LYYTI

SUSTAINABILITY
REPORT
2023

CONTENTS

ABOUT THIS REPORT

Lyyti offers web-based event management software for organising different types of events. Lyyti is the largest pure-play event management software company in the Nordics.

Since 2007, sustainability has been part of our everyday life and decision-making, but we've yet to do the work systematically.

We aim to do sustainable business and help our customers do that as well. As our company grows, future sustainability work must be better documented and guided so that we can make better decisions in the future.

This report aims to **recognise areas where we have created the most significant positive impact and demonstrate how we take sustainability into account during 2023.**

It also discloses how we'll develop our corporate sustainability work in the future.

At Lyyti, we approach sustainability from different perspectives:
- Lyytians
- Event impact
- Data security
- Environment
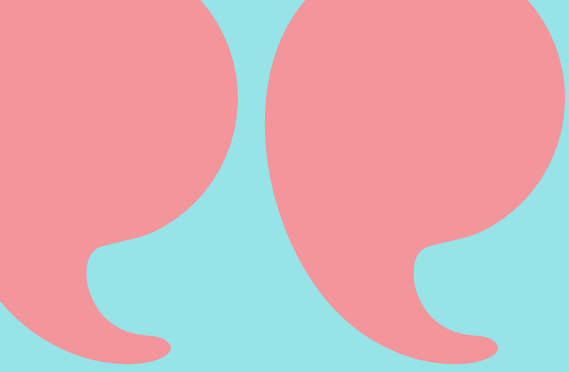
WE HELP PEOPLE CREATE MEANINGFUL ENCOUNTERS

Lyyti's mission

SUSTAINABILITY, EVENTS & LYYTI

Our mission is to help people to create meaningful encounters and we are already doing it big time.

Lyyti's footprint must be sustainable, but more importantly, **we must understand the handprint we leave through the events we help organise**.

Events can be very sustainable and create value, but they are also a significant source of waste, CO2 emissions, and, more importantly, wasted time.

For an event to create meaningful encounters, it needs to create value for the participant's time investment.

To unlock the potential of events, our tools, and expertise can help tremendously.

We offer the possibility to learn which events and event formats (live, online, hybrid) truly create value for the participants.

From the environment's perspective, the most sustainable event is the one left unorganised. We believe that the result of events is positive, but we also help our customers to decide how, when, and where to organise the events truly worth the participants' time.

Participants require sustainability

Currently, over 30 million participants join events organised on our platform during one year. If we can make sure that most of those participants gain value from the events, our positive impact is maximised.

Participants already require sustainability, and making it otherwise will affect the participant experience negatively.

As said, Lyyti's footprint is essential, and even more so is the handprint we can create. We understand that **we need to lead by example to help our customers and society with sustainability**. In this report, we will go into more detail about our actions.

Governance of Lyyti

The governance and management of Lyyti are based on the Finnish Limited Liability Companies Act. Vaaka Partners' fund owns a controlling stake in Lyyti. The rest of Lyyti is owned by founders, employees, and board members.

At the end of 2023, the board consisted of four individuals: one from the owner and three independent members. Board members of Lyyti Oy are *Markus Huttunen, Olli Sirkiä, Jarkko Kyttänen, and Panu Vuorela*.

