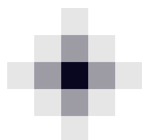
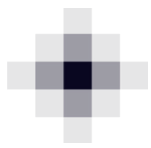


2025 CARBON REPORT

www.weareimpactplus.com





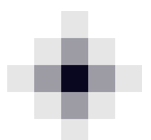
Introduction

This is Impact Plus' third published carbon report since 2021. The company is continuing and accelerating its commitment to limiting its environmental impacts, by assessing its greenhouse gas (GHG) emissions using the GHG Protocol in relation to scopes 1, 2 and 3. This ongoing commitment to reporting aligns with our mission of empowering the advertising industry and brands to evaluate and reduce the greenhouse gas emissions due to their media strategies.

Foreword from our CEO

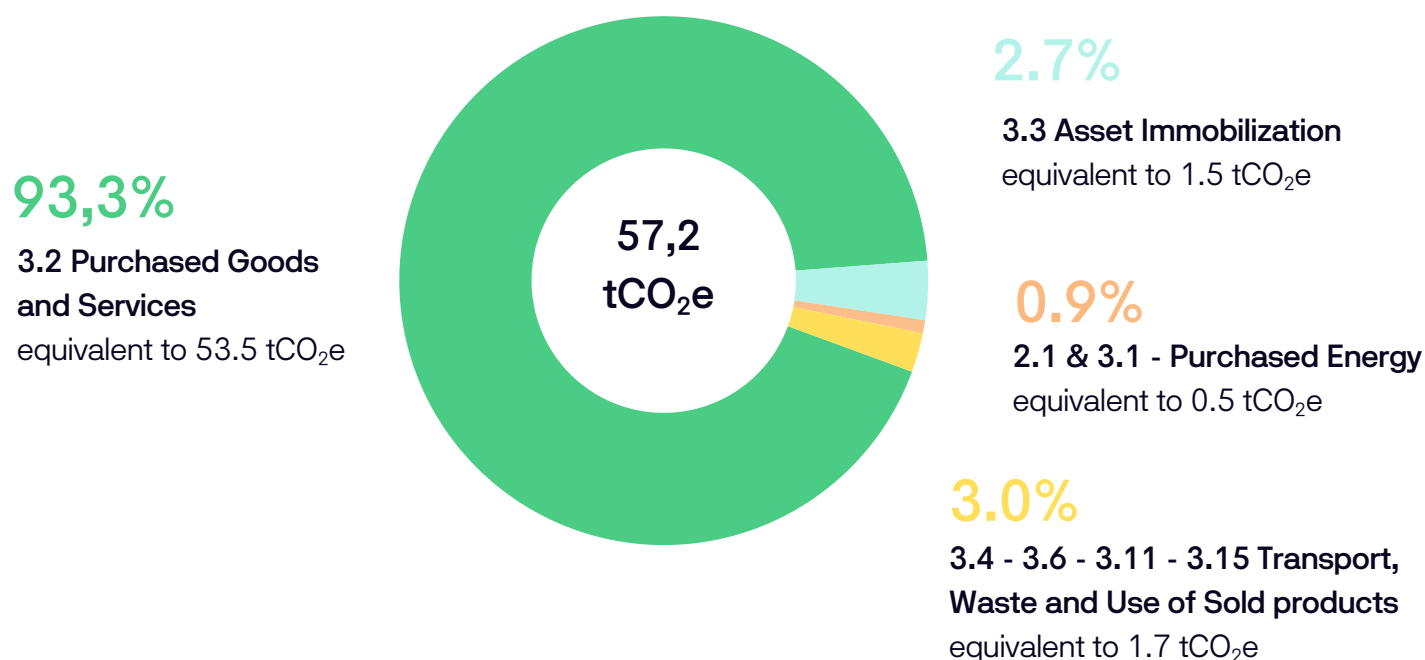
“In 2025, Impact Plus demonstrated that growth and carbon impact do not have to evolve hand in hand. While continuing to scale our digital platforms, we succeeded in stabilising our overall carbon footprint, marking the first tangible results of the optimisation efforts initiated in previous years. This report reflects our ambition to embed carbon efficiency at the core of our growth strategy, and to continue progressing toward a more sustainable and resilient digital model.”

