

Jump

Sustainability Report 2024

From day one, we've believed that building a game-changing fan experience platform comes with the responsibility to protect the planet on which those experiences take place. Our commitment to reaching net-zero emissions as part of the Climate Pledge reflects our dedication to leading by example in the live events industry, proving that innovation and environmental stewardship can not only coexist but thrive together.



Jordy Leiser

CO-FOUNDER & CEO

Sustainability from the Start

When founding Jump in 2021, we committed to building a successful company responsibly. To us, that includes making thoughtful choices to minimize our environmental impact and drive positive change in the live events industry. We're proud to release our inaugural Sustainability Report. In it, we share the progress we've made, the lessons we've learned, and our vision for the future.

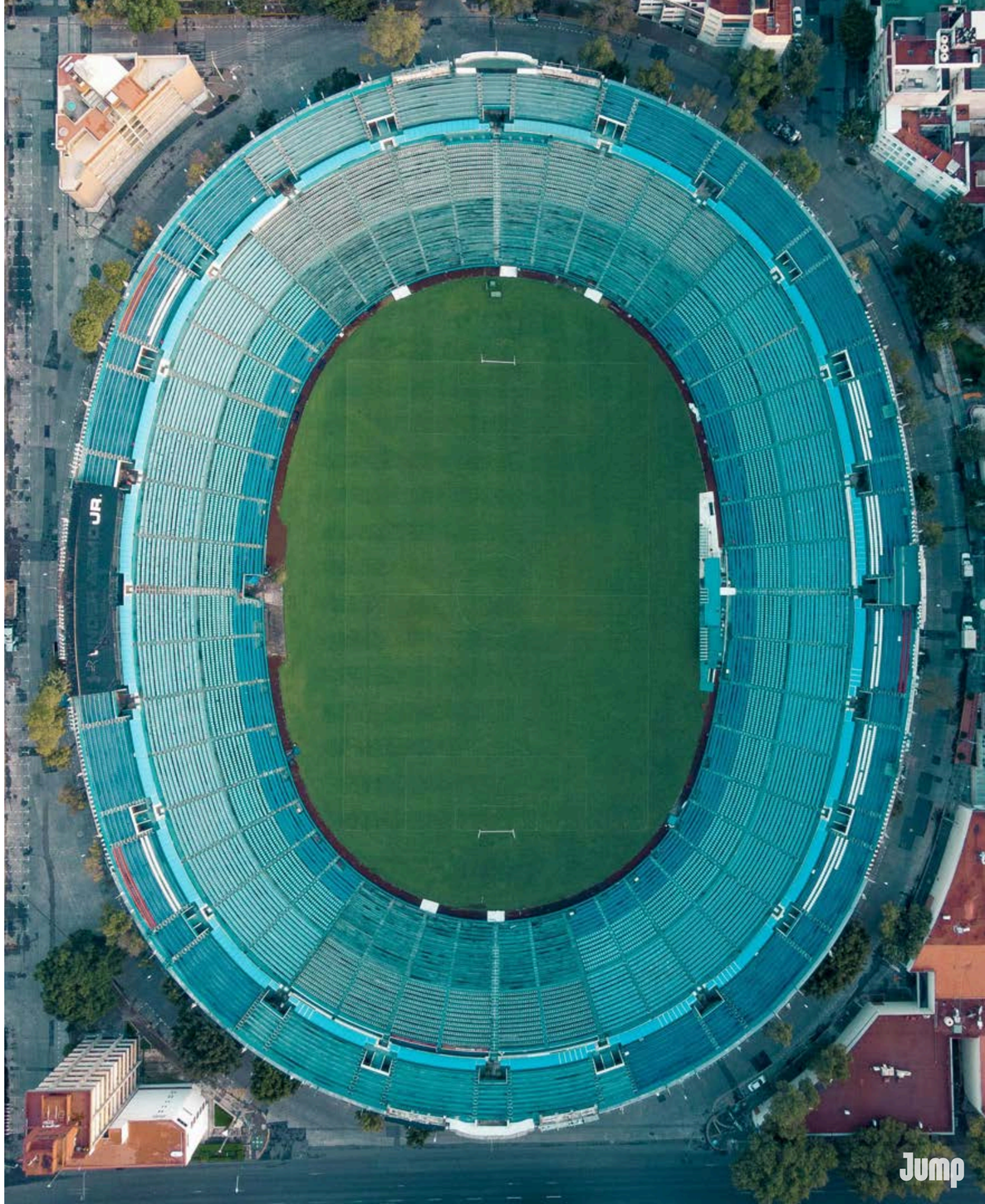
To guide our efforts, we've established a Sustainability Charter that defines our mission, vision, and the principles that shape our decisions.

