

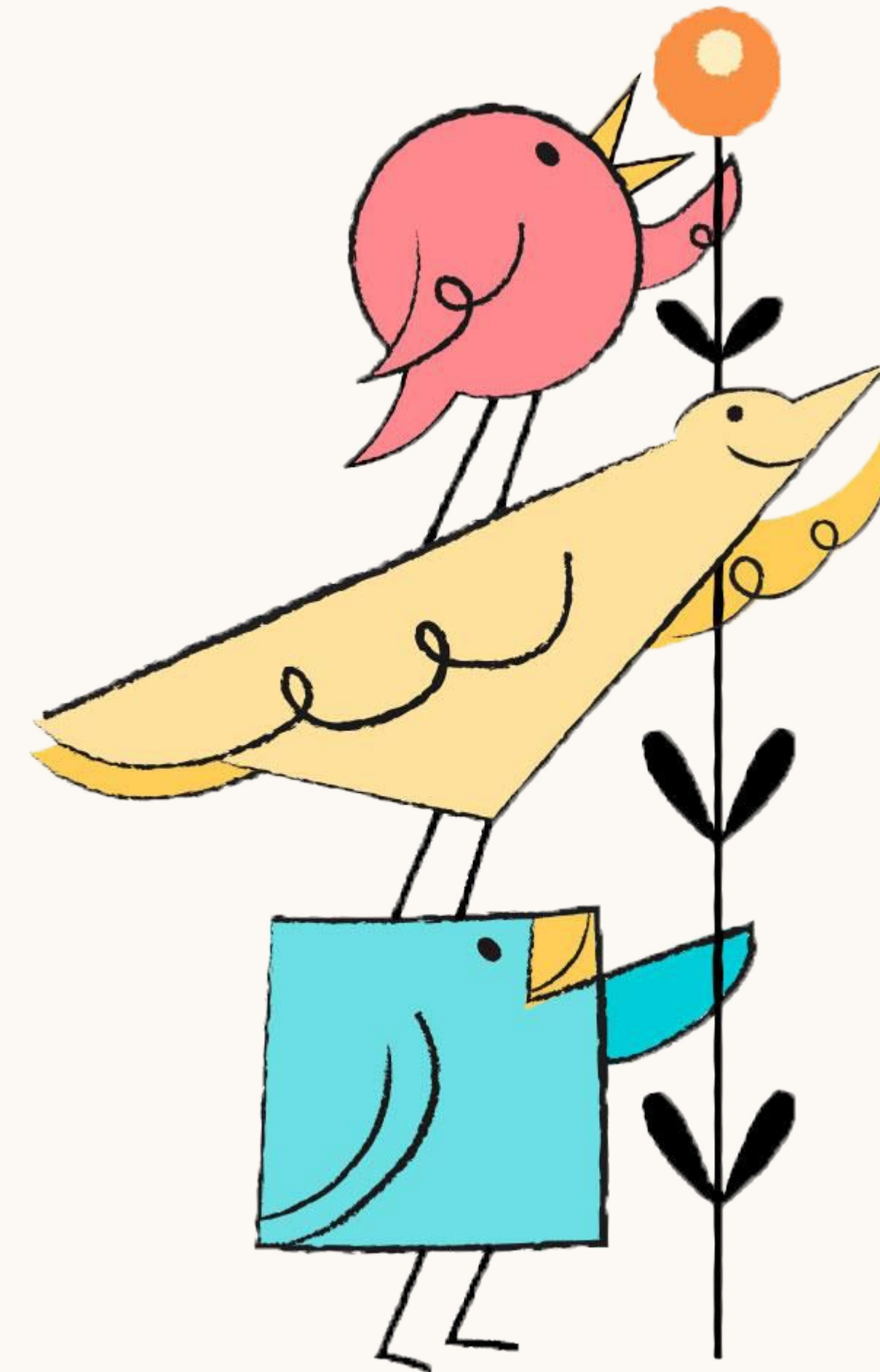
LYYTI

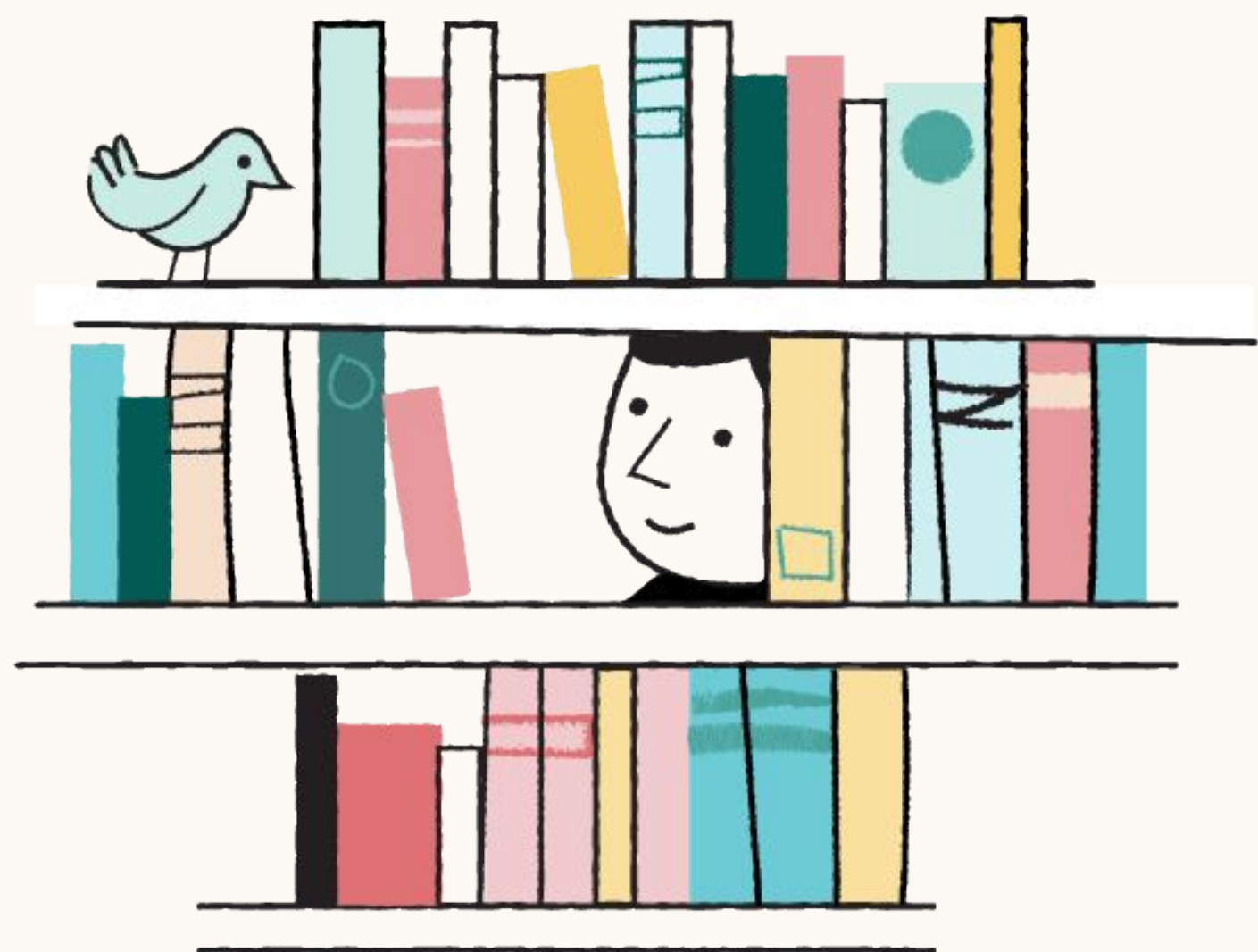
Sustainability report 2021

LYYTI

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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 not done the work systematically. We aim to do sustainable business and to help our customers to do that as well. As our company grows, it's essential that future sustainability work is 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 demonstrated how we take sustainability into account during 2021. It also discusses how we'll develop our corporate sustainability work in the future.

At Lyyti we approach sustainability from different perspectives: economic value creation, social responsibility, and environmental responsibility.

The background features several large, irregular teal-colored shapes that resemble water droplets or organic forms, scattered across the light beige background. One large shape is in the top right, another in the middle right, and two in the bottom left.

