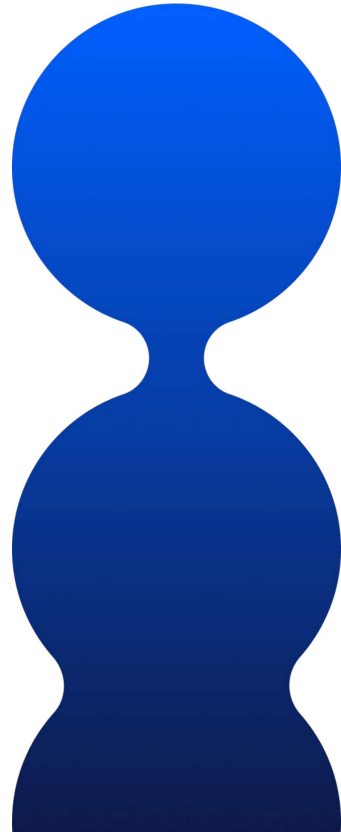




pipefy

Annual ESG Report

2024 - 2025

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Summary

Message from the CEO

“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-focused approach across all our operations and business decisions, we demonstrate our commitment to promoting ethical business practices, protecting the environment, and creating long-term value for all our stakeholders, including society, our clients, partners, and suppliers.

On the environmental front, we have implemented measures to reduce our carbon footprint, conserve natural resources, and promote energy efficiency, including investments in clean technologies and ambitious targets to lower greenhouse gas emissions. Socially, we foster diversity, equity, and inclusion in the workplace, establishing dedicated committees and striving to achieve gender equity and representation at all levels of the organization. In terms of corporate governance, we have enhanced transparency, ethics, and accountability practices to ensure the trust of shareholders, clients, and stakeholders.

As we advance on this journey of transformation, I count on the support and commitment of each of you to turn our ESG goals into tangible outcomes. I am confident that together we can make a difference and create a lasting positive impact on our world. I am excited about what we can achieve together as we continue to drive sustainability both within and beyond our organization.

Furthermore, I sincerely appreciate your ongoing dedication and commitment to our company and to the principles of ESG.”



Alessio Alionço
CEO

ESG Overview

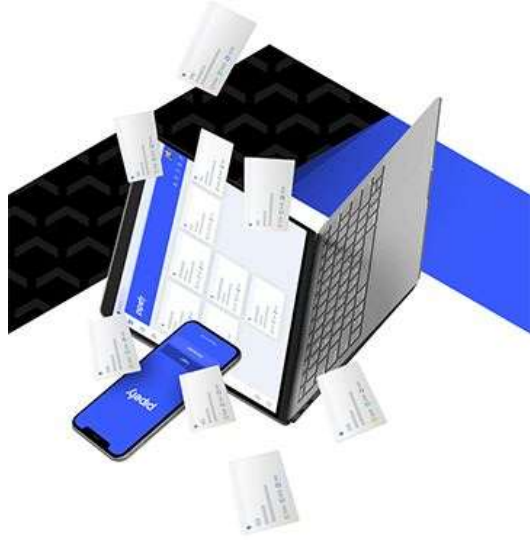
This document provides an overview of the environmental, social, and governance (ESG) highlights at Pipefy. We review our progress against the Sustainability Accounting Standards Board (SASB) standards for the Software and IT Services industry, covering the period from January 1, 2024, to December 31, 2024..





About Us

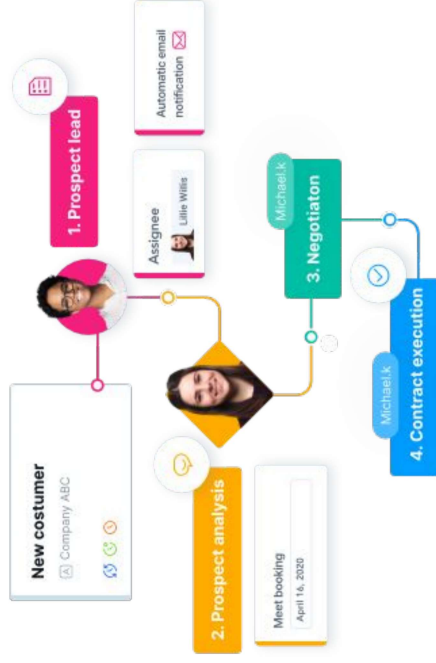
Pipefy empowers world-class managers to design and operate efficient workflows.



Pipefy optimizes your business processes, one workflow at a time. By empowering each “doer” to organize and manage their work in a single platform, simplify and automate any process, all without a single line of code.