The board acts as the highest governance body. The management team reports to the board, and the functions report to the management team. Sustainability is part of the board's year clock.
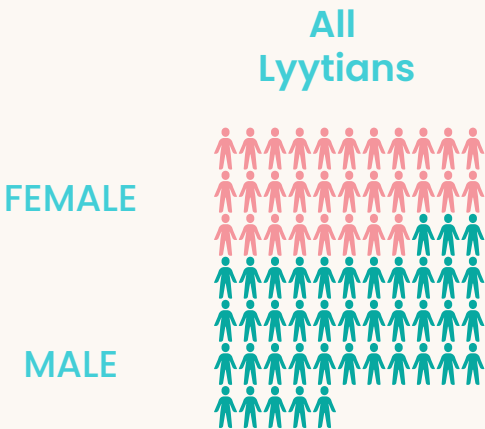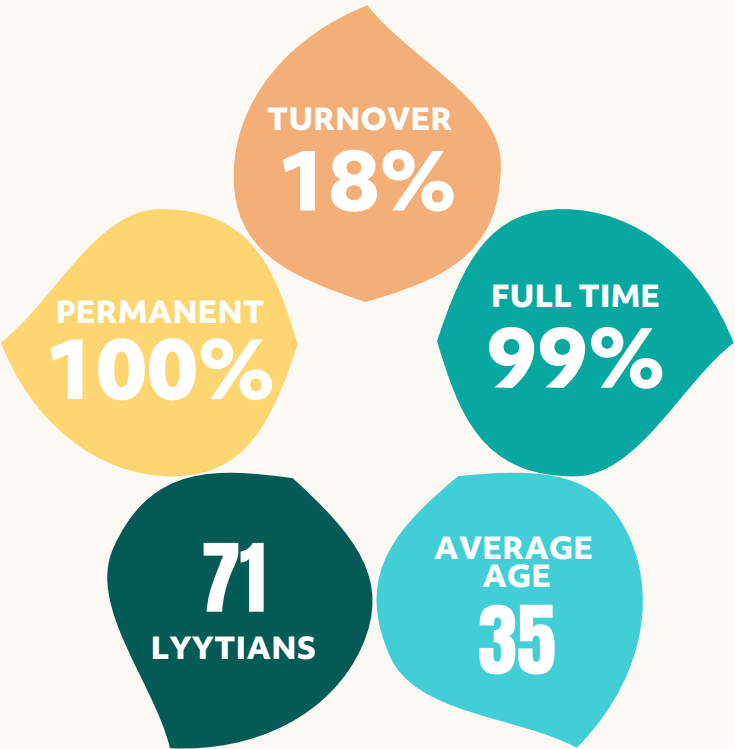
Petri Hollmén, CEO of Lyyti

LYYTIANS

During 2023, the number of Lyytians has stayed stable.

On top of the ones on our payroll, we also worked with external consultants, e.g., with our four-member nearshoring team in Poland.

Even though we might work for different employers, **we see everyone working with Lyyti as a Lyytian - a part of the tribe.**

TURNOVER 18%

PERMANENT 100%

FULL TIME 99%

71 LYYTIANS

AVERAGE AGE 35

All Lyytians

New joiners

FEMALE

MALE

Management team

Green culture

According to our values, we keep a **curious mind** and work with a **founder's heart** while continuously guided by our **tribal spirit**.

To ensure that the values are a genuine part of our daily work, we have put together Lyyti's **Green Book**, which outlines our cultural code.

We believe that every person can proudly be who they are. For example, when looking for a new colleague, we don't ask about age, gender, or nationality during recruitment.

Our company language is English, enabling us to have a **diverse workplace**.

To improve our work, we conduct annual Siqni surveys. These help us identify each employee's most influential factors at work and focus our development actions on them.

What we did in 2023

We learned more about **Diversity, Equity, and Inclusion (DEI)** with industry professionals.

We focused on developing our **feedback culture** to help all Lyytians prosper in their roles.

We encouraged Lyytians to come to the office more often to increase the number of **live encounters**. This is helpful for mental health, personal development, and business.

What's in the works for 2024

We are conducting **one main Siqni survey and two follow-up surveys**. After each survey, individual and team development actions will be agreed upon.

We are implementing a **meaningful encounter platform, Humbol,** to improve the quality of meetings with their team leads.

We will conduct a **DEI survey** to gain more knowledge about the company as a workplace.

A JOURNEY WORTH YOUR TIME

1 ORGANISATION

We keep the organisation flat so it supports autonomy, freedom and flexibility.

2 PERSONAL DEVELOPMENT

We make sure that everyone gets to nurture their personal skills in everyday work, cross-team projects, through variety of learning opportunities and by developing their own role and responsibilities.

3 WORK ENVIRONMENT

We foster sustainable ways of working:
- provide extensive occupational healthcare services
- support sports activities among colleagues
- provide our employees a low-threshold mental health service with Auntie service.