**We help people create
meaningful encounters.**

CEO's greetings

Our mission is to help our customers create meaningful encounters. Sustainability is in the core of our mission, as events and everything required to execute them (such as travelling, lodging, event logistics and giveaways) require resources. Encounters should always create more value than they need resources. Unnecessary encounters should not exist. We also help our customers measure the value of their events and in that way, guide their efforts towards truly valuable ones.

Lyyti was established in 2007, and since then, sustainability has been part of our everyday life and decision making. Sustainability has primarily consisted of different kinds of policies and daily common-sense actions. Along with this report, corporate sustainability will be better documented and more present in our decision making.

As our company grows, we need to make sure that we do it sustainably. Let's prefer to "travel" online always when possible, use public transportation when travelling can't be avoided, and also take our high sustainability standards with us to our new countries.

Petri Hollmén, CEO, Founder



Lyyti in 2021

Lyyti Oy is the largest pure-play event management software company in the Nordics. In 2021, our software platform was used in over 75 000 events and processed the personal data of more than 16 million people.

During 2021 Lyyti employed +70 people and had offices in Turku, Helsinki, Stockholm, Amsterdam and Paris.

Lyyti is the market leader in Finland, and our Big, Hairy Audacious Goal is to be the most loved B2B event management solution in Europe and to serve 1 000 000 events in 2025.



Lyyti in numbers



+70

Brilliant Lyyti
people



+1500

Happy customers
all over the world



+75 000

Events organised
using Lyyti/year



2018

National
Entrepreneur of
the Year award



98,2 %

Customer service
satisfaction rate

Sustainability is in our core

We approach sustainability from three perspectives: economic value creation, social responsibility, and environmental responsibility.

We execute **economic value creation** through ethically generated business. Lyyti has always had ambitious growth targets, but at the same time, we want to take care of the aspects related to social and environmental responsibility. We proudly pay our taxes to the countries where we operate. We aim to do our business sustainably and create workplaces, yet also generate profit for our investors, entrepreneurs, and partners in a business sense.

Social responsibility is present in our everyday life. We respect our employees, customers, and partners; together, we can develop Lyyti as a product and service, and as a working place. Customer and employee satisfaction plays a key role in social responsibility.

Environmental responsibility is part of our DNA. We use modern technology, prefer recycling, use public transport when possible, and take environmental aspects into account in the decision-making.

Owner's perspective – Vaaka Partners

Sustainability is an important element of Vaaka Partners' investment process and active ownership. Vaaka Partners has a [Policy for Responsible Investment](#) (PRI) and a written approach to sustainability.

Sustainability principles and practices are taken into consideration at different phases of the investment process. During the ownership, Vaaka Partners take action to develop the companies to become more sustainable and ensures that sustainability becomes a fundamental part of the companies' business.

Vaaka Partners believes that by identifying relevant sustainability factors and influencing them actively, both minimizes the business risks and creates new growth opportunities.

