



Greenhouse Gas Assessment 2024

Executive Summary



Prepared by ZeroBees, September 2025

FY2024 Highlights

Carbon efficiency improved in FY2024, with stronger business intensity metrics and continued progress in digital advertising efficiency.

22.5 tCO₂e/£m

Revenue intensity
down from 37.8 in 2023



7.5 tCO₂e/FTE

Employee intensity
down from 10.1 in 2023



0.022 tCO₂e/million impressions

Ad-serving intensity
down from 0.025 in 2023



331 tCO₂e total FY2024 greenhouse gas emissions across Mobsta's measured Scope 1, 2 and 3 boundary.

Despite higher absolute emissions, Mobsta improved its carbon efficiency in 2024. **Revenue and employee intensity** both fell year on year, and the advertising element of the business continued to reduce emissions per million impressions.

Digital advertising efficiency improved when isolating the advertising element of the business, even though fully loaded intensity increased as impression volumes fell.

ZeroBees' methodology continues to evolve in line with **GMSF / Ad Net Zero**, using a **fully loaded** approach to provide a more comprehensive view of impact.

The logo for zerobees, featuring the word "zerobees" in a white, lowercase, sans-serif font, followed by a white icon consisting of three hexagons arranged in a triangular pattern. The background of the slide is a high-angle, aerial photograph of a green maze with winding paths.

Context

Mobsta is an ad tech geo-behavioural data partner, working with brands and agencies to reach audiences across digital environments anywhere in the world. For more information visit www.mobsta.com.

Mobsta has been a **Certified B Corporation since 2022**, reflecting a wider commitment to responsible business practice and to considering the impact of decisions on workers, customers, community and the environment. This broader ethical and sustainability commitment provides an important foundation for Mobsta's ongoing work to understand and reduce emissions across both its operations and its advertising value chain.



Methodology & Scope

This assessment was prepared by ZeroBees using the **Greenhouse Gas Protocol** and an **ISO 14064-1 aligned approach**. It covers Mobsta's **Scope 1, 2 and relevant Scope 3 emissions** for the period **1 January 2024 to 31 December 2024**.

The scope includes office energy, working from home energy, commuting, business travel, overnight stays, water, waste, purchased goods and services, banking, and emissions associated with Mobsta's programmatic ad process.

For the digital advertising element, the methodology has been updated to align more closely with the **Global Media Sustainability Framework (GMSF / Ad Net Zero)** while maintaining a conservative, data-led approach based on available operational data. ZeroBees' model continues to use data volume and partner-specific assumptions to reflect real-world transmission, device and data-centre-related impacts as accurately as possible.

Included in headline total: operational Scope 1, 2 and 3 emissions across the business and ad distribution model.

Excluded from headline total: pensions, which were assessed separately and considered out of scope for the headline footprint total.

Mobsta's overall footprint for 2024 was

331 tCO₂e

This is equivalent to approximately **201 return transatlantic flights** or **191 average UK cars driven for one year**.

This figure represents the total measured operational footprint across Mobsta's Scopes 1, 2 and 3 boundary, excluding pensions from the headline total. The result reflects a comprehensive value-chain assessment rather than a narrow office-based or media-delivery-only view of impact.



