

Impact Report '25

2025 marked a year of growth for our people, our offices and was shaped by new challenges.

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Word from us

2025 has been a year to remember. We grew as a team, as a company and as a community of people who genuinely care about what we are building together. New faces, new offices, new partnerships/customers. Each milestone this year is a reflection of the energy and dedication that everyone at MoreApp brings to the table every single day.

There is still so much we want to do and that is exactly what excites us. This report is about MoreApp's journey, the milestones, the momentum, and the people who make it all worthwhile.

Enjoy the read!



2025 in review

2.007

customers

28.002

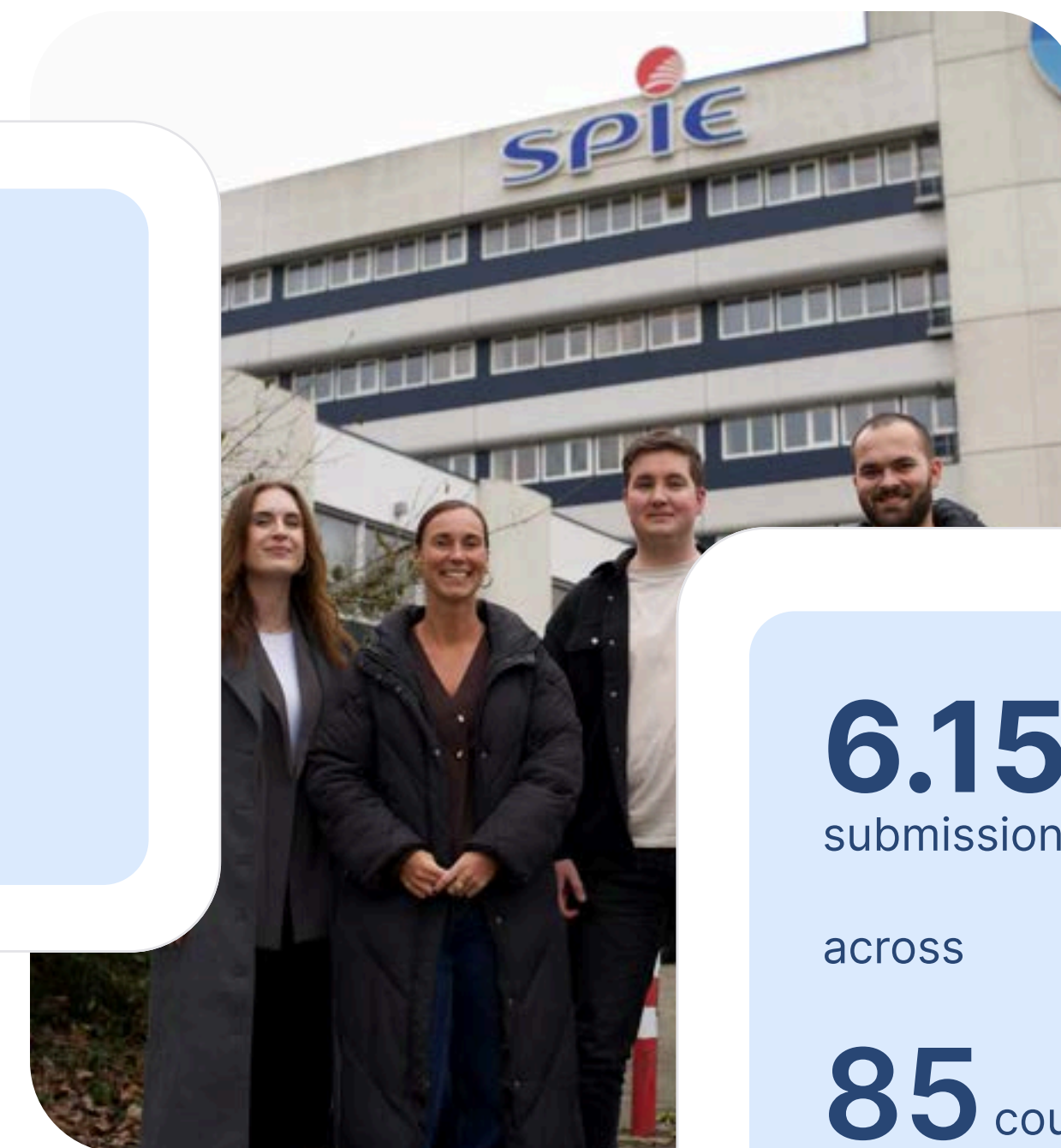
average monthly users

6.156.563

submissions

across

85 countries



40

people working at MoreApp

45% female

55% male



1%

of MRR donated to reforestation initiatives



4

offices in Barcelona, Berlin, Rotterdam, & Nantes

2

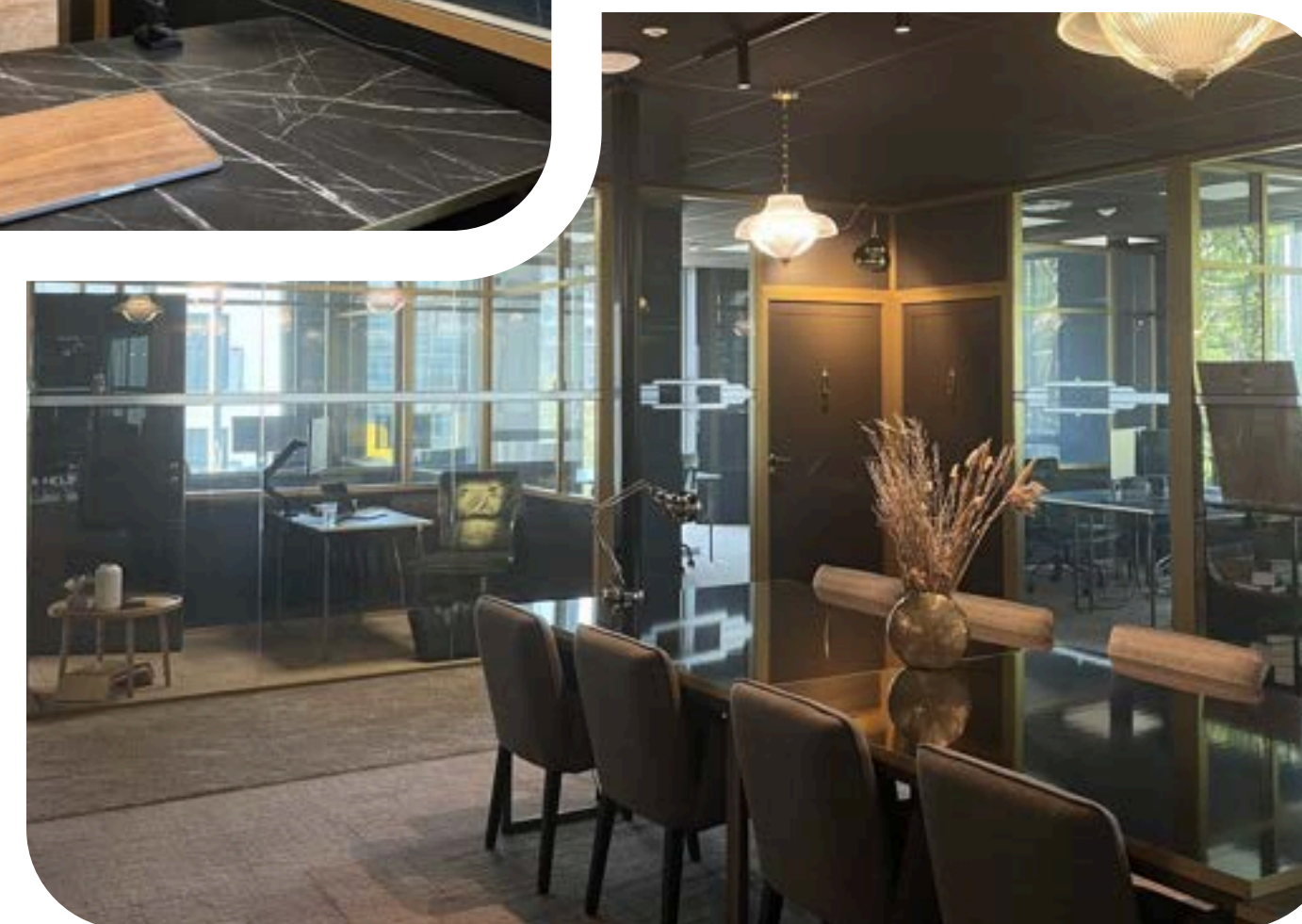
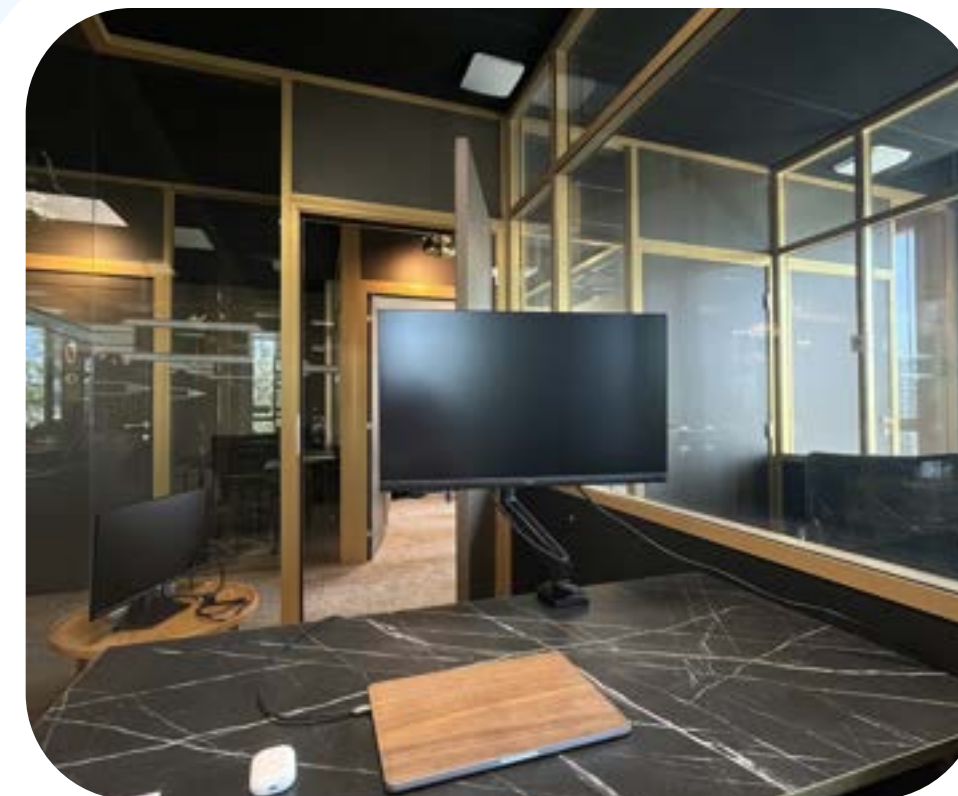
offices are part of CIC's co-working space community





