

pipefy

ESG · 2025

Annual ESG Report

Committed to transparency,
impact and a sustainable future.

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Alessio Alionço

CEO & Founder, Pipefy

"Our world is facing unprecedented changes, with environmental, social, and economic challenges that demand an urgent and coordinated response. As a company, we recognize our responsibility to contribute to a more sustainable and inclusive future — not only for ourselves, but also for generations to come.

By adopting an ESG-centered approach across all our operations, we demonstrate our commitment to ethical business practices, environmental protection, and long-term value creation for all our stakeholders.

As we move forward on this journey, I count on the support of each of you to make our ESG goals a tangible reality. Together we can make a difference and create a lasting, positive impact."

SASB — Software & IT Services · Jan–Dec 2025

Environmental

- Carbon footprint: 571.02 tCO₂e
- Audited annually by Novata
- Azure 100% renewable energy
- 67% reduction in AI/Cloud

Social

- 6 active DIB programs
- Diversity at all levels
- Aligned with UN SDGs
- Inclusion and belonging

Governance

- Public Code of Conduct
- Confidential whistleblower channel
- ISO and SOC certifications
- LGPD/GDPR Policy

ESG Maturity: 56% — annual Novata audit

2026 Target: 60%+

Our Values

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At Pipefy, our values guide every decision, every product, and every interaction with customers, partners, and employees.



People First

We value people as a whole, building an environment where everyone feels welcomed and inspired., construindo um ambiente onde todos se sintam acolhidos e inspirados.



Customer Happiness

We put customers at the center, focusing on solutions that address their needs and create unique experiences.



Raise the Bar

We pursue excellence in everything we do, raising our standards and turning challenges into opportunities.



Be Results Driven

We prioritize efficiency and high-impact results, making data-driven strategic decisions.



Collaborate with Candor

We build a culture of trust, where transparent communication and cross-functional collaboration are cornerstones.

Environmental — Carbon Footprint 2025

Audited annually by Novata. Infrastructure with Azure Data Centers, 100% offset by renewable energy since 2020.

