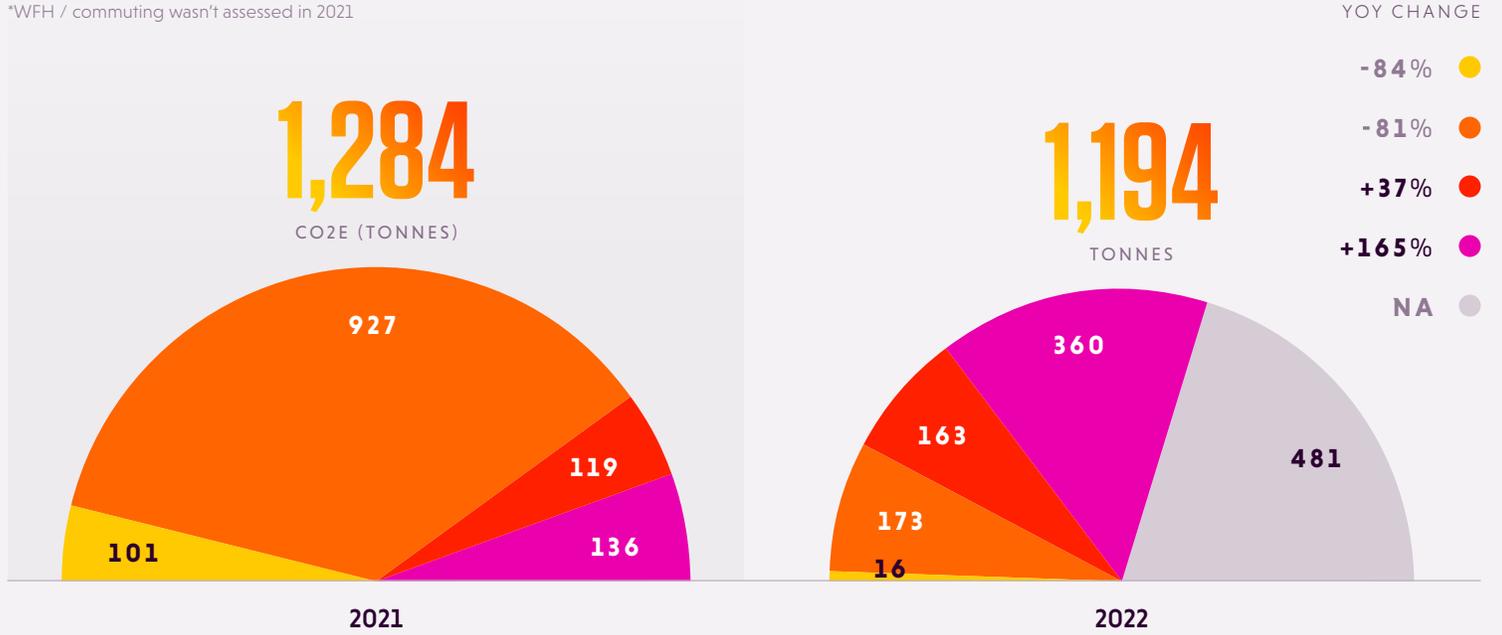
SCOPE 3

Emissions from a company's value chain, like those caused by our suppliers. This encompasses everything from the media we buy via DSPs, through to new laptops and flights.

EMISSIONS BY CATEGORY

- STATIONARY COMBUSTION
- PURCHASED ELECTRICITY (MARKET BASED)
- PURCHASED GOODS AND SERVICES (INC COMPUTING)
- BUSINESS TRAVEL
- WFH AND EMPLOYEE COMMUTING

*WFH / commuting wasn't assessed in 2021



Our 2021 and 2022 carbon reporting didn't include the emissions of our media suppliers (such as Xandr and The Trade Desk). This is a complex area that will be a major focus for our analysis of 2023 data.

ANALYZING OUR CARBON FOOTPRINT



1. Is working from the office or at home more efficient?

2022 was the first time we attempted to measure working from home emissions, and the results surprised us. Working from home was one of the largest energy usage categories in our report.

Although working from home was one of the larger sources of emissions, this was proportional to the ratio of home to office working. People attended the office about 12% of the time, and this commuting accounted for 11% of this emissions category.



EMISSIONS BY WORKING FROM HOME AND COMMUTING TO THE OFFICE

% OF WORK DAYS



% OF EMISSIONS (CO2E (TONNES))



As we head back into the office, commuting emissions will be on the rise, so this will be an important area to focus on. That said, given that working from home is likely to remain a feature of our lives, we'll look for ways to support our employees so they can make this as efficient as possible.

