



Sustainability report

2024

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Introduction

Sustainability report



Purpose of the report

The purpose of this Corporate Social Responsibility (CSR) Report is to provide a transparent and comprehensive account of Meister's environmental, social, and governance (ESG) efforts. This report serves as both a reflection of our commitment to ethical and sustainable business practices and a roadmap for future initiatives.

We align our sustainability goals with internationally recognized frameworks and standards, including the UN's Sustainable Development Goals (SDGs), the Global Reporting Initiative (GRI) and the Carbon Disclosure Project (CDP). By adhering to these standards, we ensure that our efforts are measurable, verifiable and reported transparently. This approach not only strengthens our internal accountability but also provides clarity and assurance to our external stakeholders, including customers, partners and investors.

Our sustainability strategy is also aligned with Verdane's 2030 sustainability goals, which include a 60% reduction in carbon emissions, advancing workplace accessibility and fostering strong governance practices. This year, we have already taken key steps in these areas, including enhancing data accuracy, streamlining operations and reducing our total emissions compared to 2023. These efforts support our long-term targets while addressing the increasing expectations from global clients and partners for responsible business practices.

Meister views sustainability as a strategic priority that not only strengthens our internal processes but also contributes to business resilience. This report is more than a reflection of past achievements — it serves as a tool for dialogue and collaboration with our stakeholders, ensuring that we evolve and improve alongside our partners and the wider community.

With this report, we invite our stakeholders to understand our sustainability commitments, track our progress and work with us in shaping a more sustainable and responsible business ecosystem.

About Meister

Founded in 2006 in Vienna, Austria, Meister is a leading provider of SaaS solutions that enhance collaboration and productivity for teams around the globe.

Our flagship products, MindMeister and MeisterTask, empower over 41 million users across 190 countries to ideate, organize and manage their work efficiently. With our headquarters in Vienna, and a team of 130+ employees, we foster creative problem-solving while driving sustainable business practices.

With nearly 40 nationalities represented in our team, we embrace cultural exchange and celebrate diversity. 40% of our workforce is female, and 45% of leadership roles are held by women, underscoring our commitment to cultivating an inclusive environment where everyone can thrive.

We attract talent by offering a high-performance culture that values flexibility, an agile mindset and a commitment to continuous learning. Whether through our innovative products or our people-focused culture, we ensure that creativity and collaboration are at the heart of everything we do.

41 million
users worldwide

\$52 million
investment

130+
team members

2007
product launch

4.6
Kununu stars

35+
nationalities





Letter from our CEO

Sustainability is a core value at Meister. In 2024, we made measurable progress, achieving a significant reduction of 36% in our overall emissions compared to 2023. This marks a major step forward in our commitment to responsible business practices.

While we've been tracking our greenhouse gas (GHG) emissions for years, this report outlines our commitment to structuring our efforts into a clear, data-driven sustainability strategy. It gives us a fuller picture of where we stand so we can take more focused, decisive steps to improve. That means further reducing our carbon footprint, embedding accessibility into our products and fostering a workplace where diversity and inclusion drive innovation.

I won't sugarcoat it: real change doesn't happen overnight. But 2025 is the year we shift from planning to execution. We are accelerating our transition to 100% renewable energy, making accessibility a key priority in product development and continuing to build a diverse team that represents the world we want to see.

This isn't just about Meister — it's about creating long-term value for our stakeholders while continuously improving our impact. We are committed to learning and evolving to ensure our products, operations and partnerships actively contribute to a more sustainable, inclusive future.

Thank you for your interest in Meister's first sustainability report. As we move forward, we will remain transparent, ambitious and focused on measurable impact. With a significant reduction in our carbon footprint already achieved, we are determined to keep this momentum going. Together, we are shaping a future where sustainability is a driving force in everything we do.

Clemens Weidenbach
CEO, Meister



Sustainability strategy and focus areas

Sustainability report



Embracing the 2030 Agenda

In 2024, Meister reaffirmed its commitment to advancing sustainability in line with the UN's 2030 Agenda for Sustainable Development. Throughout the year, we prioritized key SDGs such as Climate Action (SDG 13) and Responsible Consumption, and Reduction (SDG 12), Gender Equality (SDG 5) and Decent Work and Economic Growth (SDG 8) as well as Peace Justice and Strong Institutions (SDG 16). These priorities informed the areas of focus for collecting data and assessing where we need to strengthen our efforts.