What we did in 2023

After three years of employee experience development, with the help of the Siqni survey, Lyyti received a **Future Workplaces certificate**, which is granted for workplaces where company culture is led with exceptional employee insight.

What's in the works for 2024

We will continue developing the employee experience from an individual perspective. The key process for us is the tertiary Growth discussion, where each Lyytian can choose the topics they wish to discuss.

We plan to conduct "Stay Interviews" with each Lyytian annually to better understand their work and address important issues. We are committed to ensuring Lyyti's future as a sustainable growth company.

**WE MEASURE
LYYTIANS' SATISFACTION
AT WORK WITH
SIQNI'S FLAME INDEX.**

81

Flame Index in September 2023
(0-100)

EVENT IMPACT

Sustainable events

In 2023, we wanted to start a discussion with our customers about sustainable events and what they might look like in the future. We believe that sharing knowledge and experiences is a great way to raise awareness of this topic.

To get the discussion started, we organized **sustainability webinars in France and Finland** with guests who are passionate and have knowledge about sustainability and sustainable events. Topics included what defines a sustainable event, the importance of sustainability for future events, and key considerations for planning sustainable events.

In Finland, we also held a sustainability workshop where participants discussed current and future sustainable event practices and shared ideas on tools and measurement techniques.

Next steps

Our main goal is to **keep the discussion alive** so that event organisers think more about sustainability when creating events. We do not have any right answers, but we want to learn and listen so that we can possibly help our customers create more value with their sustainable events now and in the future.

50
participants webinar in France

20
participants workshop in Finland

173
participants webinar in Finland

11

Feedback is the key

We value events' impact on participants, so we find it very important to know the success of the events created in Lyyti. We've developed a measurement standard for the events industry: Experience Value Score (EVS). It measures the experienced value of an event by participants. However, data alone does not make a difference.

Thus, we created an agile development process, Event Success Management, to help organisations use the EVS data gathered in a way that makes a real difference. Instead of intensity, the value is created through consistency. This way, our customers' events can impact their participants more and create something meaningful.

In 2023, we introduced two new versions of measuring event success. Participant EVS is a tool that allows the organizer to get more value out of the feedback they receive about the event. Pulse EVS is a product that makes gathering feedback even faster. It can be done wherever and whenever, separate from the event.

47
Lyyti NPS (web)

53
Lyyti NPS (mobile)

Next steps

Recently, we have shifted the focus of our product development to a new webpage builder to better serve our existing customers and events on the current Lyyti platform. Other new features we are focusing on are an integrated webinar platform, e-invoicing for our Swedish customers, and begin developing an entirely new event app for participants. For this reason, we are pausing the development of the "Next Gen" event registration tool and making improvements in the background later on. This way, we can create more value for the existing customers.

EVENTS IN LYYTI
90 853

EVS ANSWERS
412 506

World-class customer support

We want to give our customers the best possible support when using our product.

We offer our customer support via channels that they prefer to make asking for help even **more efficient and accessible.**

Customers contact Lyyti's support via phone, chat, email, Facebook Messenger, and WhatsApp.

We support customers' learning through various support articles and videos in our knowledge base. Additionally, we recommend that our new customers learn the basics of Lyyti on Vuolearning, a learning platform.

Next steps

In 2024, we are focusing on developing the chat robot so that it can better answer the customer's questions and, when in doubt, transfer the discussion to a support agent. This will help us serve more customers at the same time and, in that way, share more knowledge so that customers can get more value out of the product. We are also looking into alternatives and tools to guide our customers towards more sustainable events with the help of support materials.

97,5%

Customer Support Satisfaction

Case: Keep the Archipelago Tidy Association

We promote marine and lake nature's well-being, enjoyment, and safety through concrete actions. With our versatile Roope services, we enable sustainable movement on the waters. We conduct national and international research and environmental education work and develop action models suitable for everyone to improve the condition of our waters. We want everyone to be able to enjoy and refresh themselves with Finland's water bodies in the future with minimal environmental impact.

