



# Impact Report 2024



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# Introduction



# CEO Statement

After a dynamic year that ultimately concluded with expectations exceeding results, Oxylabs prepares for another spur of growth. With exciting times ahead, we find it crucial to reflect on our responsibilities to our clients, colleagues, and the entire global community brought closer together by digital technologies.

As the AI boom continues with new tools and iterations rolled out at unparalleled frequency, our industry supports it by providing premium solutions for high-quality data extraction. In turn, we use AI developments to upgrade our tools.

In 2024, we introduced OxyCopilot, the first-ever AI-powered assistant for building parsers and scraping pipelines. This breakthrough is another milestone for us and the entire web scraping community. As our industry moves forward in this direction, we are excited about what's to come.

Symbolic that the introduction of OxyCopilot coincided with another innovation-related milestone for us. In 2024, we surpassed 100 patents granted globally and continue relentlessly growing our portfolio.

Balancing innovation with compliance and responsible business practices has always been our priority. Our close ties with the AI industry provide both endless opportunities and risks that need to be addressed. Thus, we actively follow the changing regulatory landscape to identify how we can do our part. Where regulation is lacking, we lead the industry in promoting ethical public web data collection practices.

Our efforts to advance responsible web scraping include assisting socially beneficial causes. Our new and continued Project 4β partnerships with major investigative journalist houses, universities, and non-profits allow us to support their transformative work with our technological solutions provided for free.

Thus, 2024 was the year of responsible innovation for us. Our annual impact report is a faithful response to all the trust we have received from our clients and partners. It is also a celebration of what everyone at Oxylabs accomplished. With such people making up our teams, I couldn't be more grateful and confident in what lies ahead.



Julius Černiauskas | CEO of Oxylabs



# About the Report

The Oxylabs Annual Impact Report provides a detailed overview of our impact and initiatives to mitigate negative effects while enhancing our positive contributions to the industry, society, and the environment. This fourth edition follows the Global Reporting Initiative (GRI) framework, with the GRI index included as an annex.

The Oxylabs Impact Report 2024 covers the period from January 1 to December 31, 2024.

For more information about this report and our related activities, please contact:

Urtė Karklienė, Sustainability Manager at Oxylabs

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# About Oxylabs

Established in 2015, Oxylabs is a web intelligence collection platform, enabling companies of all sizes to utilize the power of big data. Constant innovation, an extensive patent portfolio, and a focus on ethics have allowed Oxylabs to become a global leader in the web intelligence acquisition industry and forge close ties with dozens of Fortune Global 500 companies, nonprofit organizations, and governmental missions.

Oxylabs is part of the **Tesonet** community. Tesonet is a rapidly growing business accelerator and investor specializing in cybersecurity, web intelligence, HealthTech, EdTech, and Growth Tech.

In 2022, 2023, and 2024, Oxylabs was named one of Europe's fastest-growing public web data-gathering solutions companies in the Financial Times and Statista's FT 1000 list.



2015	Oxylabs founded (Datacenter IPs only)
2017	Residential IPs and data acquisition solutions launched
2020	Proxy pool reached 102M+ IPs
2021	The first machine learning models introduced
2022	Project 4β launched
2022	Oxylabs acquired Webshare
2023	AI-powered Web Unblocker introduced
2024	OxyCopilot launched
2024	Patent number reached 100



## Our mission and vision

We strive to create a future where businesses and organizations of all sizes have access to big data and competitive intelligence, fostering an environment where everyone can grow and thrive.

## Our core values

As a leading company in the proxy and web intelligence industry, we ensure that the highest standards of business ethics guide all our operations. Our core values steer us toward fulfilling our mission.



Transparency



Security



Quality



Fairness



Social Responsibility

## Our services and where we operate

Oxylabs is a private company operating in the IT sector. We are headquartered in **Vilnius, Lithuania**, have an office in Kaunas, Lithuania, as well as employees working remotely all over the world.

Oxylabs is a market leader in providing public **web intelligence acquisition tools and premium proxy infrastructure**. Our products are primarily developed for the B2B market—our clients range from Fortune Global 500 companies to aspiring startups.

We serve clients in various industries across the globe. Our strategic industries include e-commerce, travel and hospitality, cybersecurity, and digital marketing.

Oxylabs has an extensive proxy pool of ethically-sourced residential and datacenter IPs from more than 230 countries and territories. Our main suppliers for datacenter proxies are in Germany, Singapore, and Canada. Our residential proxies are sourced from providers all over the world, including such locations as: USA, Germany, China, Japan, the UK, Australia, and Canada.

Our product portfolio includes mobile proxies, ISP proxies, and advanced proxy and web scraping solutions. In 2024, we also introduced the industry's first AI-powered web scraping assistant OxyCopilot.

Due to the ongoing invasion of Ukraine, we do not serve clients or partner with data center suppliers in Russia and Belarus.

# 2024 Highlights

### Innovation:

- OxyCopilot—the industry's first AI-driven scraping assistant
- The milestone of 100 patents

### Improvement of internal processes:

- Code of Ethics
- Code of Conduct
- Inclusive benefits policy

### Partnerships:

- Pro-bono initiative Project 4β
- Activities in associations
- OxyCon—a leading data acquisition industry event

### Community engagement and education:

- Cybersecurity training for employee's children and parents
- Summer camp for employee's kids
- First aid training
- Lectures on topics like neurodiversity

### Awards:

- Sustainability manager of the year
- Community-oriented Company of the Year
- Business contribution to society



# Our Sustainability Vision and Strategy

At Oxylabs, the sustainability manager is responsible for creating and implementing a sustainability strategy and coordinating the company's impact on the ESG goals.

The sustainability manager, Urtė Karklienė, reports directly to the CEO. Oxylabs' CEO and the management team regularly review and approve the sustainability strategy, ensuring alignment with the broader company's vision.

The sustainability manager, together with L&D, HR, Communication departments, and other teams, organizes various activities and awareness-raising events related to sustainable development. Separately, the management team has individual meetings and discussions related to ESG topics.

## Quality education

In an innovation-driven economy, lifelong learning is one of the most important pillars of social sustainability. Oxylabs strives to foster learning and development via three key areas of focus:

- Internal opportunities for Oxylabs' employees to learn and grow;
- Learning and development (L&D) opportunities for the wider tech community;
- Collaboration with academia, NGOs, communities, and public institutions by providing free expertise, advanced data collection solutions, and the necessary infrastructure.

## Industry, innovation, and infrastructure

As a market-leading web intelligence collection platform, we strive to be at the forefront of innovation by developing cutting-edge technology and promoting an ethical approach to web scraping. Understanding the constantly growing importance of web data collection, we focus our efforts on:

- Serving the industry with relevant technological research and innovation;
- Developing and patenting cutting-edge web scraping solutions;
- Providing web data acquisition infrastructure that ensures effective operations for our clients.