571,02 tCO₂e

Total 2025

+0,3% vs 2024

+97,7%

Goods and Services

419 vs 212 tCO₂e

-57,8%

Business Travel

85 vs 201 tCO₂e

-67,4%

AI / Data Centers

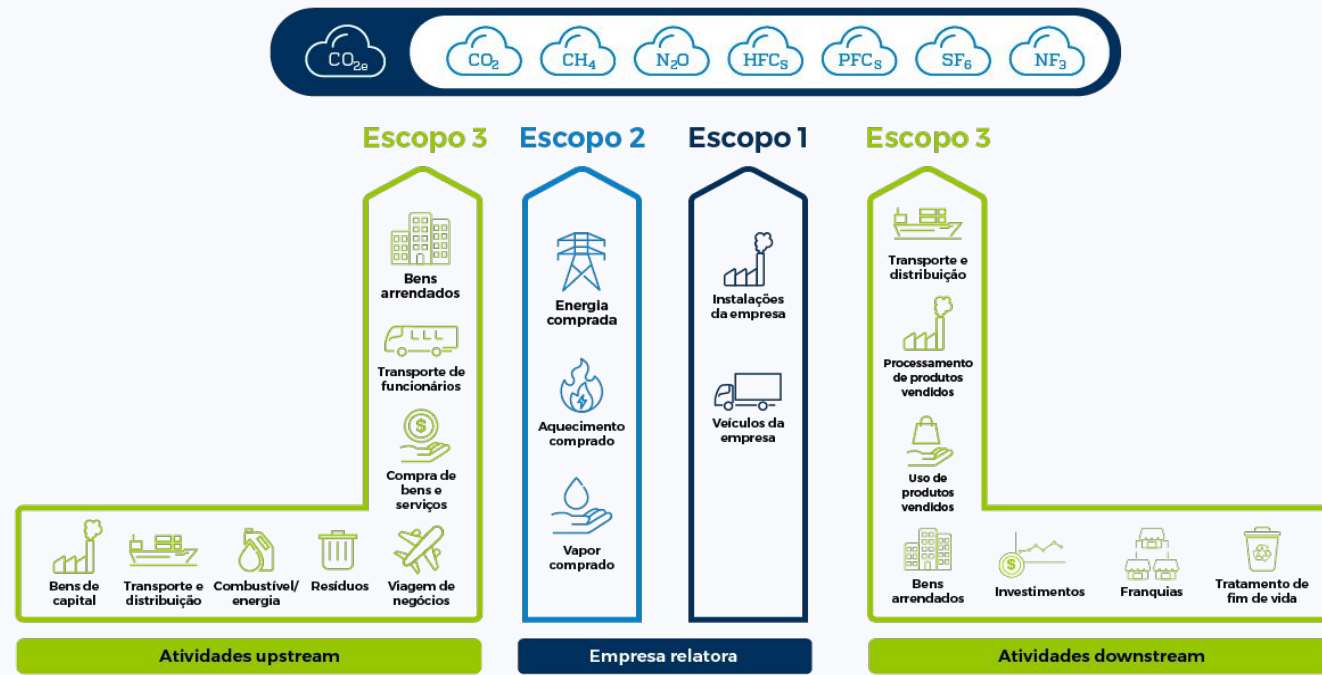
45 vs 138 tCO₂e



Strategic Insight

The total footprint remained stable (+0.3%), but the mix changed drastically. Goods and Services jumped from 37% to 73% — becoming the main decarbonization challenge for 2026. Reductions in Travel (-57.8%) and AI/Cloud (-67.4%) show that direct operational efficiency is on the right track.

