



# Electrify ESG Report 2025

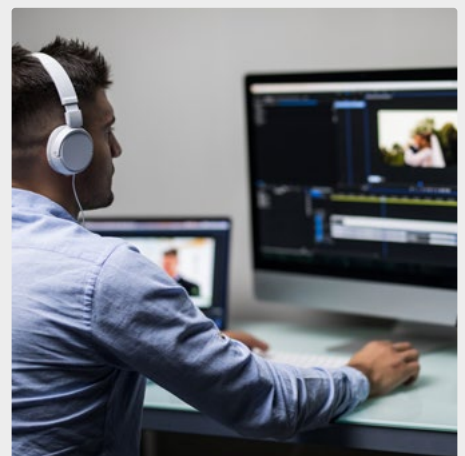
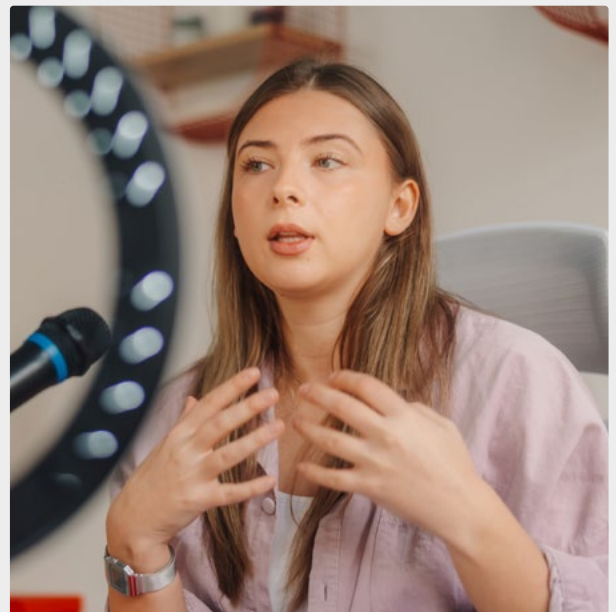
Founded in 2021, Electrify is a next-generation media company that invests in and scales informative and inspirational creator-founded brands.

As a dynamic media company reaching hundreds of millions, we aim to inform and inspire generations through high-quality content, while being a positive force within the creator community.

In just five years, Electrify has grown to a team of more than 100 digital media experts and expanded our portfolio to include more than 18 brands.

We remain deeply committed to advancing and strengthening our approach to environmental, social, and governance (“ESG”) issues, ensuring we serve our creator partners, employees, shareholders, and investors while enhancing our business success.

We view ESG as a core driver of long-term value creation at Electrify. As we scale a portfolio of creator-led businesses reaching hundreds of millions globally, trust, governance and responsible growth are critical to sustaining that impact over time.



# Governance and Organisation



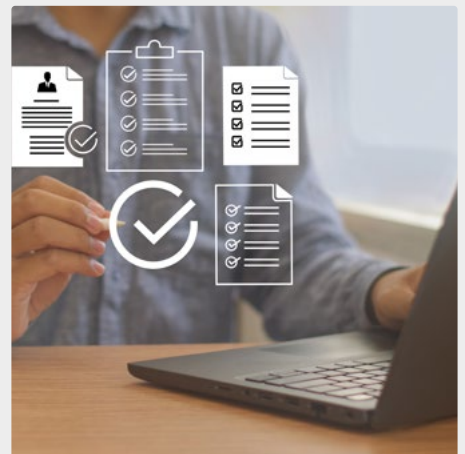
## Board of Directors

Our aim is to build a strong and diverse board, including independent non-executive directors.

Tim Shey sits as the independent non-executive chairperson to our board, reinforcing our commitment to governance and ensuring alignment with best market practices and standards.

## Governance Policies

Our employees, as well as our advisors are bound to the Electrify Employee Handbook which details a range of policies, including, but not limited to, the Equal Opportunities Policy, Harassment Policy and Bribery and Corruption Policy.



# Social Impact

## A Culture of Diversity, Equity and Inclusion

We are dedicated to building a culture that attracts and retains top talent, fostering a community where everyone feels welcome, safe, and inspired.

Operating remotely with a workforce across the globe, we take pride in our rich tapestry of diversity, which is represented by 26 nationalities from 19 countries.

As of the end of 2025, Electrify has achieved 34% female and minority gender representation among our employees. We continue to prioritise diversity and aim to maintain a balanced culture with strong female and minority gender representation throughout 2026. In 2025, we expanded our headcount by adding 50 new employees, 40% of whom

are female, through both new hires and acquisitions.

Our goal is to further develop the next generation of female and non-binary leaders in senior positions and ensure the retention of women and other minorities currently in leadership roles.

We maintain a remote work policy that supports 100% work-from-home flexibility. This approach enhances our ESG initiatives by reducing business travel, office space needs, and the company's carbon footprint. Additionally, the flexibility of remote work opens up new opportunities, particularly in terms of equal opportunities, inclusiveness, and diversity.