**Focus areas**  
Innovation — Education — Climate Action

## Climate action

As climate change is currently posing the biggest threat to our planet, we are joining forces with others to prevent its devastating effects by:

- Accounting for GHG emissions and starting to implement reduction plans throughout all three GHG scope areas;
- Switching to renewable energy sources where possible;
- Consuming responsibly and reducing the waste and exhaustion of resources.



# Membership in Associations

Throughout its existence, Oxylabs has joined or co-founded multiple associations and organizations that promote ethical and sustainable business practices, inclusion, development, and cybersecurity.

## The Ethical Web Data Collection Initiative (EWDCI)

In collaboration with the [Internet Infrastructure Coalition](#) (i2Coalition), Oxylabs co-founded the [Ethical Web Data Collection Initiative](#) (EWDCI) in 2022—an international consortium of ethically-minded web data collectors, promoting best practices and common standards for the web intelligence industry.

The EWDCI is dedicated to serving as the voice of the industry leaders, collaboratively guiding and educating the industry on responsible web data collection, promoting online safety, and helping businesses make informed data acquisition choices.

In 2024, the association strengthened accreditation processes to ensure the accountability of EWDCI members and their continuing commitment to the highest ethical standards.

## Unicorns Lithuania

[Unicorns Lithuania](#) is a startup community with the mission to mobilize and encourage startups and the public to build the future Lithuania as a successful modern country based on a high value-added economy. Oxylabs joined Unicorns Lithuania to strengthen the Lithuanian startup ecosystem and share our experience and expertise. In 2024, our Chief Customer Officer Gabriele Montvile joined the Unicorns Lithuania board.

## The Lithuanian Diversity Charter Association

We belong to the [Lithuanian Diversity Charter Association](#)—the Lithuanian chapter of an international initiative to promote Diversity and Inclusion (D&I) in businesses, public institutions, and nonprofit organizations. Members of the Association commit to creating an open and inclusive work environment and strengthening their social responsibility.

With the Association's assistance, we conducted two D&I surveys in our company. We also participate regularly in the Association's educational activities and cooperate to advance D&I in our company.

## Global Cyber Alliance (GCA)

Oxylabs' focus on cybersecurity led us to join the [Global Cyber Alliance](#) (GCA). The Alliance is a nonprofit organization dedicated to making the Internet safer by reducing cyber risks. GCA and its members strive for this goal by uniting communities, creating tools and programs, implementing solutions, making them freely available, and measuring their effectiveness.

## Information Security Systems Association (ISSA)

Oxylabs are Corporate members of the [Information Security Systems Association](#) (ISSA)—an international nonprofit for cybersecurity practitioners and experts. ISSA promotes a secure digital world by providing educational resources and knowledge-sharing opportunities for those in various cybersecurity career stages and expertise to support sound decision-making in legislation related to information security.

## The European Cyber Security Organization (ECSO)

Oxylabs is also a member of the [European Cyber Security Organization](#) (ECSO), a cross-sectoral membership organization that contributes to developing cybersecurity communities and building the European cybersecurity ecosystem. ECSO unites more than 300 cybersecurity stakeholders.



# Oxylabs Governance

## Management structure

The general meeting of shareholders (GMS) and the head of the company (the CEO or Chief Executive Officer) are the central parts of Oxylabs' management structure. The CEO is nominated by the GMS and acts as the main governing body that is responsible for the day-to-day activities of the company. GMS is responsible for the broader strategic company goals and objectives as well as material business decisions. GMS performs duties prescribed by the Republic of Lithuania Law on Companies and Articles of Association.

Oxylabs does not have a formal management board or committees. However, the CEO works closely with the leadership teams (as shown on the right) and different departments without formal procedures, getting expert advice for strategic company decisions.

### The leadership team in 2024\*



**Julius Černiauskas**  
Chief Executive  
Officer (CEO)



**Juras Juršėnas**  
Chief Operating  
Officer (COO)



**Tomas Montvilas**  
Chief Commercial  
Officer (CCO)



**Žydrūnas Tamašauskas**  
Chief Technology  
Officer (CTO)



**Gabrielė Montvilė**  
Chief Customer  
Officer



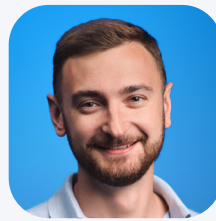
**Lauris Lietavietis**  
Chief Sales Officer



**Laimonas Greičius**  
Finance Director



**Jurgis Gabrielius  
Rudgalvis**  
Chief Financial Officer



**Denas Grybauskas**  
Head of Legal



**Vaidotas Šedys**  
Head of Risk



**Vytautas Kirjazovas**  
Head of Communications



**Urtė Karklienė**  
Sustainability  
Manager



**Živilė Pilkauskienė**  
Head of HR

\*23% of our leadership employees are female





Oxylabs has over 20 departments, most of which are divided into smaller teams. The biggest departments in terms of headcount are Technology, Legal, Finance, Risk, Communications, HR, Marketing, Account Management, Customer Success, Commercial, and Sales.

The leadership team conducts weekly meetings with the department heads to track performance metrics and share information and insights. Since sustainable and efficient business growth is among our main objectives, we keep our structure as flat as possible, avoiding excessive hierarchical processes and fostering a culture of ownership, teamwork, and accountability.

## External bodies

To optimize decision-making and improve the speed and efficiency of large-scale web intelligence acquisition, we constantly look for new ways to leverage the latest AI and ML technologies. In 2020, Oxylabs formed an **AI/ML Advisory Board** that consists of industry-leading data science, machine learning, and AI experts. The mission of the board is to support the company as it expands its influence in the web intelligence industry.

## Management team's performance evaluation

The performance of core and extended management teams is evaluated on the basis of an annual Leadership Pulse Survey. In 2024, the survey reached a 74% employee response rate. The survey showed that Oxylabs people view company leadership as strong and healthy, with an average rating of 4.39 out of 5. This score is higher compared to previous assessment (4.16 out of 5) reflecting an even more positive sentiment towards Oxylabs leadership.

"My manager has the right skills to lead our team"

With 89% of respondents agreeing that their manager has the right skills to lead their team, there is strong confidence in our managers' technical expertise, communication, and support.

For the first time, we also measured Leadership NPS score by asking, "How likely are employees to recommend their direct manager?". The score—57—reveals high trust in direct management.

The core leadership and HR teams reviewed survey results and conducted feedback conversations with individual leaders. These collaborative efforts allow us to identify areas for improvement and strengthen Oxylabs' leadership capabilities further.



# Stakeholder Engagement

Oxylabs seeks to balance the interests of all stakeholders to ensure smooth business operations and ethical conduct. Specific departments and communication channels are dedicated to responding to the needs of various stakeholders. Continuous dialogue with stakeholders helps us align our business strategy with sustainability goals, get advice, and quickly react to necessary changes or improvements.

