

Contribute to climate friendly reading

Readyly combats global warming by reducing our environmental footprint and facilitating access to climate-focused journalism for our subscribers through digital reading.



CONTRIBUTE TO CLIMATE-FRIENDLY MAGAZINE AND NEWSPAPER READING THROUGH DIGITALISATION

Reading magazines and newspapers digitally can significantly reduce consumers' carbon footprint. This sustainability aspect is integral to our service, aligning with the preferences of environmentally-conscious consumers. Readyly has conducted a study quantifying the reduced greenhouse gas emissions achieved by reading digital publications on our platform.

The study compares the carbon footprint of digital magazines and newspapers to their printed equivalents. 2023 findings reveal that reading digitally on Readyly results in a 86 per cent reduction in greenhouse gas emissions compared to reading the print versions. We reduced CO₂ emissions by 18,200 tonnes, equivalent to the emissions from producing and recycling 280,000 iPhones – an 9.7 per cent increase from 2022. The main driver behind this improvement is increased issue reading. Avoiding paper production and printing are the top climate benefits of digital reading. Read the report here: <https://corporate.readly.com/about-us/sustainability>

MINIMISATION OF READYLY'S ENVIRONMENTAL IMPACT

Readyly's environmental impact is divided into four main areas; emissions from business travel, office energy use, emissions from data centres and servers, and waste management. The work of preventing and limiting the environmental impact is

guided by our environmental policy that includes goals for each area with KPIs to measure our performance. Emissions from business travel and data centers are our largest sources of emissions, particularly scope 3 emissions. In an effort to reduce these emissions, Readyly's travel guidelines do not permit the use of domestic flights.

Energy consumption at Readyly's offices

We strive for low emissions per employee by minimizing energy usage through efficient devices and second-hand electronics. Compliance with environmental laws is ensured in all markets, and we're promoting renewable energy use among suppliers. In markets where Readyly controls the choice of energy and electricity providers, the energy consumption consists of 79 per cent fossil free and 78 per cent renewable energy (heating, cooling, electricity). The decrease shown in scope 2 this year is due to updated emission factors, an increase of renewable electricity and smaller office space in both Växjö and London.

Waste management in operations

In Readyly operations, we focus on managing household, office, and electronic waste. Our aim is to minimize waste by emphasizing reuse and recycling. For example, new employees use equipment from previous users, and we prioritize digital alternatives while reducing packaging and single-use items. Electronic waste is responsibly disposed of at designated collection sites. During 2023, organic waste sorting initiatives commenced in Stockholm, Växjö, and Berlin.

Energy use by servers and data centres

We aim to positively impact IT system suppliers, advocating for energy-efficient and upgraded technologies. Readyly stores content externally on Amazon Web Services' (AWS) servers in Ireland, powered by renewable wind energy. While AWS doesn't disclose emissions data, our external data storage significantly contributes to Readyly's CO₂ emissions and power consumption. In 2023 we managed to reduce the amount of data we store in AWS S3 by approximately 125 TB.

71%

of the respondents in Readyly's global survey said it is important to them that their reading habits are as environmentally and climate friendly as possible⁷.

⁷) User survey, 6 Nov - 1 Dec, 2023. 6,000 respondents across SE, DE, UK, NL, US, IT and AU

Targets for 2024

We are committed to further reducing emissions through digital reading on Readly. We also want to encourage and nudge employees towards sustainable business travel by showcasing successful

cases of colleagues choosing international train travel. Additionally, we plan to establish new partnerships with other commercial brands that share a focus on environmental initiatives.

Readly scope 1, 2 and 3 emissions

| GHF Emissions, tonnes CO ₂ eq | 2023 | 2022 | 2021 |
|--|-------------|-------------|------------|
| Scope 1 – Direct emissions | 0 | 0 | 0 |
| No company-owned cars or other direct emissions | 0 | 0 | 0 |
| Scope 2 – Indirect emissions | 9.4 | 19.9 | N/A |
| Location-based electricity + heating and cooling | 9.4 | 19.9 | N/A |
| Scope 3 – Other emissions | 32.6 | 32.4 | 6.4 |
| Business travel by air | 31.0 | 29.8 | 6.4 |
| Business travel by rail | 0.004 | 0.001 | 0.04 |
| Hotel nights | 1.6 | 2.6 | N/A |

The business travel by air numbers for 2022 has been restated in accordance with new information from the travel provider.

Description of table

Scope 1 emissions covers all emissions from Readly's owned and controlled resources. Since Readly neither use company vehicles or release emission from the company facilities, the scope 1 emissions are zero.

Scope 2 emissions are generated from purchased energy. For Readly, this includes the company's own use of electricity, heating and cooling from our offices.

Scope 3 emissions are indirect emissions in the value chain which are not owned by Readly. This post contains emissions from employees' business travel.

Emission intensity generated from business travel in 2021–2023

| Travel emission, tonnes CO ₂ eq/employee | 2023 | 2022 | 2021 |
|---|------|------|------|
| Business travel emission intensity | 0.29 | 0.27 | 0.07 |

Energy intensity generated from Readly's offices 2021–2023

| Total energy intensity (MWh/employee) | 2023 | 2022 | 2021 |
|---------------------------------------|------------|------------|------------|
| Electricity | 0.4 | 0.5 | 0.4 |
| Heating | 0.8 | 0.9 | 1.1 |
| Cooling | 0.1 | 0.1 | 0.1 |
| Total | 1.3 | 1.5 | 1.6 |

TARGETS, ACHIEVEMENTS AND LONG TERM AMBITIONS

Target achievements

In 2023 we set the goal of a 10 % increase of emissions saved from digital magazine and newspaper consumption. The result was an increase of 9.7 %. We also implement our environmental policy further so that emissions from business travel would not exceed 2022 levels. We unfortunately saw a 7 % increase. One of our 2023 goals was also to improve waste sorting across Readly's offices to include more categories. Organic waste is now sorted for the first time in Stockholm, Berlin and Växjö.

Targets for 2024

- 10 % increase of emissions saved from digital reading on Readly.
- 3–5 successful cases of employees opting for international train travel.
- Launch 1–2 partnerships with environmental efforts as joint theme.

Long term ambitions

- Increase the amount of emissions saved through digital reading on Readly.
- Reduce negative environmental impacts from Readly operations.
- Deepen the engagement with stakeholders in the supply chain in regards to environmental issues.