## Employees' well-being

While we remain fully remote, we continue to prioritise team connection by organising two in-person gatherings each year, fostering stronger relationships and enhancing team bonding across our remote workforce. In 2025, we held two successful team gatherings — one in Edinburgh, UK, and the other in Barcelona, Spain.

## External social impact via Electrify Impact

Electrify continues to demonstrate its commitment to social responsibility through both internal and external initiatives. Electrify Impact has been established to provide expertise, resources and industry insights to emerging creators and non-profit organisations. The Impact work is specifically aligned with the United Nations' 17 Sustainable Development Goals (SDGs), supporting the development of informative and inspirational content that drives positive change.

Electrify's Creator Accelerator programme is a cohort-based initiative that supports emerging educational YouTubers with mentorship, training, and strategic guidance to help them grow sustainable, high-impact channels. In 2025 our annual Creator Accelerator programme grew significantly in both scale and impact.

Our second cohort ran for 20 weeks and brought together 24 educational creators from across North America, who produced more than 740 videos during the programme, generating 12 million additional views and gaining

more than 149,000 new subscribers. These milestones reflected not only the dedication of the creators involved but also the strength of the collaborative learning environment we built together.

Through weekly masterclasses, small-group coaching and one-to-one mentorship, the Accelerator helped participants refine their storytelling, improve audience retention and unlock new opportunities such as sponsorships and full-time creator careers, demonstrating how the programme has evolved into a meaningful pathway for emerging educational creators to grow their impact on YouTube. With over 44 creator alumni, we look forward to continuing our support for their development across digital platforms.

In addition to preparing our 2025 accelerator, we deepened our partnerships with over 10 non-profit organisations by providing strategic development support and hands-on practical resource support for their YouTube presence. Combined, we offered over 1,232 hours to Impact including 31 hours on-the-ground support for the United Nations Global Compact and Global Africa Business Initiative Unstoppable Africa Event.

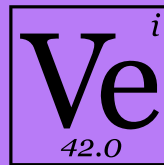


# Fostering the Sustainable Development Goals

We focus on learning & education and our commitment to SD4 (United Nations Sustainable Development Goals - Quality Education) is demonstrated through our efforts to make free informative and high quality content available to everyone.

## Astrum

Astrum makes the universe understandable through precise storytelling and striking visuals, bringing space into clear focus.



## Fern

fern investigates and illuminates, bringing real stories and mysteries into focus through thoughtful, beautifully crafted documentaries that connect audiences to the world.

**fern.**



## Veritasium

Veritasium brings science to life with bold questions and sharp storytelling that make people see the world in a new way.

## Simplicissimus

Simplicissimus opens big ideas for a German audience with bold visuals and sharp analysis that reveal the forces shaping modern life.

**ASTRUM**



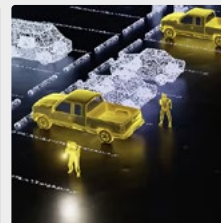
## Fireship

Fireship makes coding fast and fun through sharp insight and a signature humour that keeps developers learning with a smile.



## Mentour Pilot

Mentour Pilot brings real cockpit experience and calm expert explanations to guide curious flyers and pilots alike.



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**fireship**

# Environmental Impact

We are a fully remote company with no physical offices, yet we acknowledge that our operations and technology still contribute to ongoing climate challenges. We are committed to measuring our environmental impact with the help of external experts, reducing our footprint in collaboration with our investors, and actively working to remove emissions in an informed, data-driven manner.

In 2025, we continued to measure our GHG emissions and carbon footprint, with support from Greenly. According to Greenly, Scope 1 emissions are at 1.8 tCO<sub>2</sub>e, Scope 2 emissions are at 0 tCO<sub>2</sub>e, and Scope 3 emissions are 13 ktCO<sub>2</sub>e—57% higher than last year due to an increase in content creation activities.

Scope 1 emissions, which represent direct emissions from sources owned or controlled by our company, amounted to 1.8 tCO<sub>2</sub>e. These emissions typically result from operational activities, such as the use of fossil fuels in company-owned vehicles and equipment. Currently, we do not have any company cars contributing to carbon emissions.

Scope 2 emissions, which are indirect emissions resulting from the generation of purchased electricity and heat consumed by our company, totaled 0 tCO<sub>2</sub>e. As a 100% remote company, we do not have any office space contributing to carbon emissions.

Scope 3 emissions, which represent indirect emissions within our value chain beyond our operational boundaries, totaled 13k tCO<sub>2</sub>e. These emissions primarily arise from digital activities, covering internet use, data storage, and cloud computing including emissions from data centers, servers, and network infrastructure.

We are collaborating with our suppliers, customers, and other stakeholders to identify and implement strategies aimed at reducing emissions. For instance, we book all business travel through TravelPerk, which offers a carbon offsetting program that helps businesses neutralize the carbon emissions generated by their travel. By offsetting these emissions, we significantly reduce our carbon footprint and contribute to a more sustainable future. These efforts demonstrate Electrify's ongoing commitment to minimizing emissions and promoting sustainable practices across our business operations.