We separate our internal and external stakeholders according to their needs and how we engage with them.

Internal stakeholders	How we engage	Purpose of engagement
Shareholders	The CEO reports directly to the shareholders	Aligning business decisions with the shareholder's vision
Employees	<ul style="list-style-type: none"><li>• Employment relations, including health and safety procedures</li><li>• Personal development plans</li><li>• 1on1 meetings</li><li>• Internal communication channels: events, OKR meetings, newsletters, digital communication boards</li><li>• Surveys:<ul style="list-style-type: none"><li>- Quarterly employee and leadership NPS survey</li><li>- Annual diversity survey</li><li>- Annual Leadership Pulse survey</li><li>- Team workshops following the survey results</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Fostering a trust-based working environment</li><li>• Incorporating employee perspectives</li></ul>
Leadership	<ul style="list-style-type: none"><li>• Standard employee engagement tools</li><li>• Additional management meetings and L&amp;D possibilities</li></ul>	Continuous development of leadership capabilities



External stakeholders	How we engage	Purpose of engagement
Suppliers	<ul style="list-style-type: none"><li>• Vigorous supplier selection and onboarding process</li><li>• Supplier due diligence procedures</li><li>• Periodic suppliers review process</li><li>• Regular communication</li></ul>	<ul style="list-style-type: none"><li>• Risk management</li><li>• Compliance with our code of conduct</li><li>• Reliable partnership</li></ul>
Customers	<ul style="list-style-type: none"><li>• A robust KYC process for new customers</li><li>• Periodic reviews for current customers</li><li>• Customer support and guidance mechanisms</li><li>• Dedicated surveys</li><li>• Diverse customer-related events</li></ul>	<ul style="list-style-type: none"><li>• Risk management</li><li>• Product improvement</li><li>• Delivering value to customers</li></ul>
NGOs and local communities	<ul style="list-style-type: none"><li>• Various financial and non-financial partnership projects and pro bono and educational initiatives with nonprofit organizations, universities, and communities</li><li>• Oxylabs also contributes its expertise to multiple research projects and knowledge-sharing events</li></ul>	<ul style="list-style-type: none"><li>• Society education on our industry and its challenges</li><li>• Community education on various social challenges</li><li>• Contributing to local and global initiatives</li><li>• Supporting long-term social changes in the society</li></ul>
Public institutions	<ul style="list-style-type: none"><li>• Necessary reporting activities for public institutions</li><li>• Ensuring our business processes comply with legal requirements</li><li>• Through the initiative Project 4β, Oxylabs develops pro bono partnerships, supporting socially important public missions</li></ul>	<ul style="list-style-type: none"><li>• Regulatory compliance</li><li>• Enhancing credibility and trust</li><li>• Facilitating partnerships</li></ul>
Industry associations and peers	<ul style="list-style-type: none"><li>• Participating in knowledge-sharing activities</li><li>• Joint programs</li><li>• Other initiatives with market-leading web intelligence companies</li></ul>	Seeking an open dialogue on strategic directions of the industry



# Materiality Assessment

At Oxylabs, we are committed to compliant, responsible, and ethical business practices. We strive to advance sustainability across all facets of our operations. Oxylabs' sustainability journey is guided by a thorough materiality assessment, which is based on the industry's best practices and incorporates insights from internal stakeholders and external partners.

## Materiality assessment process

We conducted our materiality assessment in 2023 by gathering and integrating feedback from various sources to identify the most relevant sustainability topics for our business and stakeholders. The materiality assessment involved three parts:

- 1. Internal review and stakeholder engagement.**  
We conducted an internal review of our operations, focusing on such areas as ethical proxy sourcing practices, employee well-being, and innovation. Additionally, we engaged with different stakeholders, including employees, clients, NGOs, and industry peers, to gather insights into their sustainability priorities and concerns.
- 2. Benchmarking against the industry standards.**  
We benchmarked our sustainability practices against recognized industry standards and frameworks, such as GRI and Sustainable Development Goals (SDGs). This allowed us to align with the best industry practices and identify areas for improvement.
- 3. Prioritizing material topics.**  
Based on the internal review, stakeholder feedback, and benchmarking, we prioritized material topics that are the most relevant and significant to our business and stakeholders. These material topics serve as the foundation for our sustainability strategy and reporting.

In 2025 we plan to revise our material topics and conduct a double materiality assessment.

## Material topics

Through our materiality assessment process, we have identified key sustainability topics that guide our efforts to create positive social, environmental, and economic impact. By prioritizing ethical business practices, fostering employee well-being and development, driving innovation, and advancing climate action, we are committed to building a more sustainable and resilient future for everyone.

### Environmental

- Climate Change
- Circular Economy and Consumption
- Carbon Emissions
- Green Workplace
- Waste

### Social

- Working Conditions and Wellbeing
- Learning and Development
- Talent Attraction, Retention, and Empowerment
- Health and Safety
- Diversity and Inclusion
- Equal Opportunities
- Educating the Industry
- Social Responsibility

### Governance

- Ethical Business Practices
- Innovative Solutions
- Research and Development
- Client Relations
- Supply Chain Management
- Data Privacy
- Risk and Information Management
- Cybersecurity



# Environment



Oxylabs recognizes the importance of the objectives of the Paris agreement, including limiting global warming to 1.5°C above pre-industrial levels. We are continuously looking for ways to mitigate the negative impacts of our activities.

In 2024, we analyzed our CO2 emissions, which stayed similar to the levels of 2023. Additionally, we continued to make voluntary climate contributions.

We actively support external climate action by forming partnerships with governmental and nongovernmental organizations protecting the environment. In 2024, we maintained existing partnerships and initiated new ones.

The organizations we worked with include [Myliu miška](#) (I love forest), [Hold.Earth](#), [Gyvi gali](#) (The Living Are Able), and the Environmental Protection Department of Lithuania. For the latter, we have pro bono created an award-winning tool for efficiently identifying online ads that suggest environmental regulation infringements.

# Our Carbon Footprint

In 2024, we calculated our carbon emissions using an organizational carbon footprint assessment, which follows the world’s most popular methodology developed by the Greenhouse Gas (GHG) Protocol (namely, Corporate (Scope 2) Standard and Corporate Value Chain (Scope 3) Standard). The methodology divides the organization's GHG inventory into three parts, explained in the table below.

Scope	Description	What we calculated
Scope 1 emissions	Direct GHG emissions from company-owned or controlled sources, such as real estate, vehicles, and fugitive emissions	Fugitive emissions
Scope 2 emissions	Indirect emissions associated with energy purchased from utility providers, such as electricity or heating	Emissions associated with electricity, heating, and cooling
Scope 3 emissions	Indirect upstream emissions that occur in the value chain of the reporting company	Emissions related to purchased goods and services, fuel and energy, generated waste, business travel, and employee commuting



To measure our climate impact, we used a standard greenhouse gas emissions metric, GWP100 (global warming potential), expressed in tons of carbon dioxide equivalent (t CO2e). This metric accounts for the six categories of greenhouse gas emissions covered by the Kyoto Protocol: CO2, CH4, N2O, HFCs, PFCs, and SF6.

