



SUSTAINABILITY REPORT

31 December 2024

smg

swiss
marketplace
group

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A message from our CEO

We want to unlock the potential of our platforms to enable better, more sustainable choices at scale.

At SMG, we believe in the power of digital platforms to make a difference.

Every day, millions of people use our marketplaces to make important decisions, whether it's finding a home, selling something second-hand, buying a car, or choosing financial services. These choices matter. And we want to help make them more sustainable.

Sustainability is not a goal next to our business. It's part of how we work.

It's anchored in one of our core values: Act Responsibly. This means thinking long-term, taking ownership, and doing the right thing for our users, our teams, and the society we operate in.

2024 marks an important step: Our first sustainability report.

Over the past year, we've laid the groundwork with our first carbon footprint measurement, a dedicated sustainability team, and a clear understanding of what matters most through our Double Materiality Assessment. These foundations will help us move forward with focus.

Looking ahead, our ambition is clear:

We want to unlock the potential of our platforms to enable better, more sustainable choices at scale. At the same time, we continue to strengthen our own operations to stay resilient, reduce risks and create long-term value.

We know this is a journey. It will take time, collaboration and pragmatism.

But we are ready to play our part. And we believe we can make a meaningful contribution, powered by innovation and by the strength of our people.



A handwritten signature in black ink, appearing to read 'Christoph Tonini'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Christoph Tonini
CEO of SMG Swiss Marketplace Group

About SMG Swiss Marketplace Group

SMG Swiss Marketplace Group AG (SMG) is a pioneering network of online marketplaces and a cutting-edge digital company that simplifies lives by connecting and empowering millions of people to make efficient and informed decisions.

Through our platforms, we cater to both business and private customers, offering innovative solutions to buy and sell second-hand items, discover real estate and vehicles, compare financial services, and make sustainable choices. We serve the Swiss market with a team of over 930 employees¹ across six countries² as at 31 December 2024, and are committed to delivering seamless experiences that promote efficiency and sustainability. SMG is a private limited company under Swiss law.

Our values

Our values of being better together, aiming high, and acting responsibly guide us in caring for the environment and supporting our employees.



Better Together

Together we unleash our full potential. We speak openly and commit to the team. We believe in a culture of inclusiveness, trust and fun.



Aim High

We wow our customers. They are our focus. We are bold. We strive for excellence.



Act Responsibly

It starts with us. We actively drive society towards more sustainable consumption. We balance today and tomorrow.

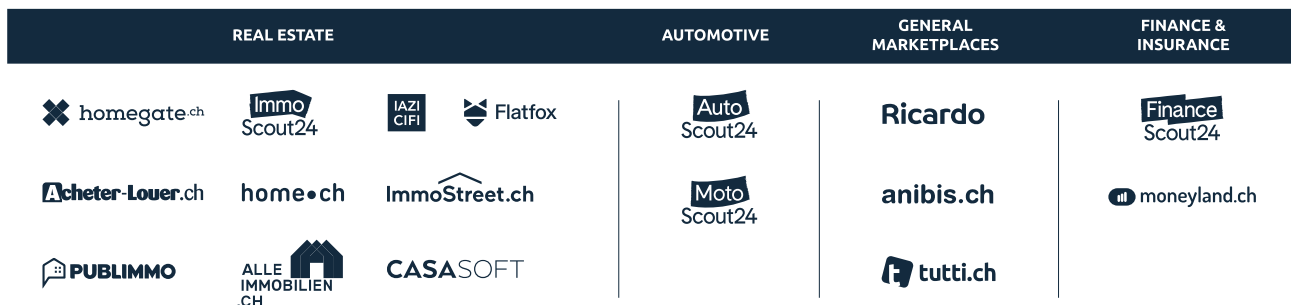
Our business model

At the core of our business model, we provide customers with the digital tools to support their business or life decisions by digitally connecting supply and demand. The use of data, technical expertise, and insights, combined with sustainability-related information, means that our customers can make more responsible choices. Circularity is at the heart of some of our business models, such as our Swiss second-hand marketplaces, Ricardo, tutti.ch, and anibis.ch. While the circular economy currently represents only a small portion of the Swiss economy, its growth is essential for conserving finite resources and reducing waste.



Many of our marketplaces have enjoyed commercial success over the years, and we have integrated additional platforms to further enhance our portfolio and services for our users. Collectively, these platforms are structured into four distinct business units: Real Estate, Automotive, General Marketplaces, and Finance & Insurance:

- **Real Estate:** We offer leading digital platforms that simplify property rental and sales, search and management, as well as tools and services. Our brands in this area include ImmoScout24, Homegate, Flatfox, alle-immobilien.ch, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, and IAZI.
- **Automotive:** We connect buyers and sellers through our Automotive marketplaces, offering a wide range of vehicle options. This business unit includes AutoScout24 and MotoScout24.
- **General Marketplaces:** We provide online platforms where users can buy and sell a variety of used goods and services. Our brands include anibis.ch, tutti.ch, and Ricardo.
- **Finance & Insurance:** We offer comprehensive financial tools and services to help users navigate, compare, and manage finance and insurance solutions. This business unit includes FinanceScout24 and moneyland.ch.



About the report

The report on non-financial matters of SMG and its subsidiaries³ (sustainability report) has been prepared with reference to the Global Reporting Initiative (GRI) Standards and in compliance with the requirements of Article 964b of the Swiss Code of Obligations (CO). Next to the law on transparency on non-financial matters, the Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labour (DDTrO) entered into force in January 2023.⁴ In line with this, we conducted a targeted review of potential child labour risks across our value chain, as detailed in the [Identifying risks](#) section.

Additionally, the report aligns with the Swiss Ordinance on Climate Disclosures by applying the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), which have been integrated where relevant.

The sustainability report, including material topics, is reviewed and approved by the Sustainability Steering Committee (Sustainability SteerCo), the Executive Leadership Team (ELT), and the Board of Directors (BoD). The BoD approved the issuance of this report on 27 June 2025. This report covers the reporting period from 1 January 2024 to 31 December 2024.

SMG is the ultimate parent company. The sustainability report fully consolidates information from all directly or indirectly controlled subsidiaries, subject to specific scope limitations. In 2024, SMG held no affiliates, minority interests or joint ventures. The [Methodology and approach to emissions and energy calculation](#) and [Employee data methodology and operational boundaries](#) sections detail the major limitations, while individual report sections address minor scope exclusions.

We collect data from all sites on a regular basis, using standardised procedures to ensure consistency and accuracy across our operations. All information and data have been internally verified, without external assurance. For further information, including contact details for questions or comments about this report, please refer to the [Appendix](#).

Our sustainability strategy and journey

Our sustainability strategy focuses on enabling long-term value creation. Supported by four key pillars, this approach engages all SMG teams, with each employee contributing to our goals.



Pillar 1: Leading with integrity

We embrace ethical standards, governance, and transparency. The Sustainability Team, supported by Sustainability Champions across business units, drives the strategy, implements the roadmap, raises awareness, and actively engages employees. The Sustainability SteerCo, overseen by the BoD, monitors progress, helping ensure ethics and trust.

Pillar 2: Securing our digital future

We prioritise cybersecurity and data protection to build trust with our customers and stakeholders.

Our comprehensive security strategy is supported by resilient systems and processes to protect against threats. Data protection is also deeply integrated into our operations, aimed at ensuring compliance with regulations and safeguarding sensitive information with precision and care.

All employees play a role in maintaining high standards of security and trust. For this, awareness is crucial. We train employees and alert our customers to recognise cyber risks and adhere to data protection standards. Additionally, we collaborate with industry partners and Swiss authorities to support a cyber-resilient and secure digital landscape in Switzerland.

Pillar 3: Empowering our employees

We foster an inclusive and supportive workplace where everyone is valued and encouraged to contribute. SMG offers a flexible, people-first environment, encouraging ownership and autonomy. We support growth through culture training, leadership development, and regular feedback aligned with our values.

Pillar 4: Driving positive impact

We focus on climate action, responsible consumption, and community support to create meaningful change. Our comprehensive carbon dioxide (CO₂) measurement across SMG guides our net-zero targets and drives our decarbonisation strategy.

Materiality assessment

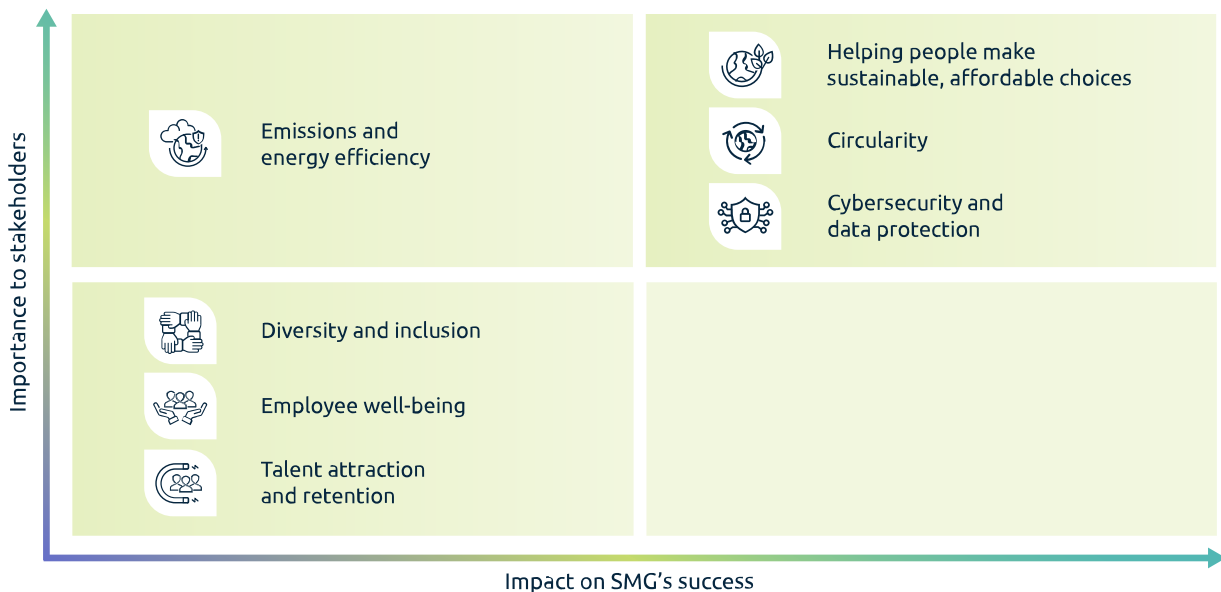
In mid-2023, we conducted our first Double Materiality Assessment (DMA) with the support of an external consultancy. During the process, we gathered insights via surveys, desktop research, and direct interviews with different stakeholders, identified as most relevant considering our business operations. These included employees, customers, peers, suppliers, business partners, management, and shareholders.

The extensive topic list was informed by sustainability standards and frameworks such as the GRI Standards, the Sustainability Accounting Standards Board (SASB) Standards, and the Sustainable Development Goals (SDGs). The final selection of topics was assessed by SMG’s Sustainability Team and Sustainability SteerCo, who participated in two dedicated workshops to review potential and actual impacts, considering business materiality, opportunities, risks, and real business cases.

As a result, an initial matrix was developed, highlighting key impacts and risks. The output was refined through interviews with the ELT. Lastly, a final validation was carried out by our ELT and, in April 2024, our BoD approved the first DMA.

In 2024, the Sustainability Team reassessed the DMA through desk research and peer benchmarking. The goal was to ensure that the materiality topics remained valid and to consider any potential new material topics arising, from regulatory changes or other developments. We conducted an in-depth analysis of Artificial Intelligence (AI), recognising its potential for significant impact. Structured interviews were held with the leaders at SMG responsible for security and AI, examining its implications for our business model and decarbonisation target, concluding that AI is not a material topic for 2024 from a sustainability perspective.

Material topics from the Double Materiality Assessment



We are committed to addressing the seven material topics we have identified across all areas of Environment, Social, and Governance (ESG), managing them with the aim to protect and enhance value for our stakeholders while actively contributing to positive societal and environmental impacts. These topics are addressed throughout the report within their dedicated sections, outlining the associated policies, risks, actions taken, and performance measures, in line with the GRI 3-3 disclosure for managing material topics.

Our materiality assessment deemed risks related to human rights and combating corruption less critical to our business and sustainability. However, we report in a reduced form on basic concepts, measures, risks, and performance indicators, thereby complying with Art. 964b of the CO. We acknowledge that their relevance may change over time and remain vigilant in addressing emerging issues and risks.

Sustainability governance structure within SMG

Governance at SMG is established through a robust framework. This framework encompasses key policies and guidelines, such as our Code of Conduct (CoC), compliance regulation, organisational regulations, and our Competency Policy, which includes clear guidance on financial authority. Together, these shape our commitment to responsible business conduct. Both the BoD, under the leadership of an independent chairman, and the ELT operate under clear organisational regulations with transparent corporate governance practices that ensure efficient allocation of responsibilities.

Empowering sustainability: Our sustainability governance framework at a glance

Board of Directors (BoD)

- Provides oversight for the sustainability strategy and approves the sustainability ambition level, emissions reductions targets, and necessary guidelines and policies.
- Delegates the strategic implementation to the ELT, the Sustainability SteerCo, and the Sustainability Team.
- Reviews and approves the outcome of the DMA, material topics, and the disclosures of the annual sustainability report.
- Receives updates on key sustainability developments at least twice a year.
- Receives updates on key sustainability risks as part of the annual update of SMG's risk landscape.

Risk and Audit Committee (RAC)

- Acts as a preparatory committee focusing, among other areas, on audit, compliance, general finance-related topics, and risk management, including sustainability-related risks.

Executive Leadership Team (ELT)

- Responsible for embedding the sustainability strategy into operational practices, considering the Sustainability SteerCo's recommendations.
- Reviews and approves the outcome of the DMA and material topics.
- Delegates the detailed development and implementation of the sustainability strategy to the Sustainability Team and receives updates at least twice a year.

Sustainability Steering Committee (Sustainability SteerCo)

- Led by the Chief Corporate Officer (CCO) and Chief Financial Officer (CFO), with representation from Directors across all business units, and other internal stakeholders from key functions.
- Acts as a first panel for strategy and decisions to enhance sustainability impact and integration within the business.
- Supports the integration of sustainability initiatives throughout all levels and business units, and ensures accountability and progress on the sustainability roadmap.

Our Sustainability Team, led by the Head of Corporate Sustainability, is mandated with the development and implementation of the sustainability strategy, including risk mitigation measures and initiatives. Working with the Sustainability Reporting Manager, the team ensures accurate sustainability reporting and facilitates the Sustainability SteerCo meetings for project alignment with executive goals. To embed sustainability throughout SMG, the Sustainability Team works with external partners and engages with external stakeholders on a regular basis. Internally, the team works closely with SMG's Sustainability Champions from different departments and business units, who drive engagement and support the implementation of the sustainability roadmap. This structure facilitates clear communication and accountability, supporting the effective integration of sustainability across all levels of the organisation.