A new French entity in Nantes

In 2025, we reached a new milestone with the opening of our Nantes office, closely located to the river Loire, on Nantes' island. MoreApp has been present on the French market since 2018, and this new establishment naturally reflects our growth trajectory and strengthens our ability to support our clients.





“The opening of our office in Nantes marks a key milestone in our regional development. It allows us to be closer to our clients and to accelerate support for French companies in their digital transformation. Our ambition is clear: to provide concrete, fast, and high value-added solutions to the challenges faced by local stakeholders.”

Adèle
Regional Team Lead



Who we serve

By the end of 2025, MoreApp supported 2.007 customers across 50 different countries, working in more than 200 industries. We serve a broad audience, from Kenya to New Zealand, and from construction and installation companies to farmers and healthcare providers. This wide range shows how flexible MoreApp is, helping many types of businesses simplify their daily work and collect data more easily.



2.007
Active customers



50
Different countries

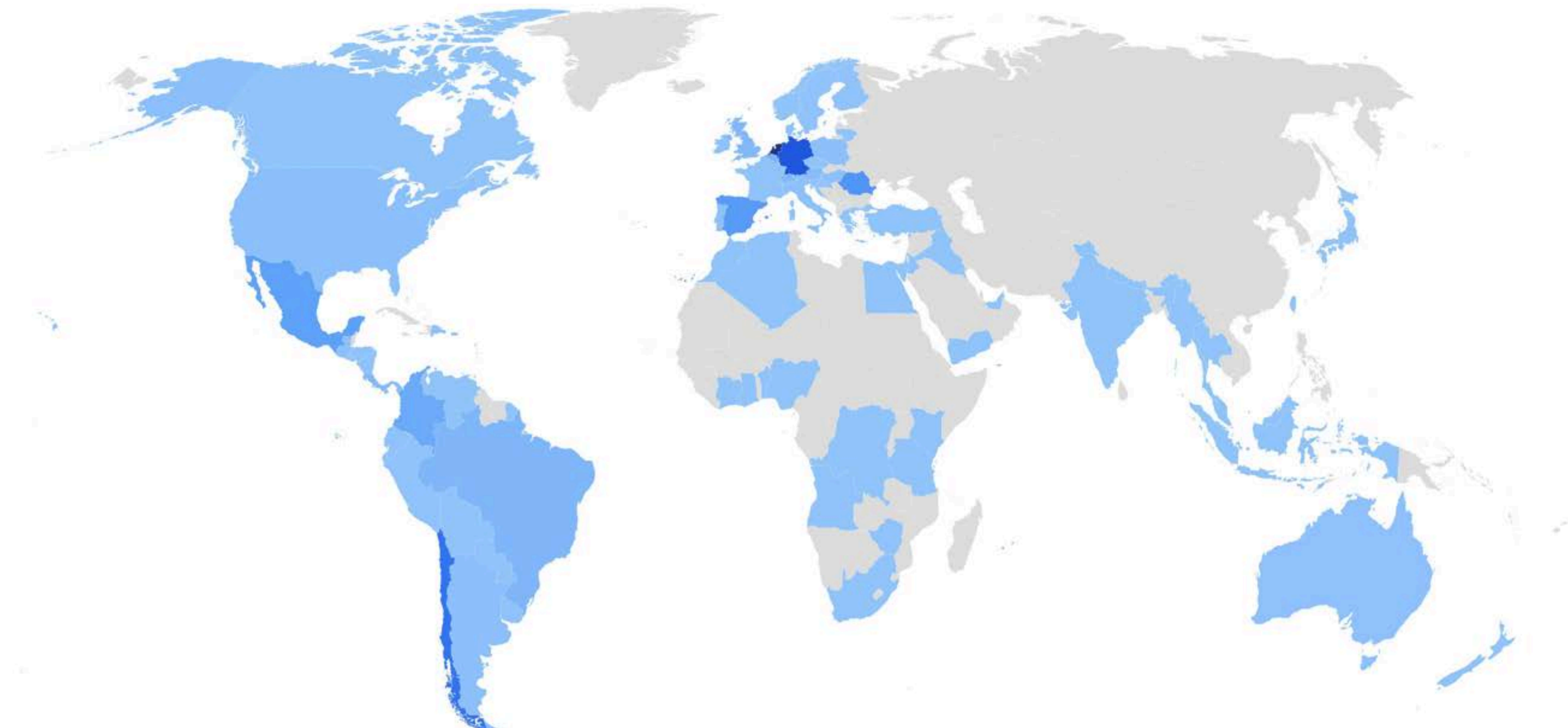


200+
Different industries



International presence

MoreApp is used by customers in 50 countries, with form submissions happening in 85 countries around the world. It supports businesses on every continent except Antarctica, showing how widely it's used in different industries and environments.





