

Social Impact Review

2024

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Letter from the CEO

As I reflect on 2024, I feel deep gratitude and pride in what we've achieved together. This year has been a testament to our resilience, adaptability, and commitment to innovation, security, and social responsibility. Despite ongoing challenges, MacPaw continues to remain strong, grow, making a real difference where it matters most, and making a hard but important decisions when needed.



Oleksandr Kosovan,
Founder and CEO
of MacPaw

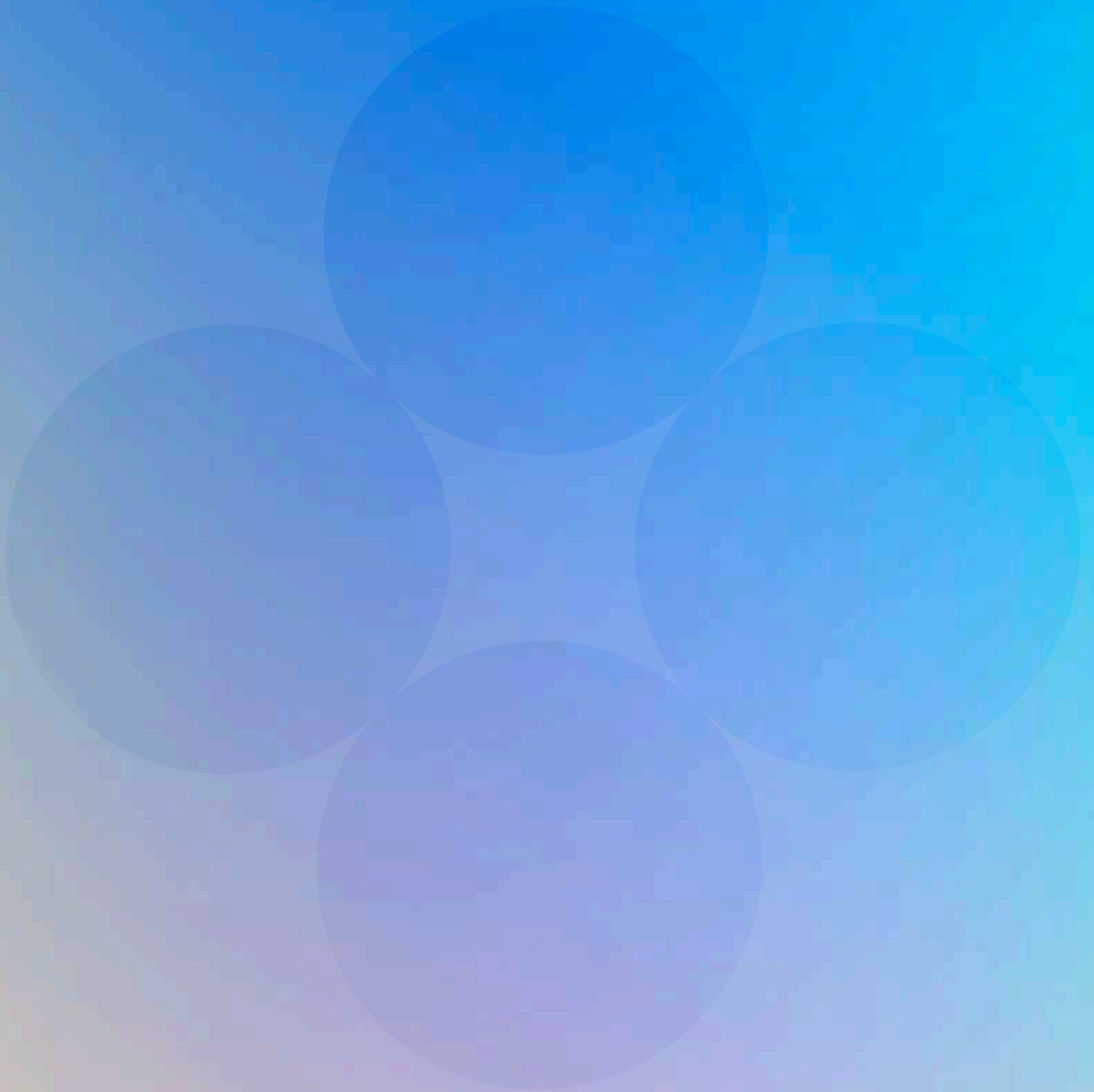
One of the most significant pillars of our work has been supporting Ukraine's defenders. Through the MacPaw Foundation, we've provided essential aid, technological resources, and financial support to those protecting our Homeland. Their bravery allows us to keep doing what we do best—developing innovative products, advancing technology, and driving positive change in Ukraine and beyond.

