

Sustainability Report

2025



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This report covers the period 1 January–31 December 2025 and applies to Eletive AB, a SaaS company headquartered in Malmö, Sweden, with approximately 90 employees all based in Sweden.



Introduction

At Eleteive, sustainability is at the heart of our mission to empower organisations by fostering engaged and thriving workplaces. Our commitment to sustainability drives our vision, inspiring us to lead by example and innovate within the corporate tech world.

This report highlights our sustainability initiatives, achievements, and future goals, showcasing our unwavering dedication to making a meaningful and long lasting impact.



Our Commitment to Sustainability

At Eletive, sustainability is an integral part of our business and the solutions we deliver.



Our platform empowers employees worldwide, fostering workplaces where engagement, performance, and well-being thrive.

We see sustainability not only as an internal responsibility but as a way to create lasting value for our customers, employees, and the broader community.

Aligned with the United Nations Sustainable Development Goals (SDGs), we have identified five key areas where we can make the greatest impact. This report outlines our efforts and ambitions in these areas throughout 2025.

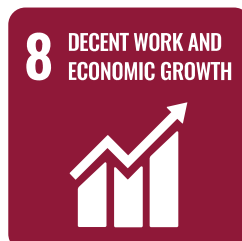
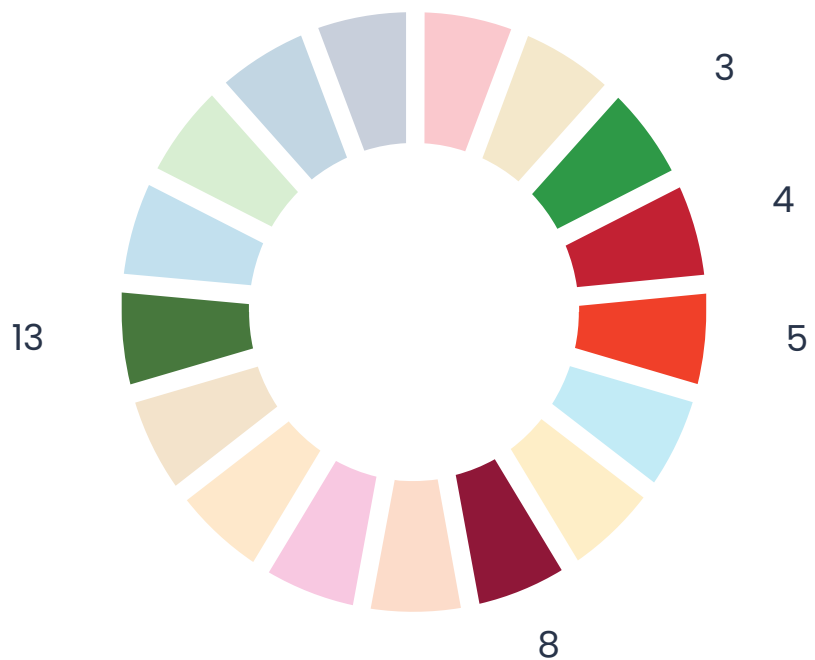


Focus Areas

At Eletive, sustainability is deeply embedded in our values and operations. Recognising the vital role businesses play in global sustainability, we have aligned our initiatives with the United Nations Sustainable Development Goals (SDGs).

This alignment reflects our dedication to contributing positively to social development, fostering better business practices, and enhancing the satisfaction and well-being of our employees – and the employees of our customers.

Eletive’s management team, alongside a dedicated sustainability group, has identified five key focus areas where we can make the greatest impact. Leveraging our expertise in employee engagement and people analytics, we aim to drive meaningful and lasting changes.



The five focus areas are:



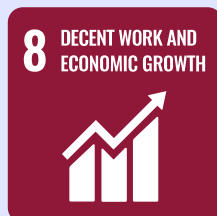
Good Health and Well-being: Prioritising the physical and mental health of our employees and communities to foster a happy, productive workforce.



Quality Education: Investing in continuous learning and skill development to support employee growth.



Gender Equality: Building a diverse, inclusive workplace where every individual is valued and equity is fundamental.