Economic value creation

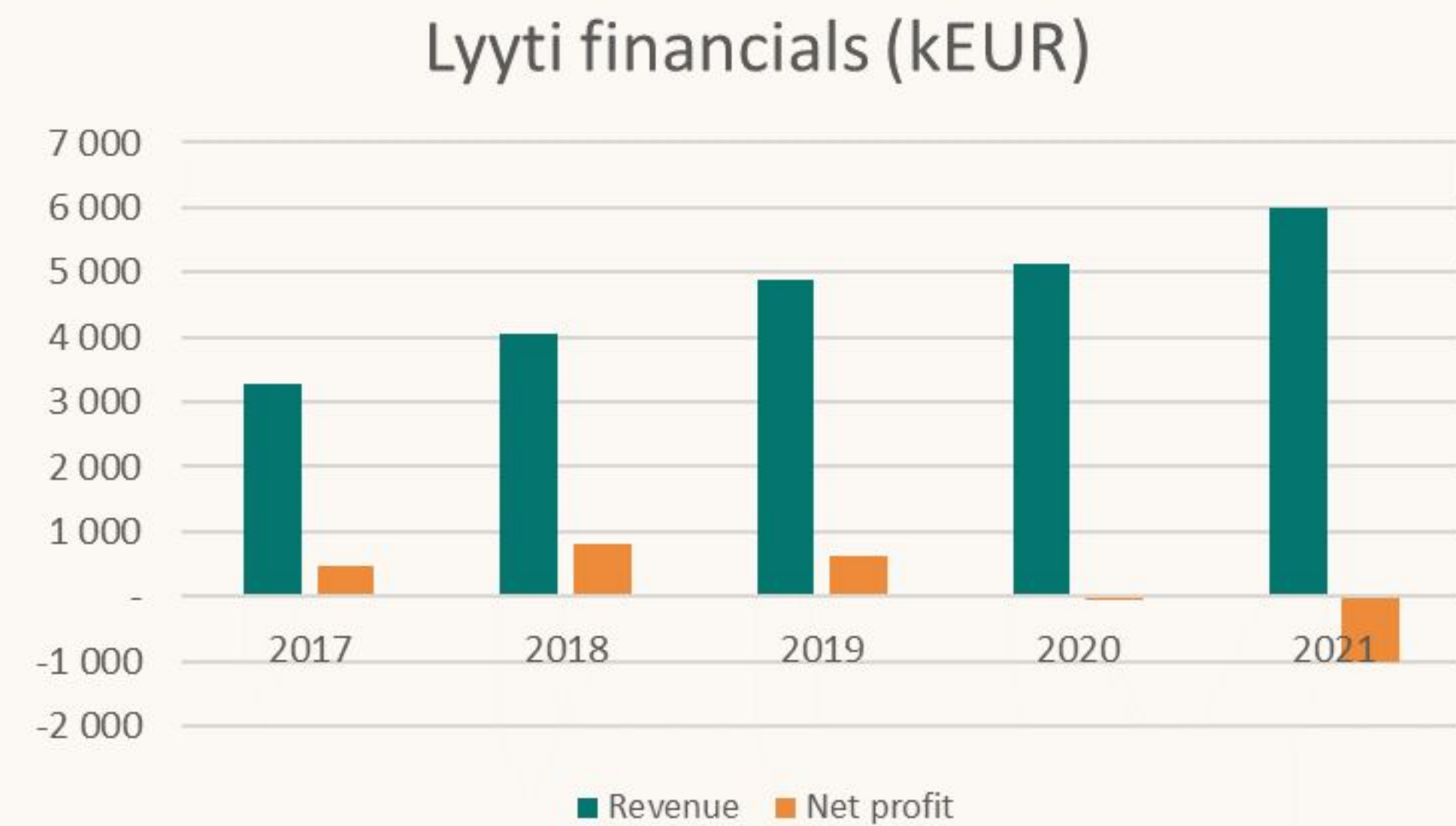
Economic value creation

Lyyti uniquely combines technology and service. In Finland, Lyyti has been one of the pioneers in event management since 2007.

Lyyti is a company with ambitious growth targets, and many of our listings prove this: Deloitte Tech Fast list (2015, 2016 and 2017); Europe Inc 5000 (2017 and 2018); and 500 EMEA. In 2019, Vaaka Partners invested in Lyyti to support our international growth.

We do most of Lyyti's product development in Finland. Since 2021 we have hired experts also from Poland for the time being. We always prefer local partners to generate economic value to our surroundings.

We have invested in a long-term goal, to do profitable business. Our revenue has grown steadily during recent years. We pay taxes to all the countries where we operate.