In 2024, the highest governing bodies received not only regular information but also participated in targeted educational sessions on sustainability topics. These sessions, facilitated by an external consulting firm, covered the relevance of sustainability in the business context, with a special focus on TCFD and net-zero commitments. As part of broader efforts to build internal sustainability expertise, one ELT member also completed a multi-day Business Sustainability Programme at the University of Cambridge.

Currently, remuneration for members of the Board or management is not linked to climate-related performance metrics. As our sustainability strategy continues to evolve, we plan to regularly review the alignment between ESG objectives and incentive structures.

Integrating sustainability into the ERM framework

As part of the Enterprise Risk Management (ERM) process, risks are systematically identified, assessed, and suitable mitigation measures are recorded. The process is based on an annual, comprehensive update of the risk landscape and a subsequent mid-year update of the risks identified as pivotal in the annual update. Risks identified as pivotal are reported bi-annually to the RAC and annually to the BoD.

The identification and assessment of risks and the recording of mitigation measures are carried out in an iterative process between Risk Sponsors (ELT members) and Risk Champions (subject matter experts familiar with the ERM process). The process and risk reporting are coordinated by Group Finance (Central Services).

Following the TCFD's recommendations to support the assessment and management of climate risks and opportunities, we integrated processes in 2024 for the BoD to oversee climate-related risks, which are integrated into the existing ERM framework, as well as climate-related opportunities. Other sustainability-related topics, such as social issues, employee-related matters, human rights, and corruption, have long been embedded into our risk assessment processes. Following our established ERM process, these risks were analysed based on their likelihood and impact for SMG.

These risks and respective mitigation measures are addressed throughout this report and specifically, climate risks are considered in our sustainability strategy, reinforcing our commitment to responsible risk management and long-term resilience.

It's important to note that available data and risk management models, both in general and for our industry, are still evolving and currently have limited predictive capability. We are actively working to improve our own data quality and refine our methodologies to gain deeper insights into potential sustainability and climate-related risks. This includes improving our understanding of Greenhouse Gas (GHG) emissions data within our operations and supply chain, and advancing our financial impact assessment to better evaluate material exposure.

Environmental stewardship

The global response to climate change has entered a critical phase where corporations are often recognised as key drivers of environmental progress. As a forward-thinking company, we acknowledge this responsibility through our value to act responsibly. This value is integrated into our risk and impact management practices and influences how we allocate financial resources. We ensure this focus on addressing critical environmental topics through our dedicated team, supported by external expertise.

Our net-zero journey focuses on reducing environmental impact and strengthening business resilience by mitigating climate risks. In parallel, we champion circular economy principles by promoting product reuse, extending lifecycles and reducing waste through our platforms. By offering innovative solutions and transparency on circularity, we empower sustainable choices that align with customer values. These efforts seek to benefit the environment, position us to meet growing demands for sustainable practices, and help us anticipate shifting consumer preferences, reinforcing our commitment to act responsibly.

Climate

2024 Highlights

- **Reduced our GHG emissions** across Scopes 1, 2, and 3 by **14%** compared to 2023, to 3,638 tCO₂e.
- Committed to **net-zero targets by 2030** for Scope 1 and Scope 2 emissions.
- Achieved a **45% reduction in Scope 1** emissions and a **55% reduction in Scope 2** emissions.
- **Completed our first TCFD assessment**, enhancing climate-related risk and opportunity disclosures.

Measuring our carbon footprint

We are committed to reducing GHG emissions, recognising this as a vital and complex challenge. Our climate action journey follows a strategic and iterative approach, guided by milestones that help us to assess and manage our emissions, impacts, risks, and opportunities.

In 2023, we conducted our first comprehensive GHG accounting for the year 2022, which provided valuable insights for refining our approach. Building on this, we developed a GHG Inventory Management Plan for 2023, in alignment with the GHG Protocol, to enable robust and standardised reporting. This process of initial data collection and quality improvement enabled the 2023 figures to be used as a solid baseline for future emission calculations, initiatives, and actions.

In 2024, as part of our evolving sustainability strategy, we conducted a thorough assessment based on TCFD recommendations⁵ to identify and manage climate-related risks and opportunities. This process was pivotal in shaping our understanding of challenges and interdependencies, allowing us to set meaningful GHG reduction targets as part of our decarbonisation strategy. Going forward, our strategy is planned to increasingly leverage data-driven insights to guide decision-making, demonstrating our long-term commitment to transparent and accountable climate action for a sustainable future.

Climate change and business resilience

Based on the Swiss Ordinance on Climate Disclosures and TCFD recommendations, we analysed the risks and opportunities associated with climate change, evaluating their potential impact on our business model and overall operations.

The assessment was conducted using three different decarbonisation pathway scenarios,⁶ providing deeper insights into both the complexities and potential benefits of responsible climate stewardship. These scenarios highlighted key climate-related risks, including rising energy costs, shifting consumer demand, and increasing regulatory requirements. The findings indicate that SMG is well positioned to navigate these risks, supported by our diversified business model that demonstrates resilience across all scenarios. Further information on the identified climate-related risks, opportunities, and their impact on SMG, as well as applied methodologies, can be found in the [Assessment of climate-related risks and opportunities](#) section.

Driving change with our net-zero targets

At SMG, we use metrics and targets to manage climate-related risks, seize opportunities, and track progress toward our sustainability goals.

In line with the Paris Agreement and Switzerland's long-term climate strategy, our aim is to reduce Scope 1 and 2 emissions by 90% by 2030, using 2023 as the baseline. This target is informed by our direct emissions and operational insights, which help identify key emission sources and prioritise reduction measures, particularly around energy efficiency and infrastructure improvements.

For Scope 3 emissions, we are actively working to enhance our data collection processes to build a comprehensive understanding. This is intended to enable the development of long-term reduction strategies and lay the foundation for a future net-zero commitment.

Emissions and energy overview

Our calculations are based on the GHG Protocol to guide a robust and comprehensive approach. Further information on our standards, methodologies, and assumptions can be found in the [Methodology and approach to emissions and energy calculation](#) section.

Key developments from 2023 to 2024

- We transitioned to in-house emissions data collection and analysis in 2024, gaining greater control, accuracy, and customisation in our reporting methodology.
- We implemented a carbon accounting management tool to enhance tracking, analysis, and accessibility of emissions data across scopes.

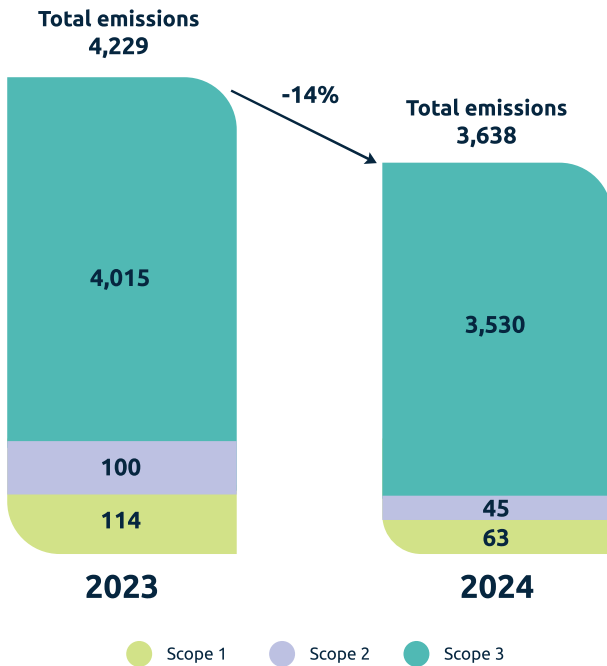
Notable emission reductions include:

- Scope 1 (Mobile combustion): Achieved significant reductions through continued fleet electrification efforts.
- Scope 1 and 2 (Heating and electricity): Further reduced emissions by enhancing our renewable energy procurement, increasing the share of renewable energy sources.
- Scope 3 (Business travel): Achieved meaningful reductions in emissions, primarily driven by decreased air travel activity.

Emissions key takeaways

In 2024, our GHG inventory amounted to 3,638 tCO₂e across all three scopes, reflecting a 14% decrease compared to 2023 (4,229 tCO₂e). Direct emissions (Scope 1) and emissions from purchased energy (Scope 2) represent only approximately 3% of total emissions, reflecting the inherently low operational footprint of a digital business.

GHG Emissions Reduction Progress (tCO₂e)



Scope 1 includes direct emissions from fuel combustion in leased company vehicles and stationary equipment at office locations under our control, primarily for heating. Mobile combustion remains the largest emissions source in this category, as most of our office locations use electrically powered heating systems, specifically heat pumps. We reduced our Scope 1 emissions by approximately 45% compared to 2023, driven by the successful replacement of fossil fuel vehicles with electric ones as part of our ongoing fleet electrification.

Scope 2 includes indirect emissions from purchased energy generation, covering electricity, heating, cooling, and electricity consumption for leased electric vehicles. We reduced market-based Scope 2 emissions by 55% compared to the previous year, as we expanded the share of our operations powered by renewable electricity, securing contractual instruments for clean energy supply for additional office locations.

Scope 3 includes all other indirect emissions across our value chain and constitutes the largest portion of our carbon footprint. Purchased goods and services are the dominant contributor, accounting for 57% (1,997 tCO₂e) of Scope 3 emissions. This includes emissions associated with essential goods and services across our operations, such as software, hosting, advisory services, and office supplies. The largest contributions come from advisory and software-related services. Separately, approximately 120 tCO₂e are attributable to core IT services, primarily our hosting infrastructure (e.g. cloud computing, data centres) and selected key operational software tools.

Other significant sources for Scope 3 emissions include business travel, employee commuting, and the use of our digital platforms. Emissions from capital goods, such as office and IT equipment, and furniture, make office relocations a notable contributor.

We achieved a 12% decrease in Scope 3 emissions year-on-year, driven by a combination of reduced emissions from lower business travel activity and improved data quality in the purchased goods and services category, which enabled the correction of previous overestimations.

In line with the Science Based Targets initiative (SBTi) Net-Zero Standard, achieving net zero would ultimately require both reducing emissions by at least 90% and neutralising any residual emissions through the use of carbon credits. At present, SMG does not finance any GHG removals through carbon credits. Our current focus remains on reducing emissions within our direct control and active collaboration across our value chain. SMG does not apply an internal carbon pricing scheme.

Emissions breakdown and intensity

<i>for the year ended 31 December in tCO₂e equivalent, except for intensity amounts</i>	2024	2023	Change (%)
Stationary combustion	4	3	33.3%
Company vehicles	59	111	(46.8%)
Total Scope 1	63	114	(44.7%)
Total Scope 2 (Market-based)	45	100	(55.0%)
Total Scope 2 (Location-based)	119	103	15.5%
Category 1: Purchased goods and services	1,997	2,364	(15.5%)
Category 2: Capital goods	524	422	24.2%
Category 3: Fuel and energy-related activities	61	68	(10.3%)
Category 5: Waste generated in operations	1	1	0.0%
Category 6: Business Travel	677	927	(27.0%)
Category 7: Employee Commuting	142	136	4.4%
Category 11: Use of sold products	128	97	32.0%
Total Scope 3	3,530	4,015	(12.1%)
Total emissions¹	3,638	4,229	(14.0%)
Emission intensity (tCO₂e/employees)²	3.9	4.4	(11.4%)

¹ Total includes market-based Scope 2 emissions

² The emission intensity measure is calculated by dividing the number of employees in headcount (939 in 2024, 963 in 2023) by the total emissions

Energy key takeaways

In 2024, the majority of our energy consumption continued to stem from the operation of our office locations and our vehicle fleet. Our total energy profile is composed of several key sources that saw notable changes compared to 2023.

Fossil fuels accounted for 21% of our energy use, primarily for vehicle operations and stationary combustion for heating. This share decreased by 43% year-on-year, largely driven by our ongoing fleet electrification, which continues to reduce our reliance on fossil-based energy sources.

District heating also saw a notable reduction of 48% compared to the previous year. This was primarily due to office relocations and the transition to electric heating systems in Swiss locations.

Electricity consumption fell by 5%, despite the expansion of our electric vehicle fleet and the transition to electric heating systems. This reduction was achieved through strategic consolidation and relocation of office spaces, aimed at improving energy efficiency and reducing operational footprint.

Notably, 83% of our purchased electricity is sourced from certified renewable energy, supported by contractual documentation from either local electricity suppliers or our property managers. This reflects our sustained engagement and ongoing efforts to strengthen the traceability and verification of our renewable electricity procurement practices, in line with our energy and climate commitments.

Together, these efforts demonstrate meaningful progress in optimising our energy use, reducing reliance on fossil fuels, and expanding renewable energy coverage across our operations.

Energy consumption and intensity

for the year ended 31 December | in MWh, except for intensity amounts

	2024	2023	Change (%)
Fuel consumption from crude oil, diesel and petroleum products	250	457	(45.3%)
Fuel consumption from natural gas	20	15	33.3%
Total fossil energy consumption	270	472	(42.8%)
Total fuel consumption from renewable energy (biogas)	4	4	0.0%
Purchased electricity	961	1,010	(4.9%)
of which renewable electricity ¹	794	n/a ²	n/a ²
Total electricity consumption	961	1,010	(4.9%)
Total heating consumption	16	31	(48.4%)
Total cooling consumption	23	19	21.1%
Total energy consumption	1,274	1,536	(17.1%)
Total energy intensity (MWh/employees)³	1.4	1.6	(12.5%)

¹ The share of renewable electricity excludes electricity used for electric vehicles

² Data on renewable electricity for 2023 is unavailable, as tracking began in 2024

³ The energy intensity measure is calculated by dividing the number of employees in headcount (939 in 2024, 963 in 2023) by the total energy consumption within the organisation

Key initiatives, targets, and metrics

Optimising IT infrastructure

As part of the ongoing optimisation of our IT infrastructure, which includes the integration of cloud-based solutions, we are also working to enhance energy efficiency and incorporate renewable energy where feasible. Emissions from our core hosting services remain low (57 tCO_{2e}), as they are located in facilities powered by renewable electricity or with low-carbon electricity grids.

Additionally, we actively engage with our providers to ensure our services are hosted in data centers powered by renewable electricity when feasible. Through this ongoing process, we aim to further improve the sustainability of our IT operations while maintaining the reliability and efficiency needed to support our business.

Renewable energy for offices

All of our Swiss offices are powered by renewable electricity.⁷ In areas where we directly manage electricity contracts, such as our rented office spaces, we have already secured the contractual proof and certificates. For shared areas within these buildings, we are actively engaging with the respective stakeholders to obtain documentation confirming renewable energy supply.

Internationally, we are also progressing in our renewable energy transition by actively exploring clean electricity solutions in markets with limited renewable availability or carbon-intensive grid mixes. These efforts reflect our ongoing commitment to reducing Scope 2 emissions across locations.

Setting the benchmark for sustainable site selection: Bluefactory office, Fribourg, Switzerland

The relocation of our Flamatt office to the Bluefactory in Fribourg highlights how sustainability criteria guide our site selection process. Certified to Minergie standards, the building minimises its carbon footprint by running entirely on renewable energy for daily electricity needs and incorporating innovative water management systems. Advanced solutions, such as wastewater treatment to extend its lifecycle and rainwater harvesting for reuse in various applications, including cleaning public spaces, further enhance its sustainability.