Looking ahead to 2025, we remain committed to expanding our impact, supporting Ukraine's defenders, and pushing the boundaries of technological innovation. At MacPaw, we're not just building software—we're shaping a future where technology empowers, protects, and transforms lives.

To our defenders, team, and community—thank you. Your strength and dedication inspire us every day. Because of you, MacPaw continues to thrive, craft, and give back.

Here's to another year of resilience, innovation, and impact.

Sustainability Strategy & Commitments



Our Purpose
Commitment

At MacPaw, sustainability is embedded into everything we do. Our approach aligns with global environmental, social, and governance (ESG) standards to ensure that we drive meaningful change.



Sustainability Framework

Our strategy is built on three pillars:

.....●
(A) Social Impact

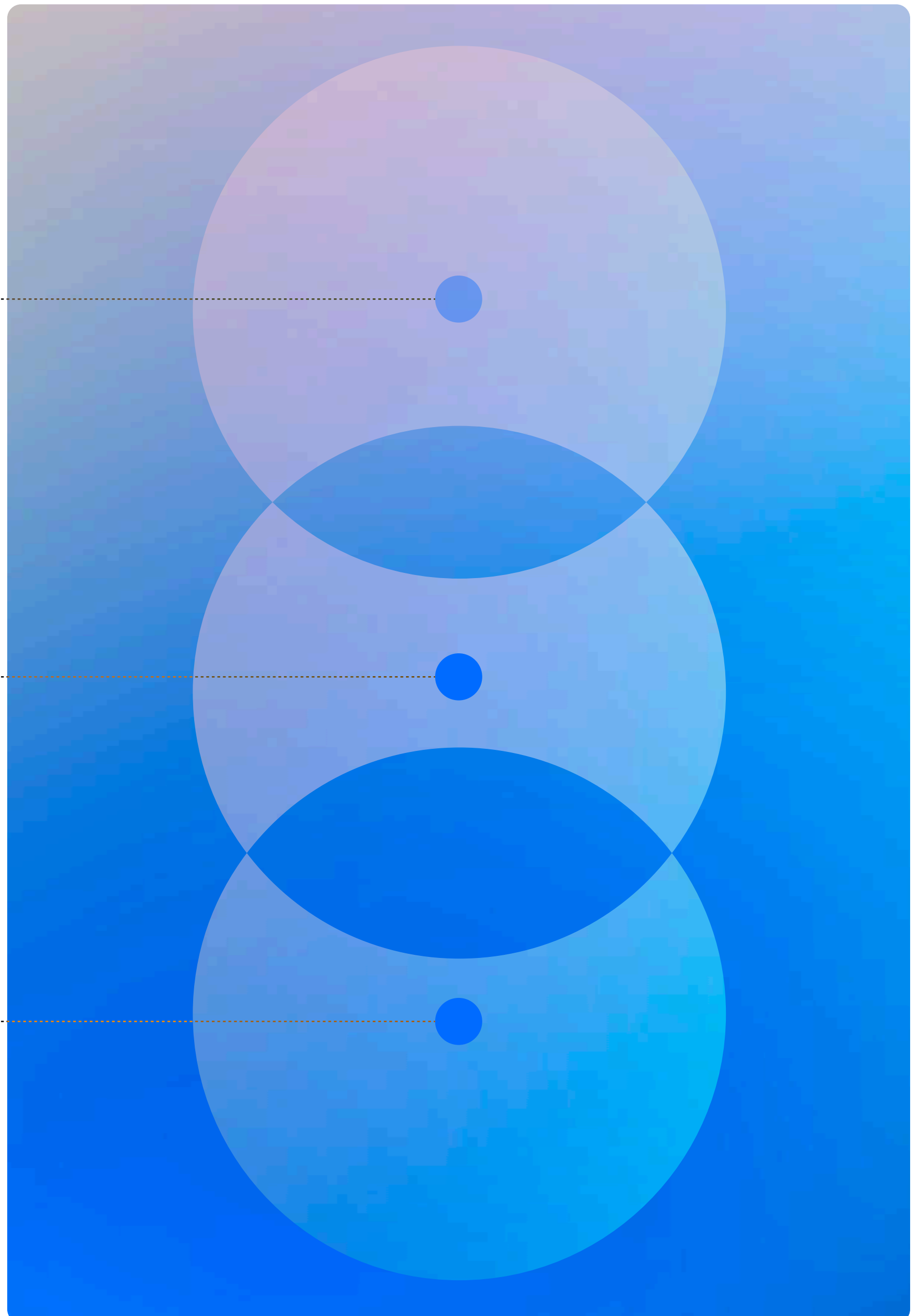
Prioritized workplace well-being, diversity, equity, and inclusion (DEI), fostering corporate social responsibility (CSR) and community-driven initiatives.