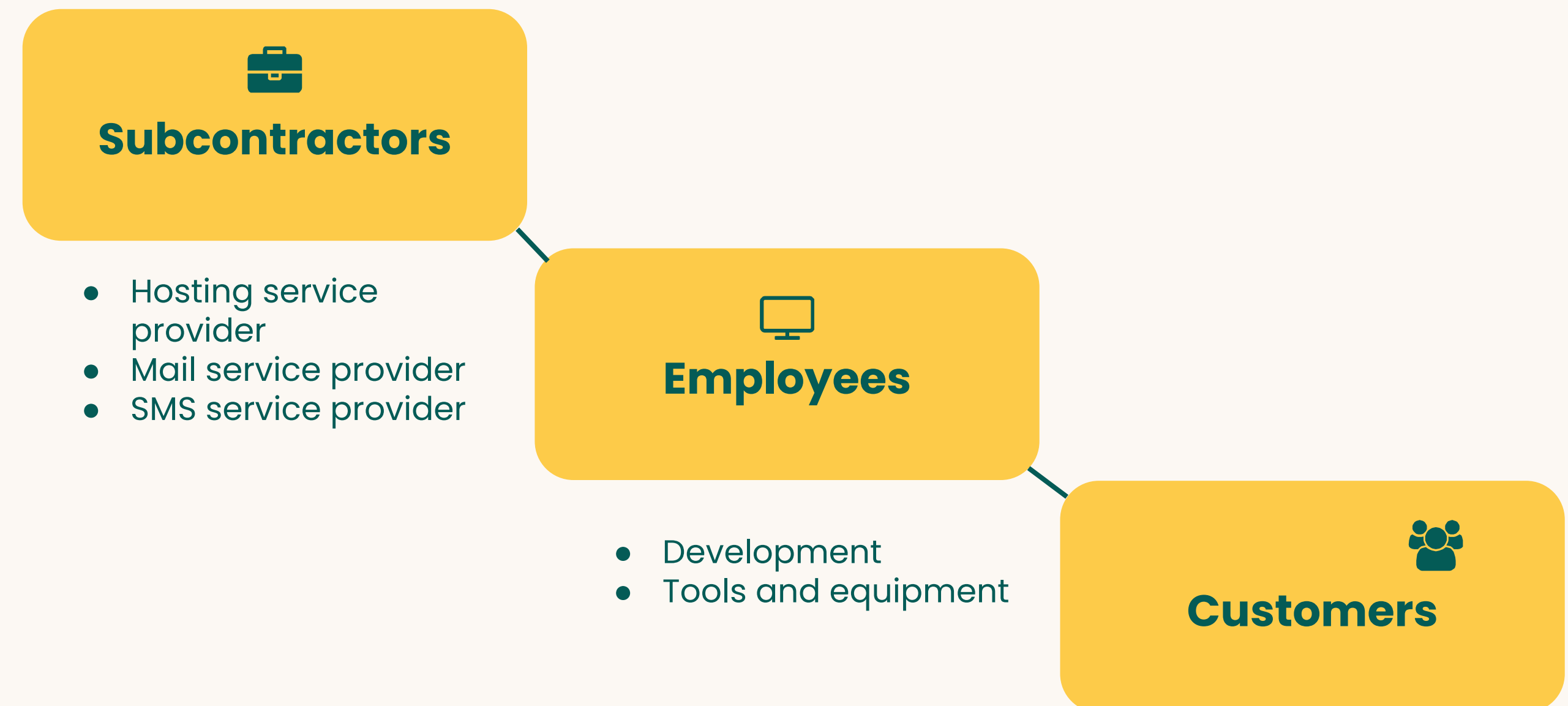


Lyyti value chain

The Lyyti service relies heavily on cloud infrastructure.

100% of the energy consumed by our data centre service provider during 2021 is from renewable sources, and they've achieved ISO 14001 certificate for environmental management. All data processing is done inside the EU area.

Lyyti strives to keep data processing as digital as possible, removing the need for printing and paper.



Social responsibility

Social responsibility: employees

Lyyti is not just a tool. We're also a tribe of people from different backgrounds. Our employees and their expertise is our "raw material" and sustainably leveraging on that, is the cornerstone of our success. According to our values, we keep a **curious mind** and work with a **founder's heart**, while continuously guided by our **tribal spirit**. Our values support us in our daily efforts and towards our future goals; we dare to dream big and make it happen!

According to our company culture, we believe that every person can proudly be who they are. For example, when we're looking for a new colleague, we don't ask the job applicants' about their age, gender or nationality during the recruitment process.

During 2021, we hired 22 new employees in Finland, Sweden and France, while annual employee turnover was 30%. 96% of the employment relationships were full-time. From the workforce, 44 % were women, and 56 % were men. In 2021 we provided two trainee positions.