With the relocation, we also prioritised a more efficient office layout, enabling us to reduce our occupied floorspace by more than half, while ensuring we maintain a quality environment for our employees. This optimised use of space lowers overall energy demand and reduces the energy intensity of our operations.

These measures showcase how environmental considerations are embedded into the design and functionality of our offices, aligning with SMG's broader environmental goals.



Mobility

SMG's vehicle fleet accounts for the vast majority of our Scope 1 emissions, while employee commuting (Scope 3) also contributes to the overall carbon footprint. To mitigate these impacts, we are systematically transitioning our fleet to electric vehicles (EVs) as existing leasing contracts come to an end. This transformation is on track for completion in the short term and represents a key step in reducing emissions from mobile combustion.

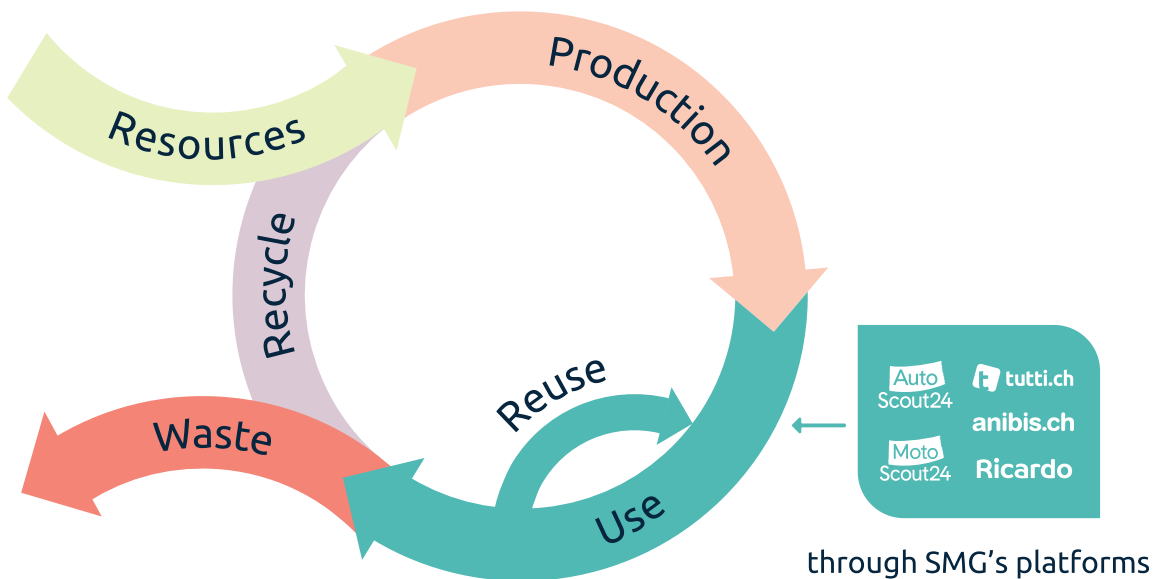
Supplier engagement

Effectively addressing wider Scope 3 emissions begins with gaining a comprehensive understanding of our value chain. Therefore, we developed a supplier-specific emissions survey in 2024 to enhance data accuracy and completeness. The insights gathered represent an important first step in shaping effective emissions reduction strategies and supporting our broader sustainability efforts.

For our 2024 data, we engaged with a number of our most relevant suppliers, prioritising high-quality insights to refine the process for future reporting periods. The upcoming broader rollout will gradually include additional suppliers, fostering meaningful collaboration, and building a comprehensive understanding of our value chain's emissions profile. By collecting GHG emissions data from our suppliers, we aim to improve data quality, identify targeted reduction opportunities, and strengthen Scope 3 emissions management, ultimately contributing to our broader sustainability goals.

Circularity

At SMG, we drive sustainable consumption and foster a circular economy. We embody circularity in our operations and business models, for both General Marketplaces and our Automotive business.



While we view circularity as a strategic opportunity for SMG, we remain mindful of evolving external factors. We plan to continue to monitor relevant developments in ESG future risk assessments to ensure our approach stays aligned with regulatory and stakeholder expectations.

General Marketplaces: Pioneering circular economy solutions in consumer goods

Our General Marketplaces promote sustainability by extending the lifecycle of used goods, thus reducing waste and lowering the demand for new resources. Driven by growing consumer demand, evolving business opportunities, and new legislative requirements, the traditional linear economy is shifting. Circular products and services are becoming more relevant, offering both environmental and economic benefits. By facilitating the trade of second-hand and refurbished items, our platforms enable consumers to save costs while allowing sellers to generate income. Over the past 25 years, Ricardo has facilitated the exchange of more than 110 million objects, thereby contributing to a lower environmental footprint, based on estimations that assume these items would have otherwise been discarded and replaced with new products. In doing so, our marketplaces play an active role in driving the transition to a low-carbon economy and encouraging large-scale adoption of sustainable consumption habits.

The circular approach strengthens SMG, benefits the environment, and aligns with the values of partners who appreciate our impactful business model. The ratio between used and new items sold on Ricardo has remained stable at 70/30 (used/new) in both 2023 and 2024. In 2024 alone, over 4 million second-hand items were sold through the platform, accounting for 76% of Ricardo's total product revenue. This high volume of second-hand transactions translates into a measurable climate impact. Across all General Marketplace platforms, the total net avoided emissions in 2024 amounted to 71,438 tonnes of CO₂. This figure reflects the net climate benefit of re-commerce, capturing the difference between emissions avoided when second-hand purchases replace the need for new products, and the emissions generated by deliveries, packaging, and platform operations that enable those transactions.

For further details on the methodology, please refer to the [Methodology for net avoided emissions](#) section.

Our circular economy solutions in action

A prime example of our commitment to promoting a circular economy is the Secondhand Day, an annual nationwide event in Switzerland that encourages consumers to rethink their purchasing habits and opt for second-hand goods. Initiated by Ricardo in 2020 in collaboration with Circular Economy Switzerland and myclimate, the event has grown into a vibrant platform for sustainable shopping. By facilitating and promoting Secondhand Day, we not only raise awareness about the importance of the circular economy but also provide tangible opportunities for consumers to participate in responsible consumption.

This initiative supports our mission to make second-hand the preferred choice, thereby advancing the circular economy, reducing waste, and promoting conscious purchasing habits.

To further support our users and scale the impact of circularity, we continuously invest in enhancing convenience, based on user feedback, to ensure seamless experiences. In 2024, we introduced Ricardo AI, leveraging artificial intelligence to simplify both the buying and selling processes on our platform Ricardo. For buyers, Ricardo AI allows users to upload or capture photos of desired items, such as clothing or accessories, and swiftly identifies identical or similar products available. This feature streamlines the search process, making it more intuitive and efficient while encouraging the purchase of second-hand items by making them more accessible. For sellers, Ricardo AI analyses uploaded images of items intended for sale, suggests market-appropriate pricing, and generates optimised titles and descriptions for listings. This automation reduces the effort required to create effective listings, lowering the barriers for individuals to resell items.

By facilitating easier listing and discovery of second-hand items, Ricardo AI actively contributes to extending product lifecycles and reducing waste, key components of a circular economy.

Ricardo POP UP: Bringing sustainable fashion to life

Ricardo contributes to the sustainable fashion movement with its annual pop-up stand at one of the biggest Swiss annual music festivals, Zürich Openair. In 2024, the third year since the founding of Ricardo POP UP, we transformed the festival experience by showcasing collections of second-hand items inspiring fashion-forward festival-visitors to shop sustainably.

Every item at the Ricardo stand was donated by employees, with proceeds supporting Fashion Revolution. Other stands featured Ricardo's top sellers alongside second-hand stores, such as Maroni Vintage and Rework, giving visitors ample options for creating standout, sustainable festival looks.

Beyond that, Ricardo has taken its commitment to sustainable fashion a step further by collaborating with [Projekt Restwert/Plusvalue](#) in a permanent pop-up shop in Lausanne. Located in the heart of the city, this year-round hub for preloved fashion showcases a carefully curated selection of second-hand and vintage items. It also provides a space for local second-hand sellers to connect with conscious consumers, fostering a vibrant community centred on sustainability.



Automotive: Extending vehicle life for a greener future

Our platforms AutoScout24 and MotoScout24 drive circularity by facilitating the resale of pre-owned vehicles in Switzerland. This can contribute to extending the useful life of vehicles and potentially reducing waste and resource use, compared to new vehicle production. Resold vehicles benefit from Switzerland's stringent maintenance requirements and mandatory vehicle inspections, ensuring consistent performance and emissions compliance while extending the lifecycle of the vehicles. In 2024, approximately 80% of listings on our Automotive platforms were for pre-owned vehicles, a strong proxy for the proportion of sales in this business unit, supporting more sustainable consumption patterns.

Embedding circularity in our workplace

A further example of our commitment to circularity is the renovation of our Zurich office space (Maintower). By prioritising waste minimisation and functionality, we have embedded circularity into the very fabric of our workplace design, including the reuse of furnishings, optimising energy efficiency, and partnering with sustainable suppliers.

Similarly, as detailed in the [Key initiatives, targets, and metrics](#) section, the relocation of our Flamatt office to the Bluefactory in Fribourg reflects circular principles in action. The site's design incorporates innovative water management systems and lifecycle-extending solutions such as wastewater treatment and rainwater harvesting, reducing resource consumption and waste.

Helping people make sustainable choices

As a digital pioneer, we leverage technology to make sustainable choices more accessible. Our platforms feature valuable insights that empower users to make conscious decisions and reduce their environmental footprint. In this way, we live our value to act responsibly and support our customers to do the same.

Our General Marketplace and Automotive platforms support responsible consumption by enabling users to filter for used items. Similarly, our Finance & Insurance business unit offers comprehensive information on sustainable financial investments, ratings, and services from a variety of financial institutions.

In Real Estate, we provide solutions that help banks, property owners, real estate agents, and investors adopt cost-effective decarbonisation approaches. Among our brands is IAZI, a Swiss provider of real estate data, valuation models, and consulting services, specialising in sustainability metrics and benchmarking.

While we view enabling sustainable choices as a strategic opportunity for SMG, we remain attentive to evolving environmental standards, consumer preferences, and regulatory developments. We will continue to monitor relevant developments in future ESG risk assessments to ensure our approach stays aligned with stakeholder and regulatory expectations.



Toward a low-emission real estate sector

According to the Federal Office for the Environment (FOEN), the real estate sector accounts for approximately 22% of total GHG emissions in Switzerland, primarily driven by energy consumption in buildings. Decarbonising this sector is crucial for achieving the national climate targets. IAZI equips clients with services and tools that support data-driven, emissions-related decision-making, enabling actions that align with reduction goals and driving meaningful progress within the sector.

IAZI's energy and CO₂ calculator and investment calculator allow clients to assess the energy consumption and CO₂ emissions of buildings, giving insights into current energy performance as well as future renovation needs. These tools enable real estate agents to provide clients with a data-driven assessment of a property's energy profile, even without an official energy certificate (CBEC).

IAZI also provides property assessment, evaluation, and benchmarking services for asset managers and banks. With this range of offerings, clients gain insights into energy labels, usage patterns, and potential short- and medium-term renovation needs that can enhance property value. IAZI's assessments deliver valuable sustainability metrics to support informed and responsible investment decisions.

The evaluation model has already been applied to over 800,000 properties across Switzerland, with a strong focus on energy efficiency and emissions. In addition, IAZI supports clients with emissions management services, facilitating the monitoring of property-related emissions. The resulting insights enable actions like the issuance of green bonds and the financing of environmentally friendly projects.

Our Real Estate business offers several service packages which include IAZI's advanced tools, making sustainability solutions more accessible. As part of our ongoing efforts, we are developing new versions for third-party use, enabling our partners to assist their clients in optimising and reducing CO₂ emissions, further advancing sustainability across the real estate sector.

Raising awareness about sustainability in the real estate and automotive sectors

SMG combines innovative tools with targeted education to foster sustainability in various sectors.

IAZI's independent e-learning programme, Sustainability for Real Estate, offers a compact and digital education solution. The course equips participants, ranging from customers and mortgage advisors to individuals simply interested in real estate sustainability, with knowledge on energy efficiency and optimal renovation planning.

On our platform Homegate, we complement these efforts with the Sustainability Advisor page, a comprehensive resource filled with information to help users make environmentally conscious choices for their homes.

We also highlight the natural synergies between the real estate and automotive industries. For example, we promote the use of solar power from rooftop installations to charge EVs. Through our collaboration with the Swiss Federal Office of Energy (BFE) on the "Drive with Solar Power" campaign, we empower users to connect sustainable property management with eco-friendly mobility.

Simultaneously, the new AutoScout24 EV Hub simplifies the world of electric mobility by offering a range of features and guidance. Providing the right support is essential in this rapidly evolving market, including international regulations mandating zero CO_{2e} emissions for new cars by 2035.

Between March and December 2024, the EV Hub registered over 190,000 visits, underscoring market interest in electric mobility. Features of the EV Hub include an electric mobility guide that offers practical advice for navigating the EV market, along with a cost calculator to estimate expenses associated with EV ownership. A range calculator helps determine driving distances based on user preferences, and an interactive map provides detailed information about Swiss charging station locations. The platform further features informative articles and allows users to search for EVs by battery capacity and range. Additionally, an AI chatbot provides personalised guidance. Overall, the EV Hub is designed to boost user confidence in electric vehicles and ultimately, increase purchases.

In 2024, more than 59,000 all-electric vehicles were listed on our marketplaces, showing a 19% increase from the previous year. Listings for plug-in hybrids and full hybrids also rose by 18% and 27%, respectively, while mild hybrid listings saw the most significant growth, up 37%.

For many consumers, selling EVs is part of a natural progression, such as upgrading to newer models with improved range or advanced features. As more than 50% of all-electric vehicles on the market are used vehicles, the role of second-hand transactions is increasingly material in extending the lifecycle of EVs. As innovation accelerates across the sector, our platforms play a key role in supporting these transitions with sustainable choices embedded throughout the vehicle lifecycle.

We understand the increasing presence of EVs on our platforms as a signal of a maturing market in which electric mobility is becoming more mainstream. By supporting a thriving second-hand EV market, we enable budget-conscious consumers to join the shift to sustainable mobility, further accelerating the adoption of low-emission vehicles across society.

Driving positive social impact

At SMG, our activities create a social impact on consumers, the industries we operate in, our employees, and society as a whole. Through a combination of business initiatives and socially driven efforts, we aim to create meaningful, lasting change.

Social impact for consumers

We understand SMG's platforms to play an essential societal role by making markets more accessible and empowering consumers across financial backgrounds. By providing online marketplaces, we enable users to compare prices easily and find affordable options, making goods available to a broader segment of society. Beyond facilitating the sale of cost-effective second-hand and refurbished goods, we offer transparent information that helps consumers make well-informed buying decisions. While we view enabling affordable choices as a strategic opportunity for SMG, we remain mindful of evolving expectations around affordability, digital access, and inclusion. We aim to monitor relevant developments in ESG future risk assessments to ensure our approach stays aligned with societal expectations.

