



# **WORKING **TOGETHER** TOWARDS MORE **SUSTAINABLE** DIGITAL CAMPAIGNS & OPERATIONS**

Our Greenhouse Gas emissions for 2021 and 2022  
and initiatives to reduce our impacts



# ABOUT US

Mobsta puts people and planet before profit through sustainable media buying and responsible practices.

We are a different kind of company that has a conscience and can help you reach your audiences at scale with sustainable digital campaigns delivered with transparency, simplicity and speed.

We will optimise your marketing strategy by utilising uniquely granular geo-contextual datasets to offer deep insights for precision planning, effective campaign targeting, and robust campaign analysis.



**MOBSTA'S OVERALL **IMPACT** FOR 2022 WAS**

**171 tCO<sub>2</sub>e**

**DOWN 39% FROM OUR ADJUSTED 2019 BASELINE**

**WE COMMIT TO REDUCE OUR ABSOLUTE SCOPE 1  
AND SCOPE 2 GHG EMISSIONS BY 42% BY 2030  
FROM A 2021 BASE YEAR, AND TO MEASURE AND  
REDUCE OUR SCOPE 3 EMISSIONS.**

**WE COMMIT TO REACHING NET ZERO BY 2050,  
IN LINE WITH SBTi**

# OUR GREENHOUSE GAS EMISSIONS WERE **174.7 tCO<sub>2</sub>e** IN 2021 AND **170.8 tCO<sub>2</sub>e** IN 2022

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That's equivalent to 104 return transatlantic flights or 98 average cars on the road for a year in the UK.

We measured our full value chain Greenhouse Gas (GHG) emissions for January 2021–December 2021 and January 2022–December 2022.

Our scope included office energy use, water, waste, work related travel, employee commuting and working from home, purchased goods and services, digital ad-serving-related emissions and banking, using the Greenhouse Gas Protocol.

Pensions and investments have also been considered as part of our wider influence, but separate to our Scopes 1, 2 and 3 baseline. It was estimated at 85.3 tCO<sub>2</sub>e based on reported Scope 1, 2 and 3 emissions from underlying assets. It is not included in our overall footprint currently as the methodology in this area is still evolving and is currently incomparable.

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1 CO<sub>2</sub>e is carbon dioxide equivalents, a standardised measurement of the core basket of Greenhouse Gases, including carbon dioxide.