Lyyti's [Green Book](#) outlines our cultural code. It is created by us, and it's for us. The Green Book is a description of the way we shall behave to achieve our targets and it's guides us to act actively to improve our culture.

Social responsibility: employees

Focus on employee wellbeing

Our people are the core of our business. After Covid-19 hit society, our primary focus has been to provide a sustainable work environment, both physically and mentally. Through numerous activities, we've developed our working methods and learned to work as an international SaaS company. We've enabled a safe working environment with 100% remote working possibilities.

In addition, we have an open company culture with low hierarchy; the threshold for talking about challenges is low, and we try to respond to all questions and concerns quickly.

We also have extensive occupational healthcare services, and we support sports activities among colleagues. We have also taken the [Auntie service](#) into use to support our employees' mental wellbeing.

We manage wellbeing every week and measure it actively. In 2017, we implemented a pulse meter, OfficeVibe, to measure all aspects of our employees' wellbeing, motivation and work-life -balance. At the end of the year 2021, our employees' engagement score in Officevibe was excellent; 7,3 out of 10.

We support our employees physical activity and 2021 we took [Cuckoo](#) breaks into use. Also enjoying sport activities with your colleagues during the work week is supported. In addition, we are a smoke-free workplace and really proud of that!

Social responsibility: customers

Focus on customers happiness

While we're very proud of our software and our brilliant employees, we're also proud of our customers. Our goal is to help them create more sustainable events and also to generate new business with the help of the Lyyti service.

Lyyti has over 1500 customers around the world. Our customer base consists of government institutes, enterprises, larger corporations and different kinds of societies. We offer our customers the possibility to succeed by using Lyyti in different ways. Lyyti provides customer service every weekday, in five languages (Finnish, Swedish, English, French and Dutch).

We also have Key Account- and Customer Success Managers working actively to help our customers find the best possibilities to use Lyyti. We publish regular blog texts around our area of expertise (for example, best practises for using the Lyyti service, and how to succeed with event management). We also arrange events and webinars for our prospects and customers, where we discuss topical themes within event management. At the same time, our prospects and customers get to meet each other and network. Furthermore, they can meet the people behind the product.

Lyyti takes web accessibility very seriously. Since August 2020, the Lyyti software is in line with the EU Web Accessibility Directive and fulfils the WCAG 2.1 level A and AA requirements. See [Lyyti's Accessibility Evaluation Report](#).

Social responsibility: partners and pro bonos

Lyyti has never been just about business – helping others has always been of primary importance to us.

In the 2021, Lyyti had around 200 pro bono and partner customers, which means customers who don't have to pay for using Lyyti. When calculating according to our average ARR (annual price the customers would pay for the service), the value of these customers sums up to around 900 000 €.

Helping others in the fight against Covid-19

Covid-19 affected the event and hospitality industry heavily. During the crisis, we've invested a lot to help also others fight the pandemic. We've donated our services to pro bono customers, and helped them out for free in their efforts to develop new products to meet the changing needs of their markets. For example, we've helped restaurants kickstart their take away-business with the support of our platform and launched also Corona Tracking service to help travel industry and authorities to fight the pandemic.



Social responsibility: partners & pro bonos

To name a few of our pro bono & partner customers:

Mothers in Business is a network that supports educated and career-oriented mothers in balancing work and family in Finland. They aim to provide opportunities and tools for skills development, networking and career advancement and also to promote the role of mothers in the labour market and society at large.

Mothers in Business wants to help form our society towards a direction where balanced family life is possible while at the same time parents or guardians can enjoy equal opportunities to follow their ambitions in working life.

Mothers in Business uses Lyyti for organising events, webinars, and different kinds of courses. Lyyti is also used for communication purposes and for example, managing mentoring programs.

The logo for Mothers in Business (MIB) features the letters 'MIB' in a large, bold, red serif font. The 'M' and 'B' are solid red, while the 'i' is white with a red outline and a red dot.

MOTHERS IN BUSINESS

Social responsibility: partners & pro bonos

Keep the Archipelago Tidy Association is a Finnish environmental organisation for boaters and all those travelling in and around Finnish waterways. The task and aim of the Association are to keep Finland's coastlines and archipelago clean and to support opportunities for recreational boating and the enjoyment of all the waterways in and around Finland. The activities of the Association are diverse and concrete, from environmental maintenance tasks and educational work to national and international project work (www.pidasaaristosiistina.fi/en).