Impact bingo

In 2024, we set our bingo card with bold ambitions for 2025. We may not be shouting BINGO just yet but we are proud of what we have accomplished. We successfully expanded our team and celebrated it together in Nantes. We teamed up with Trees for All, a sustainability initiative through which we planted thousands of trees. And in October we hosted our very first customer event in Rotterdam, a meaningful milestone for us. What's still on our card: launching an employee vitality initiative, becoming part of a wider community, and making our travel habits greener by choosing the train over the plane.

Let's make Bingo happen in 2026.

 New nonprofit partnership	 Take the train over plane	 Launch employee vitality initiative
 Become part of a community		 Expand our Team
 Join a green initiative	 Host a customer event	 Celebrate our Team



Our impact

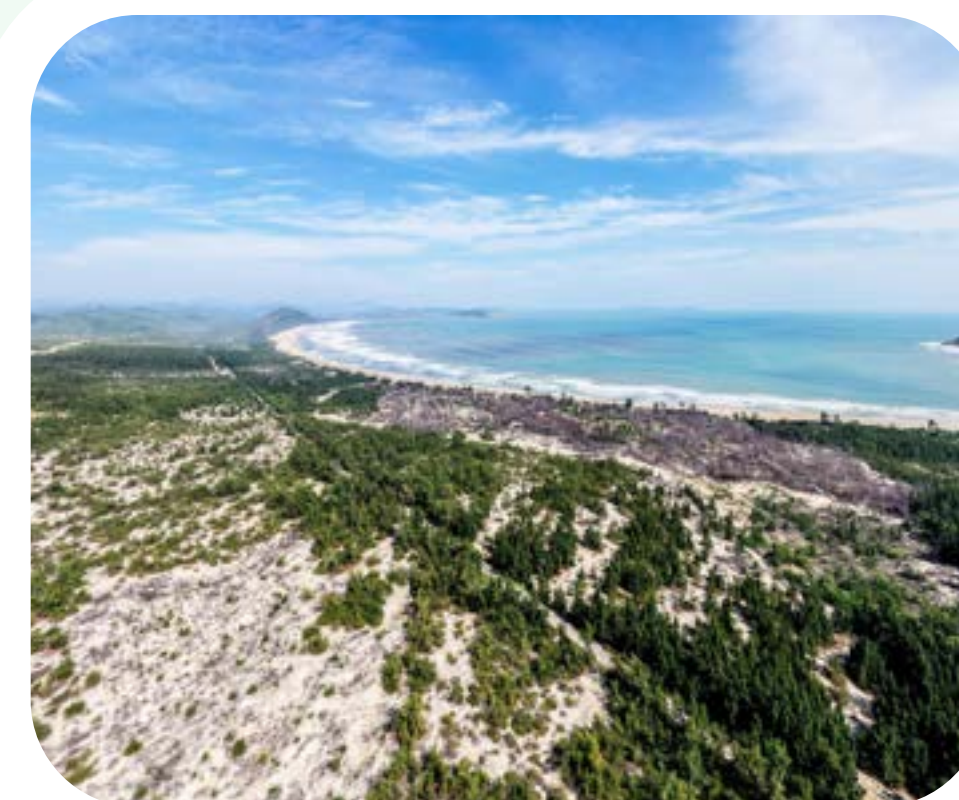
At MoreApp, we continue to acknowledge and monitor our CO₂ emissions as the company grows. In 2025, our emissions increased compared to previous years. This is due to an increase in business air travel as we invested in employee trainings, and our annual team event. As we welcomed more employees, commuting emissions and energy consumptions increased. We remain aware of the responsibility to reduce our impact and emissions and strive for efficient ways of working and travelling.