In 2024, AutoScout24 launched the AutoScout24 Direct platform, creating an online consumer-to-business car sales offering, setting new standards for online car sales. The platform connects private sellers directly with a network of 7,000 professional dealers, simplifying and accelerating the process of reintroducing vehicles to the market.

This streamlined solution empowers private sellers to sell their vehicles reliably, securely, and efficiently, reducing the challenges associated with private sales. By connecting them with a large network of dealers, the platform provides greater opportunities to leverage the transaction and receive fair remuneration for their assets. At the same time, it offers dealers a cost-effective method to expand their inventory.

In the real estate sector, SMG empowers consumers through unique market insights and tailored search experiences. By digitising the real estate space, we are able to guide professional and private customers through every step of their journey, reducing the complexity of this process with user-friendly solutions. This is particularly helpful for home seekers, enabling efficient, streamlined, and transparent decision-making.

We remain dedicated to pioneering secure and responsible business practices, which are essential for maintaining the trust of our customers who rely on our platforms. This includes fulfilling our social responsibility to the Swiss population, as outlined in the [Cybersecurity and data protection](#) section, which details SMG's commitment to the two topics.

Industry alliances to drive collective advances

Beyond our consumer-focused efforts, we actively participate in industry associations and initiatives with the aim to contribute to broader societal and sectoral progress.

One of SMG's contributions is to the FIDO Alliance (Fast IDentity Online), which develops open authentication standards to eliminate passwords and enhance phishing-resistant security. As part of this global alliance, we are shaping the future of secure authentication. Our vision is to provide seamless, passwordless authentication for employees and customers, fostering trust and contributing to a more secure digital environment. We are also active members of the Association for Corporate Data Protection (VUD) and the International Association of Privacy Professionals (IAPP). Additionally, through our participation in digitalswitzerland, we promote digital transformation, innovation, and the responsible use of technology for societal benefit.

As a member of AGVS (Auto Gewerbe Verband Schweiz), the Swiss automotive industry association, we support strategic priorities in mobility and innovation. By aligning with their strategy in education and resource management through targeted initiatives such as our EV Hub platform, we help advance the collective progress of the automotive sector.

Ricardo also collaborates with [Projekt Restwert/Plusvalue](#), an initiative dedicated to helping consumers resell items while supporting individuals in special circumstances, empowering their professional and social reintegration. By leveraging Ricardo's platform, we support in facilitating the resale processes for Projekt Restwert.

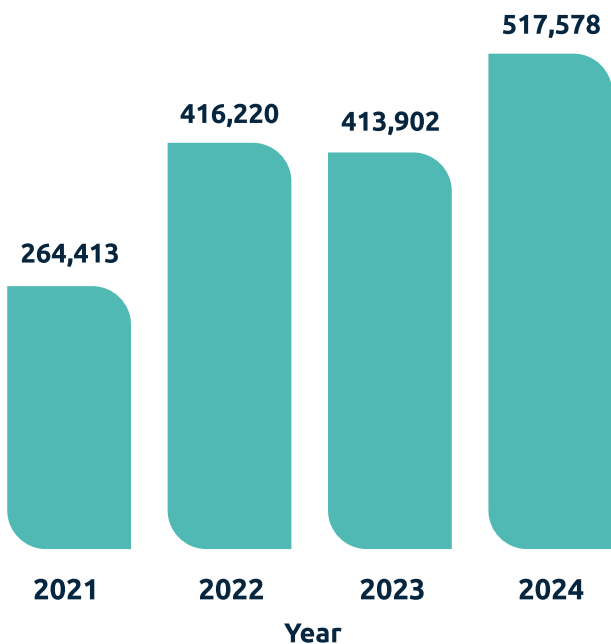
In cooperation with [Swiss Crime Prevention](#), all SMG platforms provide information about the most common classified ad scams through recurring education and prevention campaigns.

RicardoForGood

Giving back and creating unforgettable experiences for meaningful causes is at the heart of RicardoForGood, our year-round charity auction initiative. Using our transactional marketplace Ricardo, we raise funds for important initiatives while bringing communities together to spark hope and drive change. We provide dedicated communication and activation support, such as landing pages for auction series, technical support, and free platform usage, to ensure that 100% of the proceeds go directly to the causes. Additionally, our expert network and media channels amplify each auction's reach, sharing inspiring stories and maximising their impact.

In 2024, over 1,200 auctions raised more than CHF 500,000, supporting life-changing initiatives across Switzerland. Each auction tells a story of hope and generosity, whether it's contributing to breast cancer research with Pink Ribbon Switzerland or helping children in need through SOS Children's Villages. These contributions don't just raise funds; they bring communities together, creating a ripple effect of kindness and change.

Donations collected through Ricardo (in CHF)



Social impact programme

To create broader benefits for our local communities and the environment, and to enable our employees to contribute to causes they care about, we run a company-wide Social Impact Programme. The initiative allows volunteering up to one day of working hours per year to support efforts focused on social development, environmental protection, and the circular economy.

A highlight of 2024 was the Plant Trees, Grow Together initiative in Vietnam. In partnership with the Joy Foundation, over 30 employees of SMG and their families planted 500 trees, with the potential to sequester hundreds of tonnes of CO₂ over their lifetime. Initiatives like this reflect not only our dedication to sustainability and responsibility, but also provide employees with enriching experiences that strengthen their connection to SMG.

Cybersecurity and data protection

As a digital pioneer that connects and empowers people through our online marketplaces, cybersecurity and data protection are integral to our business. Customers rely on us every day to safeguard their data and ensure a secure, trustworthy digital experience. To maintain trust, we commit to high standards of cybersecurity and data protection.

2024 Highlights

- SMG's Chief Information Security Officer (CISO) won the **Cybersecurity Excellence Award** at the [Global Cyber Conference](#).
- Rolled-out Ricardo [MoneyGuard](#) as an additional new secure payment method, enhancing safe and trustworthy transactions for Ricardo users.
- Launched state-of-the-art adaptive **Multi-Factor Authentication (MFA)** for customers across our General Marketplace and Real Estate platforms.
- Hosted **16 events**, including eight during **Cybersecurity Month** and eight focused on Data Protection and training, such as the international **Data Protection Day**.
- Joined the **International Association of Privacy Professionals (IAPP)**.
- Introduced a **secure interface** across eight platforms, enabling users and authorities to submit data access and deletion requests efficiently.

Agility in the digital space

The ever-changing digital environment presents diverse risks and opportunities for SMG. The adoption of new technologies such as AI helps us drive efficiency and innovation, while the increasing sophistication of cyber threats requires us to remain vigilant and proactive in our approach to security and data protection.

Our robust frameworks and governance help us address these risks and ensure compliance with relevant regulations, while our practices enable us to harness innovation. We invest in cutting-edge security and data protection systems, equip our team with highly skilled legal and security professionals, support our customers in learning how to stay safe online, and collaborate with other leaders in the space to drive advancements for a safer, more accessible digital space for all.

Governance and accountability

The BoD and the CEO oversee cybersecurity risks and data protection requirements, with support from the Chief Information Security Officer (CISO) and Data Protection Officer (DPO).

On an operational level, our CISO leads the group's Security, Trust, and Safety Team to drive strategy, target setting, and processes, enabling us to pursue our vision as a pioneer of online marketplace security. Our DPO heads the Data Protection Team, oversees data protection compliance, and serves as the primary contact for Swiss data protection authorities. Single Points of Contact (SPOC) within each of our business units and Privacy and Security Champions across all product and engineering teams support company-wide engagement.

Close collaboration between the CISO and the DPO drives the alignment of SMG's cybersecurity and data protection efforts across business functions. The Group Compliance Officer, the ELT, the RAC as well as the BoD are regularly updated on developments and progress.

Cybersecurity

A comprehensive Information Security Management System (ISMS), based on the ISO/IEC 27001 standard, guides our actions to identify, prevent, and mitigate cybersecurity risks, and to report and remediate incidents effectively. IAZI follows the Service Organization Control Type 2 (SOC 2) framework, a cybersecurity compliance framework for organisations handling sensitive customer data. In 2024, IAZI's SOC 2/Type II certification was successfully renewed following an external audit.

Our risk management approach

We apply an adaptive approach to risk management, evaluating the severity of risks to our users, assets, and platforms and acting accordingly. Risks can broadly be categorised into two types:

- Operations-related risks that could affect our services, such as botnets, spammers, ransomware, and malware attacks; and
- Platform-related risks that could impact our customers, such as disingenuous sellers, unauthorised account takeovers, and phishing scams.

To ensure a comprehensive view of our security posture and shape future actions to maintain an adaptive and resilient system, we conduct multiple risk assessments from different perspectives. The results provide a more holistic understanding of the threats we face and serve as the foundation for setting internal, quantifiable targets that drive ongoing improvement.

Our cybersecurity policy landscape

Cybersecurity is defined in the SMG Security Policy as the main reference point for all security-related matters across SMG, encompassing physical security, cybersecurity, and information and data security. It details the organisational structure, responsibilities, methodologies, frameworks, and core principles that govern security at SMG. It applies to all SMG employees and third-parties such as contractors who have access to or interact with SMG's infrastructure, systems, services, or premises.

Related policies and directives include the SMG Workplace Security Guideline, the SMG Vulnerability Management Guideline, SMG Incident Management Guideline, and the SMG Crisis Management Guideline, among others. All directives are reviewed at least annually to ensure they incorporate developments in the digital landscape and remain aligned with SMG's strategic goals.

Leveraging cutting-edge solutions to prevent and mitigate security risks

We utilise firewalls as a first-line of defence, data-enriched intelligence tools that detect suspicious activity on our platforms, and fraud detection and prevention mechanisms to safeguard our systems.

To prevent phishing attacks and account takeovers, we implement a range of security measures for account access and creation, tailored based on risk-scoring. In 2024, we introduced a state-of-the-art adaptive Multi-Factor Authentication (MFA) system designed to significantly enhance account security for our users. This advanced authentication system enables our customers to securely and conveniently sign in to our websites and apps. It includes smart push notifications and passwordless login where possible, adding an extra layer of protection against phishing. Moving forward, we aim to continue to refine and enhance this implementation, increase user awareness, and accelerate adoption across our user base.

Launched in 2023, we have continued to promote and support the adoption of a new payment feature on Ricardo, MoneyGuard, providing a secure, fast, and flexible transaction for buyers and sellers on the platform. MoneyGuard enables sellers to offer additional payment methods like TWINT and credit cards, ensuring transactions are processed securely without the need to share sensitive bank details. Payments are held until buyers receive and verify their items, enabling smooth and trustworthy transactions for all parties involved.

These innovations are core to our risk-based security strategy, furthering our goal to be leaders in adaptive security.

In parallel, we are improving our financial infrastructure, most notably through the rollout of our billing engine, enabling consistent enforcement of 3D Secure and transaction-level reconciliation. These enhancements improve traceability, reduce fraud risk, and lay the foundation for greater standardisation across platforms.

Empowering our employees as a crucial line of defence

Security is a company-wide endeavour at SMG. All employees undertake mandatory basic cybersecurity training upon joining the company. Additionally, we have implemented an automated, hands-on platform to enhance awareness and continuously strengthen our employees' defences against phishing. We also encourage further engagement with the topic through training resources on our e-learning platform. Regular internal awareness communications are maintained throughout the year, along with a dedicated programme during Cybersecurity Month.

Cybersecurity Month: Driving awareness and engagement

Every October, we dedicate an entire month to intensifying focus, learning, and engagement around cybersecurity. Our internal programme features expert talks, crisis simulations, and competitions designed to address the challenges of this rapidly evolving space. A yearly highlight is our lockpicking session, which provides a hands-on demonstration of physical security vulnerabilities, reinforcing the importance of both digital and real-world security measures.

Training sessions equip employees with the skills needed to counter cyber threats, while live simulations give employees an insight into their own handling of high-pressure situations. These activities empower our teams to better understand cybersecurity challenges and their critical role as SMG's first line of defence.

Externally, we reinforce our commitment to digital safety throughout the month by sharing insights, practical tips, and best practices via our blog and social media channels, helping customers protect themselves in the wider digital landscape. Topics include phishing, account takeovers, and fraud.

These activities play a vital role in raising awareness of vulnerabilities and best practices, inspiring action, and offering collaboration opportunities for employees, partners, and customers. By driving awareness both within and beyond our organisation, SMG contributes to building a more secure digital environment for all.

Monitoring and testing

We employ a comprehensive range of measures to monitor and continuously improve our systems, including penetration tests, third-party security audits, application testing, logging, and ongoing monitoring.

In addition to automated security testing, we leverage crowdsourcing with Bug Bounty programmes and actively encourage internal and external parties, such as security researchers, industry partners, vendors, customers, and consultants to report potential vulnerabilities as part of our Vulnerability Disclosure Program (VDP). This collaborative approach allows stakeholders to scrutinise our applications, identify vulnerabilities, and strengthen our security posture through continuous feedback and improvement.

We regularly evaluate our security assurance through internal evaluation frameworks and Key Performance Indicators (KPIs) to ensure that risk treatment is appropriate and policies and directives are enforced. In 2024, we performed security tests and third-party audits on every platform, further strengthening their maturity and resilience.

Data protection

Data protection is, first and foremost, about protecting individuals and their right to privacy. Preventing data issues and safeguarding stakeholder data are critical to our business and trust in our brands. These principles are deeply ingrained in our culture.

Our data protection approach

SMG's data protection processes include a range of measures designed to ensure that we handle personal data in compliance with the Swiss Data Protection Act (FADP) and other applicable laws. Our Data Protection Team, led by the DPO, drives the operational implementation of activities across the business. Further responsibilities and oversight are detailed earlier in the [Governance and accountability](#) section.

Our key activities comprise regular employee training on data protection, implementing data protection agreements, running maturity assessments, and conducting internal audits. The data protection processes are underpinned by a comprehensive and well-structured Data Protection Management System (DPMS) to standardise internal processes, manage incidents and data subject access requests, identify risks, safeguard personal data, and demonstrate compliance with data protection regulations.

A data protection by design approach ensures that privacy and data protection considerations are embedded in the design phase of any system, service, product, AI tool or process, and then throughout the lifecycle.

We have Data Processing Agreements (DPA) with all of our providers to ensure compliance with data protection laws and safeguard the security and privacy of the data processed on our behalf. These agreements establish clear obligations for our providers, helping to protect personal data and maintain regulatory compliance across all our business operations and throughout the supply chain. For data transfers to providers in third countries that lack an adequate level of protection, Standard Contractual Clauses (SCCs) are signed with the respective providers.

Our data protection policy landscape

Our Data Protection Policy serves as the overarching framework for data protection within SMG. Complemented by the Data Governance Policy and various guidelines covering the complete data lifecycle, it applies to all employees who access or process personal data on behalf of SMG and, where applicable, third parties that process personal data on our behalf. The policy establishes key principles governing data privacy, defines the organisational structure of data protection, and assigns roles and responsibilities to ensure accountability and compliance. By outlining clear guidelines, obligations, and expectations, it provides a structured approach to managing data protection risks, ensuring that all employees and stakeholders understand their roles.