.....●
(B) Environmental Responsibility:

Cut carbon emissions, adopting renewable energy, and reducing e-waste.

.....●
(C) Governance & Ethics:

Maintained corporate transparency, ensuring data security, and upholding responsible business practices.



UN SDGs Alignment

MacPaw aligns its efforts with the UN Sustainable Development Goals, focusing on:

Goal 3

Good Health
and Well-being

Goal 4

Quality
Education

Goal 5

Gender
Equality

Goal 8

Decent Work and
Economic Growth

Goal 9

Industry, Innovation,
and Infrastructure

Goal 10

Reduced
Inequality

Goal 16

Peace, Justice, and
Strong Institutions

Goal 17

Partnerships
for the Goals

Environmental Impact



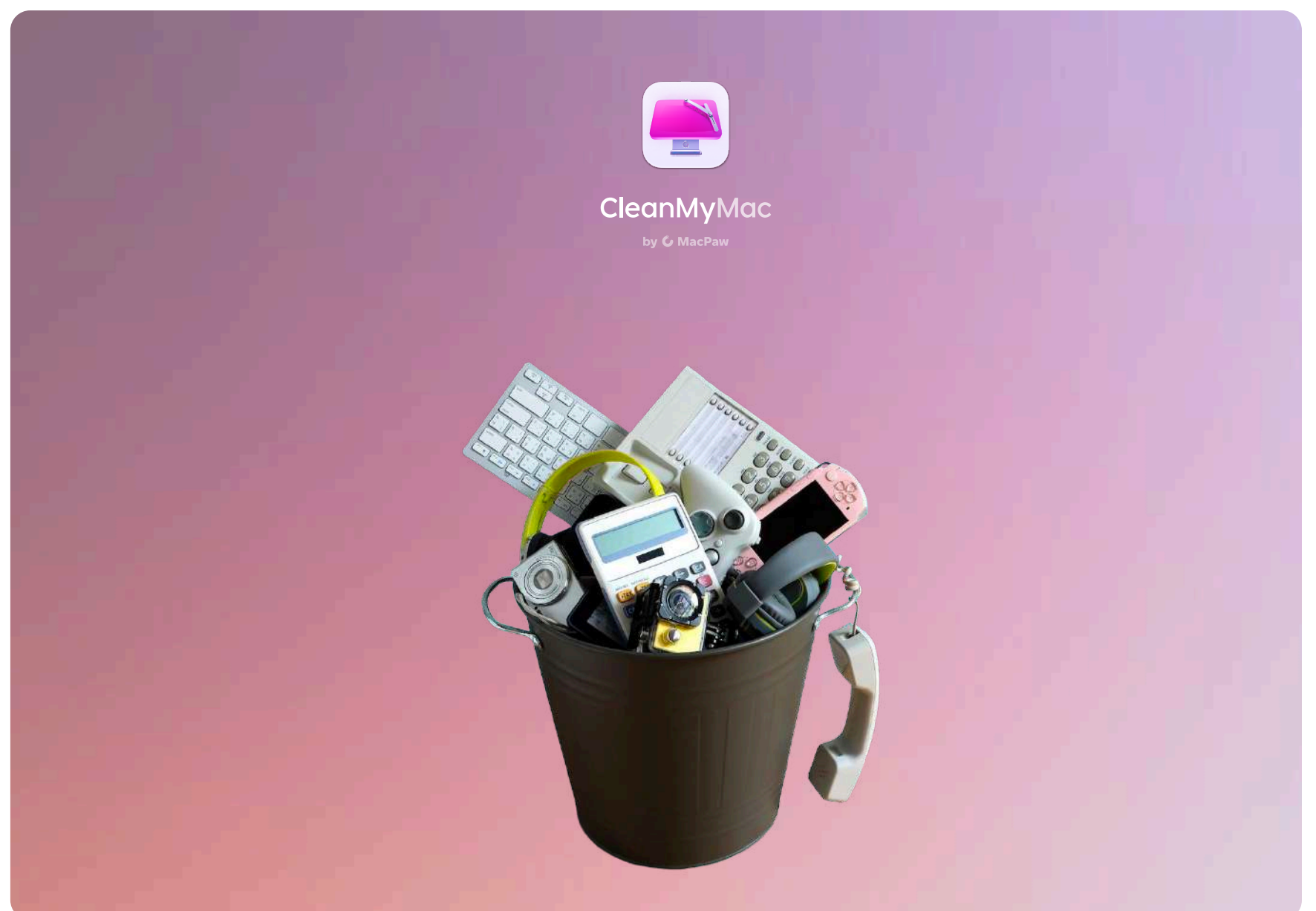
Sustainable Product
Development

We integrated eco-friendly software practices, including energy-efficient algorithms and cloud optimization, to reduce our digital footprint.

E-Waste
& Recycling Programs

By optimizing devices globally, MacPaw actively reduces the carbon footprint associated with digital and electronic waste.

In 2024, CleanMyMac significantly contributed to global e-waste reduction and enhanced device performance:



01

3.8M

Malware threats were eliminated, enhancing security

02

6.5M

Duplicates and similar files removed, optimizing storage

03

9.7M

Apps updated, ensuring access to the most secure, and energy-efficient software versions

04

37.8M

Unnecessary applications uninstalled, improving energy efficiency

63.8 B^{GB}

Of junk files were removed, extending device lifespan

Social Impact



Diversity, Equity & Inclusion (DEI)

Inclusive Hiring

Expanded recruitment policies to ensure equitable opportunities for underrepresented groups.

Veteran Reintegration