How does Lyyti help you with your mission?
We use Lyyti for event/webinar/program registrations (harbor webinar, scrap boat collection, godparent school program, Roope harbor program), conducting surveys, making orders, and, to a small extent, as an "online store."

Through Lyyti, we easily reach our target groups and receive quick feedback on the events we organise. Using Lyyti speeds up event organisation and frees up time for other tasks.

Katriina Murto, Aluepäällikkö

Doing good for the society

We believe that lending our product to actors who focus on making a positive impact on society is the best way to help the people around us. Lyyti has multiple partners and pro bono customers who use Lyyti for a good cause, such as supporting children's hobbies and spreading the word about environmental issues.

IN 2022, LYYTI MANAGED THE DATA OF

32 million

623 thousand

898 participants

THE LYYTI VAULT

In 2023, Lyyti processed the personal data of 32 632 898 participants as a data processor. These are people who attend the events our customers organise through Lyyti.

Processing personal information is at the core of Lyyti's business, and we work to keep that data secure like a bank keeps customers' money secure.

What are we doing next

- We are implementing new SIEM capabilities to enhance security.
- We are piloting a Security Awareness Program for all employees.
- We are testing a new XDR solution to enhance endpoint protection even more.
- We will publish information security-related information on Lyyti's web pages.

0

Notification to the Data Protection Ombudsman*

We choose to report notifications 2023 to the data protection ombudsman because that tells the number of privacy breaches in a year. We have a low notification threshold.

94%
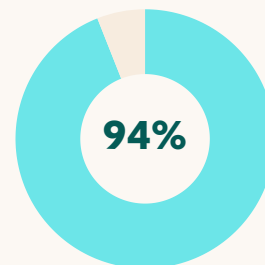
Lyytians who completed security & privacy trainings in time

SECURING LYYTI'S VAULT

1 **Clear ownership of the data and personal information.** The customer is the owner of the data and personal information in Lyyti and decides fully what information is collected.

2 **Data protection and security** have been organised in Lyyti through responsible personnel. The Head of Security and the Data Protection Officer work together to ensure high level company-wide security operations.

3 **We organize data security and privacy training for our employees every year.** The training is conducted in a virtual platform, and employees can attend when they have a suitable time. Every new Lyytian will participate in both trainings on their first day. Software developers are trained according to the tailored Secure Software Development framework.

4 **Employee onboarding and offboarding are done based on a detailed step-by-step process.** If an employee leaves the company, user access to all Lyyti systems can be revoked immediately.

5 **Lyyti has a risk management process in place to go through risks and mitigation yearly.**

SECURING LYYTI'S VAULT

6   Employees only have access rights to such systems and information that are required to complete their tasks.

7   All subcontractors are reviewed regularly to ensure they hold the same level of security as we do.

8   Networks are logically separated, with adequate hardening and monitoring in place.

9   Systems and user endpoints are monitored 24/7 with sophisticated monitoring solutions.

10   All Lyyti environments are scanned against vulnerabilities online, daily or weekly, depending on the system.

11   Penetration testing is done at least once a year by a third-party vendor.

THE ENVIRONMENT

Lyyti's carbon footprint has been calculated for the third time. This year, we can compare the data from 2022 to 2023.

Nordic Offset Oy, a Finnish expert company on climate change solutions, was consulted for the carbon footprint calculations. All Lyyti offices in Turku, Helsinki, Stockholm, and Paris were included in the calculations.

Scopes 1, 2, and 3 were included, but Lyyti doesn't own any vehicles, so there were no emissions on scope 1.

- Scope 1 includes direct greenhouse gas emissions in its own operations.
- Scope 2 includes indirect greenhouse gas emissions in own operations from the generation of purchased energy.
- Scope 3 includes other indirect greenhouse gas emissions from operations.