Additionally, we have implemented policies regulating internal processes for responsible data handling, including a Data Deletion Concept and Data Sharing Policy. These policies are reviewed annually, and, as with our security policies, all employees are expected to uphold the principles outlined in the documents. Furthermore, both data protection and cybersecurity are anchored in our CoC, with all employees taking responsibility for compliance within their area of work.

Employee ownership of data protection

As part of their onboarding and annual compliance requirements, employees complete online data protection training. This training builds a strong understanding of personal data, key data protection principles, incident response procedures, and each employee's role in ensuring compliance with applicable statutory requirements.

We also provide tailored data protection training for employees in relevant positions, ensuring they receive targeted guidance to address specific regulatory or organisational requirements. In 2024, we held eight training sessions, covering almost 25% of our total workforce (over 230 employees).

Employees also take ownership of updating our Records of Processing Activities (RoPA) in our DPMS.⁸ Our self-service portal empowers those responsible for specific tools and processes, such as asset owners and business process owners to independently add and update their assets or processes. Dedicated communication channels provide direct support from the Data Protection Team, fostering collaboration and confidence in maintaining high data protection standards.

Data access and deletion requests

We maintain a streamlined and transparent process for managing user access and deletion requests, ensuring full compliance with data protection regulations. Through a secure and user-friendly interface, users can easily exercise their rights. Each request follows a standardised workflow, enabling efficient and timely processing in line with industry best practices, further reinforcing user trust and our commitment to data protection.

Our coordinated incident response

We have clear measures in place to enable a swift response to potential security incidents or data breaches, helping to manage risks and minimise impacts. For security incidents, we provide structured guidance on when and how to escalate an incident, including third-party support centres for major incidents. Our approach follows the NIST Framework,⁹ covering identification, detection, protection, response, and recovery. The SMG Security Incident Management Guideline underpins this approach, detailing protocols for incident handling and response to ensure consistency and effectiveness.

In the event of a suspected data breach, employees must immediately report it to the data protection and security teams through our established Incident Report Form. The DPO triages and assesses each report, treating it as a potential data breach and initiating a comprehensive investigation process. Based on the findings, the team provides instructions on immediate remedial actions, identifies the relevant jurisdiction, and ensures proper notifications are made to affected individuals and authorities as required by law.

Data protection complaints

In 2024, no substantiated complaints were identified concerning breaches of customer privacy.¹⁰ In 2017, the Swiss Federal Data Protection and Information Commissioner (FDPIC) opened a formal investigation against Ricardo regarding an update to its privacy notice. The investigation was concluded in October 2024 with the publication of the FDPIC's final report (on a redacted basis), which contained non-binding recommendations. At our request, the FDPIC also published our response to the report. Following publication of the final report, the FDPIC informed Ricardo that a third party had requested access to the FDPIC's unredacted report under the Swiss Freedom of Information Act. Despite our objections, the FDPIC made the unredacted report available to the third party in March 2025. We remain committed to constructive engagement with authorities and continue to enhance our privacy practices in line with evolving regulatory expectations.

Monitoring and evaluating the effectiveness of our approach

Our incident response maturity is internally monitored by appropriate KPIs, which serve as guiding tools and early indicators of potential weaknesses for the group's Security, Trust, and Safety Team.

On a broader level, we regularly evaluate the progress and effectiveness of our data protection measures, policies, and frameworks through internal data protection maturity assessments. In 2024, we conducted assessments for 15 platforms, providing valuable insights into the risks and maturity levels of our processes. These evaluations help us maintain compliance with statutory, legal, and internal requirements while incorporating developments in the digital landscape and safeguarding the personal rights of data subjects. The results are shared with the respective business units to drive targeted improvements throughout 2025, with progress to be reviewed in the next maturity assessment. Key focus areas identified include data retention and deletion practices, the management of third-party data processors, and completion rates for employee privacy training.

Driving a responsible digital space in Switzerland

Our digital responsibility extends beyond our company and customers. At SMG, we are dedicated to creating a more secure and responsible digital space in Switzerland. In 2024, we actively shared insights, best practices, and updates in over 20 LinkedIn posts and blog articles to raise awareness and contribute to a safer digital environment. Through our engagement with various associations and alliances, we contribute our expertise in safeguarding the data of our users to others in the technology sector (see [Industry alliances to drive collective advances](#)).

As sponsor-level members of the FIDO Alliance, we actively contribute to enhancing global security standards for digital services and reducing the world's reliance on passwords. Our contributions include speaking at the FIDO Authenticate Conference in 2024, where we shared insights and participated in discussions on cutting-edge authentication technologies. Additionally, as a member of digitalswitzerland, we support the multi-industry initiative to drive digital innovation and strengthen cybersecurity across the country.

Our membership in the Swiss Association for Corporate Data Protection (VUD) and the International Association of Privacy Professionals (IAPP) allows us to exchange knowledge and best practices with Swiss and international experts while gaining access to resources from the country's leading law firms and industry specialists.

We also cooperate with law enforcement agencies to combat cybercrime in Switzerland, by performing research and preventive work with the Swiss Crime Prevention initiative. Collectively, these efforts aim to contribute to a safer and more responsible digital environment in Switzerland and beyond.

Employee matters

Workforce strategy and overview

We aim for our employees to thrive in a culture of trust, collaboration, and empowerment. We encourage personal growth, skills development, and the sharing of ideas that spark positive change.

Our diverse and talented people embody the strong culture we have built since our foundation. We believe in the power of working better together to foster trust, collaboration, and cultivating a supportive environment where everyone can contribute meaningfully. This commitment is anchored in our CoC, which sets clear expectations for integrity, respect, and ethical business practices across all levels of the company.

As digital pioneers, we embrace curiosity, innovation, and openness to new possibilities. Through culture training and leadership development, we strengthen connections across teams, equipping our people to grow, lead, and succeed. Together, we unlock our full potential.

Empowering our workforce for the greatest impact

Our workforce's skills, engagement, and well-being are vital to SMG's success. As an employer, we have a responsibility to foster an environment where employees feel supported and empowered to reach their full potential. Attractive working conditions, opportunities for continuous learning and development, and inclusive leadership directly impact employee satisfaction and engagement, which are key drivers of SMG's ability to innovate, grow, and deliver value.

We strive to create a positive and supportive workplace that not only allows employees to thrive but also strengthens our ability to attract and retain top talent.

All employees at a glance

at 31 December / in headcount

	2024
Switzerland	644
Serbia	114
India	72
Vietnam	53
France	31
Germany	25
Total	939

People governance and policies

At SMG, employer-employee relations are governed by internal human resources policies and regulations, in addition to applicable laws in each jurisdiction. These policies are adapted to local specificities and cover essential aspects including compensation, working hours, career development paths, performance management, employment terms, and retirement provisions. To ensure continued relevance and effectiveness, these policies undergo regular reviews and updates.

The Director of Human Resources holds primary responsibility for people management, supported by the Director of International Locations and local personnel representatives. Since our founding in 2021, SMG has evolved significantly and counts over 930 employees (863 FTEs) in six countries as at 31 December 2024. Our governance framework plays a critical role in ensuring consistent approaches across SMG while accommodating regional and regulatory variations where necessary. Establishing harmonised, group-wide policies and reporting processes across the company remained an ongoing effort and a key priority in 2024.

As part of our due diligence process, employee-related risks are regularly assessed and integrated into the ERM framework. Insights from these assessments inform the core pillars of our people strategy, including learning, growth, diversity, and inclusion.

Our people strategy framework



Our people strategy, established in 2023, is built around four key pillars that foster a dynamic, inclusive, and high-performing workplace:¹¹

Perform as one company reflects our commitment to building a unified team and shared culture. In 2024, we transitioned all our external contractors in Serbia into fully integrated SMG employees. By fostering a shared understanding across locations, we aim to cultivate a cohesive culture of belonging and collaboration.

Lead with courage begins with self-awareness, encouraging leaders to take ownership of their work, and lead their teams, and themselves, with authenticity, confidence, and purpose. Leaders are empowered to cultivate a culture where every individual feels valued and appreciated for their contributions.

Attract and retain talent focuses on recognising and nurturing great people, who, in turn, attract and inspire others, strengthening the competitiveness of SMG. By valuing skills, passion, and dedication, we strive to attract top talent and create an environment where employees thrive and see long-term opportunities for growth and success.

Fuel learning and growth encourages employees to embrace new ways of working and enhance their skills, fostering a culture that values performance and courage to explore uncharted paths. We recognise failure as an essential part of learning and growth, empowering individuals to innovate and thrive.

Employee well-being, diversity, and inclusion are supported through this framework, with insights gathered directly from quarterly Pulse Surveys or People and Culture Surveys to drive continuous improvement.

Employee breakdown¹²

<i>at 31 December in headcount</i>	Women	Men	2024
Employees by work schedule			
<i>Full-time employees</i>	153	402	555
<i>Part-time employees</i>	97	81	178
Employees by contract type			
<i>Permanent employees</i>	248	479	727
<i>Temporary employees¹</i>	2	4	6
Total²	250	483	733
of which employees with non-guaranteed hours	9	12	21

¹ Excludes apprentices and interns

² Data refers exclusively to employees based in Switzerland and Serbia

The majority of employees at SMG work on a full-time basis across all locations. In Switzerland, the second largest group consists of part-time employees, making up over one-fourth of SMG's workforce. While part-time work is available for all advertised positions in Switzerland and upon request across locations, it is less common in Serbia and other international locations, reflecting local labour market structures and workforce preferences. However, we remain committed to flexibility through various work arrangements, including hybrid models and adaptable working hours where feasible. In 2024, in addition to six temporary employees, SMG employed 19 apprentices and interns in Switzerland. These apprentices and interns are not included in the subsequent overviews in this section.

Furthermore, we engaged 86 non-employees in Switzerland and Serbia in 2024, primarily freelancers and contractors hired for specific services or project-based work. These roles, typically in areas such as consulting, graphic design, and copywriting, enable us to leverage specialised expertise as needed.

Employee movement¹³

New hires

for the year ended 31 December | in headcount, except rates

	Women	Rate (%)	Men	Rate (%)	2024	Rate (%) ²
Age under 30	12	32%	12	17%	24	22%
Age 30 to 50	28	15%	46	13%	74	14%
Age above 50	–	0%	4	8%	4	5%
Total new hires¹	40	17%	62	13%	102	14%

¹ Data refers exclusively to employees based in Switzerland and Serbia

² All rates are calculated as the number of new hires divided by the average number of employees in each respective category during the reporting period

Total rate of new hires:¹⁴ 14%

Leavers

for the year ended 31 December | in headcount, except rates

	Women	Rate (%)	Men	Rate (%)	2024	Rate (%) ²
Age under 30	13	34%	17	24%	30	27%
Age 30 to 50	31	17%	57	17%	88	17%
Age above 50	12	53%	10	19%	22	30%
Total leavers¹	56	23%	84	18%	140	20%

¹ Data refers exclusively to employees based in Switzerland and Serbia

² All rates are calculated as the number of leavers divided by the average number of employees in each respective category during the reporting period

Total employee turnover rate:¹⁵ 20%

The turnover rate in 2024 reflects the after-effects of a prior strategic reorganisation undertaken to align roles with SMG's evolving operating model, following the company's formation through the 2021 merger. This was a one-time effect, and the employee turnover rate is expected to decline going forward. Notably, the net turnover rate, reflecting voluntary employee resignations, remained steady at 7.9% in 2024.

Employee well-being and engagement

"My manager genuinely cares about my well-being"

90%

Working environment

At SMG, we are committed to creating a positive, flexible, and dynamic work environment where our employees can thrive both personally and professionally. Collaboration, trust, and continuous learning shape our culture, ensuring that everyone feels supported, motivated, and connected to a shared purpose. These principles are embedded in our CoC, which mandates a safe, supportive, and respectful workplace. Our flexible work arrangements allow employees to adapt their schedules to individual needs and maintain a healthy work-life blend.

Valuing employees goes beyond the workplace experience; it also means ensuring competitive and fair compensation. We are committed to fair pay across locations, complemented by merit-based rewards and a comprehensive range of benefits aligned with local market practices. Where offered, these include generous contributions to insurance schemes and pension plans, support for healthcare services and well-being perks, and additional location-specific benefits.

In 2024, we introduced the Profit Growth Share Plan (PGSP), a discretionary profit-sharing programme that rewards the invaluable contribution of our employees to SMG's success.¹⁶

Attracting and retaining top talent is not just about recruitment; it reflects our dedication to fostering a workplace where employees feel recognised, valued, and empowered.

Corporate culture

By embracing the value of better together, we unleash our full potential, communicating openly, and fostering a culture of inclusiveness, trust, and fun.

Cultural and communication efforts in 2024 were marked by a range of initiatives, including:

- 80 workshop hours of **Culture Bootcamps** across locations, offering an in-depth exploration of our purpose and values while honing essential self-leadership skills for both professional and personal growth.
- Six global **New Starter Days**, fostering a purpose-driven journey for new employees.
- 27 active **Guilds** at SMG, creating communities of practice to exchange knowledge and expertise.

Regular employee events and business unit on- or off-sites are complemented by the OneEvent, a moment to bring SMG's entire global workforce together, to connect, inspire, and celebrate. The previous gathering took place in 2023.

These initiatives strengthen our corporate culture and relationships across locations and business units, ensuring that employees feel motivated and connected to a larger mission. They reinforce our shared purpose, encourage collaboration, and promote continuous learning.

Flexible working

At SMG, we embrace agile working models and flat hierarchies to foster cross-functional, self-directed teams where entrepreneurial thinking and innovation thrive. Our culture is built on trust, autonomy, and collaboration, empowering employees to work in ways that best suit their roles and teams.

Employees have the freedom to choose between home, office, or hybrid arrangements, ensuring alignment with team dynamics while maintaining personal flexibility. Our offices are designed to be engaging and adaptable, supporting both collaboration and deep-focus work practices. Transparent and accessible communication channels keep teams connected, engaged, and aligned, no matter where they work.

Prioritising mental well-being

Supporting mental health is a crucial component of employee well-being.

We partner with a global specialist providing confidential and solution-focused social counselling. This online service is available to employees in Switzerland, Germany, and France, and also extends to their household members. Employees in Serbia and Vietnam have access to tailored support through a similar offering.

Additionally, online learning options are available on health and well-being topics, including managing anxiety, overcoming overthinking, achieving digital balance, and boosting productivity through mindfulness and movement.

People and Culture Surveys

We are committed to actively listening to and understanding employee needs through regular engagement. Our well-being and engagement initiatives are evaluated through three quarterly Pulse Surveys and a holistic annual People and Culture Survey. The annual survey assesses key areas such as work-life balance, learning and development, social responsibility and diversity, collaboration and communication, and feedback and recognition, providing comprehensive insights through factor scores.

In 2024, we expanded the survey to include more international locations.¹⁷ Our latest 2024 engagement score reached 65%, slightly above the national Swiss benchmark of 64% (July 2024).¹⁸ This supports our ongoing commitment to act on employee feedback and maintain engagement levels above national benchmarks. Our People and Organisational Development Team analyses survey results to identify lower-ranked areas and gather direct input from employees to develop targeted initiatives. A strong culture of feedback and open communication supports this process. By closing this feedback loop, we reinforce our commitment to continuous improvement and ensure that employees are heard and valued.