Supported the seamless transition of veterans into the professional environment.

Strategic Partnerships

Collaborated with NGOs to drive research and inform policy development. As part of this effort, we at MacPaw supported the Human Rights Center for Servicemen and Veterans Pryncyp in conducting a study on the challenges faced by military personnel and veterans diagnosed with oncological diseases.

Talent Growth & Global Knowledge Exchange



Mentorship and Talent Development:

40

Conducted training sessions focused on career growth and leadership development.

90

Mentorship consultations were provided by MacPaw specialists to emerging professionals from leading institutions: the National University of Kyiv-Mohyla Academy and the Inscience Project.



Global Collaborations:

2.5 months

MIT interns through the MIT-Ukraine Program, who worked closely with our Technological Research and Development team.

They conducted extensive research, selected optimal approaches, and organized data and machine learning models to enhance our software update processes.

MacPaw Cares

Our corporate and social impact program empowers our team members to contribute their time, resources, and expertise to local and global initiatives:



Community engagement:

600+ volunteer hours dedicated to community initiatives.

Tech for Good

Provided free IT consulting and cybersecurity training for NGOs.

Education & Mentorship

Supported young tech talents through programs like MIT-Ukraine, National University of Kyiv-Mohyla Academy, and Inscience.

Humanitarian & Social Support:

Partnered with local organizations and NGOs to support individuals in need.

Disaster Relief & Emergency Response:

Mobilized resources, providing financial aid, essential supplies, and technical support.