Meister used 2024 to assess current practices in alignment with Verdane's 2030 sustainability goals. This has helped us identify a path to reducing our carbon emissions 60% by 2030, as well as fostering diversity and inclusion and ensuring transparent governance practices. These insights will shape a more structured and actionable sustainability strategy for 2025.





Materiality assessment

We conducted a comprehensive materiality assessment to identify the key environmental, social and governance issues most relevant to our stakeholders, including employees, customers, partners and investors. This assessment allowed us to map out the most significant challenges and opportunities, setting the stage for focused improvements in 2025.

The materiality assessment for 2024 reinforced the importance of the following areas:

- ★ **Carbon emissions and energy efficiency**
- ★ **Diversity, equity, inclusion and belonging (DEIB)**
- ★ **Data privacy and cybersecurity**
- ★ **Product sustainability**

These areas now serve as the cornerstone of our evolving sustainability strategy, forming the basis for future goals and initiatives.



Key focus areas for 2024

1. Reducing carbon emissions and energy efficiency

2024 marks the beginning of our journey to systematically report on our sustainability efforts. This year, we focused on assessing current practices and identifying key areas for improvement. While many initiatives are still in their early stages, we are establishing the foundation for meaningful progress in the future. Notably, we reduced our total emissions from 1,219 tCO₂e in 2023 to 774.92 tCO₂e in 2024, marking a substantial step forward towards our goals.

Our setup efforts in 2024 included:

- ★ **Transition to renewable energy:** We have set a target to power our office with 100% renewable energy by the end of 2025, initiating steps this year toward achieving that goal.
- ★ **Reducing business travel emissions:** Recognizing travel as a key emission source, we began reducing travel to lower our emissions.
- ★ **Supplier engagement:** Purchased goods and services remain our largest emission source, contributing 601.61 tCO₂e in 2024. We have now strengthened engagement with key suppliers to drive greener operational practices, track emissions more accurately, and collaborate on reduction strategies.
- ★ **Improving data quality:** To ensure more precise tracking, we enhanced our carbon data collection processes, focusing particularly on Scope 3 emissions. This involved working closely with suppliers to refine reporting methodologies, improve transparency and establish more reliable tracking mechanisms.

2. Diversity, equity, inclusion and belonging (DEIB) in the workplace

In 2024, Meister remained committed to cultivating a diverse and inclusive workplace. This year, we focused on analyzing diversity metrics and expanding our DEIB initiatives to ensure they are impactful and scalable.

Key data points include:

- ★ 40% of our employees were women
- ★ 45% of leadership roles were held by women
- ★ 37 nationalities

The insights gained in 2024 will help refine our DEIB goals and programs in 2025.

3. Sustainable product development and security

In 2024, Meister integrated sustainability into product development while reinforcing data privacy and cybersecurity. MindMeister and MeisterTask continued to support environmentally friendly workflows, reducing paper use and business travel. At the same time, we strengthened security measures, upheld GDPR compliance and maintained ISO 27001 certification to safeguard user data.

The impact of these initial efforts will become clearer as we implement more targeted strategies in 2025.

Environmental impact

Sustainability report

Total GHG emissions for 2024

In 2024, Meister continued to track and reduce emissions across Scope 1, Scope 2 and Scope 3.

- **Scope 1 — direct emissions: 12.47 tCO₂e**
Primarily from mobile combustion
- **Scope 2 — indirect emissions from purchased energy: 8.22 tCO₂e**
Location-based
- **Scope 3 — indirect emissions from the value chain: 754.23 tCO₂e**
Driven by purchased goods and services, business travel and employee commuting

With our enhanced GHG reporting accuracy, these numbers provide a more precise reflection of our environmental footprint. The significant reduction from 2023 demonstrates the effectiveness of our sustainability initiatives and a stronger commitment to long-term emission reduction.