		2023		2024		2025	
Activity		tCO ₂ e	% of total	tCO ₂ e	% of total	tCO ₂ e	% of total
Company vehicles	Petrol	3,69	4.4%	1,54	3.8%	0,00	0.0%
	Electric	3,97	4.8%	3,49	8.5%	1,98	2.7%
Travel	Commutes	4,80	5.8%	5,16	12.6%	7,24	9.7%
	Flights	66,86	80.3%	27,67	67.5%	59,76	80.3%
Hosting		3,60	4.3%	2,75	6.7%	3,17	4.3%
Energy consumption		0,30	0.4%	0,41	1.0%	2,26	3.0%
Total		83,23	100%	41,02	100%	74,41	100%
tCO₂e/employee		2,42	-	1,32	-	1,86	



Planting trees with Trees for All




MoreApp works together with Trees for All to support tree planting projects. Every month, we donate 1% of our MRR to this effort. This is partly invested in Dutch tree planting initiatives and the other part in international projects. This helps MoreApp partly compensate for its negative impact while contributing to a greener and more sustainable future.





Vietnamese dune forests




Xuan Tho, Vietnam

-  Conserving endangered tree species
-  Improved coastal protection
-  Work and income for the local population



Dutch lowlands

Barendrecht, The Netherlands

-  Planting 23 tree and bush species
-  Attracting new flora and fauna
-  Connecting patches of nature





What customers saved

In 2025, MoreApp transformed what would have been almost 18 million paper documents into digital workflows, saving the equivalent of 20 million litres of water, 225 thousand kilograms of paper, over 1.570 tons of CO2 equivalent and 1.85 million kWh of energy.*