Through MacPaw Cares, we ensure that our impact extends beyond technology, actively contributing to a stronger, more resilient society.

Cybersecurity and AI for Sustainability



Cybersecurity Measures & Innovations

In light of increasing cyber threats, we have prioritized cybersecurity this year. Additionally, in response to geopolitical instability, we've strengthened our security infrastructure:



01.

Strengthened defenses against phishing, DDoS attacks, and unauthorized access

02.

Encrypted alternative communication channels to ensure operational continuity

03.

Hosted Objective-See Kyiv, uniting global cybersecurity experts and Ukrainian IT talent

04.

Provided free ClearVPN licenses to Ukrainians and free CMM licenses to journalists covering the war in Ukraine

05.

Moonlock Lab analyzed new macOS malware, sharing insights with the community and contributing to global security. Moonlock Engine in CleanMyMac detected 79 million malicious files in 2024 alone

Compliance & Certifications

(A)

Achieved ISO/IEC 27001:2022 certification

(B)

Maintained compliance with global data protection regulations

(C)

Strengthened third-party vendor security assessments



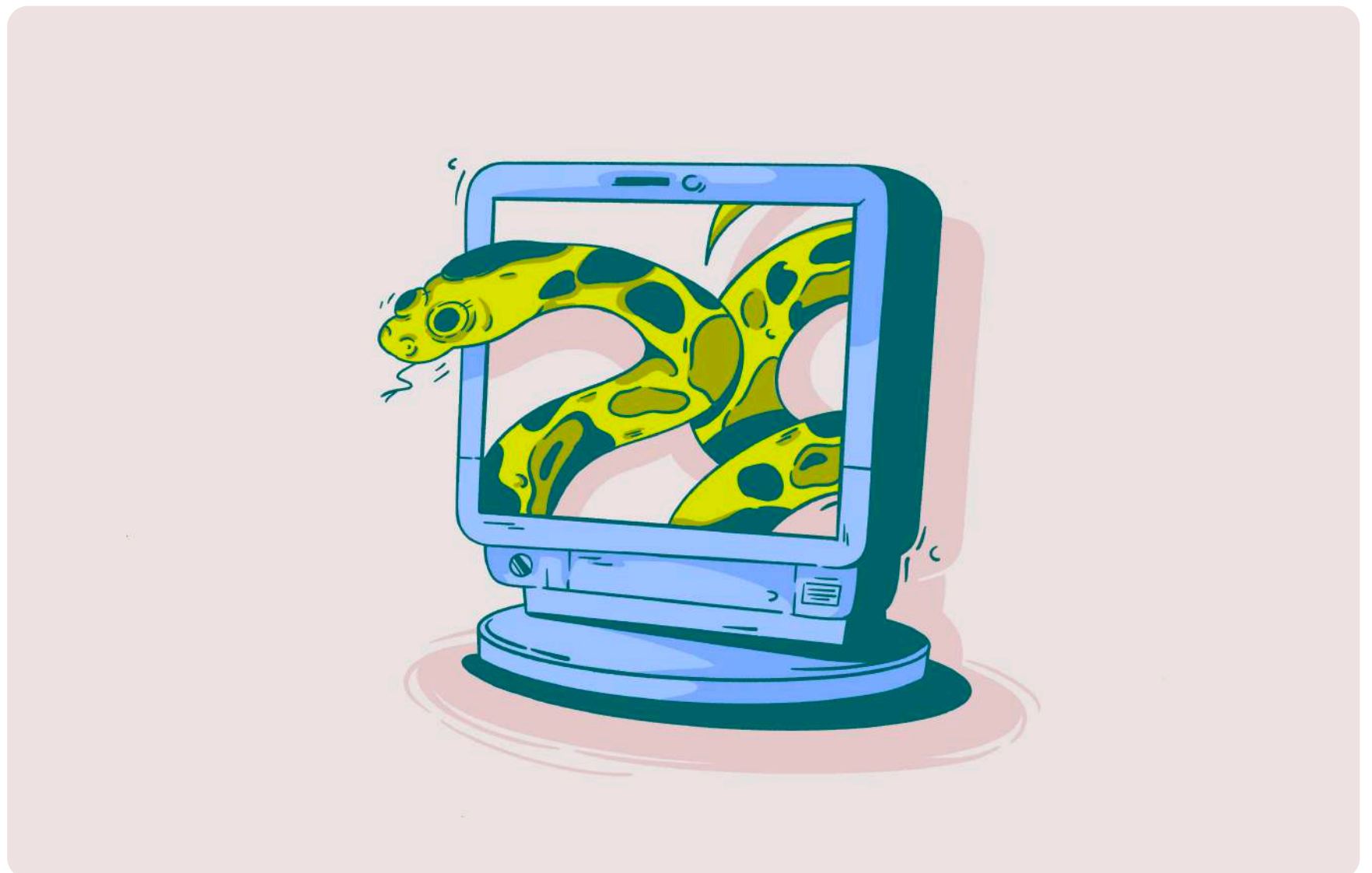
AI and Sustainability

AI-Driven Security

Used machine learning to predict and prevent cybersecurity threats.

Veteran Reintegration

Researched AI solutions to optimize energy use and reduce digital carbon footprints.



MacPaw Foundation



Key Initiatives in 2024

MacPaw Foundation remains a leader in social impact, providing support to Ukrainian defenders, humanitarian aid, foster education, and technological advancements for Ukraine's defenders and civilians.



Education & Tech for Good



Established two DIY Labs in Mykolaiv and Chernihiv schools in partnership with SavED.

Published and sold 1000+ copies of *Innovations in Isolation: The Story of Ukrainian IT from the 1940s to Present*, raising \$43,000 for humanitarian needs.

100+

Bookstores in Ukraine distributed the book

1K

Copies sold worldwide

43K^{\$}

Raised for humanitarian needs



Bridging History and Innovation