Survey participation continues to trend above 70%, demonstrating employees' willingness to share insights and help shape the future of our workplace. Results from 2024 highlight a strong focus on well-being, with 90% of employees agreeing that "My manager genuinely cares about my well-being".

By continuously listening, gathering insights, and acting on feedback, we foster an environment where employees feel valued, engaged, and inspired to grow.

Talent attraction and retention

Our success is built on the skills and dedication of our employees, making talent attraction and retention an integral element of our people strategy.

Talent attraction

We aim to hire top digital talent to meet the high expectations of our users. To create a positive candidate experience, we have established an efficient, inclusive, and transparent hiring process with clear guidelines and tools. An employee referral program helps bring exceptional individuals into the company who align with our core values. In 2024, we created inclusive job description templates to attract a more diverse talent pool, driven by our belief in the power of diversity and inclusion.

Based on feedback from our employees, we are confident in our employer value proposition, 74% of respondents in the 2024 People and Culture Survey stated they would recommend SMG as a great place to work.

The market further validates our positioning, with SMG heading the Top 10 list for global companies within our size bracket (by employee count) in terms of candidate Net Promoter Score (cNPS), as measured by a leading recruitment platform.¹⁹

People development

As the pillar Fuel Learning and Growth is a cornerstone of our people strategy, we are committed to empowering our employees through continuous learning and on-the-job development. By fostering skilled and motivated individuals, we create an environment where people find long-term fulfillment while inspiring others.

This commitment is supported by our comprehensive learning offerings, which are designed to enhance competencies, support career progression, and equip employees with skills needed to embrace new challenges with confidence. In 2024, employees across all global locations completed an average of 7.6 hours of training.²⁰

SMG learning

The SMG Learning Universe (SLU) is designed to drive both individual and collective growth, fostering a dynamic and active learning culture. This online ecosystem provides tailored learning materials for mandatory and optional training. From compliance topics to conflict resolution and mastering AI tools, the platform offers a diverse library of courses. Additionally, Culture Amp, our employee experience platform, enhances development through targeted skills coaching.

Leadership development

Our leadership programme strengthens leadership skills and personal leadership styles while aligning with SMG's values. It consists of three core elements, onboarding for new leaders, continuous development programmes, and the Pick and Growth series, which explores advanced leadership topics. These sessions equip participants to lead with confidence, clarity, and purpose.

As part of our commitment to diverse leadership, we strive to maintain a minimum threshold of women in leadership programmes, ensuring equitable opportunities for development and career progression.

External training and further education

Recognising that certain expertise requires external resources, we actively support employees in pursuing additional educational opportunities. SMG provides full or partial financial assistance for courses that enhance professional skills and align with organisational goals, such as role-specific or language skills training. This investment enables our employees to grow in ways that benefit their roles, careers, and the company alike.

Feedback and performance reviews

SMG's review framework consists of two pillars, performance and growth cycles. The performance pillar emphasises a trusted review process and encourages ongoing, performance-focused conversations. The growth pillar supports continuous development through personalised plans that facilitate meaningful growth.

This framework fosters a strong feedback culture, incorporating diverse perspectives through peer feedback, upward feedback, and manager reviews. Regular one-on-one conversations between managers and team members provide valuable opportunities to discuss performance, challenges, and career growth, ensuring timely and actionable input throughout the year. The Culture Amp platform streamlines this process, minimises bias, and tracks objectives effectively, helping employees align their aspirations with business priorities.

In 2024, an average of 66% of employees²¹ (68% of women and 65% of men) completed their performance reviews. This percentage is primarily influenced by the exclusion of new joiners and soon-to-depart employees from the tracked performance cycle.

Diversity and inclusion

Nationalities represented

53

At SMG, we stand for equal opportunities and a workplace built on respect, inclusivity, and diversity. These principles are deeply embedded in our CoC. With over 50 nationalities represented in our Swiss and Serbian offices alone, we recognise that a diverse workforce brings a rich variety of perspectives, experiences, and ideas.

Diversity figures²²

Board of Directors

at 31 December | in percentage, except total

	2024
Women	14%
Men	86%
Age under 30	0%
Age 30 to 50	14%
Age above 50	86%
Total headcount¹	7

¹ Two members left the Board of Directors effective 31 December 2024

Employees

at 31 December | in percentage, except total

	Top Management	Middle Management	Other Employees	2024
Women	15.8%	22.9%	40.4%	34.1%
Men	84.2%	77.1%	59.6%	65.9%
Age under 30	0.0%	3.8%	22.3%	15.8%
Age 30 to 50	68.4%	83.8%	70.7%	74.4%
Age above 50	31.6%	12.4%	7.0%	9.8%
Total headcount¹	38	210	485	733

¹ Data refers exclusively to employees based in Switzerland and Serbia

Fair pay and equal opportunities

In Switzerland, SMG was awarded the legally compliant Fair-ON-Pay Advanced certification in 2023, confirming that men and women at SMG receive equal pay for equal work. Issued by Comp-On AG, the certification serves as a benchmark in the Swiss market and will be repeated in 2025 to ensure continued compliance and a sustainable approach on this topic.

In 2024, we collaborated with the University of St. Gallen to conduct a workshop focused on diversity-related topics, resulting in concrete initiatives to implement at SMG. To further support inclusive leadership, we introduced unconscious bias workshops for our leaders²³ across all locations, delivered by an external trainer. These interactive sessions help leaders understand how unconscious bias can influence their decision-making and leadership approaches, while providing practical strategies to recognise and mitigate personal biases. The training specifically addresses the impact of bias on key business processes like recruitment and employee development, guiding more equitable leadership practices. In 2024, 83% of all leaders participated in this initiative.

As a member of Advance, a network of over 140 Swiss companies advocating for gender equality, we are dedicated to fostering leadership diversity. Through this network, we participate in a mentorship programme that pairs high-potential female mentees with senior executive mentors from different companies, providing cross-company insights and supporting professional growth.

Non-discrimination

Fair and respectful treatment is anchored in our values and forms the basis for a healthy and inspiring working environment. We actively cultivate mutual respect and tolerance among employees to prevent discrimination, disadvantage, and harassment. No incidents of discrimination were reported or registered through SMG's whistleblowing process in 2024.

Developing our diversity and inclusion strategy

While diversity and inclusion remain topics of global debate, our commitment to the principles outlined in our CoC remains firm. In 2025, we are building on our existing efforts and launching a dedicated initiative to further develop our business-driven diversity and inclusion strategy. This strategy not only reflects our values but also strengthens our culture and empowers our employees in a meaningful way, guided by global benchmarks and best practices to ensure a structured, impactful, and sustainable approach.

Governance

Strong governance is the foundation of responsible business at SMG. Our governance approach ensures ethical conduct, legal compliance, and accountability across all business areas. It supports the implementation of our sustainability strategy and strengthens trust among employees, partners, and other stakeholders.

Ethics and compliance

We are committed to responsible and ethical business practices aligned with our vision and values. One of the key pillars of our sustainability strategy is to lead with integrity, which means reinforcing ethical conduct through strong governance and transparency in decision-making. To ensure compliance with laws and regulations, we have implemented clear structures and processes.

In 2024, there was no final judgement or decision by a court, tribunal, arbitrator, or governmental agency against SMG in respect of significant instances of non-compliance with laws or regulations. No relevant fines were paid during the reporting period.

Ensuring regulatory compliance

SMG's business ethics and compliance principles are set out in our CoC, supported by additional policies. The CoC outlines expected behaviours and principles, including prevention and management of conflicts of interest, prohibition of bribery and corruption, safeguarding of confidentiality and data protection, promotion of appropriate personal conduct and workplace safety, commitment to diversity and equal opportunities, prevention of discrimination, and upholding human rights. These business ethics risks are addressed through the implementation of our CoC and related governance mechanisms.

Approved by the BoD, the CoC applies to all employees, including those of our controlled subsidiaries, as well as all members of the BoD. It is publicly accessible at <https://swissmarketplace.group/esg>.

Internally, the CoC and associated policies are made available to all employees, with updates communicated through multiple channels, such as the legal news section on our intranet. We take any potential breaches of the CoC, internal directives, policies, or guidelines very seriously and implement appropriate corrective measures when necessary.

Regulatory compliance at SMG is overseen by the Group Compliance Officer (GCO), an independent function from the ELT. Additional specialised employees may be designated to ensure compliance in specific legal areas, such as data protection, information security, cybersecurity, and antitrust law. The GCO's responsibilities include, among other things, ensuring that managers and employees adhere to regulatory requirements and assessing potential legal, reputational, or financial risks. Appointed by and accountable to the BoD, the GCO reports to the Chairman of the RAC. Regular updates on compliance, legal, data protection topics are provided to both the RAC and the ELT as part of the Compliance Update. The BoD receives ad-hoc updates on any critical issues, emerging compliance matters including cybersecurity, and other relevant developments. For more information, refer to the section [Empowering sustainability: Our sustainability governance framework at a glance](#). During the reporting period, eight critical concerns were reported to the RAC and BoD. These related to various compliance topics and were addressed in line with internal protocols, with appropriate follow-up measures initiated. Further details on selected cases are provided in the relevant sections of this report.

SMG has implemented policies to ensure clear processes and to prevent and manage potential conflicts of interest. We actively avoid situations and circumstances that create actual or perceived conflicts between personal, private, or business interests and those of SMG, including cases involving individuals with close personal or professional ties. Potential conflicts of interest are disclosed as soon as they become known. Together with supervisors, Human Resources, Legal Services, or the GCO, we seek solutions that are in line with SMG's internal guidelines.

Training among our employees

Compliance training is a core component of every employee's onboarding journey via the SLU. This includes a mandatory online course covering the elements of our CoC, such as bribery and corruption, conflicts of interest, and whistleblowing. In 2024, 57% of our employees successfully completed this training. To improve the completion rate, we are implementing strategies to increase accessibility and engagement. These include expanding language options beyond English, enhancing communication through diverse channels, and introducing completion reminders. As part of our onboarding journey, employees also complete mandatory training on data protection and phishing awareness.

Combating bribery and corruption

At SMG, we have zero tolerance for bribery, corruption, and fraud. Our policy, underpinned by the CoC, is supported by well-defined expense regulations. In addition to mandatory compliance training, the GCO provides targeted sessions for employees at higher risk of exposure to bribery and corruption. These sessions cover various topics, such as the appropriate handling of gifts and hospitality. Dedicated training is also offered to accounting staff to help them identify and report suspicious activity for further investigation by the GCO. Four of such training sessions were conducted in 2024 for around 30 employees.

The risk of corruption in our business activities across all locations is assessed annually as part of SMG's ERM process, with relevant mitigation measures implemented. In 2024, there were no confirmed cases of corruption, reflecting the effectiveness of our governance system in upholding ethical standards.

Anti-competitive behaviour

We are subject to a range of Swiss laws and regulations in respect of anti-competitive behaviour, including the Swiss Cartel Act and the Swiss Price Surveillance Act.

We are committed to fair and open competition in all markets where we operate, and to complying with applicable Swiss competition and price surveillance laws, supported by our CoC. To raise awareness, our GCO delivers regular training sessions to employees in market-facing roles and senior positions, equipping them to make informed decisions about their business activities.

The risk of anti-competitive behaviour is evaluated annually at group level as part of the ERM process, with appropriate mitigation measures in place. Given the market success and strength of our business, there is a risk that authorities could consider SMG to be dominant or to hold (relative) market power in one or more markets in Switzerland in which we are active with our verticals.

We do not believe that we have market power (within the meaning of the Price Surveillance Act) nor a dominant position or relative market power (as defined in the Cartel Act) in any market in which we are active with our verticals, and to date no authority has issued a decision according to which we hold any such power or position. As a precautionary measure, we nevertheless strive to conduct our business under the assumption that we may be subject to the special obligations that would arise if we held such power or position.

Since our founding in 2021, we have had interactions with relevant authorities in respect of our business activities. Certain of these interactions are ongoing and certain have been concluded. No final judgements or fines related to anti-competitive behaviour were issued in the reporting period.

Whistleblowing process

SMG is dedicated to maintaining a workplace where discrimination, retaliation, and harassment have no place, ensuring an environment built on ethics, compliance, transparency, and trust.

To uphold these principles, we have established a Whistleblowing Policy with clear reporting channels, enabling employees to raise concerns about potential violations. These may include issues related to business ethics, harassment, discrimination, or health and safety risks. Concerns can be reported through line supervisors, Human Resources or anonymously through a dedicated integrity line, which is available across our operations and accessible in English as well as most local languages. All reports are handled with strict confidentiality, assessed promptly, and investigated thoroughly as needed. To protect the anonymity of reporters and the credibility of the process, SMG does not publish the number or specific nature of whistleblowing reports.

We are committed to fostering a safe and open environment where employees feel empowered to speak up. Retaliation against whistleblowers or individuals participating in investigations is strictly prohibited.

Human rights

SMG supports internationally recognised human rights, focusing on labour rights, mental health, fair and equitable treatment, and a discrimination-free workplace.

We respect human rights in all aspects of our operations through ethical business practices and the fair treatment of all stakeholders, including employees, users, customers, and business partners.

In addition to complying with national and binding international laws, we aim to promote the internationally recognised rights set out in the United Nations Guiding Principles on Business and Human Rights (UNGPs), as anchored in our CoC. This policy emphasises workplace health and safety, privacy, equitable opportunities, and diversity. The CoC applies to all employees of SMG and its controlled subsidiaries.

We continuously work to enhance our processes and policies to align with evolving global standards and expectations. Strengthening our supplier due diligence enables us to promote ethical practices across our supply chain and drive positive change in collaboration with our partners. The GCO oversees compliance with human rights policies and ensures adherence to our due diligence practices.

Identifying risks

Human rights due diligence is embedded as part of our risk management process and integrated into our ERM. We assess the risk of human rights violations, as SMG's business activities can influence labour rights and workplace conditions both internally and across our supply chain.

In 2024, we addressed the issue of human rights, focusing on due diligence and transparency principles regarding child labour. Given the nature of our operations in the digital sector and the services provided by our suppliers, primarily software development, SMG faces a limited and indirect risk of human rights violations such as child labour. As a result, our overall risk rating remains low based on our business model and employees' activities.

In line with the DDTrO,²⁴ we conduct an annual review of child labour risks across our operations and supply chain. The 2024 assessment, found no indications or suspicions of child labour within our business operations or supply chain. These findings were communicated to our RAC in March 2025.

Although risks are limited, SMG maintains accessible and effective reporting channels for employees to raise potential human rights concerns (see the section [Whistleblowing process](#)). These mechanisms are integral to our commitment to accountability and transparency.

Methodologies and boundaries

Robust methodologies and clear boundaries form the foundation of how we report on employee and environmental topics such as emissions, climate risks and opportunities, energy, and circularity.

GHG methodology and boundaries

Methodology and approach to emissions and energy calculation

Our emissions calculation methodology applies the “Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition” (GHG Protocol), supplemented by the “Corporate Value Chain (Scope 3) Accounting and Reporting Standard.”