When “doers” have the tools they need to improve their work independently, there are no limits to what they can achieve. That’s why Pipefy enhances agility, boosts efficiency, and delivers greater customer value through workflow optimization, ensuring high-quality results.

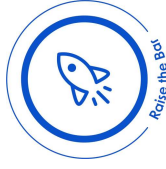
Our Values



We value people in their entirety, fostering a work environment where everyone feels welcomed, respected, and inspired to grow.



We put the customer at the center of our business, focusing on solutions that address their needs and expectations, in order to create a personalized, unique, and memorable experience.



We strive for excellence in everything we do, continuously raising our standards, exceeding expectations, and turning challenges into opportunities for Pipefy.



We prioritize efficiency and high-impact results, taking ownership and making strategic, data-driven decisions to ensure the success of our deliverables.



We cultivate a culture of trust, where transparent communication and cross-functional collaboration serve as pillars for achieving results.

Governance

We are committed to the highest ethical standards and dedicated to complying with applicable laws, as well as protecting the data entrusted to us. To ensure this, we provide a Code of Conduct that establishes clear guidelines for our employees, clients, partners, and suppliers. This document sets the expectations for all of us.

ETHICS & COMPLIANCE

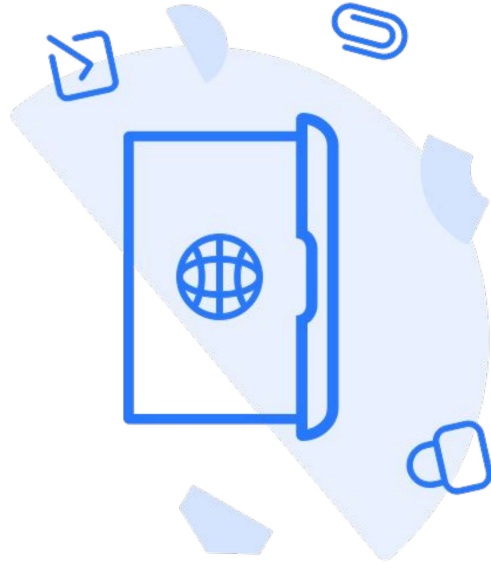
Ethics and Compliance at Pipefy

Pipefy conducts business ethically, honestly, and in full compliance with the law, because how we conduct ourselves is critical to Pipefy's success. Our ethics and compliance policies are foundational to how we do business and how we put our values into practice every day.

[Talk to Compliance](#)

www.pipefy.com/compliance

Safety Is Our Priority



Pipefy prioritizes data security by adopting best practices in Information Security to ensure reliable environments. We adhere to international standards such as ISO and AICPA.

Our Certifications



SOC 1 tipo II



SOC 2 tipo II



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

Environmental

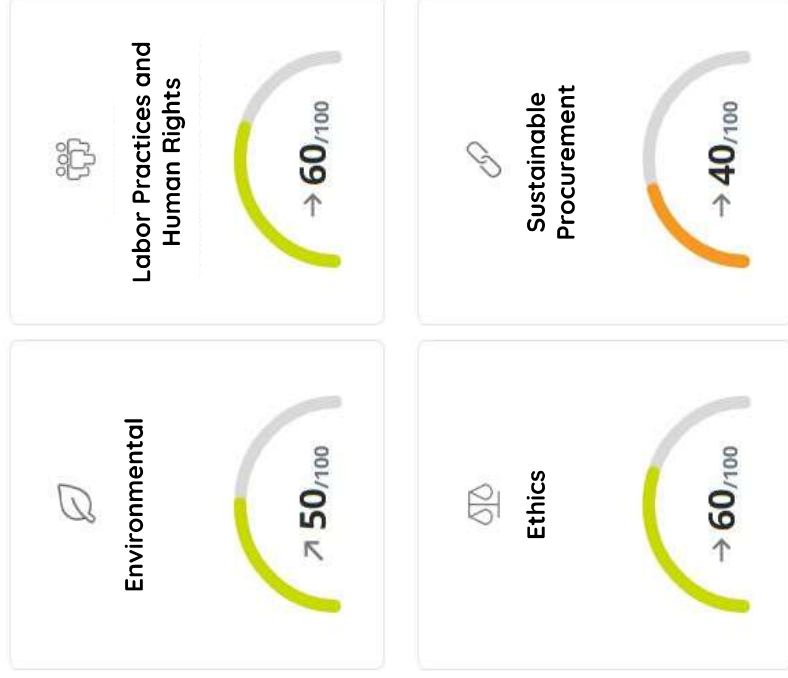
At Pipefy, **our commitment to sustainability goes beyond words.** We implement concrete actions to promote environmental and social responsibility, upholding high international standards and collaborating with experts to advance our sustainability journey.