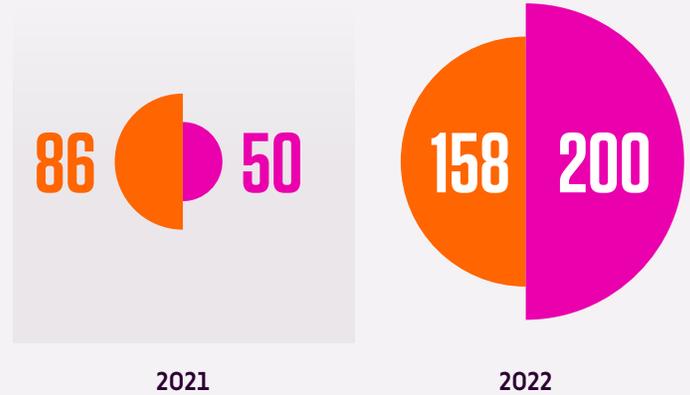


2. In 2022, travel bounced back

Following the lockdowns and travel bans of 2020, 2021 was still a year of limited business travel at MiQ. In 2022 this bounced back, with attendance at large events such as Spark24, but also a major resurgence in short-haul and domestic travel.

Short-haul flights produced 3 times more emissions in 2022 than in 2021, and a greater source of emissions overall than long-haul flights.

EMISSIONS BY FLIGHTS



EMISSIONS BY CLOUD COMPUTING

● 2021 ● 2022

CO2E (TONNES)



3. Cloud computing continues to fall

Although MiQ manages petabytes of data at any given time in our databases, our cloud emissions are falling. This is due to the investments that our partners (AWS and Google Cloud Platform) are making into renewable energy.

Despite the efficiency of our cloud partners, the category of "purchased goods and services" still increased year-on-year. That's because, in 2022, we included the emissions from our purchases of IT hardware (e.g. laptops) and office equipment, and that's something which we didn't assess in 2021. This is a large chunk of our emissions, coming in at 148 tCO2e last year.

WHAT ARE WE DOING TO REDUCE OUR EMISSIONS?

This year, we'll focus on two key areas: our offices and our vendors.

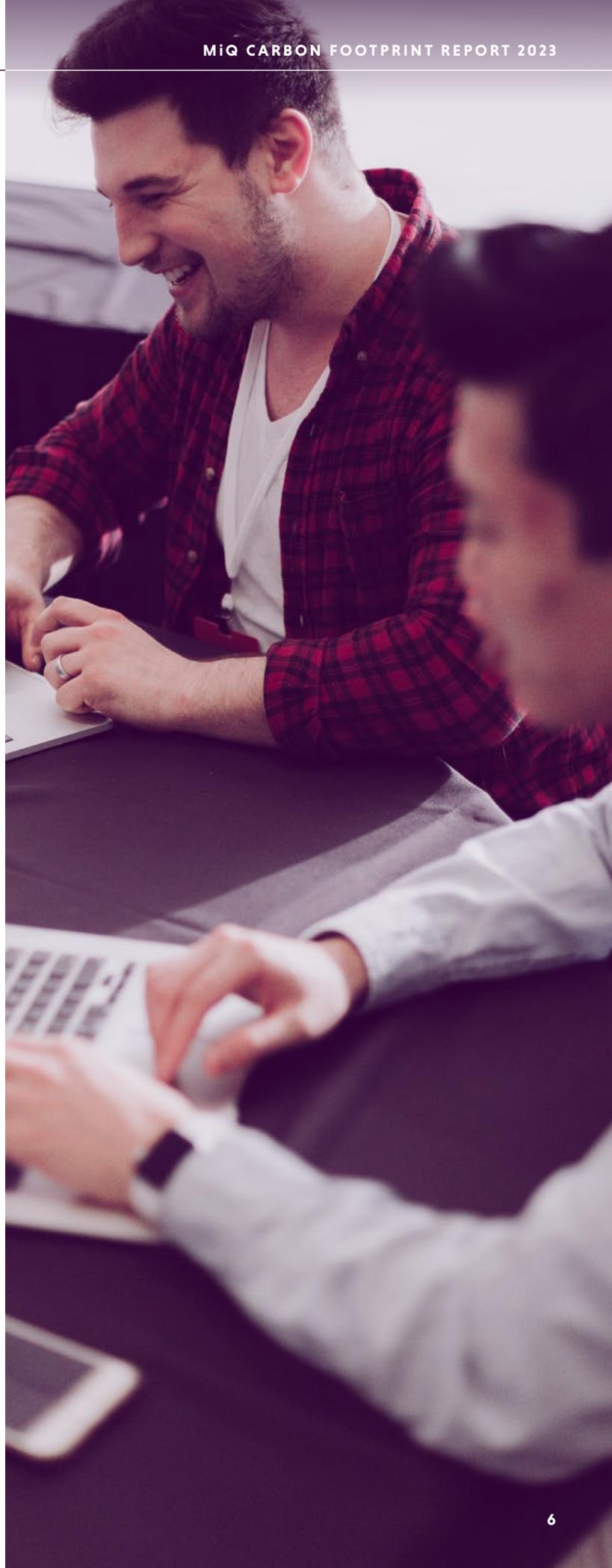
In 2023, we began a "return to office" after almost 3 years of working mostly from home. We want to ensure this transition is sustainable, and not a step back. The main actions here will be to:

-  Implement new office efficiency guidelines that can reduce our office energy usage by approximately 20%.
-  Switch as many of our offices as possible to renewable energy programmes.