Decent Work and Economic Growth: Driving sustainable economic growth through ethical business practices and quality job creation.



Climate Action: Integrating sustainable practices across our operations to reduce our environmental impact.

The following sections explore each focus area in detail, highlighting our achievements, ongoing efforts, and future commitments. Through targeted action and collaboration, Eletive is dedicated to advancing sustainability and upholding the principles of the UN Sustainable Development Goals.

While there are no legal requirements for a sustainability report, we believe transparency and accountability are essential in driving meaningful progress.



1. Good Health & Well-being

At Eleteive, employee health and well-being are central to our operations. Our platform serves as a comprehensive toolkit for measuring and enhancing engagement, performance, and overall well-being – both within our organisation and beyond. It is also the foundation of our own management strategy and decision-making processes.

Our approach is data-driven and proactive. Through bi-weekly pulse surveys, we track key aspects of our employees' professional lives, including health, workplace relationships, and workload. Leadership teams, departments, and individuals use these insights to set quarterly focus areas, while managers incorporate them into 1-on-1 discussions using our tailored 1-on-1 questionnaire templates. These insights shape our action plans, allowing us to address workforce needs in real time.

In 2025, the health driver score remained on a steady 3.8, demonstrating that continuous follow-up provides lasting stability. A new initiative introduced in 2025 was the Welletive Month in May – a dedicated well-being program including expert-led sessions on stress management, mindfulness activities, digital micro-breaks, and physical exercise initiatives. We also continued to encourage and support employee participation in team sporting events such as Toughest and Malmöppet.

As we move into 2026, maintaining the health driver score of 3.8 remains a priority. We recognise that well-being is an ongoing journey and remain committed to supporting our employees every step of the way. Initiatives will

continue to be a combination of company-wide and team-led to ensure activities that fit and inspire each team.

Beyond our own organisation, Eleteive contributes to SDG 3 at scale through our product.

Thousands of employees across our customer organisations benefit from structured, data-driven approaches to measuring and improving workplace well-being – driven by the same methodology we apply internally.

By prioritising data-driven well-being initiatives, we ensure our efforts are based on real employee needs rather than assumptions. With this commitment, we not only contribute to SDG 3 but also strive to set a benchmark for workplace wellness in the corporate world.

1.1 2025 Achievements

- Maintained a steady health driver score of 3.8 through continuous follow-up and targeted well-being initiatives.
- Launched the Welletive Month in May 2025, covering both mental and physical well-being, including expert-led sessions, mindfulness, and physical exercise programs.

1.2 Future Directions

- To sustain and further improve our health driver score, we will continue prioritising employee well-being through both company-wide and targeted, team-led initiatives, led and executed by the different teams.

Yoga, meditation, microbreaks, table tennis and Swedish fika is offered regularly.



Out-of-Office health activities foster stronger team dynamics and mutual trust.



2 Quality Education

At Eletive, we believe continuous learning and development are key to employee empowerment and satisfaction. Over the past year, we have strengthened our learning and development framework to foster a culture of professional growth.

2.1 Learning and Development at Eletive

We are committed to providing every employee with a strong start to their journey at Eletive. Structured onboarding programs for our largest employee groups in Sales, Customer Experience and Product & Engineering are integrated into our Learning Management System (LMS), enabling seamless tracking and follow-up on individual progress. For employees in other roles, managers personally curate tailored onboarding experiences to ensure each newcomer receives relevant training. This is further supported by our digital Company Onboard as well with our live Company Onboarding Day, where department heads introduce new Eletivers to their areas of expertise.

Once onboarding is complete, all Eletivers define their own Individual Development Plan (IDP). Our commitment to continuous learning is captured in our Learning Proposition: "At Eletive, continuous learning and skills development are an essential part of our ways of working." In

practice, this means every employee dedicates 4 hours of learning per month, supported by career programs, skill development programs, a buddy program, and coaching.

In 2025, Eletive also introduced structured learning initiatives around artificial intelligence and emerging technologies, ensuring employees are equipped to work effectively alongside AI tools in their daily roles. Building AI literacy across the organisation is considered a strategic priority for 2026.