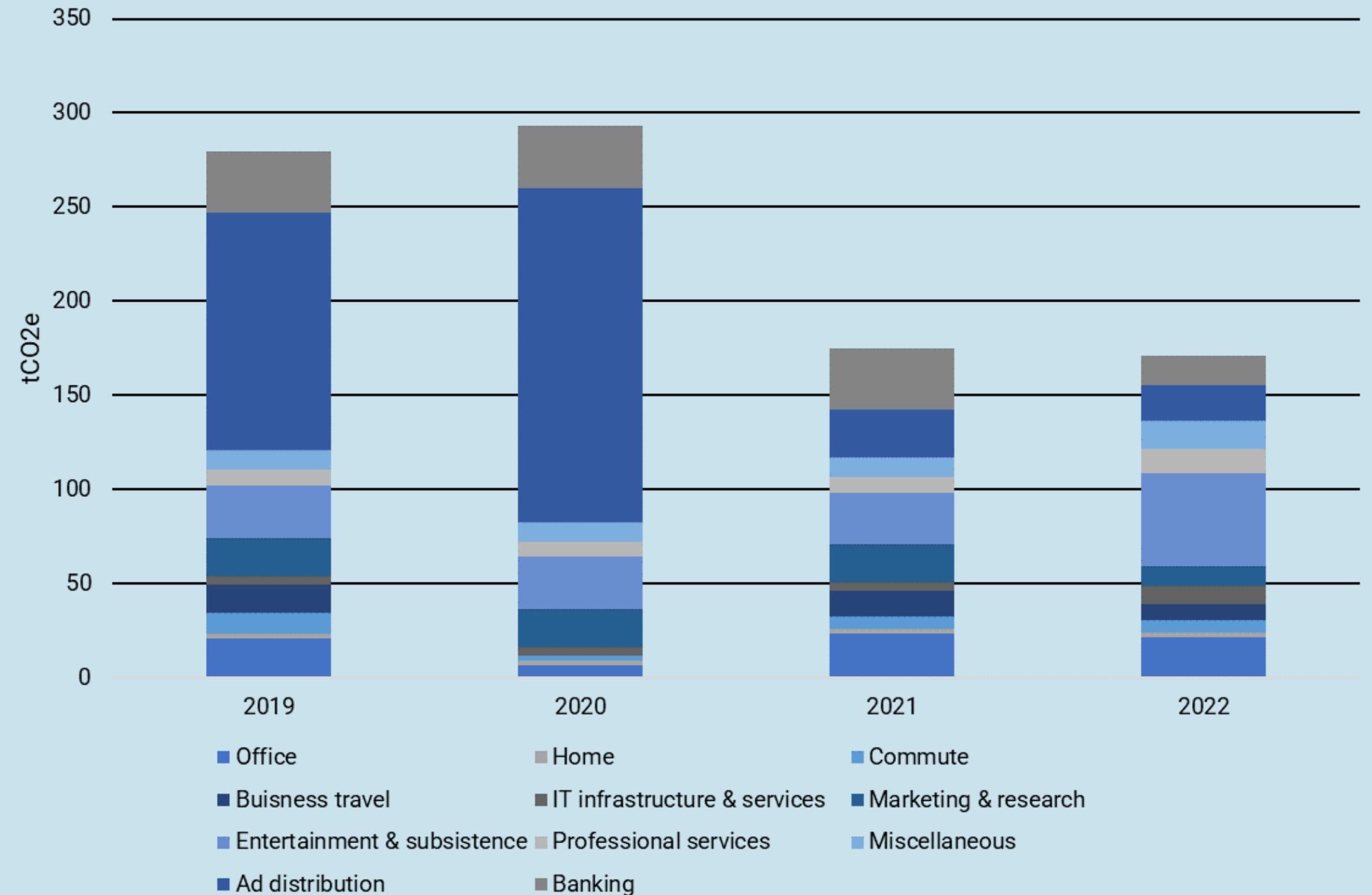
2 UK Gov 2021: economy return trip from London to New York including radiative forcing emits 1.65 tCO<sub>2</sub>e.