The total carbon footprint of Lyyti Oy was 157 tonnes of carbon dioxide equivalents (t CO2e) in 2023. The carbon footprint per employee was approximately 2,3 t CO2e.
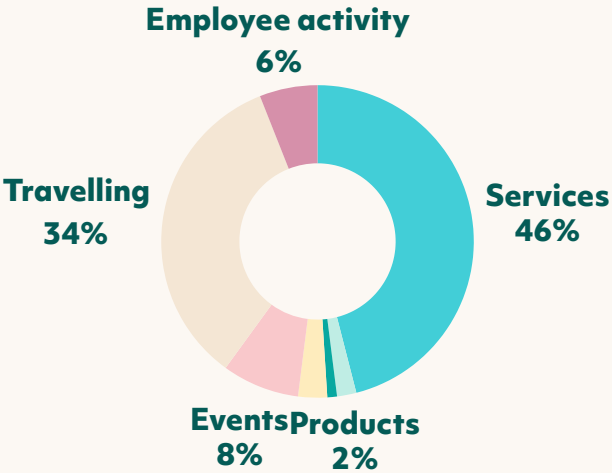The largest source of emissions was scope 3, which accounted for approximately 95 % of the total emissions.

The largest individual emission source was the category "purchased services" (46 % of the total carbon footprint).
Last year events were also quite a large share of the carbon footprint, 21% but this year we manage to lower the footprint from events and it is 8% of our total emissions.
Emissions from travelling, employee commuting and remote work stayed on a same level than in 2022.

Total Carbon Footprint

Employee activity 6%

Travelling 34%

Services 46%

Events 8%

Products 2%

CO2

CODE FROM FINLAND

CARBON NEUTRAL

**Lyyti has been carbon neutral since 2021**

Total energy consumption

The total energy consumption of Lyyti was 111 270 kWh, divided between heating, electricity, and servers.

All Lyyti offices in Turku, Helsinki, Stockholm, and Paris were included in the calculations.
The server's part of the total consumption was 16.2%. We use server providers who use renewable energy.

Electricity 12.4%

Servers 13.8%

Heating 73.8%
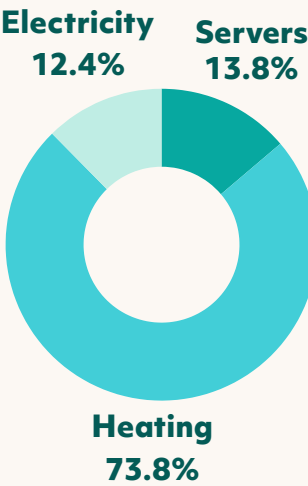
Changes in emissions

Between 2022 and 2023, Lyyti's total emissions decreased from 192 t CO2e to 157 t CO2e (18 %).

The largest decrease was in the events due to refinement of calculation and fewer number of events.

Emissions also decreased in business travel - 2 tCO2e, heating - 2 tCO2e, purchased products - 2 tCO2e and purchased services - 6 tCO2e.