Emission hotspots

Based on our refined data for 2024, Scope 3 emissions remain the largest contributor, with key drivers including:

- **Purchased goods and services: 601.61 tCO₂e**
Stemming from hardware and office-related materials
- **Business travel: 116.51 tCO₂e,**
Reflecting essential travel for in-person meetings and conferences
- **Employee commuting: 31.14 tCO₂e,**
Representing emissions from daily travel to and from work





Emissions overview

Source	2024	%	2023
Scope 1	12.47 tCO₂e	-4%	13 tCO ₂
Mobile combustion	12.47 tCO ₂ e		
Scope 2	8.22 tCO₂e	+17%	7 tCO ₂
Imported electricity	8.22 tCO ₂ e		
Scope 3	754.23 tCO₂e	-37%	1,199 tCO ₂
Purchased goods and services	601.61 tCO ₂ e		
Business travel	116.51 tCO ₂ e		
Capital goods	0.60 tCO ₂ e		
Employee commuting	31.14 tCO ₂ e		
Fuel and energy consumption	4.37 tCO ₂ e		
Total 100%	774.92 tCO₂e	-36%	1,219 tCO ₂
Per employee	5.89 tCO₂e		

Key initiatives in 2024

In 2024, our efforts centered on setting up processes and collecting activity based data, with initial steps taken to address key emission sources. These initiatives contributed to a 36% reduction in total emissions compared to 2023, with significant progress in Scope 3 reporting and supplier engagement.

- ★ **Transitioning to renewable energy:** We made significant progress toward our goal of powering all offices with renewable energy by the end of 2025. By the end of 2024, 87% of our offices were already running on renewable energy sources, laying a strong foundation for further reductions in Scope 2 emissions.
- ★ **Reducing business travel:** To minimize travel-related emissions and reinforce our remote-first culture, we held fewer, more focused in-person meetings. This not only reduced our carbon footprint but also cut accommodation and catering costs by nearly 50%.
- ★ **Improving data quality:** Engaging with suppliers enabled us to enhance the accuracy of reporting on Scope 3 emissions, providing greater transparency and a stronger foundation for future reduction strategies.
- ★ **Supplier engagement for emission reductions:** We initiated discussions with key suppliers to encourage the adoption of greener practices within our supply chain, ensuring that sustainability improvements extend beyond our direct operations.





Looking ahead to 2025

In 2025, Meister aims to build on the groundwork established in 2024 by taking more targeted action to reduce emissions across all areas. Our goals include:

- Strengthening supplier partnerships to achieve **reductions in purchased goods and services emissions**
- Completing the **transition to 100% renewable energy** for all offices by 2025
- Further **reducing business travel** through stricter travel guidelines and the introduction of a new travel software to assist data collection



People

Sustainability report



“At Meister, we believe that the success of our business is intrinsically linked to the well-being and development of our people.

In 2024, as part of our first steps toward a structured sustainability strategy, we focused on building a more inclusive and diverse workplace while enhancing employee well-being and engagement.

Our social impact efforts prioritized diversity, equity, inclusion and belonging (DEIB), employee well-being and employee engagement.”

Martin Gassner
Director of Talent & People Analytics

Social key performance indicators

Social KPI	2024	Unit
FTE	131.5	#
Average tenure	2.85	Years
Voluntary turnover rate	11.55	%
Average age	34.27	Years
Compensation index above target	18.8	%
Promotions	36	#
Gender diversity company	40	% female
Gender diversity management	45	% female
Gender diversity new hires	50	% female
Sick leave	2.94	%
Employee satisfaction	6 (+ 18 points)	eNPS
Employee satisfaction response rate	87	%





Diversity, equity, inclusion and belonging

Throughout 2024, Meister remained dedicated to creating a diverse and inclusive work environment. With 37 nationalities represented within our team, we foster a culture of inclusion and cross-cultural collaboration.

40% of our employees were women, and 45% of leadership roles were held by women, underscoring our commitment to promoting gender equality at all levels of the company. We continued to prioritize DEIB initiatives that ensure a fair and supportive environment for all employees, regardless of gender, background or ethnicity.



 **Leadership programs:** We launched a leadership development program offering tailored training, mentorship opportunities and clear career progression pathways.

 **Inclusive recruitment practices:** We continued to refine our recruitment process to attract diverse talent by using competency-based interview score cards and ensuring our job advertisements are inclusive.