45.000.000

sheets of A4

=

2.500

km of paper laid end to end



1.850.000

million kWh of energy

=

650

households powered for a year



20.000.000

litres of water

=

27.000

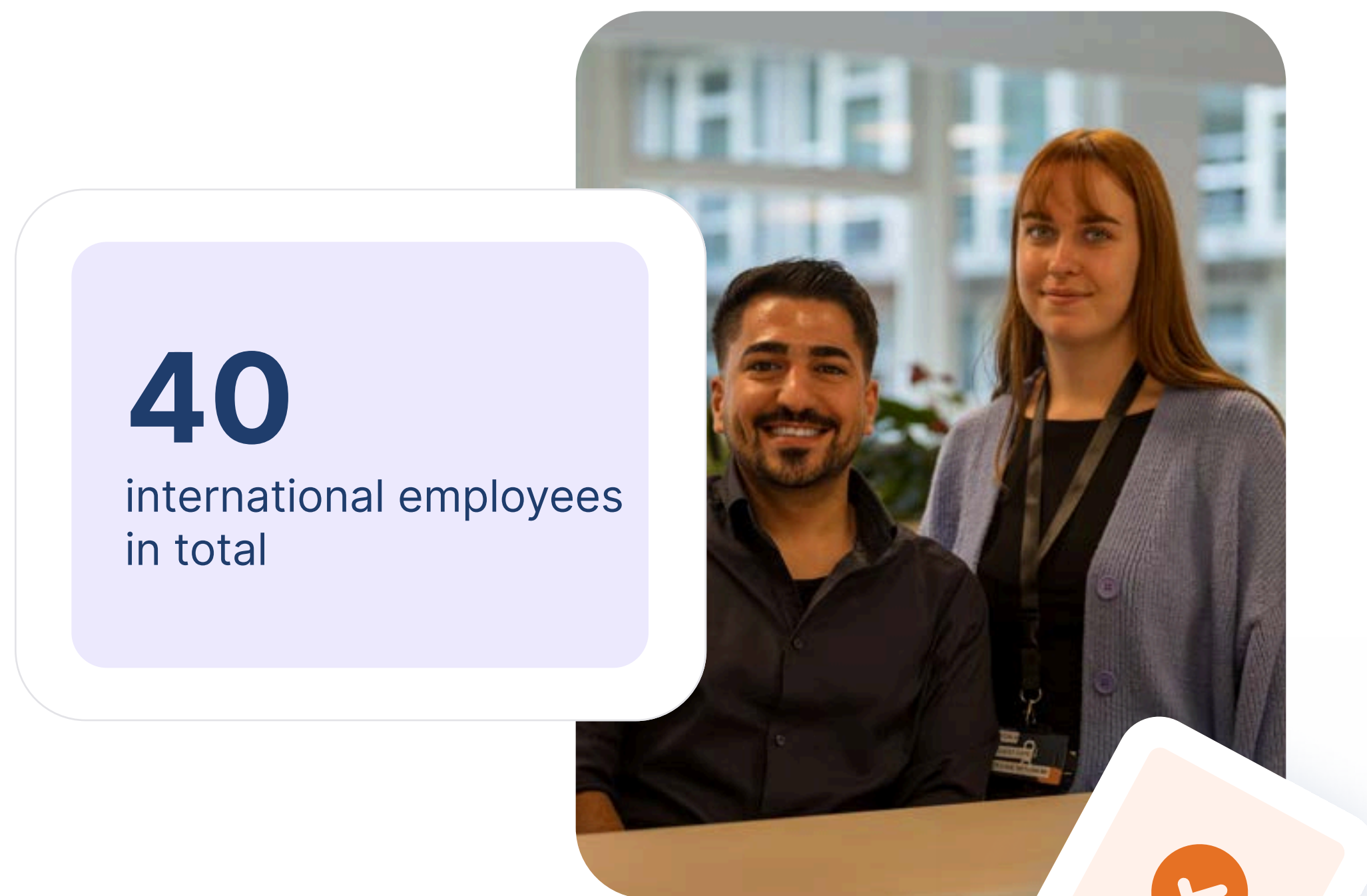
people's annual drinking water

*based on an estimated document length of 2.5 A4. Environmental impact estimates were calculated using the Environmental Paper Network Paper Calculator Version 4.0.