Total energy consumption remained almost the same but dropped to 2 914 kWh due to less server capacity.
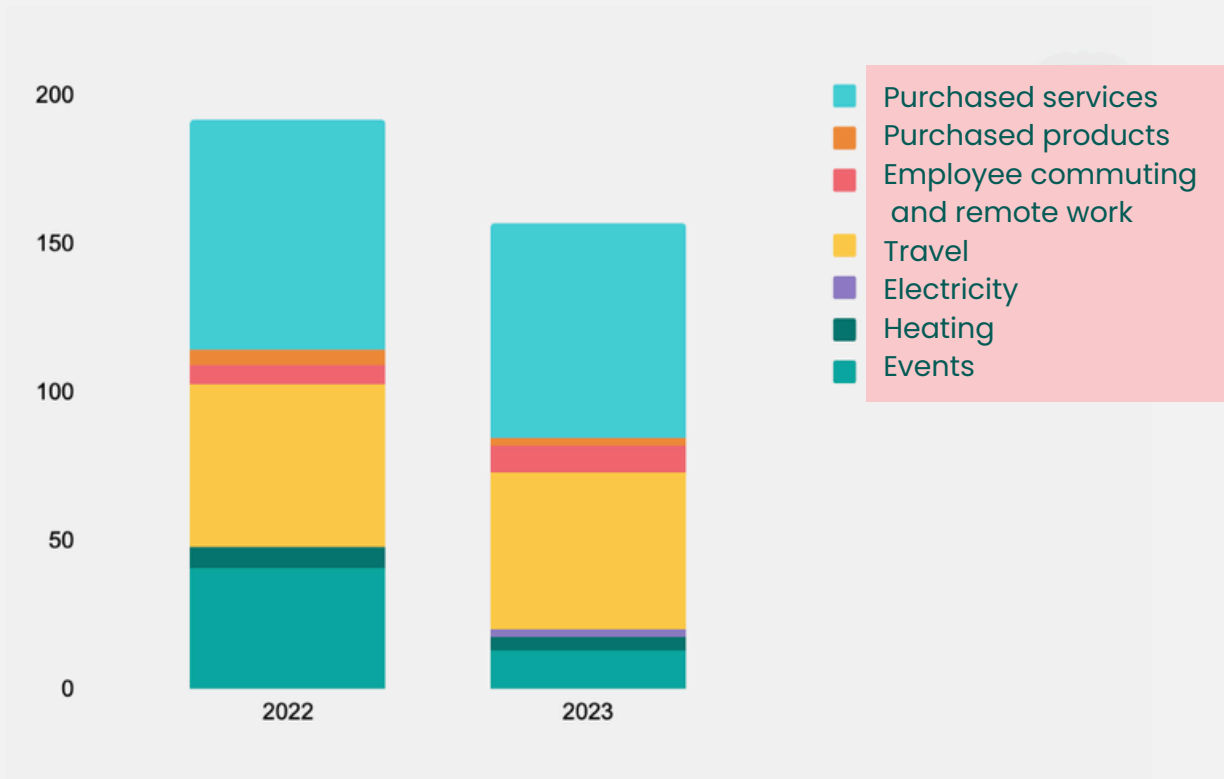
Offsetting

Verra - Verified Carbon Standard
Lyyti offsets emissions of 2023 to
**Rimba Raya Biodiversity Reserve
Project** as in the year 2022.
The project protects the area of
Rimba Raya from deforestation in
southeast Borneo, Indonesia. The
reserve covers 64,000 hectares
and is home to hundreds of
species, especially the endangered
Bornean Orangutan, whose
population has declined over 95%
in the last century.

Borneo has suffered from
deforestation for decades, and its
remaining rainforests are under
threat from timber cutting, mineral
mining, palm oil production, and
illegal logging. The project
facilitates the conservation of
forest land, particularly by
providing sustainable livelihoods to
the local people.

What happened during 2023?

We collected more data from our
organised events, and we were
able to lower emissions related to
the events. Check also what we did
with sustainable events from page
11.

During the year, there needed to be
more resources to contact our
subcontractors further. That will
stay as our goal.
We can compare emissions from
the years 2022 and 2023.

What are we doing next

We will add internal knowledge
about Lyyti's emissions.
We will guide events that Lyyti is
organising internally or externally
about sustainable practices.

CASE LYYTI HOODIES

In 2023, Lyyti ordered 188 Lyyti hoodies in total. As we have seen in previous months, people love to wear their Lyyti hoodies, so it was a successful purchase.

From the sustainability point of view, Lyyti doesn't purchase physical products that much—some laptops and others, of course. What is the impact on our CO2 emissions when we purchase 188 hoodies?

The answer is that it is limited if you ensure that hoodies are produced with recycled materials. In total, our emissions by physical products were 2.5 tCO2e, and hoodies were 0.06 tCO2e of that.

Global Recycled Standard (GRS), Organic Content Standard

OUR SUSTAINABILITY JOURNEY

2007
Lyyti established, sustainability mindset already in the business

2020
Lyyti's first sustainability report

2021
Lyyti becomes carbon neutral

2022
Lyyti's first public sustainability report

2023
Carbon Neutral Code from Finland label

2024
Sustainability in events

LYYTI

lyyti.com