 **New partnership with MyAbility:** A network dedicated to promoting workplace inclusion for people with disabilities. This collaboration helps us raise awareness around accessibility and create more inclusive hiring opportunities. MyAbility connects us with a diverse talent pool and offers insights into accessible recruitment and workplace accommodations.

 **Diversity metrics and accountability:** In 2024, we established a precise People KPI report to track progress in building a more inclusive workforce. These metrics are reviewed quarterly to ensure continuous improvement with the leadership team.



Employee well-being and engagement

We recognize that a healthy and engaged workforce is the foundation of a thriving company. Ensuring employee well-being requires a holistic approach that supports both mental and physical health, fosters a positive work culture and enables sustainable work-life balance.

In 2024, we strengthened our commitment to creating a workplace where employees can flourish both personally and professionally. This included expanding mental health support, enhancing wellness offerings and reinforcing engagement initiatives to ensure employees feel valued, supported and heard.



- ♥ **Introduction of nilo.health:** Recognizing the growing importance of mental health, we partnered with nilo.health to provide on-demand support. Employees can connect with licensed professionals for confidential coaching, covering topics from stress management to personal growth. This initiative underscores our commitment to creating a healthy and supportive work environment.
- ♥ **Holistic wellness program:** While not new in 2024, participation in our wellness initiatives grew significantly. Through MyClubs and other sports activity subsidies, employees had access to a variety of fitness and wellness options, encouraging an active lifestyle across different locations. Additionally, JobRad provided a sustainable commuting option through bicycle leasing, further supporting employee well-being and health.
- ♥ **Employee engagement:** For the first time since fall 2023, our eNPS turned positive, reflecting improved employee satisfaction. To better understand and respond to employee needs, we increased our survey frequency, ensuring a more regular and actionable feedback loop.



Customer experience and impact

At Meister, we continuously improve the way we support and engage with our customers. In 2024, we focused on enhancing response efficiency, increasing self-service options and leveraging AI-driven support to improve the overall customer experience.

- **Faster issue resolution:** On average, customer issues were resolved within 2 days, marking a significant improvement in efficiency.
- **AI-powered support efficiency:** By integrating Crescendo's AI-driven support, we successfully cleared a backlog of 1,000+ tickets within weeks while maintaining a 86% quality score. Additionally, our CX Assistant resolved 67% of inquiries instantly, allowing support teams to focus on complex cases and premium support.
- **Improved self-service and simplicity:** Investments in self-service tools contributed to a notable reduction in support inquiries, with 23% fewer tickets in November and 33% fewer in December compared to the previous year. This trend is ongoing and we look forward to further increasing the simplicity of our products.

Governance and compliance

Sustainability report

"In 2024, Meister reinforced its commitment to strong governance practices and ethical business operations.

We believe that effective governance is the foundation of a sustainable and responsible business.

Our governance efforts are guided by a transparent framework that ensures compliance with local and international regulations, promotes ethical decision-making and safeguards our company and stakeholders."

Rabea Thies
VP People & Business Operations





Governance structure

Meister has implemented a robust governance framework that ensures clear oversight, accountability and ethical decision-making at all levels of the organization. In 2024, we strengthened our governance structure by maintaining transparent decision-making and establishing open communication channels between leadership and employees.

Key governance actions included:

- ★ **Leadership accountability:** Our board and senior leadership regularly reviewed governance performance to ensure full compliance with internal policies and external regulations.
- ★ **Risk management:** We enhanced our risk assessment processes, particularly across data privacy, cybersecurity and regulatory compliance. We also focused on laying the groundwork for DORA compliance.

Data privacy and cybersecurity

With data privacy and security being critical to our operations, Meister strengthened its cybersecurity measures and data protection protocols in 2024. We continued to uphold ISO 27001 certification and adhered to the General Data Protection Regulation (GDPR) to ensure the highest level of data protection for our clients and employees.