201

return transatlantic flights



191

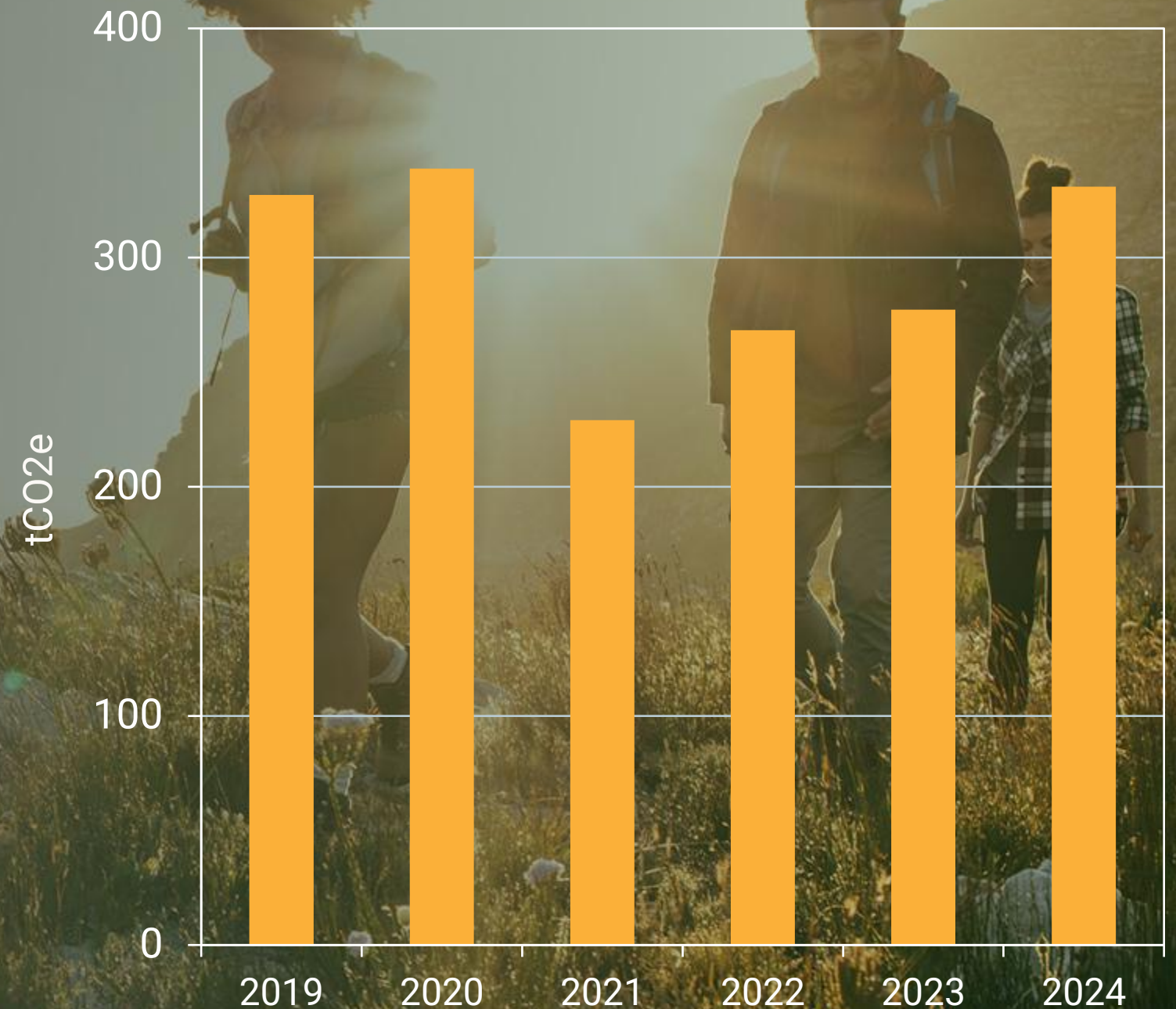
average UK cars for 1 year

Mobsta's impact over time

On a back-casted and methodology-adjusted basis, Mobsta's footprint increased from **277 tCO2e in 2023** to **331 tCO2e in 2024**, an increase of approximately **19% in absolute terms**.

However, this increase should be viewed in the context of business growth and methodological refinement. The 2024 assessment incorporates updated assumptions for digital advertising emissions and revised spend-related emissions factors, with prior years adjusted retrospectively to improve comparability.

The main drivers of the increase are: higher **purchased goods and services / spend-related emissions**; increased **business travel**; entertainment and subsistence remains the largest spend-related hotspot within the footprint and continues to be a priority area for further insight and reduction planning.



Mobsta's emissions intensity

Despite the increase in absolute emissions, Mobsta improved its key business intensity metrics in 2024:

22.5 tCO₂e / £m revenue

7.5 tCO₂e / FTE

Both metrics improved against 2023, indicating that emissions grew more slowly than the business itself. In other words, Mobsta became less emissions-intensive per unit of revenue and per employee, even as overall activity increased.

This is an important signal: while the business footprint increased in absolute terms, the carbon efficiency of growth improved.

22.5
tCO₂e/£m revenue

Emissions intensity by revenue in 2024 decreased 40% year on year

Digital advertising efficiency is improving

When isolating the advertising element of Mobsta's business, emissions per million impressions continued to fall in 2024.

Excluding wider business overheads, ad-serving emissions intensity decreased to:

0.022 tCO₂e per million impressions
down from **0.025 in 2023** and **0.036 in 2022**.

This indicates that the advertising side of the business is becoming more emissions-efficient over time, even though the fully loaded emissions per million impressions increased as total impression volumes fell and wider operational emissions were spread across fewer impressions.

The underlying ad-serving emissions result is relatively **low and improved year on year**, which reflects the continued development of Mobsta's delivery model and improved data visibility.

Based on the FY2024 assessment, the main reasons include:

- stronger partner data and more granular assumptions
- the use of a **very high managed-service share**
- partner pathways that reduce bid-related transmission uplift, including **one-hop premium routes**
- continued refinement of the model in line with evolving industry frameworks such as GMSF / Ad Net Zero.

This means Mobsta is not only measuring digital advertising emissions more robustly, but is also creating better conditions for operational improvement over time.



Improvement Priorities

Based on the FY2024 results, ZeroBees recommends four priority areas for further action:

1. Deeper insight into spend-related emissions

Entertainment and subsistence remains the largest hotspot. Better purchase-ledger granularity and more focused supplier engagement should help identify clearer interventions.

2. Continued work to reduce ad-distribution impact

Mobsta is already doing strong work in this area. Further collaboration with partners, better data visibility, and continued attention to file sizes, bid pathways and inventory quality should support further reductions.

3. Sustainable travel and accommodation choices

Business travel was a significant driver of increased emissions in 2024. Continued prioritisation of rail over flights, lower-impact accommodation options, and better data capture will support more targeted action.

4. Office and home-working emissions

Further improvements can come from renewable electricity, and stronger data collection around water, waste and home energy use.

Why this measurement matters

This assessment is designed to support better decision-making. For Mobsta, measuring greenhouse gas emissions in this way helps:

- build a clearer understanding of impact across the full business and advertising value chain
- identify hotspots and prioritise action
- improve the credibility and comparability of reporting over time
- align internal methodology with the direction of travel in industry frameworks such as **GMSF / Ad Net Zero**
- support more informed conversations with suppliers, partners and clients about lower-impact media delivery.

Importantly, ZeroBees has used a **fully loaded** approach to intensity reporting alongside ad-specific intensity metrics. This gives Mobsta a more complete view of the relationship between campaign delivery, business operations and carbon impact, rather than treating media emissions in isolation.

About this summary

This summary is based on Mobsta's FY2024 greenhouse gas assessment, prepared by ZeroBees using the **Greenhouse Gas Protocol** and an **ISO 14064-1 aligned approach**.

This is an independent assessment based on data provided by Mobsta. It is intended to support internal decision-making and planning, rather than direct comparison with other organisations or external comparative claims.

Please do not print.

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Grounded in science.