Environmental Sustainability Initiatives at IMAGIN.studio

Progress Report 2025

IMAGIN.studio recognizes the critical importance of environmental stewardship in today's world. As a provider of cutting-edge car imagery solutions, we are deeply committed to minimizing our operational footprint and contributing to a more sustainable future.

This inaugural report provides a comprehensive overview of our efforts in 2025 to measure and manage our greenhouse gas (GHG) emissions, marking a significant milestone in our journey towards greater environmental responsibility. We acknowledge that this is our first formal assessment, and we are dedicated to continuous improvement in our methodologies and a demonstrable reduction in our carbon dioxide equivalent (CO2e) emissions year over year.

A Deeper Look at Our Emissions Footprint

To effectively manage and reduce our environmental impact, we adhere to the widely recognized framework established by the Greenhouse Gas Protocol. This protocol categorizes GHG emissions into three distinct scopes, allowing for a thorough and transparent analysis of our carbon footprint across our value chain:

- **Scope 1: Direct Emissions:** These emissions originate from sources that are directly owned or controlled by IMAGIN.studio. Examples include emissions from company-owned vehicles or the on-site combustion of fuels. We are pleased to report that our Scope 1 emissions are currently negligible, reflecting the nature of our operations which are primarily focused on digital services rather than heavy industrial processes.
- **Scope 2: Indirect Emissions (Purchased Energy):** This category encompasses emissions associated with the generation of electricity, heat, or steam that we purchase and consume. For IMAGIN.studio, our primary source of Scope 2 emissions is the electricity required to power our high-performance render farm. This infrastructure is essential for processing the complex and visually rich car imagery that defines our service offering.

- **Scope 3: Other Indirect Emissions (Value Chain Emissions):** Scope 3 represents the broadest category, encompassing all other indirect emissions that occur as a consequence of our activities but from sources not owned or controlled by IMAGIN.studio. These emissions occur both upstream (e.g., the production of goods and services we purchase) and downstream (e.g., the use of our products by customers, although this is less relevant for our B2B model). Key sources of Scope 3 emissions for IMAGIN.studio include the embodied carbon in purchased goods and services, emissions related to employee commuting, and emissions from business travel undertaken by our team.

Detailed Analysis of Our 2025 Emissions Profile

Our comprehensive assessment for the 2025 reporting year reveals that the majority of our GHG emissions are categorized within Scope 2 and Scope 3, underscoring the importance of addressing both our energy consumption and our broader value chain impacts.

Scope 2 Emissions: Purchased Energy Consumption

The processing of high-quality car imagery relies heavily on our render farm, a critical piece of infrastructure that demands significant energy. By meticulously analyzing our energy invoices throughout 2025, we have determined that the electricity consumption of our render farm resulted in an estimated 46.356 kWh of electricity.

During our vendor due diligence we have decided on a vendor that could fuel the center's CO_2 neutral, called Inter-DC. These datacenters are completely neutral with green energy based from 22% wind energy, 64% hydraulic energy and 14% bio mass. Therefore there are no emissions related to this image render farm.

Our Google Cloud emissions are **2.4 tonnes CO_2** estimated based on our internal dashboard in 2025. Our AWS hosting emissions are according to AWS estimated at **0.2 tonnes CO_2** per year.

Our offices in Amsterdam in 2025 were The Office Operators in Amsterdam Bijlmer. We have changed offices this year as this company is completely Co2 neutral.

Furthermore, IMAGIN.studio does not maintain any physical office spaces in India, where a significant portion of our team is based.

Consequently, our total Scope 2 emissions for the 2025 reporting period are calculated to be **2.6 tonnes of CO_2**.

Scope 3 Emissions: Indirect Impacts Across Our Value Chain

IMAGIN.studio's operations generate various forms of indirect emissions, which we have diligently identified and quantified to gain a holistic understanding of our environmental impact beyond our direct energy consumption.

Hardware Purchases

1. High-Impact Assets: Laptops & Workstations

Includes MacBooks, ASUS Laptops, and India Office Workstations.