Jump Sustainability Charter:

Our mission is to accelerate climate action in the live events industry.

Our vision is to operate sustainably and inspire climate awareness and responsible practices among employees, partners, vendors, and fans. We want to build a company with longevity and sustainable success.

By being purposeful about our actions and choices, we can positively influence our entire ecosystem.



In November 2023, we proudly signed The Climate Pledge, making us the only live event fan experience software platform to commit to reaching net-zero carbon emissions by 2040—ten years ahead of the Paris Agreement. Signing The Climate Pledge reinforces our commitment to the principles outlined in our Sustainability Charter, adding a new level of accountability to our mission. It challenges us to measure our progress, make continuous improvements, and take bold actions to meet our net-zero goals.



THE CLIMATE PLEDGE x Jump

It Takes a Team

Sustainability isn't just a company initiative—it's a team effort. That's why we created the Jump Green Squad. The Green Squad is a volunteer-based group of employees from across the organization, including three members of our leadership team, who meet monthly to drive sustainability projects and hold us accountable to our goals. From identifying new ways to reduce our carbon footprint to ensuring we stay aligned with our Sustainability Charter and The Climate Pledge, the Green Squad helps keep sustainability at the center of everything we do. Their work ensures that we don't just talk about sustainability—we take action, together.





As a founding member of the Green Squad, I find real satisfaction in turning practical sustainability ideas into concrete actions. What makes this work meaningful is doing it alongside a team of volunteers who show up regularly, not just with enthusiasm, but with a genuine commitment to making measurable differences.

Dave Blanke

CFO

2024 Carbon Emissions

TRACKING OUR FOOTPRINT

As part of our commitment to The Climate Pledge, we began reporting on our carbon emissions in 2024. As a small company with limited resources, we needed a practical and cost-effective way to measure our impact. We built our own emissions calculator, aligned with the GHG Protocol, to efficiently track our carbon footprint across Scope 1, 2, and 3 emissions.

As a fully remote company, our emissions primarily fall under Scope 3 - Value Chain Emissions, which come from sources beyond our direct control. Here's how we break it down:

Scope 1

Direct emissions

Scope 2

Emissions from purchased electricity or heating

Scope 3

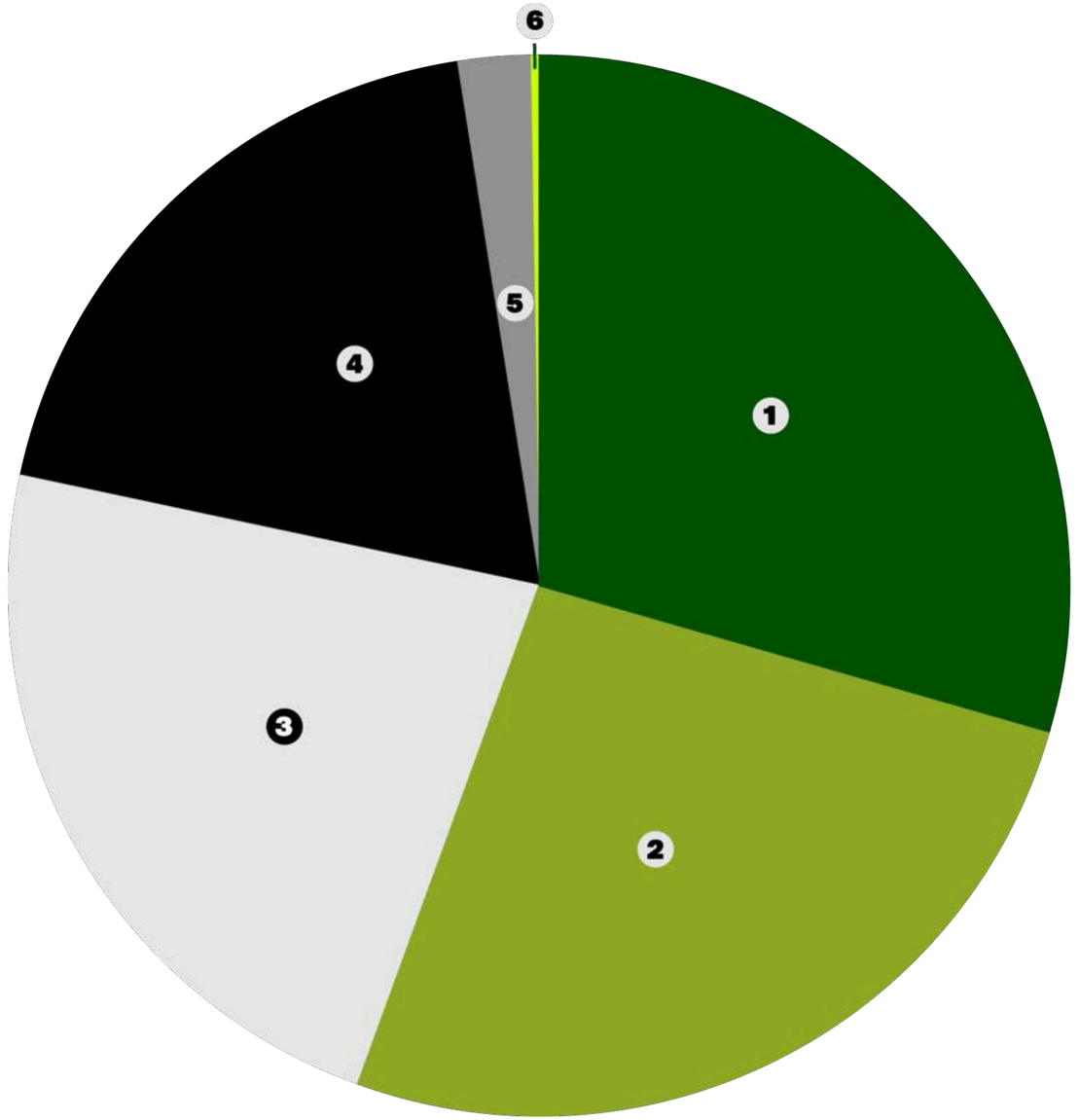
Emissions from employee travel, remote work energy use, software infrastructure, AI computing, and event-related activities.

2024 Carbon Emissions

BREAKING DOWN OUR CARBON FOOTPRINT

Total Emissions: 251.6 tCO2e

Business travel was our largest source of emissions, accounting for almost 30% of emissions. As a remote-first company, business travel is imperative for client meetings and periodic in-person collaboration. Within this category, flights were by far the biggest contributor, reflecting the challenges of reducing emissions in a business where in-person collaboration remains essential. Following travel, our software vendors were the next largest emissions source. We rely on a wide range of cloud-based tools and platforms to power our product and internal operations, and while these technologies drive efficiency, they also come with a carbon cost.



1 Business Travel (Flights, Cars, Hotels)
29.7% | 74.6 tCO2e

2 Software Providers / Vendors
26.1% | 65.7 tCO2e

3 Home Office
22.8% | 57.4 tCO2e

4 Software / Cloud Services
18.9% | 47.6 tCO2e

5 Purchased Goods
2.4% | 5.9 tCO2e

6 AI / ML Usage
.1% | 0.4 tCO2e

Jump

Responsible Travel

Given business travel is responsible for the largest share of our carbon emissions, we take measures to ensure we're reducing our impact.



1

Carbon Offsets for Flights

In 2024, we purchased carbon offsets for all business air travel through Terrapass, a trusted leader in carbon offset solutions. Terrapass was the first U.S. offset provider to undergo independent third-party audits of its purchases and supply, ensuring transparency and accountability. In total, we purchased 66 metric tons of carbon offsets to balance the emissions from our flights.