Vincent Villaret, CEO, Impact Plus

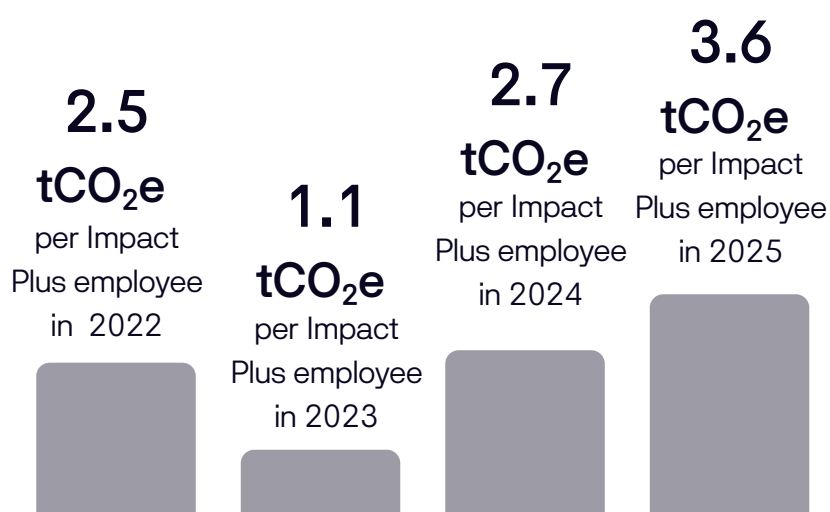


Impact Plus Emissions 2025

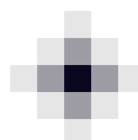
- The majority of Impact Plus' emissions are classed as scope 3
- Total GHG Emissions: 57,2 tCO₂e carbon generated for Impact Plus in the year 2025 - Stable vs 2024 (57.2 tCO₂e)



Purchased Goods and Services include the majority of Impact Plus' operational activities, notably Digital Products, Purchases & Support Services, Offices and Operations, which are detailed in the following sections.



This increase in carbon emissions per employee reflects the rapid scaling of our digital platforms since 2024, rather than a deterioration of internal practices or employee-related activities, despite stable total emissions at company level.

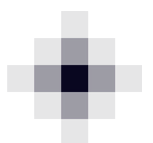
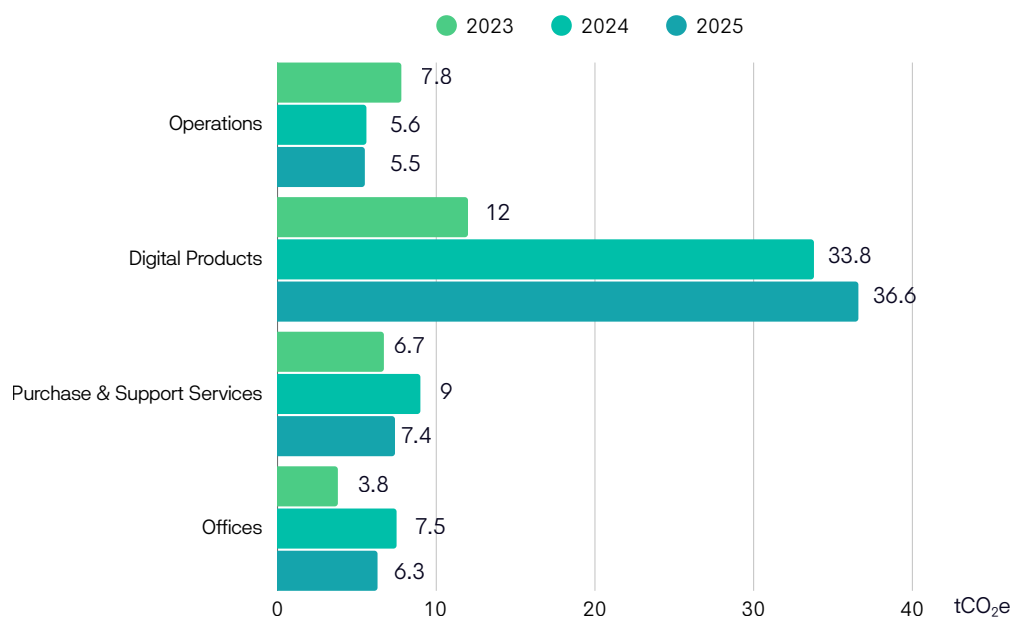