Emission factors

For our GHG calculations, we utilise emission factors derived from established and authoritative sources. These include Ecoinvent, Exiobase, IEA, AIB, DEFRA/BEIS, NTM, governmental bodies (EU and Swiss-based among others), including those at the EU and Swiss national levels. To determine our total emissions, we multiply the relevant emission factors by the best available and most appropriate data for each activity or source.

Data sources and assumptions

GHG inventory

SMG's GHG inventory is based on a combination of primary and secondary data. Where activity-based data was unavailable, secondary data including spend-based estimations, industry-average emissions factors, and extrapolations from similar operations or locations was used. This reliance on secondary data introduces an additional level of uncertainty in the input data and emission factors used for the calculations.

Our calculated GHG emissions are subject to inherent scientific measurement uncertainties associated with the methodologies used to estimate emissions. These uncertainties arise from the mathematical models applied to represent relationships between various parameters and emission processes.

The calculated carbon dioxide equivalent (CO₂e) emissions are inclusive of carbon dioxide (CO₂), nitrous oxide (N₂O), and methane (CH₄). The other GHG gases sulphur hexafluoride (SF₆), perfluorocarbons (PFCs), and nitrogen trifluoride (NF₃) are not emitted.

Emissions of non-CO₂ GHGs have been converted to CO₂e using the conversion factors from the IPCC's Fourth and Fifth Assessment Reports.

Outside of Scopes 1, 2, and 3

Biogenic CO₂ emissions from biogas combustion are excluded from our Scope 1 emissions in line with the GHG Protocol. These amounted to approximately 0.8 tCO₂e in 2024 and 0.9 tCO₂e in 2023.

Energy consumption

We collect and report primary activity-based data to calculate our total energy consumption across all operations. Where such data was not available, estimations were made through extrapolation from comparable sites or activities to ensure a complete and as representative dataset as possible.

In Switzerland, energy consumption benefits from a high share of renewable sources. Our office locations in Switzerland fall under the national electricity disclosure regime, which ensures transparency around the origin of electricity. For each Swiss site, we hold contractual proof from electricity suppliers specifying the renewable energy mix associated with the electricity we purchase. These disclosures are legally supported by Guarantees of Origin (Herkunftsnachweise, HKN), issued and tracked through the Pronovo system in accordance with the Swiss Energy Ordinance. For our international operations, where we validated the renewable nature of purchased electricity we relied on Guarantees of Origin, ensuring traceability and transparency in our reporting.

Organisational boundaries

Our organisational boundaries are defined to ensure a focused and material approach to GHG accounting. All relevant subsidiaries, activities, and units under operational control of our company are included.

For the reporting periods of 2023 and 2024, a limited number of locations were excluded from the GHG inventory. These were small or low-occupancy offices and non-operational sites, each characterised by minimal use (typically fewer than 10 employees, often only one on-site daily).

These exclusions were made due to limited operational significance. For 2024, their combined contribution to total emissions is less than 0.5% of total emissions, based on conservative modelling. As such, they are not expected to affect the completeness or representativeness of the reported emissions.

These exclusions support a GHG inventory that remains focused on material sources of emissions, aligned with our organisational boundaries and operational realities. This approach helps maintain the integrity, accuracy, and relevance of our sustainability reporting.

Operational boundaries

The applicability of Scope 3 categories has been assessed in alignment with SMG's business model. As a digital company, we offer transactional and advertising services through our online platforms. SMG does not manufacture or sell the products exchanged on its platforms but instead acts as a facilitator.

As a result, only the following Scope 3 categories have been included due to their relevance to SMG's operations:

- **Category 1 Purchased Goods and Services:** Emissions from the most relevant expenditure areas, such as external data centres, office supplies, water use, and other key professional services across our operations, such as software, hosting, and advisory services.²⁵ The calculation is primarily spend-based, except for tap water, which is calculated by volume, and for several external suppliers and external data centres, where emissions are based on supplier-specific data or data volume usage.
- **Category 2 Capital Goods:** Emissions from the purchase of tangible assets. The calculation is partly spend-based and partly based on average data and follows a category-based approach, using emission factors assigned to specific types of goods.
- **Category 3 Fuel- and Energy-Related Activities:** Emissions from upstream activities associated with the production and transmission of purchased fuels and energy (not included in Scope 1 and 2) fall under this category.
- **Category 5 Waste Generated in Operations:** Emissions from company waste are calculated based on the volume of waste generated at office locations and the associated waste treatment methods for its disposal.
- **Category 6 Business Travel:** Emissions from business travel are calculated based on distance traveled per passenger across various transportation modes, hotel stays, and pre-calculated emissions data provided by our travel management platform and other relevant suppliers.
- **Category 7 Employee Commuting:** Emissions from employee commuting are calculated using 2024 group-wide survey data on commuting habits and estimated distance traveled by transportation mode.
- **Category 11 Use of Sold Products:** Emissions from the use of our sold products are estimated based on user interaction with our platforms, calculated using average usage time and the associated energy consumption.

Significant changes from 2023 to 2024

In line with our commitment to continuously improving data quality, we regularly review the scope of our assessments and the relevance of emission categories. As part of ongoing efforts to refine environmental reporting, we account for changes due to acquisitions, adjustments to the scope of application, and updated emission factors.

We have established 2023 as our base year for GHG emissions. Organisational boundaries and methodologies have been applied consistently to both 2023 and 2024 to enable comparability over time.

As part of the development of our first GHG inventory, emissions data for 2023 was refined to reflect the inclusion of newly acquired entities and methodological improvements. These adjustments were made prior to publication and are reflected consistently across both reporting years.

While methodologies have been largely consistent, the following updates were introduced in 2024:

- Emission factors were updated in 2024 to reflect more accurate or recent data sources.
- Activity data was refined through improved reporting methods, resulting in increased accuracy.

Assessment of climate-related risks and opportunities

Climate scenarios

- The Net-Zero Scenario (1.5°C) represents a rapid decarbonisation pathway aligned with global net-zero commitments by 2050, requiring significant emissions reductions across all sectors.
- The Announced Pledges Scenario (1.7-2°C) assumes the implementation of current national climate commitments, with moderate emissions reductions, particularly in sectors such as energy and transportation.
- The Stated Policies Scenario (2-2.5°C) reflects the continuation of existing climate policies without major new commitments, leading to a slower decarbonisation trajectory and a temperature rise of up to 2.5°C.

These key climate scenarios are derived, using data from authoritative sources, including the International Energy Agency (IEA), the Intergovernmental Panel on Climate Change (IPCC), and the Network for Greening the Financial System (NGFS). We apply them across three time horizons (short-term: 2025, medium-term: 2030, long-term: 2050), with a primary focus on the next decade to assess near- and medium-term business implications.

Methodology to identify key risks and opportunities

We applied a structured process to identify the key climate-related drivers most relevant to our business model.

In a qualitative assessment, we reviewed our enterprise risks and business model to compile a comprehensive list of potential climate-related drivers. This included mapping our value chain to understand dependencies between suppliers, internal operations, and consumers. External climate and socioeconomic datasets were leveraged to provide science-based insights into the potential physical and transitional impacts of climate change.

The identified drivers were then assessed and refined through peer reviews and targeted research into relevant market and environmental factors. Each risk and opportunity was evaluated using a likelihood and impact scoring methodology, supporting prioritisation for further analysis and integration.

Findings were validated at multiple levels of governance, including review by the Sustainability SteerCo, approval by the ELT, and formal acknowledgement by the BoD. Key risks and opportunities were embedded into our ERM system for ongoing monitoring, mitigation, and reporting. Further details on how climate and sustainability risks are integrated into our broader risk management process can be found in the [Integrating sustainability into the ERM framework](#) section.

Summary of potential impacts of climate-related risks on the technology industry

- **Rising operational costs:** Volatile energy prices, driven by extreme weather events and shifting climate patterns, increase operational expenses.
- **Economic disruptions:** Environmental disasters, such as floods and heatwaves, weaken economic growth, reduce consumer purchasing power, and lower transaction volumes.
- **Regulatory pressure:** Stricter ESG and carbon emissions regulations demand investments in cleaner technologies and process modifications, leading to added costs and operational shifts.

Summary of potential opportunities of climate change on the technology industry

- **Innovation in data analytics:** Advanced analytics enable businesses to optimise operations, reduce emissions, and drive sustainable innovation.
- **Sustainable product development:** Rising demand for low-carbon technologies and circular economy solutions create new growth opportunities.
- **Market growth in digital commerce:** Increased focus on sustainability drives platform traffic and sales, aligning business success with environmental benefits.

These opportunities and risks manifest across short-, medium-, and long-term horizons, each influencing SMG's strategy to different extents. As a result, SMG's approach remains adaptable and is designed to evolve accordingly.

Adaptable and resilient: The enduring strength of our business model

SMG has assessed the resilience of its business strategy against the three climate scenarios outlined at the start of this section. Across all three scenarios, our diversified business model enables us to navigate climate risks, including rising energy costs, economic disruptions, and regulatory changes. By assessing climate impacts, we enhance operations, financial planning, and sustainability reporting while leveraging opportunities in the low-carbon and circular economy.

Our climate scenario analysis confirms the resilience of SMG's strategy under moderate as well as accelerated decarbonisation pathways. Proactive investments in sustainability, operational efficiency, and digital infrastructure enable SMG to mitigate exposure, enhance long-term competitiveness, and support business continuity.

Managing energy price volatility

To manage energy price volatility, SMG is advancing a targeted energy transition strategy. This includes the optimisation of IT infrastructure through cloud-based solutions and active engagement with data centre providers to ensure hosting services are powered by renewable or low-carbon electricity. Our office network is also transitioning to renewable electricity, with all Swiss offices already powered by certified clean energy. In shared buildings, we are engaging stakeholders to obtain contractual proof of renewable sourcing. Internationally, we continue to pursue low-carbon electricity options in markets where clean supply remains limited.

Adapting to shifting consumer behaviour

We believe SMG is well-positioned to respond to changing consumer preferences, associated with accelerated decarbonisation pathways, particularly the growing demand for affordable, sustainable, and circular products. The transition to a more circular economy aligns with our business model, creating opportunities to increase platform listings for second-hand items.

Enhancing regulatory preparedness

SMG has established a central GHG emissions inventory and is implementing a compliance framework. We are expanding our Sustainability Team to ensure transparency and adaptability in response to evolving regulatory requirements.

Overall, SMG's climate scenario analysis demonstrates that our business model is resilient across a range of climate futures. Our proactive investments in sustainability, operational efficiency, and digital innovation enable us not only to manage risks, but also to seize opportunities that strengthen our long-term competitiveness. This reinforces our commitment to building a more future-proof, responsible, and climate-resilient organisation.

Methodology for net avoided emissions

In 2024, SMG partnered with an independent climate tech company to conduct our first-ever estimation of net avoided emissions resulting from second-hand transactions across our three General Marketplaces: Ricardo, anibis.ch, and tutti.ch. This builds on earlier efforts to estimate and display indicative carbon savings at item level on Ricardo listings. The 2024 analysis uses an improved methodology, offering a more comprehensive and consolidated view of the net climate benefits enabled by circular consumption across our platforms.

The full methodology and detailed results will be published in our 2024 Avoided Emissions Report.

Consequential LCA approach

The estimation follows a consequential Life Cycle Assessment (LCA) method, aligned with internationally recognised guidance from the World Resources Institute (WRI). By combining real marketplace activity data with extensive survey input from buyers and sellers, we can accurately assess how second-hand shopping displaces new purchases, and how much carbon it avoids.

The analysis incorporates three key components:

- **Alternative scenario emissions**
The full cradle-to-consumer footprint of a new product that would have been purchased instead. This includes emissions from raw material extraction, manufacturing, distribution, and final delivery.
- **Replacement rate**
The proportion of second-hand purchases that actually displaced the purchase of a new product, based on user-reported behaviour. This metric varies by product category.
- **Emissions from second-hand transactions**
The carbon footprint associated with the second-hand exchange itself, including: delivery emissions (e.g. post, local pick-up), packaging emissions, and SMG's operational emissions related to facilitating the transaction

The survey data informs the replacement rate, but also provides granular inputs on user behaviour, such as delivery methods and packaging choices, which directly influence the emissions associated with second-hand transactions. This integration of behavioural science strengthens the credibility and accuracy of the estimation.

The avoided emissions were determined using the following logic:

Net avoided emissions

**= (Alternative scenario emissions × Replacement rate (%))
– Emissions from second-hand transactions**

This methodology ensures that SMG's contribution to circularity and climate mitigation is measurable, transparent, and grounded in scientific best practice.

Employee data methodology and boundaries

This section outlines the methodology and boundaries applied to employee KPIs. We strive to capture the most complete and accurate information possible. However, due to the international scope of our operations and differences in data collection methods, including the use of multiple local, company-specific, and non-integrated personnel information systems, certain limitations exist.

As a result, the 2024 report focuses on Swiss and Serbian employees for all quantitative measures, unless otherwise stated. In Switzerland, this includes the subsidiaries Ricardo AG, Flatfox AG, Acheter-Louer.ch & Publimmo Sarl, Casasoft AG, and IAZI AG. In Serbia, this includes Swiss Marketplace Group d.o.o. Beograd. Together, these entities represent approximately 80% of our workforce.

Due to the above-mentioned system limitations, employee-related matters concerning Immo Inf. Technology Private Ltd. and moneyland.ch AG are not covered, unless specifically stated otherwise. However, we are continuously working towards enhancing data integration to enable broader reporting in the future.

All personnel data is disclosed as of 31 December 2024, unless otherwise stated, and is reported in head count.

Scope and methodologies of general employee data

Section	Scope and methodologies
All employees at a glance	All locations and subsidiaries, incl. all temporary employees.
Employee breakdown	Switzerland and Serbia (excl. moneyland.ch AG), excl. apprentices and interns.
Employee movement—new hires and turnover	Switzerland and Serbia (excl. moneyland.ch AG), excl. apprentices and interns. The new hire rates and turnover rates are calculated as the number of new hires or leavers divided by the average number of employees in each respective category during the reporting period. Total rates are calculated as the number of new hires or leavers divided by the average number of employees across categories during the reporting period.
People development—training hours	All locations and subsidiaries, incl. all temporary employees. Training hours encompass sessions completed within SLU, Leadership Development programs, Culture Bootcamps, on-site live sessions, and New Starter Days. Due to tracking limitations, this figure does not include external training or further education, which would otherwise notably increase the total training hours.
Feedback and performance reviews	Switzerland and Serbia (excl. moneyland.ch AG), excl. apprentices and interns. New joiners (with a tenure of three months or less), and leavers (with three months or less remaining in the company) are excluded from participating in the Performance Cycle.
Diversity and inclusion—employees	Switzerland and Serbia (excl. moneyland.ch AG), excl. apprentices and interns.

Appendix

Reporting indices

GRI Content Index

SMG Swiss Marketplace Group AG has reported the information cited in this GRI Content Index for the period 1 January 2024 to 31 December 2024 with reference to the GRI Standards.

We disclose against selected GRI disclosures that reflect our material topics and reporting priorities, as determined through internal assessment and stakeholder engagement. The GRI Content Index presented below includes direct references to where these disclosures are addressed in the report. We have not aimed to report in full accordance with the GRI Standards. However, we remain committed to enhancing our disclosure scope and data maturity over time in line with evolving stakeholder expectations and regulatory developments.