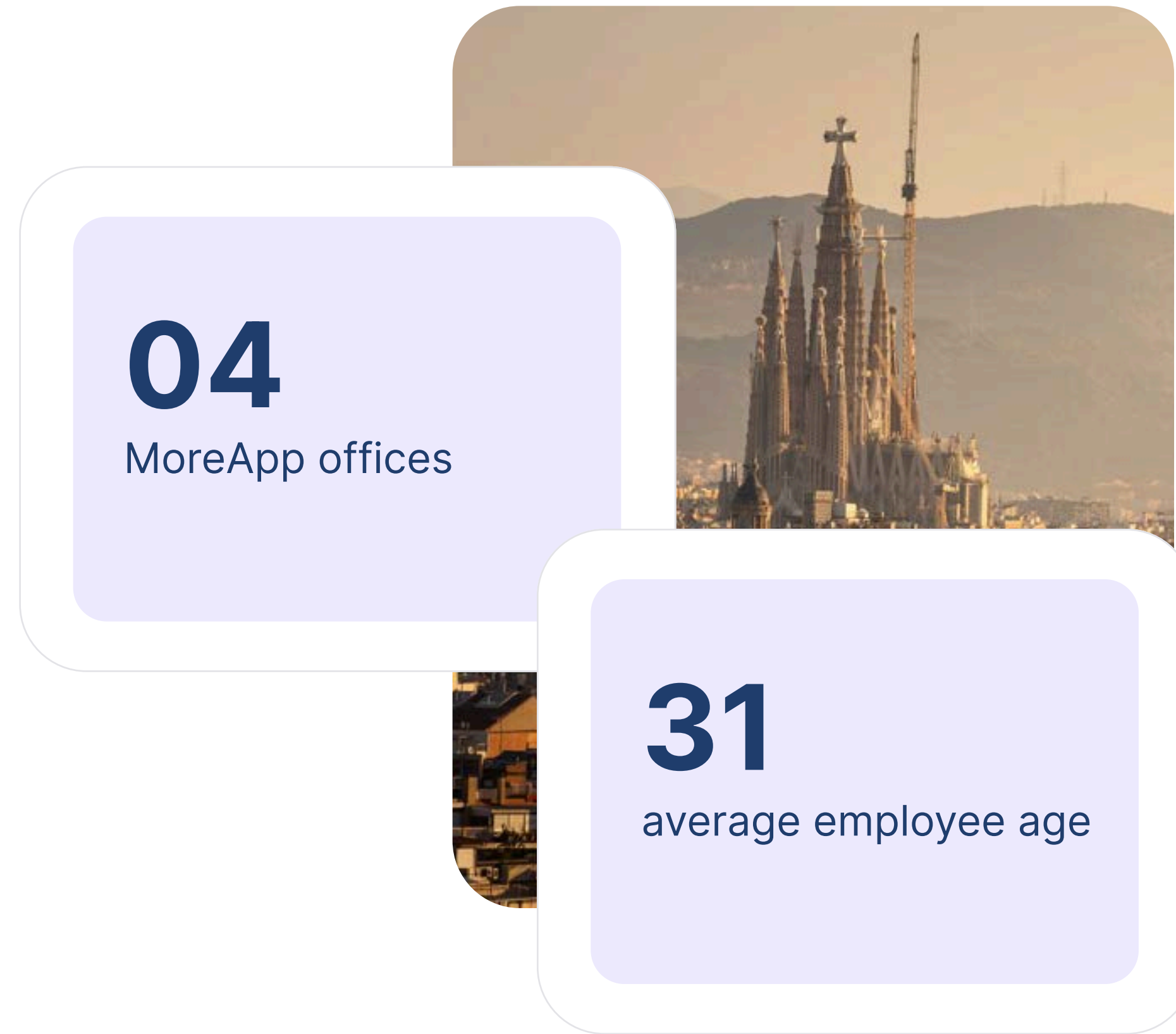


Growing together

Forty. That's the number of passionate individuals who now form the MoreApp Team. From 31 to 40 people in a single year, our growth reflects not just the ambition of our company, but the trust that talented people place in us. Growth isn't just about numbers, it's about the moments that bring us together. From our annual Team Event to our Christmas dinners, we've made it a priority to nurture real human connections across borders.