Keep the Archipelago Tidy Association uses Lyyti for organising and managing events, seminars and webinars. They also use Lyyti for surveys and selling their products. One innovative way of using Lyyti is the Rocco-service: with the help of Lyyti the association notifies boaters by sms when it's time to wash the bottom of the boat. This is so that the bay barnacle is not firmly attached to the bottom of the boat.



Environmental responsibility

Environmental responsibility

We have to accept the fact that we need resources, such as energy, to provide our service. We have identified the four most important entities that create the most significant impact on our surrounding.

1. Servers
2. Office spaces
3. Working equipment (such as laptops and phones)
4. Travelling

1. Servers

- a. Our datacenter uses renewable energy.

2. Office spaces

Our offices are modern, and we use the available space efficiently. Also, the electricity in our headquarter is produced with renewable wind power energy.

- a. HQ (biggest office) uses 100% renewable energy the owner of the building is member of [Green Building Council Finland](#).
- b. Most of country org. offices are located in co-working spaces, which reduces the energy usage per employee
- c. We recycle at all our offices

Environmental responsibility

3. Working equipment

1. We manage laptops via lease services
2. Our goal for 2021 was to not own the computers, but instead to use the lease services of a partner. 75% of the new computers were acquired by leasing. We want to make sure that the laptops are well reused when they've outlived their usefulness at Lyyti and the old computers are recycled in a sustainable way.
3. We've already minimised our paper consumption. For example, we manage contracts with customers with electronic signing. Paper consumption is less than 200 pages per year.

4. Travelling

1. We'll purchase no personal cars for employee use
2. Public transport first -policy in travelling

Our offices are centrally located, which means that very few of our employees need private cars or parking. We're used to working online already before Covid-19, and if we're not able to avoid travelling, public transportation or some other sustainable model is always the #1 option. Using public transport also helps us to contribute to work-life balance, as we can work while travelling.

Environmental responsibility: event management

Events, per se, are a resource-consuming activity. Our business depends on our customers' activity levels and – cutting corners – you can say that the more resources they use, the more business we have. On the other hand, events, especially the most resource-consuming in-person events, are expensive to organise and hence our shared goal with our customers is to identify only the "meaningful encounters."

We want to help our customers to focus on those events that create value and leave the others on the drawing board. The better we do our work, the fewer resources are wasted. That's the big picture.

On a micro-level (event level), we can contribute a lot to saving resources. A large portion of the wasted resources is due to the "no show" -phenomena, that is both costly and unnecessary. We've created tools (such as automated communication tools, queueing options, capacity management, to name a few) to help our customers reduce the impact of this phenomena.

To make the event experience more fluent for online and hybrid events, Lyyti launched a webinar feature in the summer of 2020. The feature acts as a connector between Lyyti and the webinar tool provider so that the two platforms can work fluently together. The webinar feature requires zero technical effort from the customer's part and provides a safe and easy to use way to invite attendees to a webinar and check their attendance at the same time.

Next steps in the sustainability work

Next steps related to sustainability work at Lyyti

We generate greenhouse emissions through four main sources: servers, office spaces, work equipment and, travelling.

In the future, we'll report the greenhouse emissions from these four resources annually. We'll also evaluate the options to either minimise and compensate the emissions during 2022.

After publishing the Sustainability report 2021 we start more systematically to work with the sustainability goals. The next step will be to set up a group responsible for developing Lyyti's sustainability work. The next step is to measure Lyyti's carbon footprint and to see where we can decrease emissions and compensate for those that are not possible to avoid. You'll see the results in our sustainability report of 2022.