At Impact Plus, we take a comprehensive approach to measurement across our entire organisation. To achieve our aims, we pay close attention to the emissions generated by operations from the start of the process to the end. That entails:

- ✓ Working on improving our own operations, in particular by mitigating the increase of CO₂e emissions generated from the way we run our growing business.
- ✓ Evaluating, measuring and reducing CO₂e emissions from our clients' media campaigns through our Campaign Studies, Environmental Sustainability Platform (ESP) and Creative Optimizer solutions.
- ✓ Progressively and continually training all our team members to understand their own environmental impact, and how to make lifestyle and working decisions that align with sustainable practices. As an example, our team members take part in Climate Fresk, a workshop that teaches the fundamental science behind climate change.

Evolutionary figures from 2023

Focusing on these 4 categories: **Digital Products, Operations, Purchase and Support Services, and Offices**



Learnings from 2025

– | – Operations: 5.5 tCO₂e

Operational emissions remained stable at 5.5 tCO₂e in 2025, accounting for around 10% of total emissions. As in previous years, **this category is largely driven by software and telecommunication tools.**

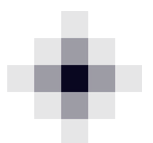
The stability of this post reflects a mature and well-controlled operational model, despite continued business growth.

– | – Digital Products: 36.6 tCO₂e

In 2025, **Digital Products remained Impact Plus' main source of emissions**, accounting for approximately 64% of total GHG emissions. **While emissions increased compared to 2024, this rise was significantly lower than the growth of platform usage and data volumes which increased by a factor of 2.4 year-on-year.**

This confirms that the optimisation measures initiated in 2024 are starting to deliver tangible results, allowing **Impact Plus to progressively decouple digital emissions from the volume of media measured.** These first signs of decoupling mark an important step toward more sustainable scaling of our ESP platform.

These calculations are based on emission factors with between 70% to 80% incertitude (source: [here](#)) as verified by ADEME's Carbon Base (source: [here](#)).



– | – Purchase and Support Services: 7.4 tCO₂e

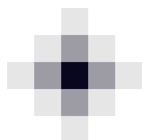
Emissions from Purchases and Support Services decreased to 7.4 tCO₂e in 2025, representing 13% of total emissions. This reduction reflects both improved accuracy in supplier-related emission factors and a more controlled use of external services.

This evolution confirms the positive impact of the work initiated in previous years to better assess and manage supplier emissions, and positions this category on a **more stable and controlled trajectory**.

– | – Offices: 6.3 tCO₂e

In 2025, emissions related to Offices and Sites decreased to 6.3 tCO₂e, down from 2024. This category **continues to be mainly driven by employees' meals**, but lower emissions compared to the previous year highlight the impact of operational choices and everyday practices, even with stable or growing teams.

This reduction demonstrates that behavioural and organisational levers can effectively contribute to lowering emissions in service-based companies.



How do we assess our carbon footprint?

Impact Plus' carbon footprint is measured using the [Carbo platform](#). The objective is to know the environmental impact of our activities — and those of our service providers — and in particular, to identify our main sources of emissions. This enables us to identify where to focus our reduction efforts, and to enable strategic decision-making around our activities and the environmental impact of our services.

Our activity data is collected annually and collaboratively by all employees.

Carbon impacts are subsequently calculated according to the global standards of carbon assessment — [Global Greenhouse Gas Protocol](#) & [ADEME](#) methodology for French based users including scopes 1, 2 and 3 of [GHG Protocols](#).

**Our mission is to make advertising better,
by empowering marketers to develop, achieve and exceed
their sustainability goals.**

Contact

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