Oxylabs' carbon footprint assessment was based on the 2024 consumption data, covering the organization and its operations related to web data gathering. To assess rented server emissions, we gathered Oxylabs' servers' total emissions from two main partners and used it as an average proportionally based on spend. It is important to note that we didn't have consumption data for purchased products and services, such as software, office supplies, and food; therefore, financial data (the spend-based method) was used.

For emission factors, we used internationally recognized Ecoinvent and other international databases and, if necessary, relevant country-specific reports and scientific articles.

Our carbon accounting partner, international collaborator [Civitta](#), reviewed Oxylabs' carbon footprint calculations.

Oxylabs GHG emissions inventory 2022–2024 (t CO2eq)

Scope	Category	2024 (t CO2e)	% of Total	2023 (t CO2e)	% of Total	2022 (t CO2e)	% of Total
Scope 1	Fugitive emissions	0	0	0	0	7.7	0.5
Scope 2	Purchased electricity (market based)	8.4	0.3	25.6	1.1	82.4	5.2
	Purchased electricity (location based)	73.3		191.9		66.1	
	Purchased heat	37.3	1.5	51.3	2.1	18.5	1.2
Scope 3	Purchased goods and services	1,244.2	51.2	1,382.8	56.8	1,228.1	76.8
	Fuel and energy related emissions	33.4	1.4	44	1.8	19.3	1.2
	Waste generated in operations	3.3	0.1	6.9	0.3	4.4	0.3
	Business travel (trips and hotels)	973.3	40.1	776.1	31.9	156.4	9.8
	Employee commuting & homeworking	128.8	5.3	149.4	6.1	82.5	5.1
	TOTAL CARBON FOOTPRINT (t CO2eq/year) market-based	2,428.8	100	2,436.2	100	1,599.3	100
	TCO2e/1 Employee	5.7		6.2		6.01	
Purchased carbon credits		1200		1053		800	



In 2024, our total market-based carbon footprint slightly decreased to **2,428.8 t CO<sub>2</sub>e**, down from **2,436.2 t CO<sub>2</sub>e** in 2023—a **0.3% reduction**. Scope 3 emissions accounted for 98% of our overall carbon footprint, with Scope 2 contributing the remaining 2%, and Scope 1 emissions equaling zero.

Significant progress was made in reducing emissions from **purchased electricity**, which dropped by **67%**. Additionally, by separating general and organic waste, we reduced emissions from **waste generated in operations** by **52%**.

The primary contributors to our greenhouse gas emissions in 2024 were **purchased goods and services** (1,244.2 t CO<sub>2</sub>e or 51.3%) and **business travel** (973.3t CO<sub>2</sub>e or 40.1%). Other Scope 3 categories comprised a significantly smaller share of the total emissions, as illustrated in the chart (page 16). Emissions from purchased goods and services decreased by 10%, however, business travel emissions increased by 25%, reflecting the continued shift back toward onsite and in-person activities and expanded business travel geography.

Overall, emissions per employee improved notably, decreasing from **6.2 to 5.7 t CO<sub>2</sub>e**. Furthermore, carbon credits covered approximately **49.4%** (1,200 t CO<sub>2</sub>e) of our total emissions up from **43.2%** in 2023 (1,053 t CO<sub>2</sub>e), highlighting our strengthened commitment to climate responsibility.

# Climate Contribution

In 2024, we continued our funding in carbon emission reduction initiatives, aiming to make a positive climate contribution. For the third year in a row, we chose to support a **REDD Project in Brazil Nut Concessions in Peru**, which is working on preventing deforestation in Peru's most biodiverse Amazon rainforests. Over the last few years, 300+ concessionaires have joined this project.

By 2024, thanks to conservation efforts, project developers **managed to reduce deforestation** in the area by approximately **60%** compared to baseline scenarios without intervention.

The project also focuses on implementing initiatives aimed at **improving the livelihoods of the Brazil nut-growing community**, promoting sustainable development in the region in harmony with the environment. In 2024 three university scholarships were awarded to children from the project area. A major milestone was achieved with the first group sale of organic Brazil nuts through ARCOMAD.

To date, approximately US\$10 million dollars have been shared with the Brazil nut community, generating a fundamental positive impact on the economy of the partner families. The project's beneficial impact continues to grow, underpinning our decision to sustain our support by investing in **1,200 carbon credits**, offsetting nearly half of our company's total GHG emissions.

The Peru project is verified under the [Verified Carbon Standard \(VCS\) Program](#) by VERRA validation/verification bodies (VVBs). [Earthbanc](#) has also reviewed the project claims.





# Environmental Action

In 2024, Oxylabs' Project 4β continued partnership with the Environmental Protection Department (EPD) under the Ministry of Environment of Lithuania. Our team developed an Ads-Sites Web Crawler, a solution to help the department's specialists automatically identify ads offering potentially illegal products and services online. The pro bono project allowed EPD to minimize the amount of manual work, not only saving time and resources but also enabling them to tackle more cases of illegal activities.

Observing Earth Day 2024 on April 22nd, Oxylabs gifted a tree to every employee. In May, together with [Myliu miška](#) (I love forest) we gathered with other organizations to [plant in total 9169 trees](#) in Lazdijai district (Lithuania). They have become part of the "Unicorns Forest", jointly created by the Unicorns Lithuania startup community members. Additionally, together with Hold. Earth we had a second forest planting initiative in autumn 2024, and planted over 1,500 trees during both events.

Together with [Gyvi gali](#) (The living are able) we supported a campaign, which is a part of the Vilnius—European Green Capital 2025 initiative, to line the Vilnius' streets with posters and video clips inviting Vilnius residents to try sustainable and nutritious plant-based meals.

# Green Workplace

Oxylabs' headquarters are in Vilnius, in the [Cyber City](#) complex, which uses 100% renewable energy sources for electricity. We also have a smaller office in Kaunas and plan to start using renewable energy there in the upcoming few years. Both offices are leased, as Oxylabs owns no real estate property.

In 2024 the BREEAM Post Construction certification process (i.e., the final certification of the constructed building) was completed at Cyber City office in Vilnius and the "Excellent" rating was received. BREEAM assesses the sustainability of a building based on factors such as energy, innovation, water, materials, and more.

Despite using 100% renewable energy, as in any regular business, we still generate emissions through our daily operations. However, we constantly aim to improve our carbon footprint, focusing on optimization, automation, and efficiency of business processes. In 2024, Oxylabs' Revenue Operations team implemented a significant number of improvements, such as:

## Improved Operational Efficiency:

- **Reduced Manual Touchpoints.** Minimization of repetitive actions to boost resource efficiency.
- **Self-Service Structure.** Eliminated duplicates to improve scalability and system energy use.
- **Optimised RevOps Flow.** Smarter workflows minimized resource waste.