To ensure our learning programs meet employee needs, we regularly use the Eletive platform to survey staff on their satisfaction with training opportunities. This feedback helps us refine and improve our educational offerings.

Our team managers also need development in their leadership roles. The Eletive Leadership Program functions both as onboarding for new managers and as continuous development for experienced leaders. Parts of this program are also used to train squad leads who lead without formal authority. Team Managers meet monthly to discuss hands-on cases and discuss leadership theories.



SafetyCulture



2.2 External Knowledge Sharing

Knowledge sharing is also promoted externally through webinars, seminars, and digital learning initiatives for customers and the broader public – including the online events that Eleteive hosted “People Success & the Future of Work in 2025” and “People Success in Global Enterprise 2025”.

With over 3,000 sign-ups, the events highlighted the growing interest in how organizations can create better workplaces and prepare for what’s ahead.

Topics included well-being, self-leadership, ESG & employee engagement, AI in HR, and HR trends. A strong reminder that the future of work is evolving quickly – and that sharing knowledge, insights, and experiences is essential for organizations that want to stay ahead.

Our Customer Success team ensures clients stay proficient in using the Eleteive platform through follow-up meetings, webinars, and our dedicated learning hub, The Eleteive Academy.

2.3 2025 Achievements

- Ensured every employee has an active Individual Development Plan (IDP) and completed yearly minimum training of 48 hours.
- Introduced structured AI and emerging technology learning initiatives across the organisation.
- Hosted two major external learning events with over 3,000 combined sign-ups.

2.4 Future Directions

- Further scale AI literacy programs across all employee groups.
- Continue hosting external learning events on topics of HR and tech. Planned for fall of 2026 “AI for HR” summit.



3 Gender Equality



At Eleteive, we believe equality and inclusivity are not just ethical responsibilities but essential drivers of strong leadership and sustainable business success. We are committed to fostering a diverse, inclusive, and equitable workplace, particularly in leadership roles.

Women currently represent almost 49% of our workforce, with our management team consisting of four women and three men. We also take pride in our culturally diverse team, representing more than 15 nationalities. Beyond representation, we ensure all employees have equitable access to resources and opportunities for professional growth.

To continuously assess and improve workplace equality, we conduct bi-weekly anonymous pulse surveys, including specific questions on perceptions of equality and respect. These insights help us make informed decisions to cultivate an environment where every individual feels valued and heard.

As part of our commitment to gender equality, Eleteive conducts annual pay equity reviews to identify and address any unexplained differences in compensation across genders and roles. We also support equal access to parental leave and offer parental pay, encouraging all employees regardless of gender to take their full entitlement. These commitments reflect our belief that genuine equality requires active and ongoing attention, not only structural policy.

Our commitment to gender equality aligns with the United Nations' goal to eliminate discrimination against women. Through clear objectives, follow-up on KPIs and targeted initiatives, we strive to drive positive change within Eleteive and set an example for the broader tech industry. Our participation in social media, panels and events supporting women in tech reflects this dedication.

3.1 2025 Achievements

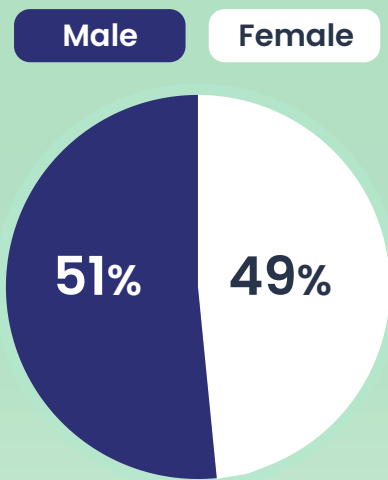
- Maintained a management team with strong gender diversity, with women representing 57% of the management team.
- Conducted bi-weekly pulse surveys to continuously monitor and enhance workplace equality.