While our vendors are likely to represent a large portion of our carbon footprint, this is both the hardest area to measure, and also outside of our control. The main actions here will be to:

-  Engage with our top 5 largest vendors and pressure them into sustainable action.
-  Provide advertisers with a more sustainable advertising solution that can reduce emissions by at least 20%.
-  Devise a measurement framework that can accurately capture the vendor emissions that MiQ is responsible for.
-  Introduce sustainable procurement practices.

This report will shape our strategy going forwards. Our future priorities will be around commuting and working from home, and business travel.



HOW THIS REPORT WAS CREATED

To produce our 2021 and 2022 emissions reports, we've worked with 51-0, a specialist carbon accounting consultancy. Wherever possible, the methodology has adhered to internationally recognized standards of the Greenhouse Gas Protocol.

In order to calculate emissions, energy and fuel usage has been collected from our electricity meters and receipts. A carbon intensity ratio has then been applied, converting this into metric tonnes of CO2 equivalents (or tCO2e). Where direct energy or fuel readings aren't available, we have used a proxy such as the amount spent or distance traveled on an activity that produces carbon.

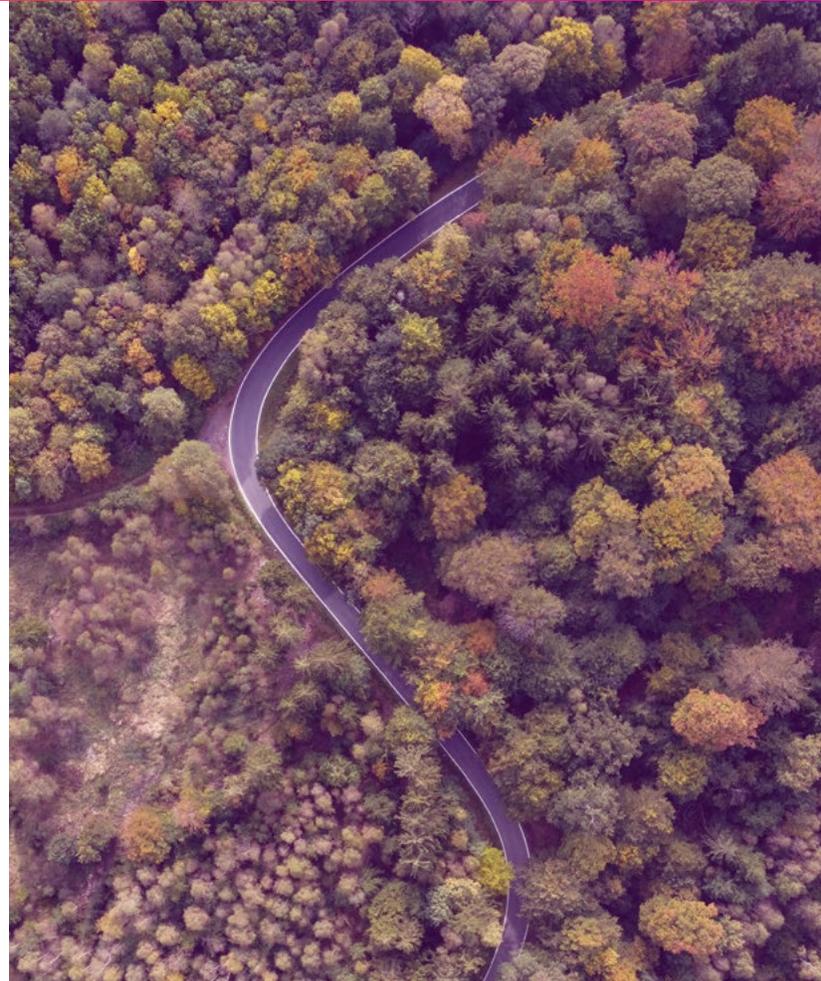
For this report, we made multiple accuracy improvements:

-  Using direct meter readings to calculate energy usage for our largest offices, rather than estimates based on the size of the floor spaces of our offices.
-  Inclusion of work-from-home behaviors for our 2 largest geos (India & US), in addition to work-from-office emissions. This was based on the [Ecoact Homeworking emissions whitepaper](#).
-  Auditing scope 1 categories, such as fugitive emissions from air conditioning units.
-  Considering the impact of procuring IT hardware (e.g. laptops) and office equipment.

We can still improve the accuracy and completeness of this report in future years. In our next report, our aim is to:

-  Report on emissions caused by our top vendors/suppliers.
-  Increase the number of offices using direct meter readings vs spend estimates.
-  Get more precise data on waste and water usage.

Note: Carbon dioxide (CO2) isn't the only greenhouse gas that contributes towards global warming. Other gases such as methane (CH4) have an even more potent greenhouse effect in our atmosphere. CO2 equivalents (CO2e) convert all greenhouse gas emissions into a single metric that reflects the greenhouse effect in terms of CO2.



If you have any questions or would like to learn more, please get in touch with **John Goulding via email** (johngoulding@miqdigital.com).

And if you'd like to get involved with our Net Zero journey, please keep an eye on our social channels to see what we've got planned.