## Refined Tools and Assets:

- **Optimized Tools and Infrastructure.** Lowered energy consumption and the operational carbon footprint.
- **Enhanced Data Accuracy.** A decrease in errors lead to less reprocessing.
- **IST & Salesforce Integration.** Seamless order management with minimal manual interventions.
- **Automated Legal Agreements.** Digital transformation reduced paper use and emissions.

These improvements allow us to minimize negative impacts by cutting off unnecessary business expenditures and resource usage.



## Waste

At Oxylabs, waste is mainly generated from the food provided to the employees in the office kitchens and the packaging of various products (electronics, etc.) purchased by the company. In November 2024, we implemented a one-off project to weigh the waste generated in the Vilnius office, identify how much waste we generate, and find ways to improve our waste management processes.

We weighed the waste (plastic, paper, glass, organic, general waste, and deposit) and found out that Oxylabs' Vilnius office generated 1.6 tonnes of it in one month (in 2023 it was 2.1 tonnes). The collected information was used to count waste averages per employee and forecast our waste production for the whole year. According to the estimates, we generated around 20 tonnes of waste in 2024, which, in turn, created 3.3 t CO2eq emissions—0.1% of our total GHG emissions.

### Waste generation 2024 (Vilnius office)

	General waste (kg)	Plastic (kg)	Paper (kg)	Glass (kg)	Organic waste (kg)
November 2024	496	89	570	7	470
Total, November 2024	1,632				
Total, 2024 by category (average)	5,952	1,068	6,840	84	5,640
Total, 2024 (average)	19,584				

In 2024, we continued to sort organic waste together with [Green Genius](#) and other Cyber City companies. Separating organic waste halved amounts of our general waste compared to 2023. All organic waste we generate is provided for the Green Genius biogas plant, which produces biogas / biomethane energy. This project allows Cyber City to extend the life cycle of food waste and decrease related GHG emissions.

## Electronic waste

As an IT company, we use a lot of electronic equipment. We have introduced an option for new employees to choose between a new or a used personal computer. One third of newcomers chose to get a used one.

When it's necessary to replace company computers, our employees often take over the ownership of those devices, thus extending their life cycle. In 2024, around 140 computers were sold to employees. We also donated 10 computers to Ukraine's defence forces.

If possible, we repair our equipment. As a last resort option, when there's no other way to extend the equipment life cycle, we hand it over to responsible IT asset disposition services.





## Energy and water consumption

Oxylabs does not produce any material products or own data centers. Our main energy consumption comes from the two offices in Vilnius and Kaunas. The offices' electricity, heating, and water are obtained from local utility companies. The use of these resources, however, does not create a significant impact on our GHG emissions (1.8% of our total 2024 tCO2e).

At Cyber City, we implement various electricity, heating, cooling, and water-saving solutions.

Oxylabs energy consumption 2021–2024 in Vilnius and Kaunas offices

Consumption	2024	2023	2022	2021
Electricity (MWh)	484.7	793	272.9	116.3
Heating & cooling (MWh)	372.6	513	184.9	96.5
Water (m3)	4,446	3,918	1,259	986



# Social Impact



# Employees

A comprehensive Oxylabs employee survey, carried out in May 2024 revealed that our culture continues to stand out as a supportive and collaborative workplace. Employees value the opportunities for growth, the work and life balance, the rewarding challenges that come with their roles, and the thoughtful perks and benefits that enhance their overall experience.

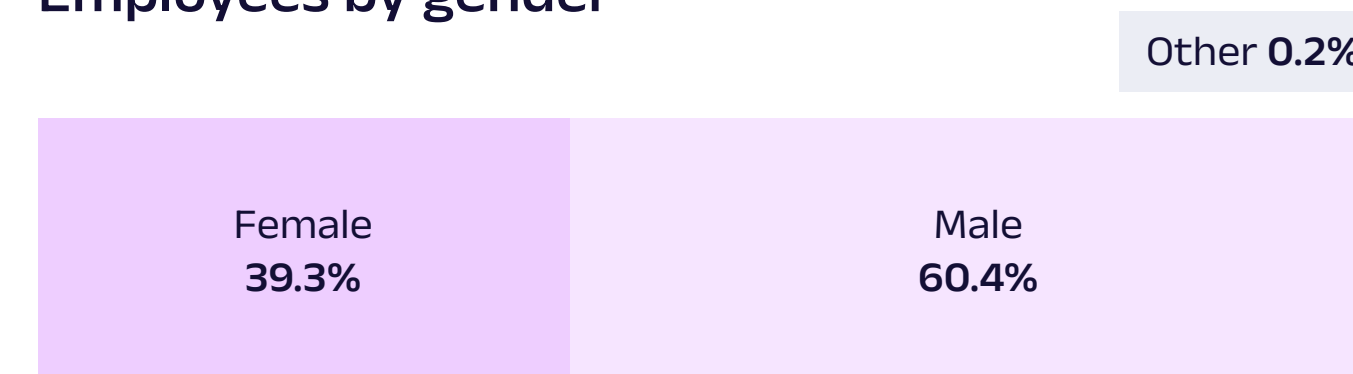
People are our business's backbone, and to answer their needs is among our core goals. We are committed to fostering a supportive work environment that prioritizes our team members' holistic well-being and professional growth.

## Employees in numbers

Total number of employees (headcount):