3 DfT 2021, UK Gov 2021: average car in the UK drives 7600 miles per year, releasing 1.735 tCO<sub>2</sub>e.

# OUR OVERALL IMPACT OVER TIME

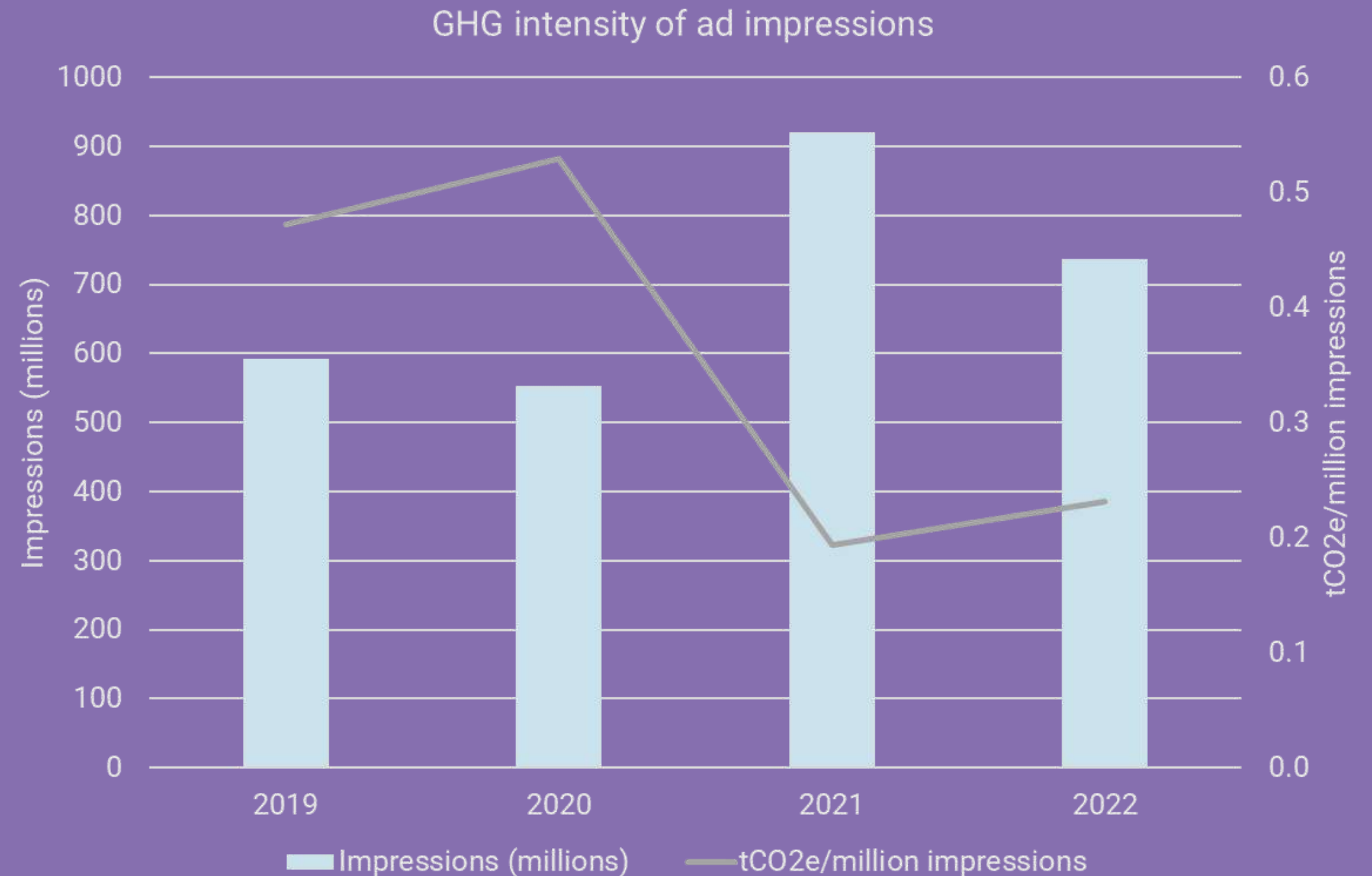
- Total impact for 2022 was 170.8 tCO<sub>2</sub>e, equivalent to 104 transatlantic flights, down 4% compared to 2021.
- Emissions intensity was 23.2 tCO<sub>2</sub>e/£m or 6.2 tCO<sub>2</sub>e/employee in 2022.
- Total impact has fallen from 174.7 tCO<sub>2</sub>e in 2021 to 170.8 tCO<sub>2</sub>e in 2022
- Emissions have fallen in every category except for some spend categories (IT infrastructure and services, entertainment, professional services, and miscellaneous), which is largely due to an increase in spend between 2021 & 2022
- Major savings were made in banking, ad distribution, business travel and commuting
- Comparing to adjusted results for 2019/20 ((updated scope and method to ensure comparability), the key driver of emissions reductions over the four years are infrastructure and intensity changes associated with data transmission for ad distribution.

GHG emissions over time (tCO<sub>2</sub>e), adjusted



# EMISSIONS INTENSITY OF AD IMPRESSIONS

- This chart shows fully-loaded GHG emissions per ad impression – i.e. including all central emissions from MOBSTA’s operational activities, representing best practice
- Although ad impressions have risen since 2019 & 2020, with a particularly high year in 2021, overall intensity is showing a downward trend, due to overall emissions coming down over time, despite impression numbers increasing
- The increase between 2021 and 2022 was largely driven by a reduction in the number of impressions. Although overall emissions have come down slightly, intensity has risen.