2

Bringing People Together Responsibly

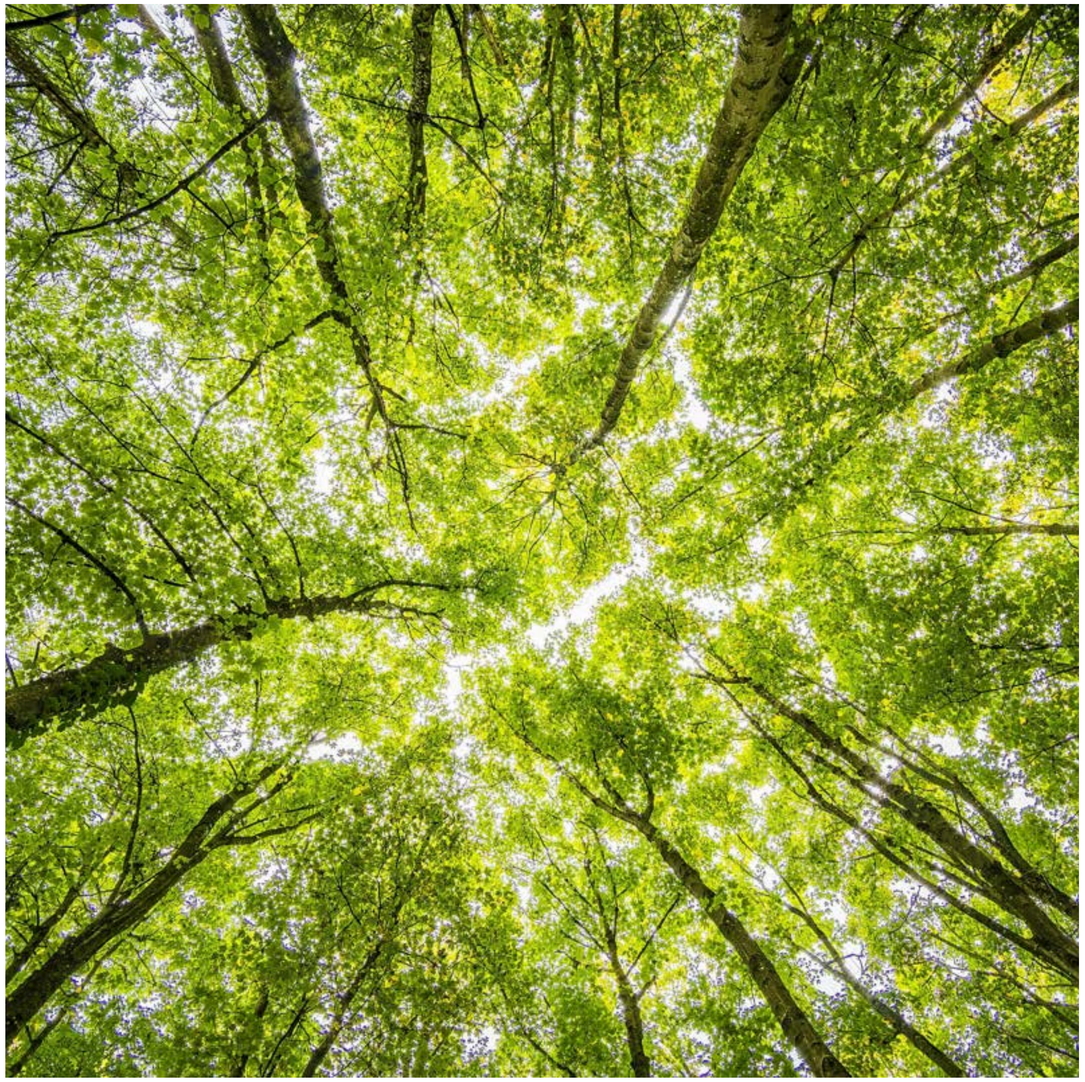
We approached our company offsite as an opportunity to live our sustainability values. We chose an event location that reduced overall travel time for the team, booking centrally located accommodations, and selecting walkable dining and activity options. For vehicle necessary outings, we prioritized green transportation by encouraging carpooling, using Lyft Green and Uber Green, and opting for charter buses for larger groups. We stayed in an eco-conscious hotel that practiced energy and water conservation, and sourced our event swag from Merchery, a B-Corp certified vendor. We also chose restaurants committed to minimizing food waste and supporting local agriculture.

