

Sustainability Overview

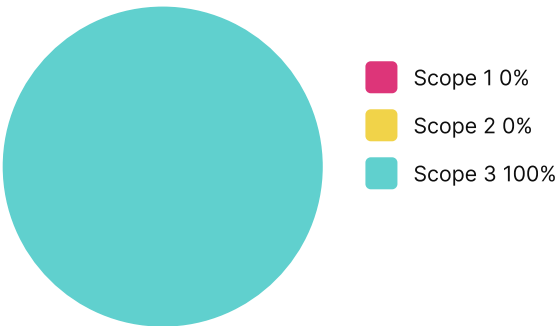
Yieldmo integrated into Cedara to power automated carbon measurement and support its sustainability strategy. Emissions are measured across the organization, including its core media business, using Cedara Factors and Cedara's proprietary Media Taxonomy which is built within the GHG Protocol framework.

Brands and agencies can now obtain full access to Yieldmo's sustainability progress in real-time, including the ability to measure the exact carbon footprint of a campaign using Yieldmo's Emissions Intensity (CO2e / 1000 impressions).

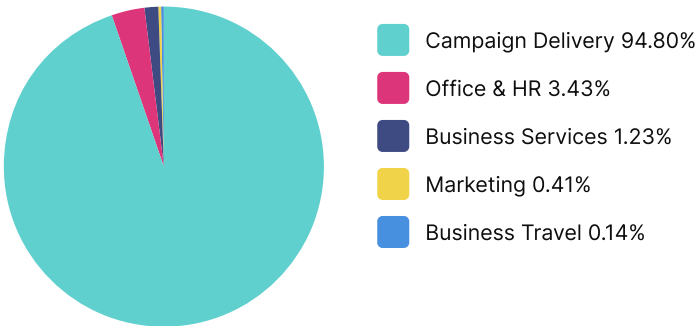


2022 Carbon Profile

Emissions by GHG Scope



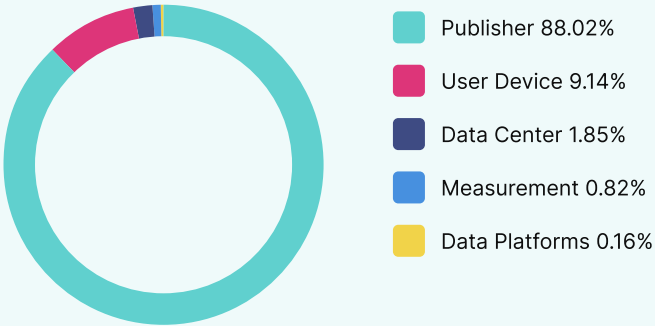
Emissions by Media Category



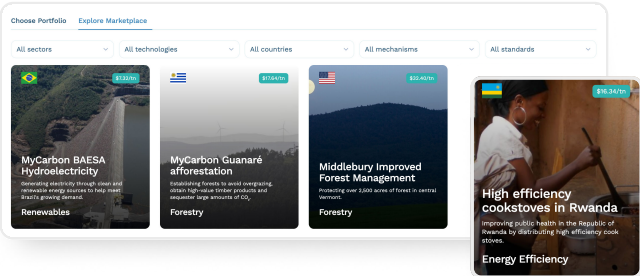
Highlights

- Full transparency into campaign delivery emissions
- Utilizing AWS for data centers to actively reduce emissions
- 100% remote work organization

Emissions by Campaign Delivery



Sustainability Actions



Purchase third-party verified carbon offsets

Implement further reduction strategies

Share progress and emissions intensity with brands and agencies to empower media sustainability