Key security initiatives included:

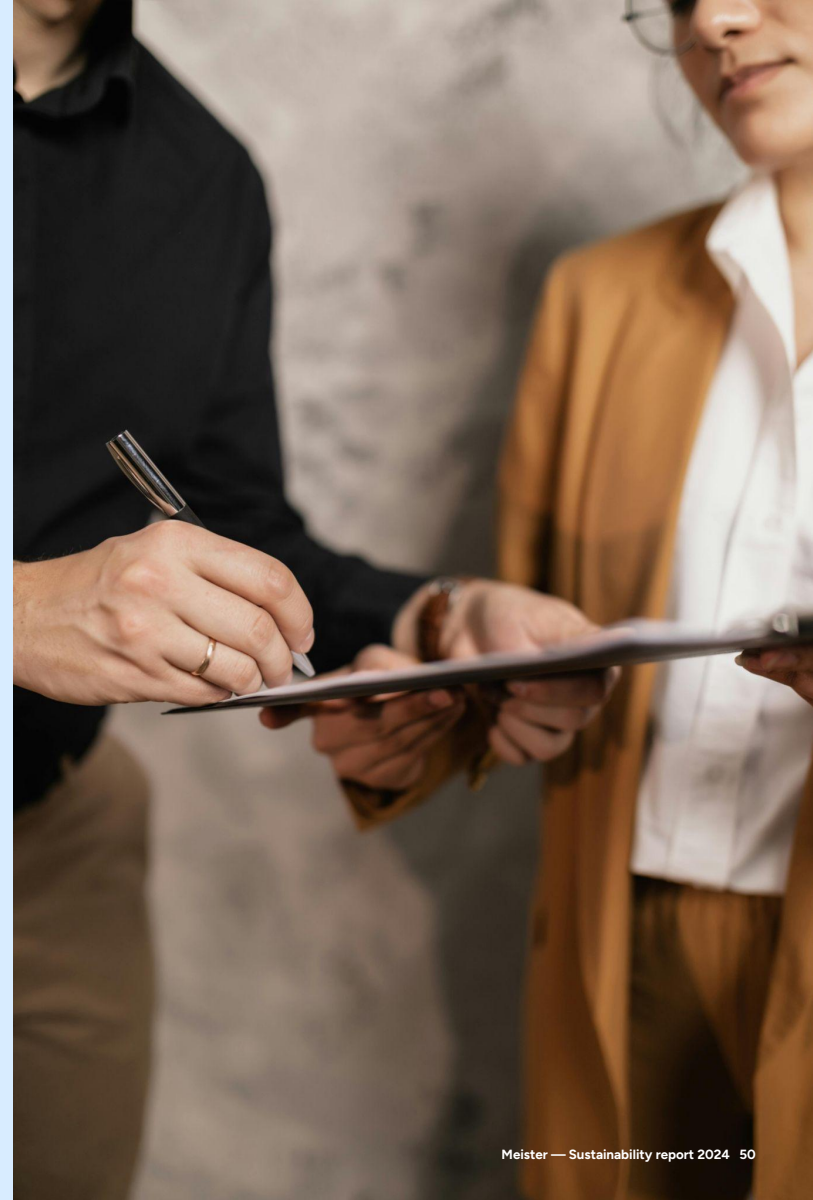
- ★ **Strengthening cybersecurity infrastructure:** We upgraded security systems to safeguard against emerging cyber threats, including enhanced threat detection, regular audits and ongoing cybersecurity training for employees.
- ★ **Data privacy training:** To ensure company-wide GDPR compliance, we conducted data privacy training for 100% of employees, raising awareness of best practices and potential risks in data handling.

Ethical business practices and compliance

In 2024, Meister remained committed to upholding the highest ethical standards across all aspects of its business. Our code of conduct outlines clear expectations for ethical behavior, ensuring that employees, partners and stakeholders operate with integrity and accountability.

Key compliance initiatives and achievements included:

- ★ **Anti-bribery and corruption policies:** We maintained strict anti-corruption measures, reinforced through regular training sessions to help employees identify and prevent unethical practices.
- ★ **Whistleblowing system:** Our anonymous whistleblowing system remained fully operational, providing a secure and confidential channel for employees and stakeholders to report any violations — with no reported incidents in 2024.



Product sustainability and accessibility

Sustainability report



“At Meister, product sustainability remains an important long-term focus.

Our tools are designed to support digital collaboration and paperless workflows, reducing reliance on physical resources and minimizing the need for business travel.

In 2024, Meister took important steps toward enhancing product accessibility and supporting remote work. These efforts ensure that our products remain both inclusive and aligned with sustainable digital collaboration practices.”