3.2 Future Directions

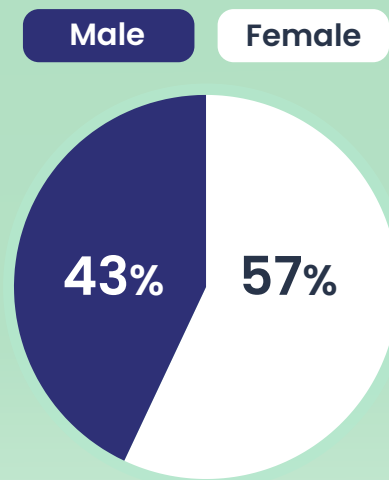
- Further strengthen gender balance across all levels of the company through conscious recruitment processes and training of managers.
- Continue regular pay equity reviews and strengthen reporting on gender-related KPIs.

Gender distribution at Eletive 2025

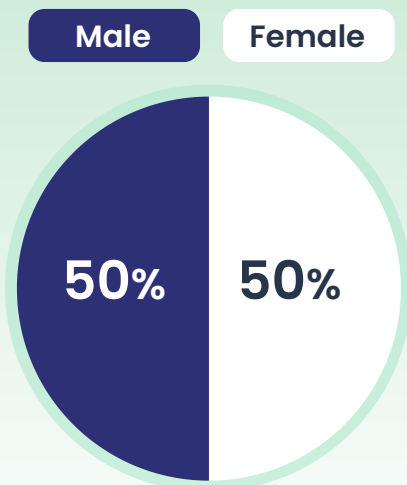
All Employees:



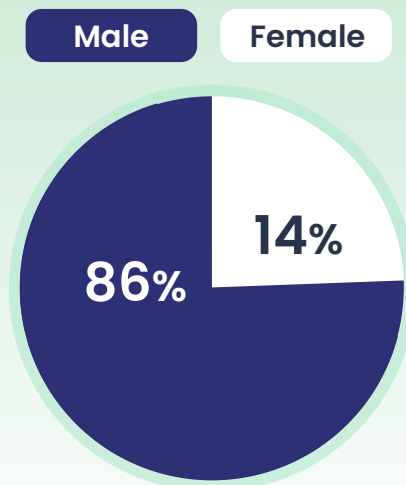
Management team:



Managers



Board:



+15

Different nationalities represented

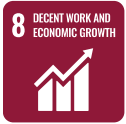


On-site, hybrid & remote work opportunities

2

Remote weeks per year to reconnect with home or broaden horizons





4 Decent Work & Economic Growth

At Eleteive, promoting Decent Work and Economic Growth goes hand in hand with our responsibility to handle customer data with integrity. We uphold rigorous standards that guide our operations, ensuring ethical conduct across all levels of the organisation.

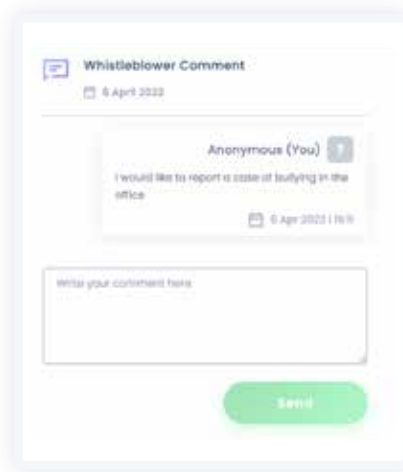
As part of our commitment to information security, we hold ISO 27001 certification – a globally recognised benchmark for information security management. This reflects our dedication to safeguarding stakeholder data with the highest level of integrity.

Our Work Environment Policy and Code of Conduct set clear expectations for employee behaviour and accountability. The Code of Conduct serves as our ethical compass, reinforcing professional standards and fostering a culture of responsibility – both internally and in our external partnerships.

Eleteive maintains a zero-tolerance policy for any violations of our Code of Conduct. Suspected breaches are subject to thorough investigation, with decisive actions taken when necessary, including potential termination. For cases where direct reporting may be difficult, we offer a confidential whistleblowing system aligned with EU regulations, ensuring employees can voice concerns without fear of retaliation.