400+

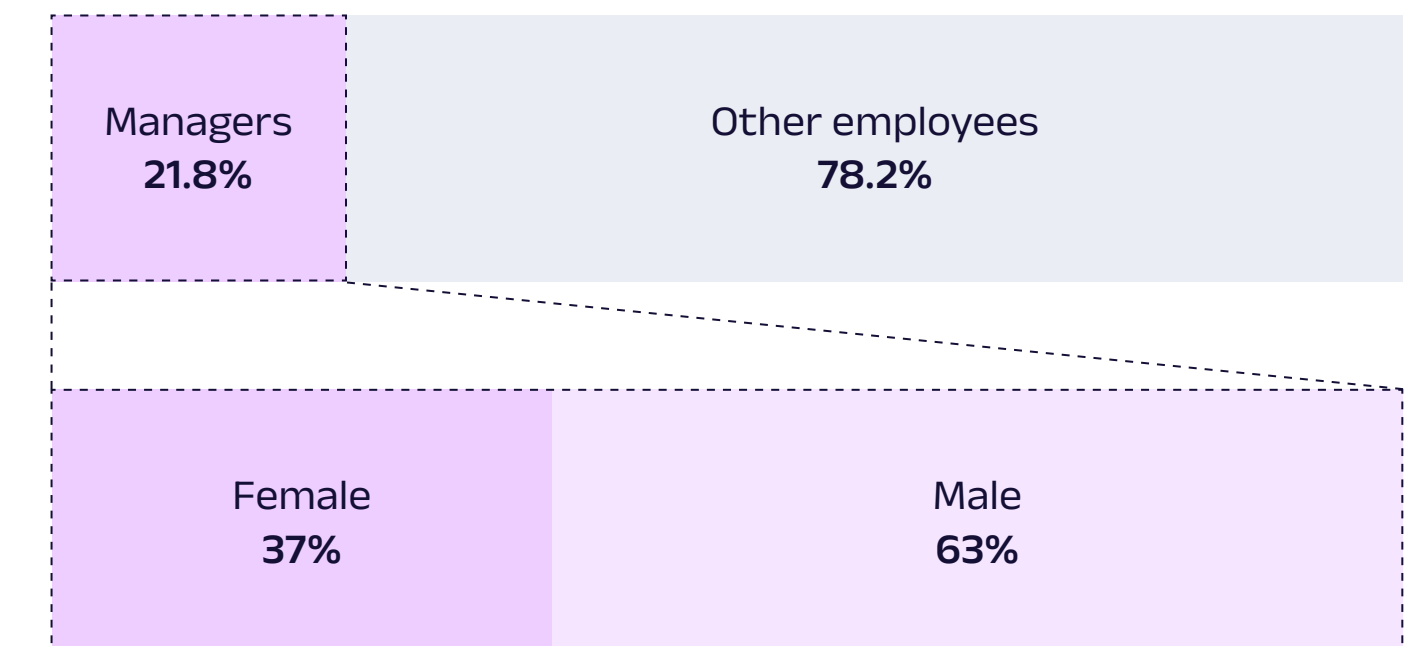
### Employees by gender



Last year, the number of women in the company very slightly decreased compared to 2023. The pay gap between women and men at Oxylabs was 23%, a slight decrease compared to 2023 (25.3%). The reason for the pay gap remains the same—more male employees in the engineering teams where average salaries are higher than in other roles.

80% of Oxylabs' tech and engineering employees are men, and 20% are women, which is the industry standard. Nevertheless, we believe this situation must be improved further and take active steps to do it—more detailed information about these efforts can be found in the "Diversity, Inclusion, and Equal Opportunity" section.

### Management by gender



The number of managers has increased by 2.2% since 2023. The ratio of female managers increased by 2%.



Employees by nationality

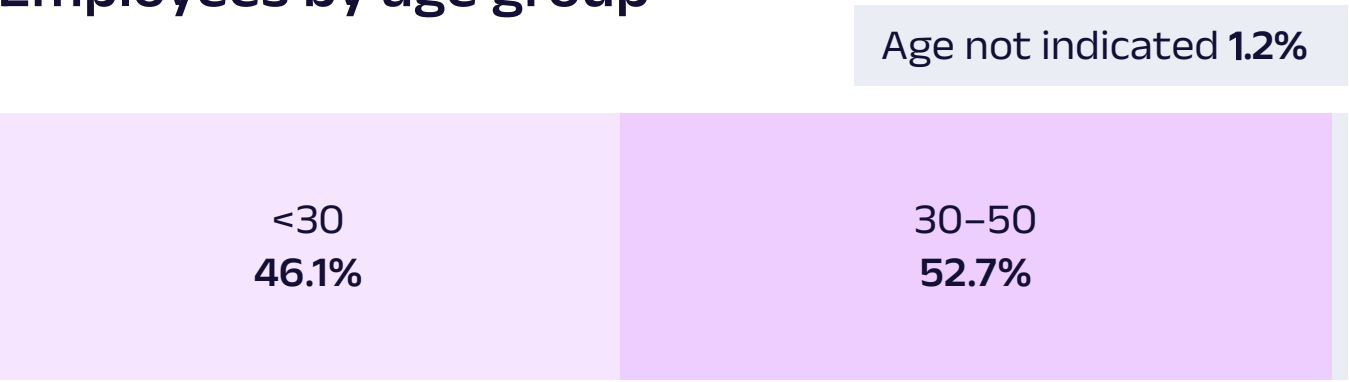
 Lithuanian	93.2%
 Ukrainian	1.2%
 American	0.9%
 Latvian	0.9%
 Belarusian	0.7%
 Indian	0.7%
 Spanish	0.5%
 Slovenian	0.5%
 Turkish	0.5%
 Bulgarian	0.2%
 Italian	0.2%
 Australian	0.2%
 British	0.2%

The percentage of Lithuanian and non-Lithuanian colleagues remained the same, however there were changes in which nationalities were represented, resulting from natural employee fluctuation.

Employees by region

 Lithuania	96%
 USA	0.9%
 UK	0.9%
 Latvia	0.5%
 India	0.5%
 Spain	0.5%
 Slovenia	0.5%
 Ukraine	0.2%

Employees by age group



Oxylabs is a relatively "young" company—the average age of our people is 31 years. The majority of our employees (74%) are younger than 35 years old.



## Health, safety, and well-being

The health, safety, and well-being of employees are fundamental at Oxylabs. We offer a wide range of office perks and company-wide events that make work both enjoyable and effective. Extra time off, health insurance package, additional sick days, and other benefits help us retain physical and mental well-being.

### Professional health and safety support

Partnering with a professional occupational safety and health services provider helps us ensure the safety and well-being of our colleagues. Our partners are responsible for:

- comprehensive implementation of health and safety requirements;
- relevant training (periodical and for each newcomer);
- all relevant changes in health and safety policies and practices.

This year, we also organized 3 onsite First Aid Training sessions for our employees.













There were no work-related injuries or ill health fatalities during 2024.



### Health and safety benefits

- Health insurance after the trial period
- Onsite health checks and flu shots
- Physical wellness specialists onsite and online
- Funded sports activities
- Covered expenses for mental well-being apps
- Compensated psychologist/psychotherapist sessions
- In-house gym accessible 24/7

## Employee perks

-  Events and leisure activities
-  Additional payouts on special occasions
-  Employee stock ownership plan (ESOP)
-  The third pillar pension program
-  Parents and kids' room
-  Fully stocked office kitchen and snacks
-  Referral bonus
-  A library full of professional development books
-  Electric vehicle and bike parking
-  Additional vacation days
-  Free coffee made by professionals onsite
-  Partner discounts

## Work flexibility

At Oxylabs, we embrace an office-first approach because we believe that the most meaningful collaboration, continuous learning, and innovation thrive in person. While we prioritize in-office work, we also recognize the value of flexibility in supporting individual productivity and well-being.