Belen Caeiro
VP of Product



Accessibility and sustainable work improvements

In 2024, Meister began assessing and improving the accessibility of its products for less-abled users, working toward the goal of achieving WCAG Level AA compliance by mid-2025. This year, our focus was on identifying key accessibility gaps and setting the foundation for future improvements.

- ★ **Assessing keyboard navigation:** We reviewed focus order and UI interactions across our web platforms to enhance accessibility. In 2025, we will implement these improvements to ensure seamless navigation for all users.
- ★ **Enhancing assistive technology support:** Initial evaluations of screen reader compatibility and element labeling were conducted in 2024. In the coming year, we plan to refine these features to improve accessibility across iOS and Android applications.
- ★ **Scalability and touch optimization:** We identified adjustments needed to enhance usability for mobile users who rely on assistive tools. In 2025, we will roll out these enhancements to create a more inclusive experience.
- ★ **Standardized accessibility practices:** We established guidelines to integrate accessibility improvements more effectively into product development. Next, we aim to embed these standards into all future updates and new product features.

Supporting remote work for a more sustainable future

Meister's products continued to enable remote and hybrid work setups, reducing the need for frequent travel and supporting a more sustainable way of working.

- ★ **Remote work capabilities:** MeisterTask helped teams collaborate across locations, minimizing business travel needs and lowering carbon emissions. In 2025, we will explore new features that enhance virtual collaboration even further.
- ★ **Paperless collaboration:** By using digital mind maps and task management tools, our users reduced paper usage and transitioned to more sustainable workflows. Moving forward, we will assess how to further optimize product features to reduce environmental impact.
- ★ **Assessing energy efficiency in our infrastructure:** In 2025, we will evaluate energy usage within our product infrastructure, identifying opportunities to enhance efficiency and minimize environmental impact.

Conclusion and future outlook

Sustainability report

“In 2024, Meister took important steps toward building a structured and measurable sustainability strategy.

This year was primarily about establishing baselines for our yearly report and identifying key areas for future action. These efforts have already resulted in a 36% reduction in total emissions compared to 2023, demonstrating the impact of a data-driven approach.

While some initiatives are still in their early stages, we now have a clearer understanding of our environmental and social impact. This allows us to lay the foundations for meaningful progress in 2025.”

Clemens Weidenbach
CEO





Key developments in 2024

Throughout 2024, Meister focused on:

- ★ **Improving data accuracy:** We enhanced the precision of our carbon emissions tracking, particularly in Scope 3, laying the foundation for future reduction efforts.
- ★ **Employee well-being and DEIB expansion:** We partnered with MyAbility to increase hiring opportunities for people with disabilities. We also improved employee engagement through new feedback mechanisms such as monthly Pulse surveys.
- ★ **Accessibility and sustainable work practices:** We reinforced our commitment to WCAG Level AA compliance by mid-2025 and continued to support remote and hybrid work through our products, reducing the need for business travel.
- ★ **Energy and emissions planning:** In 2024, we achieved a 36% reduction in total emissions compared to 2023, driven by both improved data accuracy and tangible reduction efforts. With a clearer baseline in place, we can implement even more targeted sustainability measures moving forward.

Looking ahead to 2025

Building on the groundwork of 2024, 2025 will be a year of implementation, action and measurable progress.

Our focus areas include:

- **Reducing our carbon footprint:** We will actively implement emission reduction measures, particularly in Scope 3, while completing the transition to 100% renewable energy for our offices.
- **Expanding DEIB initiatives:** Building on our MyAbility partnership, we will further integrate inclusive hiring and accessibility improvements into our talent strategy.
- **Advancing product sustainability:** We will begin exploring opportunities to enhance sustainability-focused product features, and improve energy efficiency in our infrastructure.
- **Strengthening community and industry engagement:** We aim to expand external collaborations with sustainability-focused organizations and industry networks, ensuring that our impact extends beyond our own operations.





As we move into 2025 and beyond, Meister remains committed to building a sustainability strategy that is both actionable and measurable. While this journey is still in its early stages, our focus on transparency, collaboration and continuous learning will help us drive meaningful change in the years to come.

Together, we are shaping a more sustainable, inclusive and responsible future — one that benefits our employees, customers and the broader community.



Martin Gassner

Director of Talent & People Analytics
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