In 2025/2026, Eleteive further strengthened its governance framework by introducing a Supplier Code of Conduct and a Sustainable Procurement Policy. The Supplier Code of Conduct sets out our minimum expectations for suppliers regarding environmental responsibility, labor rights, anti-corruption, and ethical conduct. The Sustainable Procurement Policy establishes how sustainability criteria are integrated into supplier selection and ongoing management, ensuring our supply chain reflects the same values we uphold internally.

Eleteive’s commitment to a secure, ethical, and growth-oriented work environment is fundamental to who we are. Aligned with SDG 8, we strive to foster a workplace that upholds ethical conduct, data security, and sustainable economic development.



In 2025, zero confirmed corruption incidents, zero information security incidents and zero whistleblower reports were recorded.



Eleteive has developed a certification that signals whether a workplace has effective communication channels in place for its employees.



4.1 2025 Achievements

- Maintained ISO 27001 certification, reinforcing our commitment to the highest standards of information security and ethical business practices.
- Introduced a Supplier Code of Conduct and a Sustainable Procurement Policy to extend ethical standards across our supply chain.



4.2 Future Directions

- Continuously fulfill the ISO 27001 certification, strengthening our commitment to secure and trustworthy information security standards.
- Embed the Supplier Code of Conduct and Sustainable Procurement Policy into active supplier management process.



5 Climate Action

At Eletive, climate action is embedded in our decision-making and strategic initiatives to reduce our environmental footprint. While we do not manufacture physical products, we recognise that our operations still have an impact on the environment.

In our workplace, we have taken concrete steps toward sustainability, including eliminating single-use plastics, equipping our office with recycling facilities, and prioritising organic and sustainable purchases. Our central Malmö location supports eco-friendly commuting and reduces travel-related emissions by enabling virtual meetings. We are committed to renewable energy and fostering a circular economy by reusing and repairing electronics. We have continued our transition to a paperless office and invest in cloud-based solutions to reduce electricity consumption. From 2026, all end-of-life IT equipment will be handled through a certified tech-waste recycling programme, ensuring no electronic devices are disposed of through general waste streams.

All travel bookings are made with the involvement of our Office Manager, guiding employees toward low-carbon travel options. We prioritise train travel and virtual meetings over air travel whenever possible.

5.1 GHG Measurement

During 2025, Eletive laid the groundwork for its first formal GHG inventory, establishing data collection processes and methodology in accordance with the GHG Protocol Corporate Accounting and Reporting Standard. The inventory, covering Scope 1, Scope 2, and the most material Scope 3 categories (business travel and cloud services), was completed in early 2026 using 2025 activity data. It will be updated annually going forward.

Full quantitative GHG results, including multi-year trend data and targets, will be reported in detail in the 2026 Sustainability Report, once the complete annual dataset is available. Our Environmental Policy sets out our GHG reduction targets and is updated annually alongside the inventory.





5.2 Environmental Targets

Eletive has established the following GHG reduction targets, documented in our Environmental Policy:

Scope 1 & 2:

Maintain zero market-based Scope 1 and Scope 2 GHG emissions through 2030, by actively engaging with our electricity supplier to ensure continued renewable sourcing.

Scope 3:

Business travel: Reduce emissions from business travel by 30% by 2027 against the 2025 baseline, by prioritising rail over flights for European destinations under 5 hours' travel time.

Measurement: Complete measurement of all primary Scope 3 categories by end of 2026, including the first annual employee commuting survey.

5.3 2025 Achievements

- Introduced data collection processes and methodology for Eletive's GHG inventory

5.4 Future Directions

- Establish data collection processes and methodology for Eletive's GHG inventory, covering Scope 1, 2, and 3 categories in accordance with the GHG Protocol.
- Prioritise rail over flights for European destinations under 5 hours, and introduce a carbon awareness framework to create accountability around travel decisions.
- Extend the IT hardware lifecycle practices.

Conclusion

Through innovation, collaboration, and commitment, we aim to make a meaningful impact on our employees, our customers, and the planet.



Looking ahead, we remain dedicated to advancing our sustainability goals and driving positive change within the tech industry and beyond. We invite our stakeholders to join us in building a sustainable, inclusive workplace where people thrive.