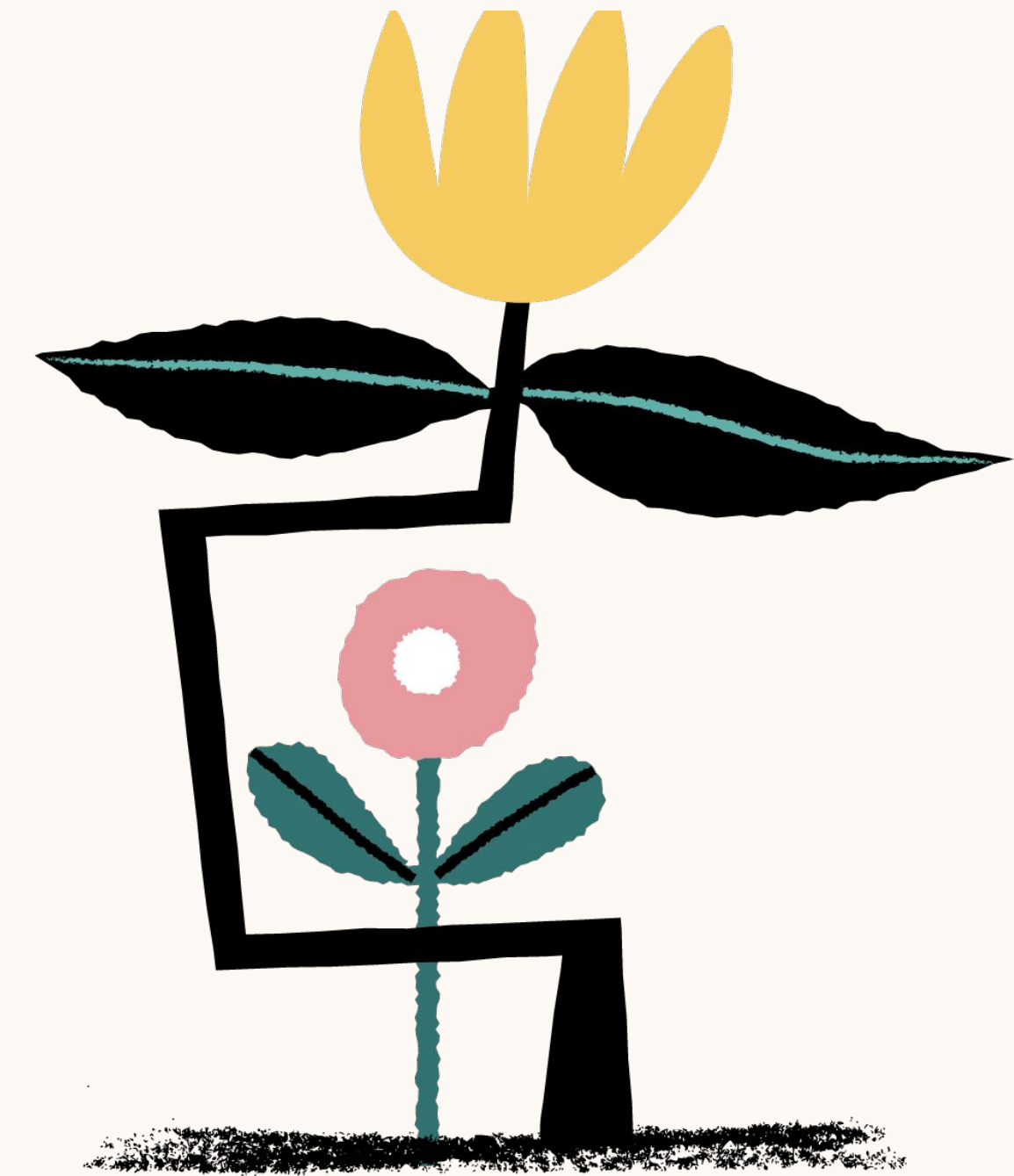
Our goal is to be CO2 neutral by the end of 2022!



Following actions for 2022

Decided actions for year 2022:

1. During spring 2022 we start to calculate our greenhouse gas emissions.
2. After the calculations, we can learn about our environmental impact and see where we can reduce consumption and emissions.
3. Then we will compensate the emissions that can not be avoided. For compensation we will choose standardized and reliable projects.
4. Lyyti will apply the Carbon neutral code symbol that is granted by Code from Finland association.
5. We are going to be more sustainable consumers when we purchase clothes for our employees, and we make sure that they're recycled fabrics.





Thank you!

+358 2 480 911 91

help@lyyti.com