# SOME OF OUR KEY STRATEGIES SO FAR

WE IMPLEMENT STRATEGIES TO **MEASURE AND REDUCE** OUR ADVERTISING IMPACT

1

WE'VE MOVED OUR BANK TO **COUTTS**, WHO ARE B CORP AND LOWER CARBON IMPACT

2

WE MOVED TO A **MORE SUSTAINABLE OFFICE** IN 2023

3

WE INVEST IN **CLIMATE POSITIVE SOLUTIONS**, AS WE CONTINUE **OUR JOURNEY TO NET ZERO**

4



## SOME OF OUR KEY STRATEGIES SO FAR

# 5

**WE HAVE BEEN A B CORP SINCE 2022,** meaning we meet the highest standards of social and environmental performance and are legally bound to consider the impact of our decisions on our workers, customers, community, and the environment.

Certified



Corporation

# OUR KEY STRATEGIES MOVING FORWARD

**CONTINUE TO IMPLEMENT A SUSTAINABLE TRAVEL POLICY** MINIMISING FLIGHTS AS MUCH AS POSSIBLE

1

**INCREASE THE PROPORTION OF OUR SUPPLIERS WHO ARE DECARBONISING & HAVE TARGETS** SCIENCE BASED TARGETS

2

WORK WITH OUR PARTNERS TO CONTINUE TO **REDUCE THE IMPACT OF OUR DOWNSTREAM AD DISTRIBUTION**

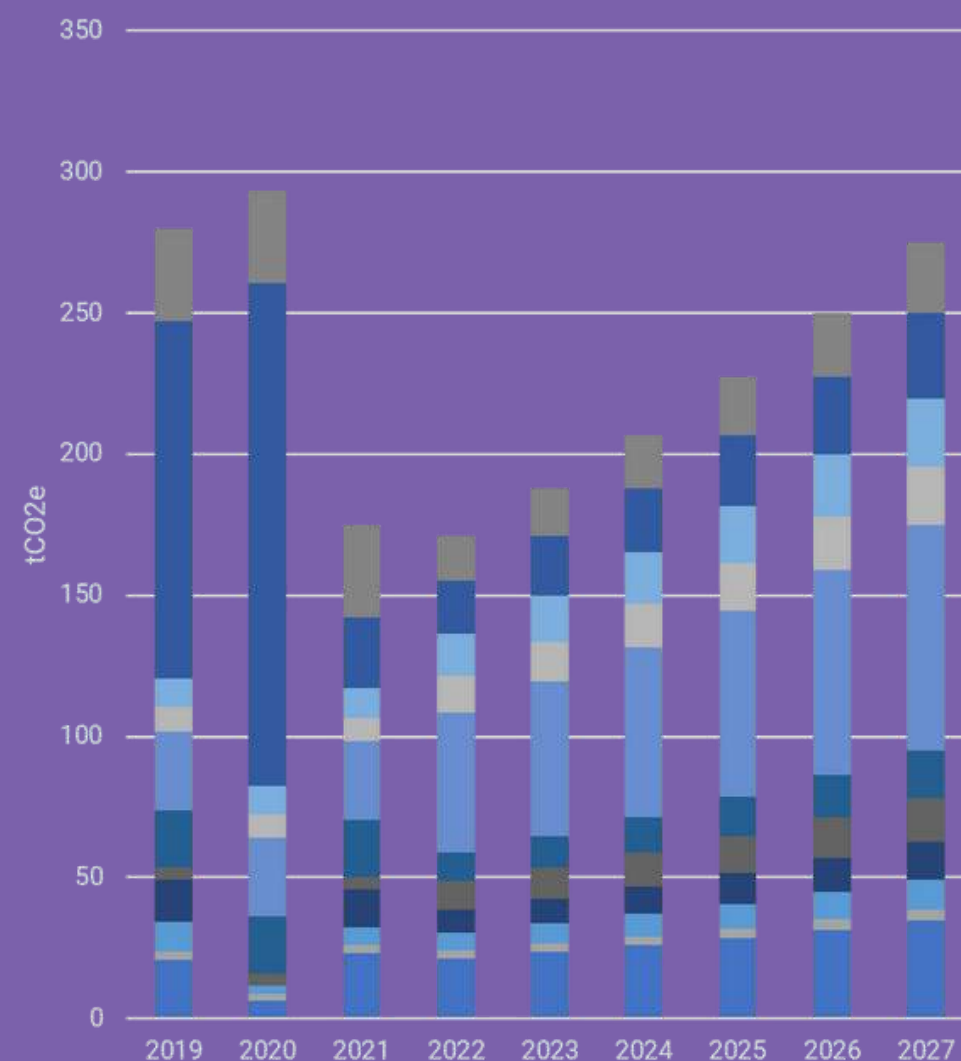
3

**ENCOURAGE GREEN TARRIFS AT HOME** TO REDUCE OUR IMPACTS FROM WORKING FROM HOME

4

# LOOKING FORWARD

## EMISSIONS FORECAST WITHOUT INTERVENTIONS



## EMISSIONS FORECAST WITH INTERVENTIONS



Office  
IT infrastructure & services  
Miscellaneous

Home  
Marketing & research  
Ad distribution

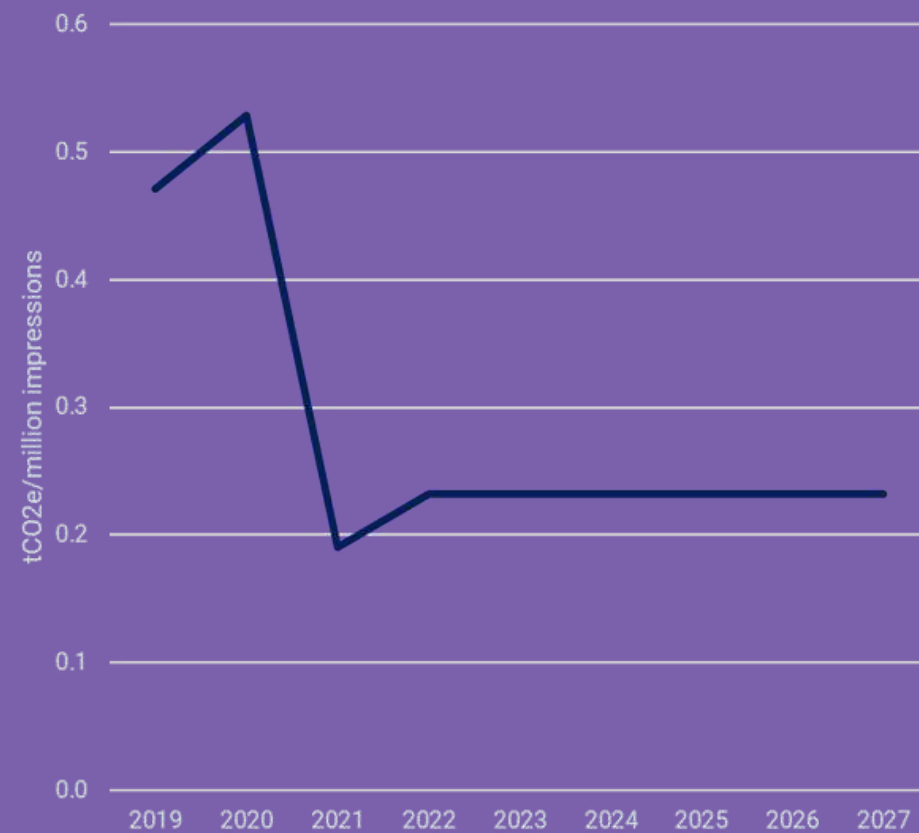
Commute  
Entertainment & subsistence  
Banking