Innovation in Isolation: The Story of Ukrainian IT from the 1940s to Present, a historical and scientific book that chronicles the rich and often overlooked history of Ukraine’s technological advancements. In this book, we highlighted the resilience, ingenuity, and world-class expertise of Ukrainian IT professionals, even in times of war and crisis.



Key Achievements of the Project:

Global Reach & Recognition

Since its release, the book has been distributed across 100+ bookstores in Ukraine and is available internationally via Amazon and IST Publishing website.

More Than Just a Book

Innovations in Isolation serves as a testament to Ukraine's pioneering role in IT and an inspiration for future generations of engineers, entrepreneurs, and researchers.

Major Launch Events & Media Exposure

The book was officially presented at Mystetskyi Arsenal in Kyiv (May 2024), drawing attention from leading tech and cultural figures.

It was later showcased in Boston (November 2024) at the Massachusetts Institute of Technology (MIT) as part of a special event focused on Ukraine's role in the global technology landscape.

The project was covered by top media outlets and thought leaders in tech and innovation.












With this initiative, we reinforced MacPaw's commitment to technological excellence and social responsibility by documenting Ukraine's IT legacy and using the proceeds for humanitarian aid.

Humanitarian & Community Engagement








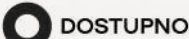
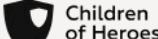





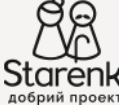

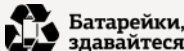



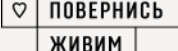











Awards & Recognition

In 2024, MacPaw received numerous awards recognizing our commitment to excellence across various domains, including our role as an employer, impactful CSR initiatives, cybersecurity efforts, and innovative product design.

Nº	Name Awards	
1.	Fast Company Brands That Matter	
2.	Best Inspiring Workplaces in Europe	
3.	ISO/IEC 27001:2022 certification	
4.	Finalist 2024 Reuters Sustainability Awards	
5.	Red Dot Award: Brands & Communication Design 2024	
6.	Global Infosec Awards	
7.	Cybersecurity Excellence Awards	
8.	CES Innovation Award® Honoree	
9.	Top 25 Tech CEOs of Boston	
10.	CEO of the Year in the Technology Industry	
11.	2024 Partnership for Sustainability Award (UN Global Compact)	

Partners

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