



Carbon Reduction Plan

Scope

The following is the Carbon Reduction Plan for **LoopUp Group Limited** and its subsidiaries ("LoopUp").

Commitment to achieving Net Zero

LoopUp is committed to achieving Net Zero emissions by 2040.

As a global provider of collaboration solutions, we recognize our responsibility to reduce our environmental impact and play an active role in combating climate change. This Carbon Reduction Plan sets out our current emissions profile, reduction targets, and strategies to achieve our environmental goals.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: 2020	
Additional Details relating to the Baseline Emissions calculations. The greenhouse gas emissions have been calculated using a conversion factor of 0.233 tCO ₂ e per MWh. This is the greenhouse gas conversion factor recommended by the UK Government for company reporting purposes. Scope 1 LoopUp has no significant energy consumption which falls into scope 1. Scope 2 LoopUp primary use of energy in this category is through powering its buildings. In some office buildings, energy usage is metered and LoopUp pays for energy directly consumed. In other office buildings, energy usage is pooled across all building tenants and LoopUp pays a service charge that includes energy consumed. Energy consumption across LoopUp has been estimated by calculating electricity usage per employee in our main London office, where data is available for energy directly consumed. This electricity usage per employee figure has then been applied to all employees in LoopUp. Scope 3 LoopUp primary use of energy in this category relate to suppliers (including data centres), home working and business travel.	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	Zero
Scope 2	37.8
Scope 3	117.0

Total Emissions	154.8
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Current Emissions Reporting

EMISSIONS	TOTAL (tCO ₂ e) Reporting Year			
	2021	2022	2023	2024
Scope 1	Zero	Zero	Zero	Zero
Scope 2	37.5	37.5	33.6	26.0
Scope 3	73.1	62.4	58.9	58.9
Total Emissions	110.6	99.9	93.5	84.9

Emissions reduction targets

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets. The calculation during and period post the covid-19 pandemic has shifted actual usage which is expected to be normalized from 2022 onwards to a more sustainable and steady reduction in usage. Actual usage is therefore not expected to be maintained as the same rate of decline as calculated for 2021 and 2022. We, however, project that carbon emissions can be maintained below 105 tCO₂e over the coming 5 years This represents a reduction of approximately 30%.

We will review our targets annually and adjust them in line with scientific guidance and evolving best practices

Carbon Reduction Projects

Since 2020, LoopUp implemented actions to reduce energy consumption and greenhouse gas emissions. These include increasing the number of employees that work remotely for some or all of the week, rather than being present in the office. As a result, LoopUp closed a number of its offices in favour of continued remote and hybrid working, resulting in reduced energy consumption as well as reduced costs.

Furthermore, the Group continued to reduce the need for employees to travel, especially on international trips.

In the future we hope to implement further measures such as further reduction in office space which is unused. LoopUp is also reviewing travel arrangements and considering more efficient management of its global workforce. LoopUp will look to other methods and promote efficient energy consumption with its suppliers to ensure it can achieve its targets.

Specifically, to achieve our reduction targets, LoopUp has implemented or plans to implement the following initiatives:

1. Energy Efficiency

- Transitioning to renewable energy sources at all office locations and data centres, where possible.
- Upgrading to energy-efficient IT infrastructure. where possible.

2. Sustainable Travel

- Promoting virtual collaboration to reduce business travel.
- Encouraging public transport, cycling, and flexible work-from-home arrangements to minimize commuting emissions.

3. Waste and Resource Management

- Expanding recycling programs and reducing single-use plastics.
- Implementing digital-first initiatives to minimize paper use.

4. Sustainable Procurement

- Partnering with suppliers who share our commitment to carbon reduction and ethical sourcing.
- Prioritizing low-carbon products and services in our procurement decisions.

5. Employee Engagement

- Conducting training and awareness campaigns on sustainability practices.
- Launching initiatives to encourage employee participation in carbon reduction efforts.

6. Carbon Offsetting

- Where emissions cannot yet be eliminated, LoopUp will invest in credible, certified carbon offset programs as an interim measure on the path to Net Zero.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard³.

This Carbon Reduction Plan has been reviewed and signed off by the executive committee of LoopUp.

Steve Flavell

LoopUp Group plc

Date: 25 June 2025

¹<https://ghgprotocol.org/corporate-standard>

²<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

³<https://ghgprotocol.org/standards/scope-3-standard>