GRI Standard	Disclosure	Reference / Information
GRI 1		
GRI 2: General Disclosures	2-1 Organisational details	About SMG Swiss Marketplace Group Contact information and imprint
	2-2 Entities included in the organisation's sustainability reporting	About SMG Swiss Marketplace Group
	2-3 Reporting period, frequency and contact point	About SMG Swiss Marketplace Group Contact information and imprint The report is released annually. Publication date: 5 September 2025
	2-4 Restatements of information	No restatements in 2024
	2-5 External assurance	About SMG Swiss Marketplace Group
	2-6 Activities, value chain, and other business relationships	About SMG Swiss Marketplace Group
	2-7 Employees	Employee data methodology and operational boundaries Workforce strategy and overview
	2-8 Workers who are not employees	Employee data methodology and operational boundaries Workforce strategy and overview
	2-9 Governance structure and composition	Empowering sustainability: Our governance framework at a glance
	2-11 Chair of the highest governance body	Sustainability governance structure within SMG
	2-12 Role of the highest governance body in overseeing the management of impacts	Empowering sustainability: Our governance framework at a glance
	2-13 Delegation of responsibility for managing impacts	Empowering sustainability: Our governance framework at a glance
	2-14 Role of the highest governance body in sustainability reporting	About SMG Swiss Marketplace Group Empowering sustainability: Our governance framework at a glance Materiality assessment
	2-15 Conflicts of interest	Ensuring regulatory compliance
	2-16 Communication of critical concerns	Empowering sustainability: Our governance framework at a glance Whistleblowing process
	2-17 Collective knowledge of the highest governance body	Empowering sustainability: Our governance framework at a glance
	2-22 Statement on sustainable development strategy	CEO Statement
2-23 Policy commitments	Ensuring regulatory compliance Ethics and compliance Human rights Identifying risks	

GRI Standard	Disclosure	Reference / Information
	2-24 Embedding policy commitments	Ensuring regulatory compliance
	2-25 Processes to remediate negative impacts	Ensuring regulatory compliance Human rights Identifying risks
	2-26 Mechanisms for seeking advice and raising concerns	Ensuring regulatory compliance Whistleblowing process
	2-27 Compliance with laws and regulations	Ensuring regulatory compliance
	2-28 Membership associations	Driving a responsible digital space in Switzerland Industry alliances to drive collective advances
	2-29 Approach to stakeholder engagement	Industry alliances to drive collective advances Our sustainability strategy and journey
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Materiality assessment
	3-2 List of material topics	Material topics from the Double Materiality Assessment
Material topic: Emissions and energy efficiency	3-3 Management of material topics	Climate Driving change with our net-zero targets Emissions and energy overview Key initiatives, targets, and metrics Empowering sustainability: Our governance framework at a glance Measuring our carbon footprint
GRI 302: Energy 2016	302-1 Energy consumption within the organisation	Emissions and energy overview Key initiatives, targets, and metrics Methodology and approach to emission and energy calculations
	302-3 Energy intensity	Emissions and energy overview Methodology and approach to emission and energy calculations
GRI 305: Emissions 2016	305-1 Direct GHG emissions (Scope 1)	Emissions and energy overview Methodology and approach to emission and energy calculations
GRI 305: Emissions 2016	305-2 Indirect GHG emissions (Scope 2)	Emissions and energy overview Methodology and approach to emission and energy calculations
	305-3 Other indirect GHG emissions (Scope 3)	Emissions and energy overview Methodology and approach to emission and energy calculations
	305-4 GHG emissions intensity	Emissions and energy overview Methodology and approach to emission and energy calculations
Material topic: Talent attraction and retention	3-3 Management of material topics	Empowering sustainability: Our governance framework at a glance Talent attraction and retention Workforce strategy and overview
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Workforce strategy and overview
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Employee well-being and engagement Talent attraction and retention
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Talent attraction and retention
	404-2 Programs for upgrading employee skills and transition assistance programs	Talent attraction and retention
	404-3 Percentage of employees receiving regular performance and career development reviews	Talent attraction and retention
Material topic: Employee well-being	3-3 Management of material topics	Employee well-being and engagement Empowering sustainability: Our governance framework at a glance Workforce strategy and overview

GRI Standard	Disclosure	Reference / Information
Material topic: Diversity and inclusion	3-3 Management of material topics	Diversity and inclusion Workforce strategy and overview
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Diversity and inclusion
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	Diversity and inclusion
Material topic: Cybersecurity and data protection	3-3 Management of material topics	Cybersecurity Cybersecurity and data protection Data protection Empowering sustainability: Our governance framework at a glance
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Data protection
Material topic: Helping people make sustainable, affordable choices	3-3 Management of material topics	Empowering sustainability: Our governance framework at a glance Helping people make sustainable choices Raising awareness about sustainability in the real estate and automotive sectors Social impact for consumers Toward a low-emission real estate sector
Material topic: Circularity	3-3 Management of material topics	Automotive: Extending vehicle life for a greener future Circularity Embedding circularity in our workplace Empowering sustainability: Our governance framework at a glance General Marketplaces: Pioneering circular economy solutions in consumer goods
Governance		
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	Combating bribery and corruption
	205-2 Communication and training about anti-corruption policies and procedures	Combating bribery and corruption Ensuring regulatory compliance
	205-3 Confirmed incidents of corruption and actions taken	Combating bribery and corruption
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Anti-competitive behavior

Swiss sustainability disclosure indices

Swiss CO Index

The section below address the report content in accordance with Article 964b of the Swiss Code of Obligations (CO).

Thematic area and breakdown	Reference
Business Model	About SMG Swiss Marketplace Group
Environmental Matters	
Concepts & due diligence	Climate change and business resilience Empowering sustainability: Our governance framework at a glance Measuring our carbon footprint
Measures	Key initiatives, targets, and metrics
Main risks	Assessment of climate-related risks and opportunities Climate change and business resilience
Performance Indicators	Driving change with our net-zero targets Emissions and energy overview
Social Matters	
Concepts & due diligence	Cybersecurity and data protection Empowering sustainability: Our governance framework at a glance Social impact for consumers
Measures	Cybersecurity Data protection Industry alliances to drive collective advances RicardoForGood
Main risks	Cybersecurity and data protection
Performance Indicators	Cybersecurity Data protection Industry alliances to drive collective advances RicardoForGood
Employee-related Matters	
Concepts & due diligence	Empowering sustainability: Our governance framework at a glance Workforce strategy and overview
Measures	Diversity and inclusion Employee well-being and engagement Talent attraction and retention
Main risks	Workforce strategy and overview
Performance Indicators	Diversity and inclusion Employee well-being and engagement Talent attraction and retention Workforce strategy and overview
Human Rights	
Concepts & due diligence	Empowering sustainability: Our governance framework at a glance Human rights Identifying risks
Anti-Corruption	
Concepts & due diligence	Combating bribery and corruption Empowering sustainability: Our governance framework at a glance

TCFD Index

Disclosure category and breakdown	Reference
Governance	
Describe the board's oversight of climate related risks and opportunities.	Empowering sustainability: Our governance framework at a glance
Describe management's role in assessing and managing climate-related risks and opportunities.	Climate change and business resilience Empowering sustainability: Our governance framework at a glance Integrating sustainability into the ERM framework
Strategy	
Describe the climate-related risks and opportunities the organisation has identified over the short, medium, and long term.	Assessment of climate-related risks and opportunities Climate change and business resilience
Describe the impact of climate-related risks and opportunities on the organisation's business, strategy, and financial planning.	Assessment of climate-related risks and opportunities
Describe the resilience of the organisation's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	Assessment of climate-related risks and opportunities
Risk Management	
Describe the organisation's processes for identifying and assessing climate-related risks.	Assessment of climate-related risks and opportunities Integrating sustainability into the ERM framework
Describe the organisation's processes for managing climate-related risks.	Assessment of climate-related risks and opportunities Integrating sustainability into the ERM framework
Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organisation's overall risk management.	Assessment of climate-related risks and opportunities Integrating sustainability into the ERM framework
Metrics & Targets	
Disclose the metrics used by the organisation to assess climate-related risks and opportunities in line with its strategy and risk management process.	Emissions and energy overview
Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.	Emissions and energy overview
Describe the targets used by the organisation to manage climate-related risks and opportunities and performance against targets.	Emissions and energy overview Key initiatives, targets, and metrics

Glossary and footnotes

Abbreviations and definitions

Abbreviation / Term	Definition / Explanation
Affiliate	Entity over which an investor has significant influence but not control (accounting term)
AGVS	Auto Gewerbeverband Schweiz
AI	Artificial Intelligence
AIB	Association of Issuing Bodies
BEIS	UK Department for Business, Energy & Industrial Strategy
BfE	Swiss Federal Office of Energy
BoD	Board of Directors
CBEC	Cantonal Building Energy Certificate
CISO	Chief Information Security Officer
cNPS	candidate Net Promoter Score
CO	(Swiss) Code of Obligations
CO ₂	Carbon Dioxide
CO ₂ e	Carbon dioxide equivalent, a unit of measurement used to standardise the climate impact of various greenhouse gases, such as nitrous oxide, methane, and hydrofluorocarbons.
CoC	Code of Conduct
DDTrO	Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labour
DEFRA	Department for Environment Food and Rural Affairs
DMA	Double Materiality Assessment
DPA	Data Processing Agreements
DPMS	Data Protection Management System
DPO	Data Protection Officer
ELT	Executive Leadership Team
ERM	Enterprise Risk Management
ESG	Environment, Social and Governance
EV	Electric Vehicle
FADP	Swiss Data Protection Act
FDPIC	Swiss Federal Data Protection and Information Commissioner
FIDO	Fast IDentity Online
FTE	Full-Time Equivalent
GCO	Group Compliance Officer
GHG	Greenhouse Gas
GHG Protocol	Greenhouse Gas Protocol
GRI	Global Reporting Initiative
IAPP	International Association of Privacy Professionals
IEA	International Energy Agency
IPCC	Intergovernmental Panel on Climate Change
ISMS	Information Security Management System
ISO	International Organization for Standardization
Joint ventures	Joint arrangements with shared control and rights to net assets (accounting term)
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
MFA	Multi-Factor Authentication
Minergie	Swiss Standard for Sustainable Building
Minority interests	Ownership in a subsidiary not attributable to the parent company, meaning non-controlling interests (accounting term)
MWh	Megawatt-hour
n/a	not available
NGFS	Network for Greening the Financial System
NTM	Network for Transport Measures

Abbreviation / Term	Definition / Explanation
PGSP	Profit Growth Share Plan
RAC	Risk and Audit Committee
RoPA	Record of Processing Activities
SASB	Sustainability Accounting Standards Board
SBTi	Science-Based Targets initiative
SCC	Standard Contractual Clauses
SDG	Sustainable Development Goals
SLU	SMG Learning Universe
SMG Leader	A leader is defined as employees in management positions who leads at least one employee directly
SOC2	Service Organisation Control Type 2
SPOC	Single Point of Contact
Sustainability SteerCo	Sustainability Steering Committee
TCFD	Task Force on Climate-related Financial Disclosures
TWINT	Switzerland's leading mobile payment app
UNGPs	United Nations Guiding Principles on Business and Human Rights
VUD	Association for Corporate Data Protection
WRI	World Resources Institute

Consolidated footnotes

- ¹ The reported figure is presented on a Headcount (HC) basis, consistent with the reporting throughout this document. For reference, this corresponds to 863 full-time equivalents (FTEs).
- ² Switzerland, France, Germany, India, Serbia and Vietnam.
- ³ The sustainability report includes data pertaining to companies of which SMG Swiss Marketplace Group AG has had full ownership or direct or indirect operational control throughout the year, including SMG Swiss Marketplace Group Sàrl, Swiss Marketplace Group (Austria) GmbH, SMG Swiss Marketplace Group GmbH, Immo Inf. Technology Private LTD, SMG Swiss Marketplace Group d.o.o. Beograd, Nhat Viet Group Ltd., Ricardo AG, Flatfox AG, Acheter - Louer.ch & Publimmo Sàrl, Casasoft AG, IAZI, Informations- und Ausbildungszentrum für Immobilien AG, Moneyland.ch AG. Certain scope limitations are mentioned throughout the report and in [Methodologies and boundaries](#)
- ⁴ Given that SMG does not import or process minerals and metals from conflict-affected areas, we are not required to submit a due diligence report under Articles 964j-964l of the Swiss Code of Obligations (CO).
- ⁵ Version of June 2017, and the annex "Implementing the Recommendations of the Task Force on Climate-related Financial Disclosures", version of October 2021.
- ⁶ The three scenarios are as follows: the Net-Zero Scenario (aligned with 1.5°C), the Announced Pledges Scenario (aligned with 1.7–2°C), and the Stated Policies Scenario (aligned with 2–2.5°C). For further details, please refer to [Assessment of climate-related risks and opportunities](#).
- ⁷ Refers only to offices within our organisational boundaries, as defined in [Methodology and approach to emissions and energy calculation](#).
- ⁸ RoPAs are a legal requirement for companies to document their data processing activities.
- ⁹ NIST-SP-800-61 rev2.
- ¹⁰ This is taking into account breaches of customer privacy that were reported to privacy authorities.
- ¹¹ The people strategy is implemented across all business units and locations, except for Moneyland.ch AG and Immo Inf. Technology Private LTD, where integration efforts are still ongoing.
- ¹² Details on reporting scope and methodology are outlined in [Employee data methodology and operational boundaries](#).
- ¹³ Details on reporting scope and methodology are outlined in [Employee data methodology and operational boundaries](#).
- ¹⁴ Total rates are calculated as the number of new hires divided by the total average number of employees across categories during the reporting period.
- ¹⁵ Total rates are calculated as the number of leavers divided by the total average number of employees across categories during the reporting period.
- ¹⁶ Available to permanent employees maintaining a minimum 40% workload.
- ¹⁷ Excl. Immo Inf. Technology Private Ltd. (India) and moneyland.ch AG.
- ¹⁸ Data relating to employee engagement was retrieved from Culture Amp.
- ¹⁹ Source: [starred.com](#).
- ²⁰ Details on reporting scope and methodology are outlined in [Employee data methodology and operational boundaries](#).
- ²¹ Details on reporting scope are outlined in [Employee data methodology and operational boundaries](#).
- ²² Details on reporting scope are outlined in [Employee data methodology and operational boundaries](#).
- ²³ The term "leaders" is defined in the list of abbreviations and definitions.
- ²⁴ [Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labour \(DDTrO\)](#).
- ²⁵ Emissions from online marketing services are currently excluded from our GHG inventory due to the lack of standardised estimation methodologies across the industry and the high complexity of emissions attribution. We are actively monitoring the development of market guidance and exploring methodological approaches to estimate the associated emissions, with the aim to include them in future reporting cycles as feasibility and methodological clarity improves.

Contact and imprint

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Disclaimer:

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Feedback and suggestions:

We welcome your feedback and are happy to engage in dialogue on sustainability topics. Please contact us at ir@swissmarketplace.group.