Flexibility at Oxylabs is fostered through:

- **Work-from-home (WFH).** Up to two days per week (excluding mandatory in-office days), based on mutual agreement with the employee's manager. In 2024, 100% of employees took advantage of this option.
- **Work-from-anywhere (WFA).** When needed, employees can agree with their manager to work remotely from any location for a longer period of time. In 2024, 60% of employees used this option, and 21% used it to travel abroad.
- **Flexible working hours.** The focus is on the quality of work rather than when and how long an employee is behind the desk.

Openly communicating flexibility needs to their manager and team allows our employees to find the best solution for each unique case. Together, we foster team spirit and a sense of community that encourages open communication and trust.

## Fun and collaboration

At Oxylabs, we have plenty of opportunities to socialize with colleagues and celebrate achievements both at the company level and with the wider Tesonet community.

**Objectives and Key Results (OKRs) events.** Each quarter's OKRs' are marked with presentations and celebrations with various activities, food and drinks.

**Team buildings.** Teams decide among themselves how to organize team building and use the quarterly budget allocated to each member.

**Other onsite activities.** Plenty of small events and constantly available recreational facilities ensure we have time to recharge daily.

**Tesonet community events.** As every year, in 2024, we socialized with peers from the entire Tesonet community and celebrated our achievements in the Tesonet-wide Summer Fest and Workation.

## Workation

In November 2024, the entire Tesonet community went on workation, enjoying four days of educational and cultural activities, concerts, and community building in Türkiye.

## Other initiatives for our employees

### Lunch roulette

Employees enrolled in the program are matched with a random colleague from the company to connect over lunch.

### Earth Day Celebration

We commemorated Earth Day by gifting 1 tree for each employee.

### Sport communities

Open communities for cycling, running, volleyball, tennis, and basketball.

### Volunteering time off

Employees can use up to 4 hours off work every calendar year for volunteering activities. In 2024, our employees used this time for volunteering in organisations such as the Food bank, different animal shelters and a zoo, National Blood Bank and others.

### Joining local initiatives

Oxylabs people supported various local initiatives, from marathon and cycling challenges to the Vilnius Pride.



# Learning and Development

Oxylabs' employees get access to diverse options for internal and external training, conferences and certifications. The most popular learning competencies in 2024 were related to sales, leadership, public speaking, and developing interpersonal relationships through team workshops.



Hours	Female	Male	Other	All
Average training hours per employee	16.4	12.8	17	14.2
Average training hours per specialist	14.1	11.4	N/A	12.5
Average training hours per junior specialist	15.3	13.8	N/A	14.5
Average training hours per mid specialist	13.7	11.1	N/A	12.3
Average training hours per senior specialist	14.4	10.8	N/A	12.1
Average training hours per people manager	26.5	17.7	17	20.7
Average training hours per junior people manager	22.1	17.7	17	19.5
Average training hours per mid people manager	39.5	22.8	N/A	28.9
Average training hours per senior people manager	17.2	14.1	N/A	15

Calculations were done including internal training sessions organized within the company, external training sessions organized within the company, mandatory e-learnings of the company, mandatory product training for client-facing teams, and participation in the optional mentorship program. Calculations did not include time spent learning in online courses, conferences, attendance of external trainings organized outside the company.



We witnessed a decrease in average training hours in 2024 due to the nature of training organised that year. We shifted more towards internal events and knowledge sharings, however they were not included in the calculations of the learning time.

By tapping into the diverse skills and experiences of our employees, we've been able to tailor training sessions that are more relevant for our employees. This approach not only encourages collaboration and teamwork but also cultivates a culture of continuous learning and development within our organization. As a result, there has been a decrease in the reliance on external training compared to previous years.



## Internal training

### Advanced product training

Workshops and seminars diving deep into our products, industry, and clients.

### Team workshops

Training for more effective teamwork, cross-team collaboration, and internal recognition.

### Professional training

Courses aimed at learning to work with specific tools and developing soft and hard skills.

### Personal effectiveness training

Training and techniques for effective self-management and leadership.

### Language courses

Lithuanian and English language courses.



## Leadership training

Oxylabs is a place where everyone is given an opportunity to become a leader. We offer various leadership courses, from general leadership ABC programs to courses focused on specific management tasks such as hiring, onboarding, and performance discussions.

Additionally, Leadership Circles, our peer-to-peer learning approach, ensures that our leaders can always seek assistance and guidance from each other. In 2024 we had such distinguished guests to Leadership Circles as Her Excellency President of Lithuania Dalia Grybauskaite and ex Netflix HR Director Chris van der Schoor.



## Other resources to promote L&D

### Internal guilds

At Oxylabs, guilds are employee-led initiatives that assemble colleagues facing similar challenges at work for meetings and discussions, where they can share experiences and identify potential solutions.

### Mentorship through TesoXchange

TesoXchange is a mentorship program available to all employees in the Tesonet community. The four-month mentorship involves meetings between the mentor and the mentee, knowledge sharing, and focused feedback.

### Online learning platforms

Our employees have access to various online platforms, which enable them to learn at their own pace.

### Hungry talks

Series of events to discuss hot learning and development topics. In 2024 we had sessions on neurodiversity, media influence on elections, developments in the CERN laboratory.

## External training and conferences

We focus heavily on learning and development and provide as many internal training and resources for professional growth as possible.

At the same time, we recognize that our diverse and knowledge-hungry employees can also benefit from external learning opportunities. If we can't accommodate the training needed with the internal offerings, there's an opportunity to request for an external training, certificate or conference.

Oxylabs' people are also avid organizers and attendees of conferences. We find conferences as a great way to exchange ideas, learn from field experts, and stay motivated to excel in our jobs. Oxylabs' employees can request to participate in conferences after finishing their three-month probation periods.

## Regular performance and career development reviews for all employees

All employees receive a comprehensive performance review from their direct manager after every year of employment. The manager evaluates overall performance, identifies the employee's strengths and weaknesses, discusses feedback, and helps the employee decide on a concrete course of action for further development.

Employees do not have to wait a year before receiving extensive feedback. They are encouraged to reach out to their manager for collaboration on the employee's development plan. Employees and their managers can agree to more frequent performance reviews to ensure continuous progress.

Additionally, every employee has regular one-on-one meetings with their manager to discuss whatever challenges they might be facing on a daily basis and what could help overcome them.







## Onboarding of new employees

The first few days working at Oxylabs are primarily about getting accustomed to the position. During this time, new employees receive all the equipment, information, and access to tools and platforms necessary for their daily work. Managers introduce new employees to their team members, the general objectives of the team, and how the employee's tasks relate to them. To avoid information overload, newcomers receive their onboarding sessions gradually over the first few months of employment.

### Welcome waves with the CEO and top management

Newcomers and the CEO (often joined by another member of the top management) introduce themselves to each other. The CEO delivers an introduction to Oxylabs and answers questions.

#### Newcomer onboarding sessions

- HR onboarding session
- Intro to products
- Intro to OKRs
- Job-specific onboarding sessions

From the beginning of their employment, new employees start having regular one-on-one meetings with their direct manager. Additionally, HR checks in with the new employees after the first month and the end of probation to see how they feel about the onboarding period, their daily work, and their future.