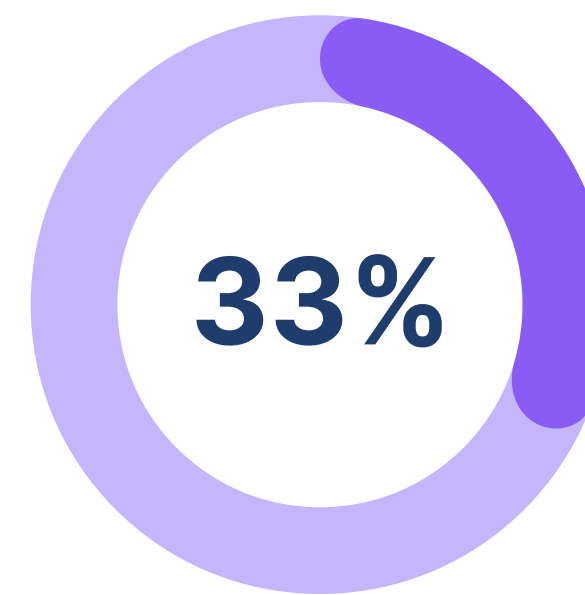


40
international employees
in total

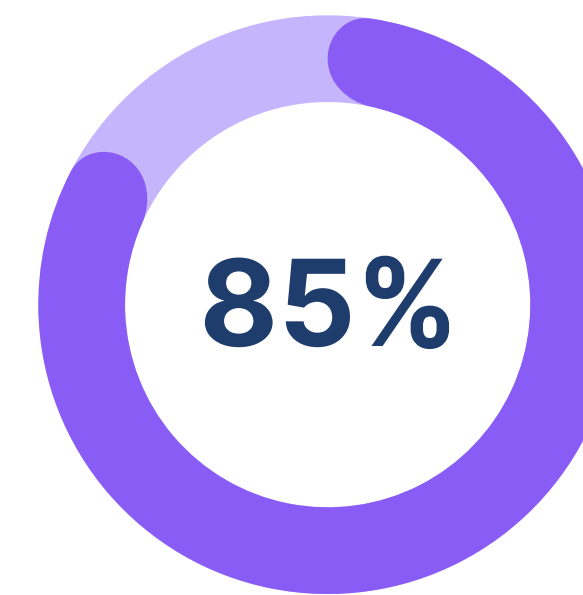


04
MoreApp offices

31
average employee age



Started as intern



Commutes by public transport,
bike or on foot



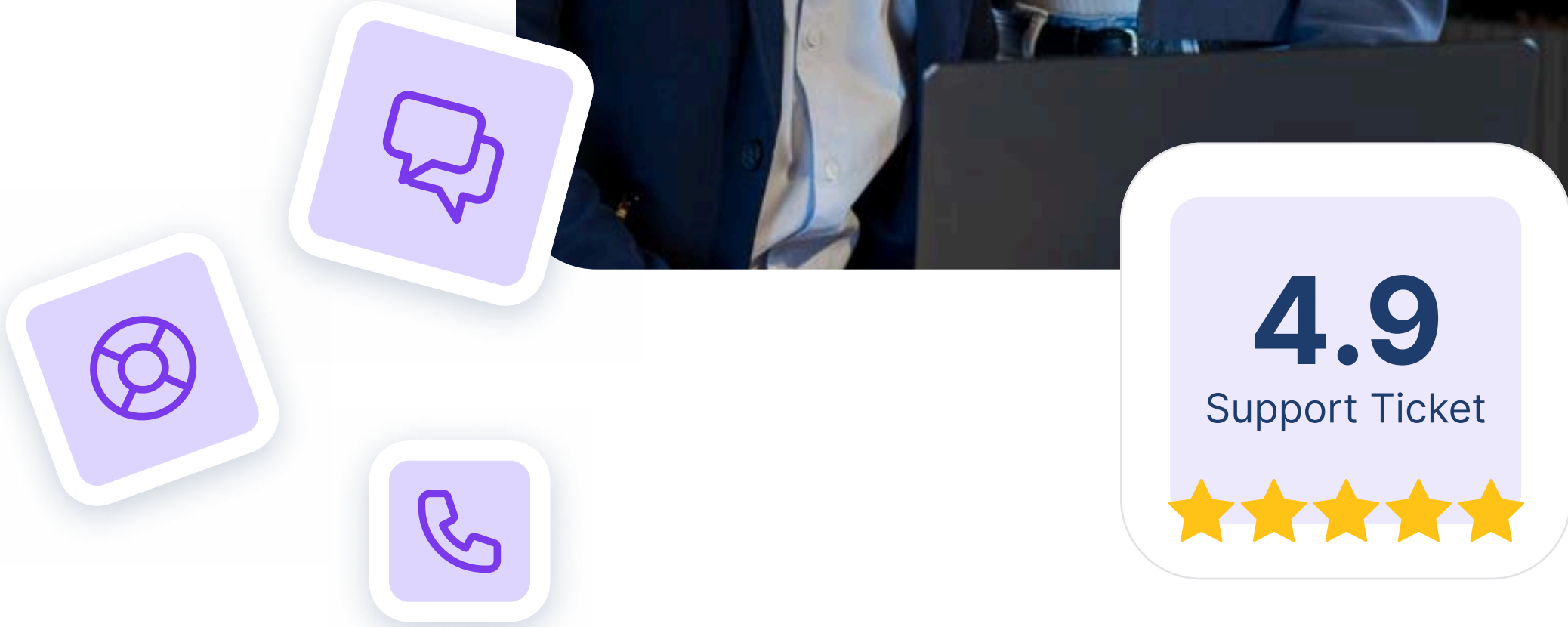
"What I like most about MoreApp is its culture of trust, ownership, and a shared drive to improve things together. It's a place where you can truly grow and expand yourself by taking on new challenges, stepping outside your comfort zone, and continuously developing both your skills and perspective."

Laura
Demand & Social Media Marketer



Highly rated

MoreApp has a dedicated support team that helps users with issues and makes sure they get the most out of the Platform. Our focus on quick and personal support has led to great ratings in the App Store, Google Play Store and G2.





MoreApp Connect Event

MoreApp hosted its first-ever customer event in Rotterdam for Dutch customers, called MoreApp Connect. During the event, partners gave talks and MoreApp shared a sneak preview of what we are currently working on, as well as what's planned for the near future. These sessions gave attendees insight into product development and company direction. The day ended with time for networking, giving customers the option to connect with each other and the MoreApp team, to exchange experiences, and build new relationships.





Secure and available

MoreApp places a strong focus on security and reliability. We are certified with ISO 27001 and ISO 27701, and is fully compliant with GDPR standards. All data is hosted on servers in the Netherlands, ensuring it stays within the EU. In addition, MoreApp maintained an uptime of 99.99% in 2025, showing our commitment to providing a stable and secure service that customers can rely on every day.



2

ISO certifications



100%

EU hosted



99.99%

Uptime in 2025



Our partners

MoreApp has partnered with several good causes, in line with our core value of putting people and planet over profit. By supporting initiatives that focus on sustainability and social impact, we aim to make a positive contribution beyond our day-to-day business.

**BUSINESS
SUPPORTER** 

Reforestation of the Amazon and making the world nature-positive.



Trees for All

Making an impact planting trees all over the world.

**HEART FOR
BUSINESS**



Joining in on their mission for a happy, healthy heart for everyone.

Vriend van het  **Rode Kruis**

Investing in innovative solutions for vulnerable communities.



Visit our
impact page

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Sources

Heroicon.com
Freepik.com
Trees for All
Environmental Paper Network

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