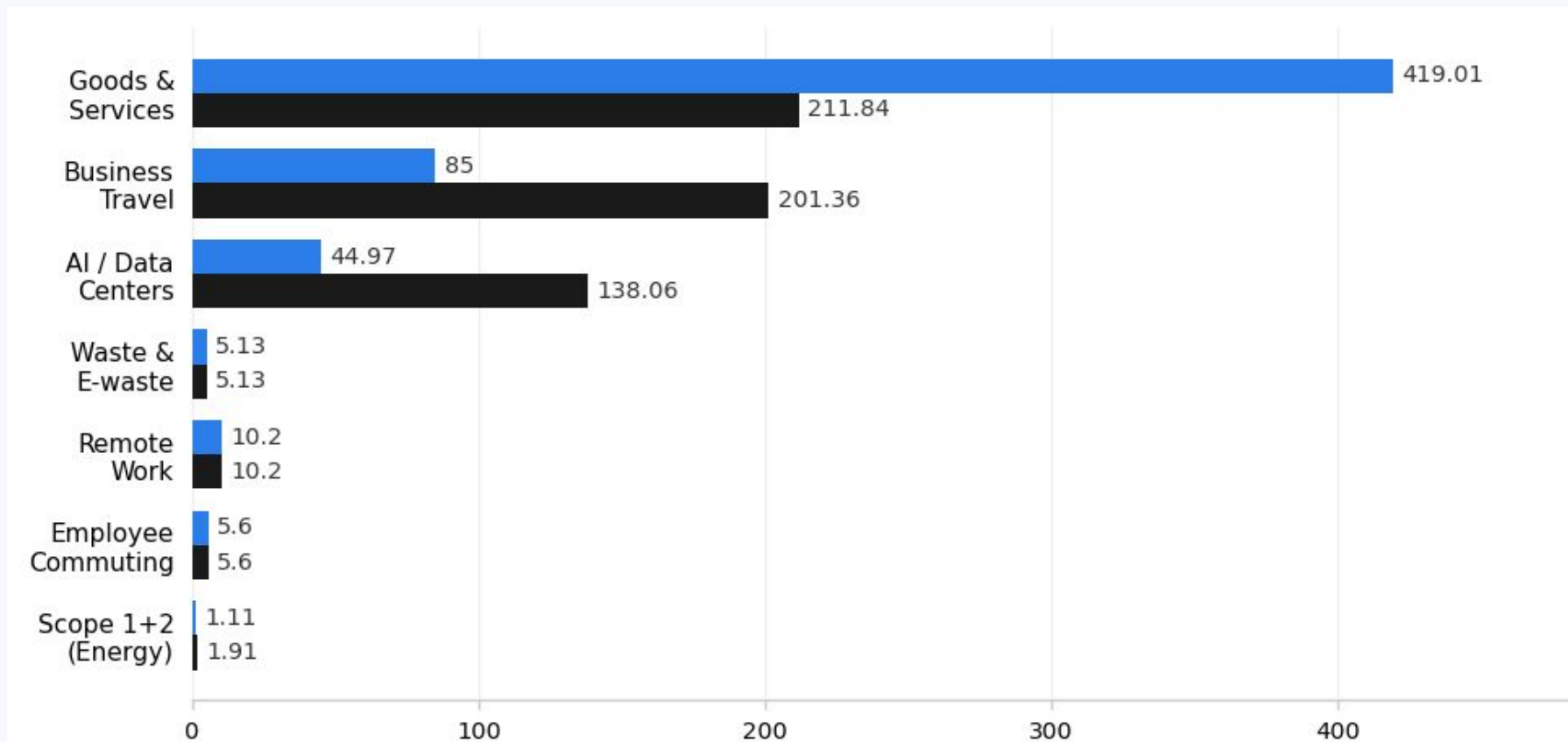
Emissions KPIs & GHG Scopes



As part of its commitment to continuous improvement and the environmental pillar of ESG, Pipefy has been implementing action plans aimed at reducing emissions in the coming years. This commitment is reinforced by its technology infrastructure, which uses ***Data Centers such as Azure, whose operations have been 100% offset by renewable energy since 2020**, actively contributing to a more sustainable future.

