</> CARDIFF APP DEVELOPERS

Carbon Reduction Plan

Dec 2025

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OUR COMMITMENT TO SUSTAINABILITY

Our desire to be a sustainable company drives us to keep our own operational emissions as low as possible, and also to help our clients reduce their emissions through more efficient design of their apps.

We have measured our carbon footprint and intend that this will remain low even as we grow our headcount, keeping to an intensity of no more than 1.82 tonnes per head per year.

THE CARBON FOOTPRINT OF OUR OPERATIONS

Our principal activities which generated emissions in the 12 months to Nov 2025:

Activity	Annual GHG emissions CO2e (tonnes)	% of total
Energy usage (IT equipment)	448	6%
Energy usage (heating & lighting when WFH or in shared office space)	3,328	45%
Travel (flights)	1,350	19&
Server access incl AI	1,478	20%
Purchased goods (IT hardware)	755	10%
Total Emissions	7,270	

The **intensity** of our emissions is *1.82 tonnes per person.*

ACTIONS TAKEN TO DATE

Our staff now work remotely more than **90%** of the time, just occasionally using space in a co-working office. This has reduced our daily commuting emissions versus previous years.

The laptops we use are selected partly for their longevity: Our Macbooks typically last 5 years. The same is true for the smartphones that we use for testing our apps. So our purchasing of hardware is relatively modest, keeping emissions low.

We support the majority of our clients remotely, with just *one flight taken annually* to visit our US-based clients face to face, plus one flight to our development partners in Sri Lanka.

We have chosen web servers that have strong decarbonisation ambitions, through building or buying renewable energy. For example, Amazon Web Services aims to have net zero emissions

By 2040 and is already using **80% renewable energy.**

Our estimates of our server emissions may be overstated therefore, having taken an industry-wide average for IT services emissions.
We are mindful of the high water requirements to cool server centres,
on top of the carbon impacts.

So whilst we don't have control over the energy consumption or water efficiencies of our server and AI providers, where we do believe we have a positive impact is in using their services much more efficiently. When clients are building their apps, we show them how to use fewer AI queries, avoid duplicating queries for common functions like buttons, and reusing code bases. When we optimise our clients' apps, we apply the same principles. Reducing the queries sent to AI providers reduces the processing power required, and therefore the emissions and water requirements for cooling.

We also optimise the apps for more efficient lifetime usage once they are deployed; for a popular app the impacts of this can be substantial.

ACTIONS FROM 2026 ONWARDS

Our ability to optimise clients' apps to deliver both cost savings and environmental advantages is a point of differentiation in the market, so we will continue to promote this aspect of our service to gain more clients. Our impact will therefore be amplified with each new app that we optimise.

Although we plan to grow our headcount, the environmental benefits we deliver to clients will outweigh any additional emissions associated with buying more IT equipment for the team, and their office-based emissions.

During 2026 we will bring our Sri Lanka development team of 18 people in-house, moving them to an efficient co-working space, combined with hybrid working from home 3 days/week. We will have 8 permanent desks for the team, filled most days by means of a weekly rotor, making our office emissions relatively efficient (not lighting un-used space for example).

We intend to use our expertise to continue to find energy efficiencies for our clients. We intend to create innovate apps and services which monitor energy usage and enable efficiencies, from software to office equipment and even domestic appliances. We believe we can have the greatest positive impact through the products we develop, although we will continue to keep our own emissions as a company as low as possible.

We will report our emissions annually, with a target to continually reduce our emissions per person below the 2025 baseline[1].

DECLARATION AND SIGN OFF

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent).

Signed: 
Position: Director
Date: 19.12.2025
Date of next review – Dec 2026

[1] Using a tool such as Small Business Carbon Calculator: https://smeclimatehub.org/start-measuring/#block-small-business-carbon-calculator

CARBON REDUCTION PLAN

Dec 2025

Specific Actions What Will Be Done?	**Ownership /Responsibility** Who willdo it?	**Timescales for Monitoring:** By when?	**Progress/Results/ Accomplishments:** Monitor if this has this been achieved
Short Term			
Annual reporting of our emissions	Nadeeke	By end 2026	**Already reported baseline operational emissions for 2025**
Promote energy efficiencies in app design to our clients	Nadeeke	Q4 2025	**Already started**
Medium/Long Term			
Recruit UK-based personnel who can work remotely to reduce commuting emissions	Nadeeke	Ongoing	
Move hybrid Sri Lanka team into energy efficient co-working space	Nadeeke / Sri Lanka Manager	By end 2026	
Innovate energy monitoring solutions to enable widespread energy savings in homes and workplaces	Nadeeke	From 2027	

Signed:
Position: Director
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