Planting a Jump Forest

At Jump, we believe sustainability isn't just about minimizing our impact—it's about actively making the world a greener place. That's why we've partnered with One Tree Planted to plant a tree for every Jump employee every month since September 2023. Whenever possible, we've chosen to plant trees in areas where our sports team partners are located. It's a simple but powerful way to give back to the planet while growing something that lasts.

As of EOY 2024, we planted **845 trees** helping to restore forests, improve biodiversity, and support local communities. By planting trees on a monthly basis in honor of each employee, this means that as our team grows, so does our impact.

ONETREEPLANTED



I love that being a Jump employee means that I have 12 trees planted on my behalf every year. The Jump forest is a true source of pride for me and my fellow Jumpsters—we love watching it grow every month. By simply existing at Jump, each of us is creating habitats for wildlife and fighting climate change.



Tahlia Prindle

RECRUITER



Tackling A New Challenge

MANAGING AI'S GROWING CLIMATE IMPACT

As we work to measure and reduce our environmental impact, AI presents a unique challenge. Unlike other emissions sources, which we primarily track through spend-based calculations, AI-related emissions are harder to quantify. Many AI tools are free or seamlessly integrated into existing software. For example, AI-generated meeting summaries in video conferences or embedded AI assistants in everyday tools. This makes it difficult to track exactly how much AI we use and, in turn, its environmental footprint.

That said, we recognize that AI has a significant climate impact, and our reliance on it is growing—both internally and within our product. As we scale, we're committed to better tracking and understanding AI-related emissions. Moving forward, we'll be exploring ways to measure this more accurately and prioritizing partnerships with AI vendors who share our commitment to sustainability.

Looking Ahead

Even as a small business with a modest emissions footprint, we recognize that we have both a responsibility and an opportunity to build sustainability into everything we do. As one of the 33 million small businesses in the United States that collectively generate 44% of U.S. economic activity, we believe that when companies like ours take meaningful action, our combined efforts create significant positive change.

We're committed to operating responsibly today and into the future. We will continue to offset the carbon emissions from our business travel, design company gatherings with sustainability at the forefront, plant a tree monthly for every team member through our partnership with One Tree Planted, and continuously explore other sustainability initiatives we can add. These actions are part of our ongoing effort to reduce our environmental impact and hold ourselves accountable—because we know that every choice contributes to a more sustainable future.

Beyond our own operations, we also recognize a longer-term opportunity to collaborate with clients and industry partners to make the live events industry more sustainable. With clients and integration partners, we will actively support sustainability and community engagement projects. We recognize that live event fans in different cities and industry segments are passionate about a wide variety of issues related to sustainability, and we embrace the opportunity to learn from them and deliver impact in the ways that matter to them.



Appendix

METHODOLOGY FOR CALCULATING CARBON EMISSIONS

Our company is committed to transparent reporting of our carbon footprint in accordance with the Greenhouse Gas Protocol. We have conducted a comprehensive assessment of our emissions across multiple categories of business activities.

Our methodology incorporates both direct and indirect emissions sources, with a particular focus on:

- Business travel emissions, categorized by flight distance (short, medium, and long haul) using the TerraPass Calculator based on miles flown)
- Accommodation-related emissions from car rentals and hotel stays using industry-standard emission factors
- Home office energy consumption, calculated at 3,500 kWh per year per employee
- Impacts from purchased goods such as laptops and office equipment
- Digital footprint considerations, including software hosting, cloud services, vendor relationships, and AI/ML computation

For factor-based calculations, we apply emissions multipliers derived from reputable industry sources to our activity data (typically expenses or units of consumption). This approach allows us to capture comprehensive Scope 3 emissions that represent the vast majority of our overall carbon footprint.

We continuously review and refine our methodology to ensure alignment with evolving best practices in carbon accounting and the latest guidance from the GHG Protocol.