Region	Unit	Impact (kg CO_2)
Netherlands (Laptops)	13	2,675
India (Workstations)	3	1,650
Total Category Impact	**16**	**4,325**

2. Display & Specialized Equipment

Includes 4K Monitors, standard office screens, and specialized camera gear.

Region	Unit	Impact (kg CO_2)

Netherlands (Displays/Gear)	5	1,595
India (Screens)	11	3,850
Total Category Impact	**16**	**5,445**

3. Peripherals & Accessories

Includes keyboards, mice, headsets, webcams, docking stations, and cables.

Region	Unit	Impact (kg CO_2)
Netherlands (Peripherals)	36	363
India (Webcams/Headphones)	21	273
Total Category Impact	**57**	**636**

Global Production Totals

- **Total Inventory Units:** 89
- **Total Global Production Impact: 10,406 kg CO_2** (~10.4 Tonnes)

Employee Activities

Energy use from work from home

With a predominantly remote workforce, the environmental impact of our employees' daily activities is a crucial consideration. In 2025, IMAGIN.studio employed an average of 74 full-time equivalents (FTE). We have estimated the greenhouse gas emissions associated with laptop energy usage for both our teams in India and the

Netherlands, amounting to a total of **5.5 tonnes of CO_2**. This significant figure is partly attributed to the energy grid composition in India, which has a higher reliance on coal-based power generation, leading to a higher emissions factor per unit of electricity consumed. Our estimate suggests that the average laptop energy usage for an employee in India results in approximately 0.0905 metric tonnes of CO_2 per year.

Beyond remote work energy consumption, other employee-related activities contribute to our Scope 3 emissions:

Events & Gifts

Employee gifts and local team events in the Netherlands generated an estimated **2 tonne of CO_2**.

Emissions from our Indian Functional Meet-up was **17.8 tonnes CO_2.** about 107.573 km travelled by plane and 19.230 km by train. Next year, we are intending to reduce our emissions by finding a more central location for our team to meet-up.

Commute & Travel

Employee commuting for our Dutch office, calculated based on average commuting distances and modes of transport, resulted in **1.2 tonnes of CO_2**. Our Indian staff does not travel to an office.

Emissions from air travel undertaken for sales conferences and other essential business travel totaled **38.3 tonnes of CO_2**. A conscious effort was made to prioritize travel within Europe and to encourage individual travel where feasible to maximize event participation while minimizing the collective carbon footprint.

Considering all these sources, our total Scope 3 emissions for the 2025 reporting year represent a total of **69.8 tonnes of CO_2.**

Total Emissions

Our total emissions for 2025 are **72.2 tonnes CO_2.** This is a 13% increase from 2024. Although we have reduced our emissions by partnering up with more sustainable vendors, this year we flew more to conferences and events and had a significantly

higher emission due to the travels related to our Indian meet-up. On the other hand, our employees grew as well with 22%, so our emissions per FTE have reduced.

In order to compensate for these emissions we have decided to partner up with Gold Standard to find projects that ethically reduce emissions by funding projects in the energy transition.

Our Commitment to a Sustainable Future: Moving Forward in 2025

IMAGIN.studio firmly believes that environmental sustainability is not just a responsibility but also an opportunity for innovation and long-term value creation. Building upon the insights gained from our 2025 emissions assessment, we are actively implementing strategies and exploring new initiatives to reduce our environmental impact in the coming year and beyond. Our key areas of focus for 2026 include:

- **Promote commute to NL office by bike:** From 2026 we are offering a KM compensation as well for those going to the office by bike.
- **Continuous efforts in promoting sustainability into Our Procurement Processes:** Integrating sustainability criteria into our procurement decisions, particularly for IT hardware, will be a crucial step in reducing our Scope 3 emissions associated with purchased goods and services.
- **Assess ways to reduce emissions from Functional Meet in India:** Due to the location in 2025, we had a lot higher emissions than previous year. We will look into how we can better organize this in 2026.

We are committed to transparency in our sustainability journey and will continue to track, measure, and report on our progress in future reports. Our goal is to not only minimize our environmental impact but also to inspire positive change and contribute to a more sustainable future for all.

CO2 Compensation Certification