Statement on sustainability initiatives

May 2, 2025

At Keepit, sustainability is an integral part of how we operate and innovate. We are dedicated to reducing our environmental impact while delivering secure, reliable SaaS data protection to our customers.

Keepit's vendor-independent cloud, dedicated to SaaS data protection and built on a blockchain-verified solution, supports key business applications like Microsoft 365, Microsoft Entra ID, Google Workspace, and Salesforce.

Keepit A/S (CVR. No. 30806883), a Danish public limited liability company, privately held, and its affiliates (collectively referred to as "Keepit", "we" or "our") adhere to the same sustainability standards as detailed in this statement. Headquartered in Copenhagen, with offices and data centers globally, we are dedicated to combining technological excellence with environmentally responsible practices.

Sustainability in our operations

At Keepit, we are committed to practicing our business in an environmentally responsible way. Our environmental initiatives include:

Increasing the energy efficiency of our operations, primarily within our data centers and offices.

- Reducing waste through sustainable office practices and digital workflows.
- Minimizing our environmental impact across the value chain.
- Environmental considerations are an essential part of how we operate and evolve as a company.

Efficient and responsible cloud computing

Cloud computing is energy efficient compared to on-premises computing solutions and although the direct impact of SaaS companies on the environment may be relatively low compared to other industries, Keepit recognizes the importance of environmental sustainability and is aware that data centers consume large amounts of power, contributing to our environmental footprint.

To minimize this impact, Keepit has taken several proactive measures:

- We source colocation services from vendors that can document that most, if not all, power used for our services comes from renewable sources.
- Our data centers in EMEA and Americas are powered by 100% renewable energy, as documented through green power certificates.
- Powering data centers with clean energy has always been a core priority, and it is our mission to operate as a carbon-free, ecologically responsible company.

We work closely with our colocation providers, who have implemented various initiatives to reduce overall power consumption, furthering our efforts to reduce environmental impact. Moreover, Keepit's core technology, primarily our file system, was built for speed and simplicity. As a positive side effect:

- It leads to lower energy consumption
- Allows us to utilize 100% of disk capacity without performance degradation
- Improves overall efficiency of our infrastructure, resulting in reduced environmental impact

Governance and global principles

Social and governance practices are a critical part of our operations: Keepit observes the Ten Principles of the United Nations Global Compact on human rights, labor, environment, and anti-corruption. These principles constitute the minimum standards for Keepit and are embedded in our Code of Conduct which can be found at: https://www.keepit.com/code-of-conduct/.

Every person working for Keepit, whether permanently or temporarily employed, is subject to the Code of Conduct, including management and the Board of Directors. The Code applies across all countries in which we operate and to every person working on behalf of Keepit. Managers are responsible for ensuring that the Code of Conduct is known and upheld by all employees within their respective areas of responsibility. We also expect our suppliers and their subcontractors to adhere to the Code of Conduct or equivalent standards and to demonstrate compliance through documentation when required.

Sustainable workplace culture

As a SaaS vendor providing backup and recovery solutions, we understand the importance of fostering an environmentally conscious culture within our organization. Our office policies reflect this commitment, including:

- Energy-saving measures in our offices
- Waste recycling programs
- Digital workflows to minimize paper usage

We believe that consistent efforts across our teams meaningfully contribute to a greener workplace. Our services are designed to be delivered remotely, which reduces the need for physical infrastructure and transportation-related emissions. Additionally, we prioritize digital communication and documentation. At Keepit, we aim to reduce paper use, supporting forest conservation and reducing water and soil pollution tied to paper production.

Continuous commitment

We believe that raising awareness and fostering a culture of environmental responsibility is essential to driving meaningful change. At Keepit, we are proud of the measures we have implemented and remain focused on strengthening and expanding our sustainability efforts.

Environmental responsibility is not a one-time initiative, it's a continuous commitment embedded in how we build, grow, and deliver our services. As we evolve, we will continue to explore new ways to enhance our sustainability practices and reinforce our dedication to environmental responsibility.