Buisness travel  
Professional services

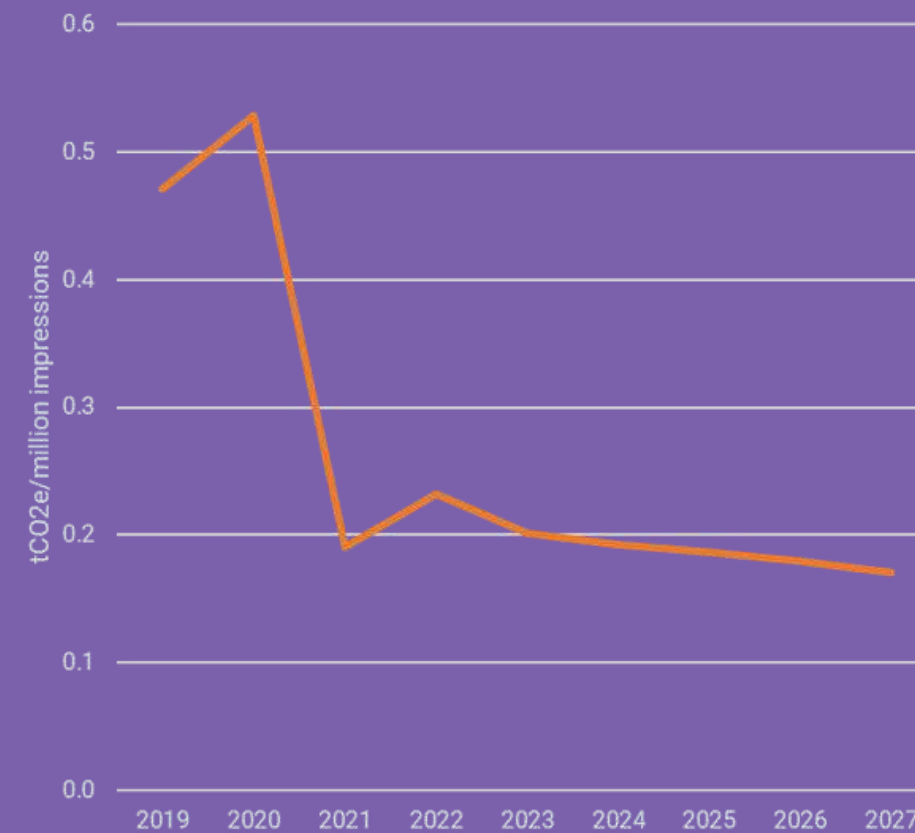
- **Without interventions**, Mobsta's absolute impact is forecast to **rise to 275 tCO2e by 2027**
- This is based on a **10% p.a. growth rate** of our business between 2023 and 2027
- **With interventions**, absolute emissions are forecast to rise by significantly less, **reaching 206 tCO2e by 2027**.

# LOOKING FORWARD

## EMISSIONS INTENSITY OVER TIME **WITHOUT** INTERVENTIONS



## EMISSIONS INTENSITY OVER TIME **WITH** INTERVENTIONS



- **Without any further interventions**, Mobsta's emissions intensity is static at **0.23 tCO2e/million impressions** from 2022 onwards
- **With interventions**, Mobsta's emissions intensity is forecast to continue to fall, to **0.17 tCO2e/million impressions by 2027**
- This is a **67% reduction against Mobsta's 2019 intensity**.

# DEFINITIONS

## Net Zero

Net Zero for an organisation is the point at which GHG emissions are lowered to zero. Under the Science-based targets initiative, a small portion of residual emissions can be offset, once more than 90% of baseline emissions have been reduced, to achieve Net Zero for an organisation.

## Carbon neutrality

Carbon neutrality for Mobsta refers to the amount of GHGs (in our scope, not just CO<sub>2</sub>) emitted by our activities being equal to that which is removed from the atmosphere. It's primary focus is in year removal of carbon from the atmosphere to neutralise emissions.

## Decarbonisation

All measures through which our organisation reduces our carbon footprint (our GHG emissions) in order to reduce our impact on the climate.

## Scope 1

Direct greenhouse gas (GHG) emissions from owned or controlled sources, such as gas for space heating in offices.

## Scope 2

Indirect greenhouse gas (GHG) emissions from the generation of purchased energy, including electricity consumed in offices.

## Scope 3

Other indirect greenhouse gas (GHG) emissions related to the value chain of the organisation, including emissions from working from home, commuting, travel, purchases of goods and services.





# WORKING **TOGETHER** TOWARDS NET ZERO

This baseline and its initiatives are based on a study undertaken for the financial year 2021/22 by ZeroBees, following the Greenhouse Gas Protocol and is ISO14064 compliant (unaudited), which is available upon request.

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