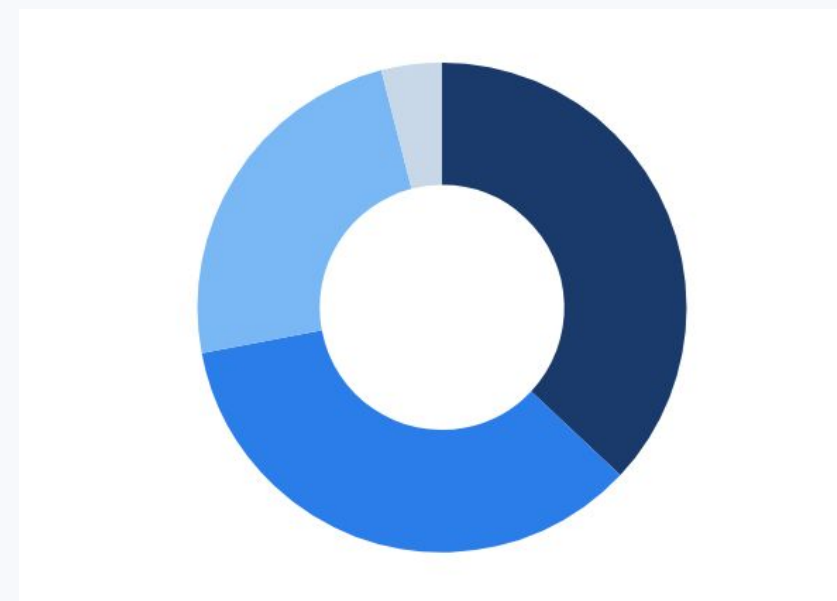
Emissions by Category

■ 2024 ■ 2025

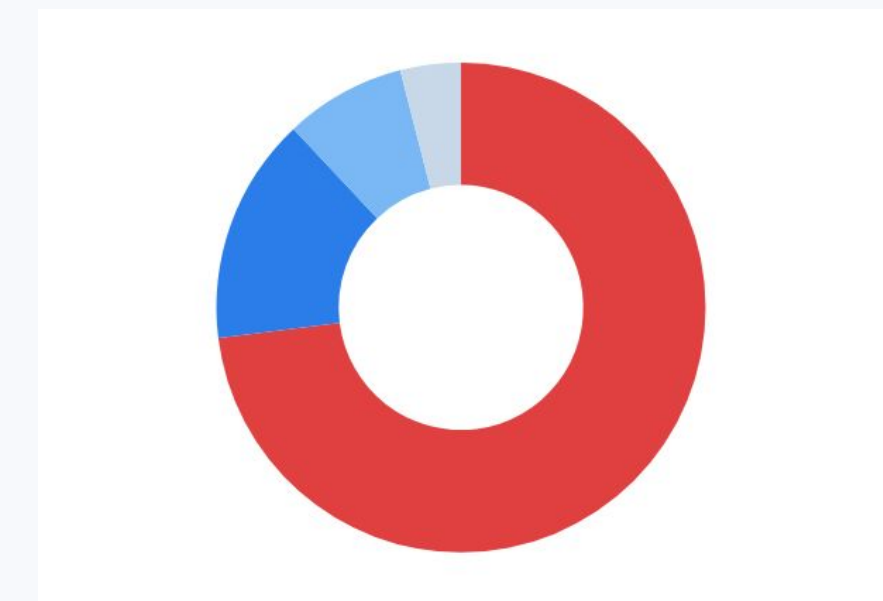


Emissions Mix

Mix 2024



Mix 2025



Consolidated Table — Emissions 2024 vs 2025

With the inclusion of Goods and Services, the total footprint remained stable (+0.3%), but the mix changed drastically.

Category	2024 (tCO ₂ e)	2025 (tCO ₂ e)	Change	Trend
Purchased Goods and Services	211,84	419,01	+97,7%	▲
Business Travel	201,36	85,00	-57,8%	▼
AI / Data Centers Usage	138,06	44,97	-67,4%	▼
Remote Work	10,20	10,20	Neutral	→
Employee Commuting	5,60	5,60	Neutral	→
Waste & E-waste	—	5,13	New	★
Scope 1 + Scope 2 (Energy)	1,91	1,11	-41,8%	▼
TOTAL	568,97	571,02	+0,3%	≈

Ethics & Compliance

Committed to the highest ethical standards. Our Code of Conduct establishes clear rules for employees, customers, partners, and suppliers.

- Confidential whistleblower channel
- Regular compliance training
- LGPD/GDPR privacy policy
- Annual ESG audits — Novata

www.pipefy.com/compliance

Security & Certifications

Pipefy adopts the best Information Security practices for trusted environments, following ISO and AICPA standards.



SOC 1 Type



SOC 2 Type



<https://www.pipefy.com/security/>

Social — Diversity, Inclusion & Belonging

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Our DIB program supports employees and communities, aligned with the UN SDGs to promote equity, belonging, and meaningful employment.



PipeRainbow

A safe environment for free expression and equal opportunities for LGBTQIA+ individuals.



Women@Pipefy

An inclusive culture where women feel heard, empowered, and have space to grow.



Pipefy for Good

Volunteering and engagement for a positive impact on society.



Black Pride

Initiatives to increase Black representation across all departments and levels.



PipeInclusions

Inclusion of people with disabilities, awareness, and development.



Parents

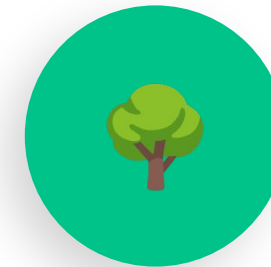
Support and empowerment for all mothers and fathers at Pipefy.



01

Supply Chain Decarbonization

Goods & Services accounted for 73% of emissions in 2025. We have begun implementing ESG criteria in supplier selection and sustainable procurement.



02

Carbon Trajectory

We maintain the AI/Cloud reduction (-67.4%) and advance CO₂ mitigation plans, reinforcing our trajectory toward carbon neutrality.



03

Diversity & Inclusion

We expanded DIB initiatives in 2025 and continue working toward greater representation at all levels of the organization.



04

ESG Maturity: 70%+

The 70%+ target is in progress. In 2025, we advanced in governance, sustainable procurement, and ESG integration into strategic decisions.

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We thank all our
**Honey Badgers, Customers and
Partners**

Together, we continue moving forward to create a lasting positive impact for future generations.

Let's build a more sustainable future, together!