We actively seek to minimize our environmental impact by reducing waste, using recycled materials, and eliminating plastic bottles. **Sustainability is a priority in our supply chain,** and we partner with companies aligned with our values to improve our ecological footprint.

By taking a holistic approach to environmental well-being, we believe we can generate a positive impact both within our organization and in the world. Our dedication to sustainability represents an opportunity to drive change and shape a more sustainable future for all.



Maturidade do ESG



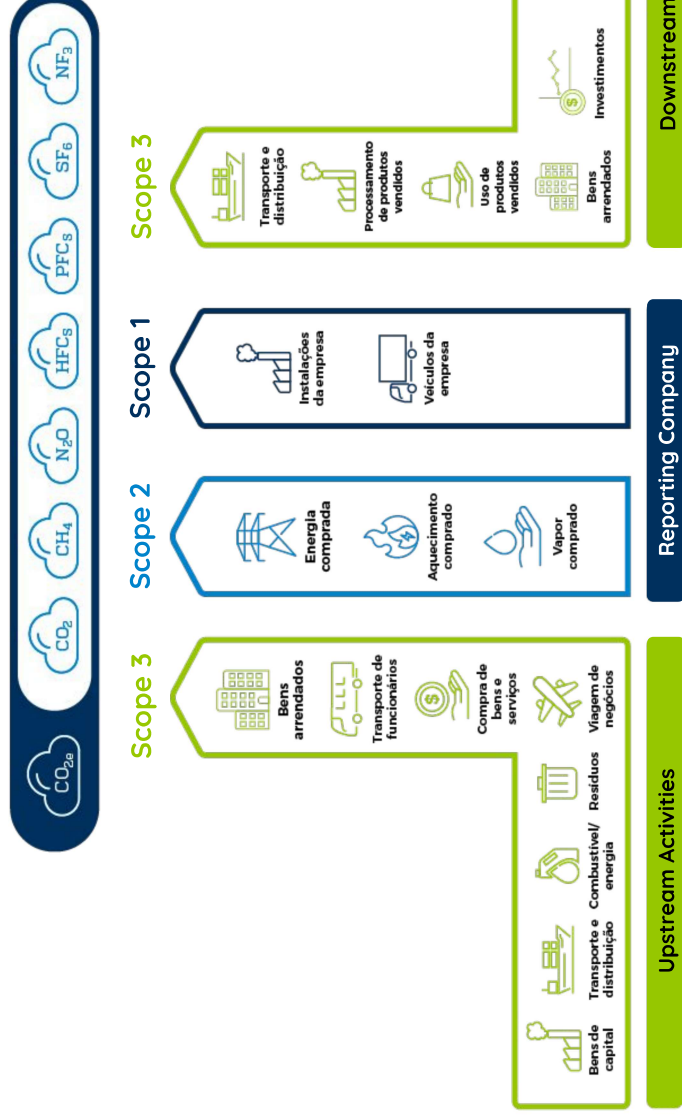
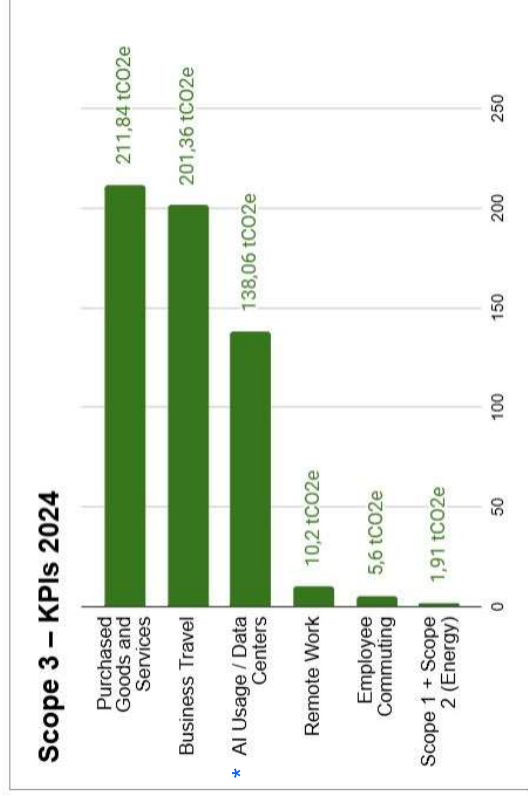
Annually, Pipefy undergoes external audits on ESG topics. In the past year, we maintained a maturity level of 56% in 2024. This progress reinforces the company's commitment to sustainability and best practices. Below, we highlight the evolution by theme:

- **Environment:** Pipefy continues to advance its environmental initiatives, focusing on emission reductions and improvements in energy efficiency.
- **Labor Practices and Human Rights:** The company has strengthened its diversity and inclusion policies, maintaining a safe and equitable work environment for its employees.
- **Ethics:** Pipefy has enhanced its governance and compliance processes, reinforcing its commitment to ethics and transparency across all operations.
- **Sustainable Procurement:** Although still an area for improvement, the company is already implementing actions to enhance its procurement practices by incorporating sustainability criteria into supplier selection.

The 2024 assessment reflects clear and continuous progress in Pipefy's ESG practices, with expectations for even greater improvements in the coming years.

Carbon Footprint

In 2024, Pipefy recorded a carbon footprint of 568.97 tCO₂e, demonstrating its commitment to transparency and sustainability. To offset this volume, approximately 35,560 trees would need to be planted.



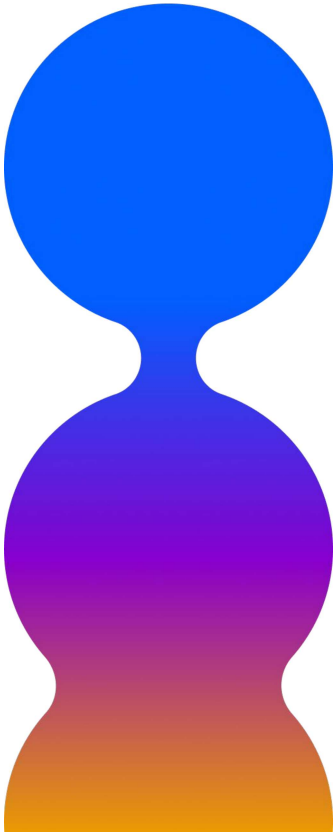
As part of its commitment to continuous improvement and the environmental pillar of ESG, Pipefy has been implementing action plans aimed at reducing emissions in the coming years. This commitment is reinforced by its technology infrastructure, which utilizes ***data centers such as Azure, whose operations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

Social

At Pipefy, we value the talent and diversity of our teams. We focus on recruiting and retaining diverse talent within an inclusive and supportive environment, with fair compensation practices.

Our Diversity, Inclusion, and Belonging (DIB) program supports our employees and communities, aligning with the UN SDGs to promote equity and rewarding employment opportunities.





Diversity, Inclusion, and Belonging (DIB)

At Pipefy, DIB stands for Diversity, Inclusion, and Belonging.

It is an initiative or program designed to foster an inclusive work environment, where diversity is valued and all employees feel a sense of belonging within the organization. Through DIB-focused actions and policies,

Pipefy strives to ensure that people from different backgrounds, identities, and experiences are included and treated equitably, strengthening a culture of respect and inclusion throughout the company.

Communication Channels and DIB Initiatives



PipeRainbow: Fosters an environment where individuals feel safe to be themselves, express themselves freely, and have equal opportunities.

Women@Pipefy: Helps build an inclusive culture and a safe space where women feel heard, empowered, and provided with development opportunities.

Pipefy for Good 🙏: Leverages the positive impact of Pipefy to make the world a better place, creating opportunities for people to engage as volunteers..

Black Pride 🖐️: Drives initiatives to increase the hiring of Black individuals across all departments and organizational levels at Pipefy.

PipeInclusions: Empowers departments to hire more people with disabilities, support their development within the company, raise awareness, and promote change.

Parents 🧑👶: Empowers and supports all parents at Pipefy..





2025 Perspectives

Continuous Progress: In 2024, we reinforced our commitment to sustainability, including monitoring the carbon footprint of PipeAI, and advanced our environmental, social, and governance practices.

Strengthening Values: Ethics, inclusion, and social responsibility continue to guide our actions, aligning technology with sustainability.

Expectations: Expand initiatives in sustainable procurement, diversity, energy efficiency, and carbon footprint monitoring within our AI solutions.





Next Steps

Emission Reduction Goal: Advance CO₂ mitigation plans and reinforce carbon neutrality.

Enhancement in Sustainable Procurement: Expand the integration of suppliers aligned with ESG principles.

Strengthening Diversity Programs: Promote inclusion initiatives to achieve greater representation.



We thank all Honey
Badgers and Partners.

Together, we continue
advancing to create a
positive and lasting
impact for future
generations.

Let's unite to build a more
sustainable future!