We aim to ensure that all new hires feel included and empowered in their teams and the whole company as soon as they join Oxylabs.



# Talent Attraction, Retention, and Empowerment

## Employee satisfaction in numbers

Our employee net promoter score (eNPS), which indicates how likely an employee is to recommend the company as a workplace, is 47, according to the last survey of 2024. This is an increase from 36, our eNPS the year before. The response rate to the survey was 83%, an increase from 77% in 2023.

The eNPS values range from –100 to 100. Our score is at the higher end of the average Lithuanian employers' score range, which is 20 to 50. Additionally, our leadership pulse scores remain above 4 out of 5, indicating substantial satisfaction and trust in the company's management.

Nevertheless, we are taking an active approach to increasing our eNPS. We are looking for improved internal communication methods, constantly checking in with our employees, and reviewing our offerings to benefit them the most. For example, in 2024 we introduced regular "All hands meetings" to share latest updates and progress across our brands.

Our internal statistics from 2024 show that Oxylabs is continuously seen by its employees as a good place to work. We also actively strive to offer our employees as many professional growth opportunities as possible.

100%

return after maternity  
or paternity leave

16%

new hires who have come by  
employee recommendations

21%

employees who were  
promoted internally

9/10

of new leaders were promoted  
from internal employees

## New employee hires and employee turnover

47

Net Promoter Score (eNPS)

57

Leadership NPS

4.39\*

Leadership Pulse score

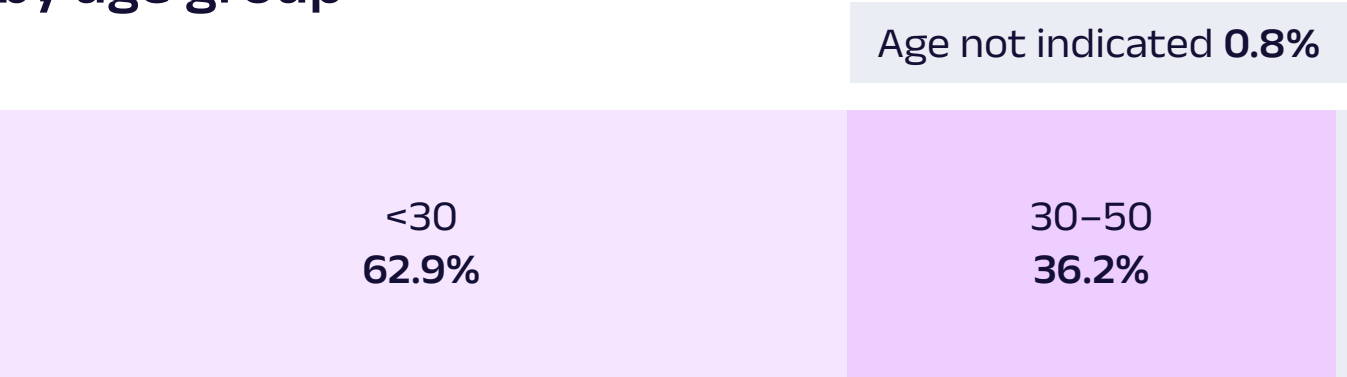
\*4.39 out of 5

New hires: 124 | Turnover rate: 27%

New hires by gender



New hires by age group



Our headcount growth was slower in 2024, as our main focus was managing growth challenges to ensure the most satisfactory working conditions for all our colleagues. However, we are planning larger numbers of new hires in 2025.

Turnover by gender



Turnover rate in different age groups



New hires by region

	Lithuania	95%
	Spain	1.6%
	India	1.6%
	Slovenia	0.8%
	UK	0.8%

Turnover by region

	Lithuania	95.7%
	Belarus	1.7%
	USA	0.8%
	Lebanon	0.8%
	Romania	0.8%



# Diversity, Inclusion, and Equal Opportunities

At Oxylabs, we believe that diversity and inclusion help create a dynamic and fruitful work environment, contributing significantly to individual happiness. In 2024, we took major steps to advance our commitment to equal opportunity for all our current and future employees.

**93% of our people feel free to be authentic at work\***

**77% feel confident to report discrimination incidents**

\*According to the Diversity survey conducted in 2024, where 1/4 of employees have participated.

In 2023, 87% of employees said they feel free to be authentic at work. The increase in this percentage shows our diversity and inclusion efforts are fruitful.

## Equal benefits policy

In 2024 we launched our Equal benefits policy that ensures the same benefits apply to everyone:

- All parents, regardless of gender or family structure, can enjoy parental leave and parental care days benefits.
- We celebrate partnership the same way as marriage—with gifts and paid time off.
- Paid time off and gifts on occasion of child's birth or adoption are also available to all parents, regardless of their gender or family structure.
- Our bereavement leave includes the loss of parents, stepparents and siblings of a spouse or a long term partner.

We know life happens, and we want to congratulate and support our people on these personal milestones. And inclusivity matters here—that's why our family time off related policies and benefits are equal to all.

Živilė Pilkauskienė | Head of HR



## Code of Ethics

We developed our Code of Ethics that defines our values and ethos. All employees had an opportunity to participate in the creation of these guiding principles. The Code of Ethics covers our values and these topics: respect and diversity, labor practices, responsible business conduct and transparency, ethical business practices, data protection, environmental protection and supervision.

## Other initiatives

- We launched inclusive communication guidelines for employees.
- As members of [The Lithuanian Diversity Charter Association](#), we conducted our second annual diversity and inclusion survey.
- We participated in the Vilnius Pride event as Oxylabs representatives and provided financial support to the organizers.
- Oxylabs fosters a continuous partnership with [Women Go Tech](#) to facilitate opportunities for women to acquire technical skills and knowledge and develop their careers in IT, engineering, and other tech-related roles.
- In line with our Policy on Prevention of Violence and Harassment at Work, we continued online training on the prevention of sexual harassment, violence, and discriminatory behavior at work.
- Our cybersecurity training for the employees' parents and children strengthened the bond between personnel, their families and the company.
- We supported an event by Pyladies, a community of women Python developers.



Our leaders are apt advocates of female careers in tech, supporting colleagues and helping them create an impact within an industry that was homogeneous for years. Last year, Python developer and Squad Lead Karolina Šarauskaitė partnered with "Women Go Tech" for a lecture on software development.

At Oxylabs, all complaints regarding instances of discrimination are processed and investigated following the Policy on Prevention of Violence and Harassment at Work. The investigation always aims beyond solving the situation at hand to propose additional measures to avoid such instances in the future.

Employees can report an incident to their manager, HR manager, HR Business Partner, or via the [Speak Up](#) channel. They can choose whether to disclose their identity or stay anonymous.



# Industry Education

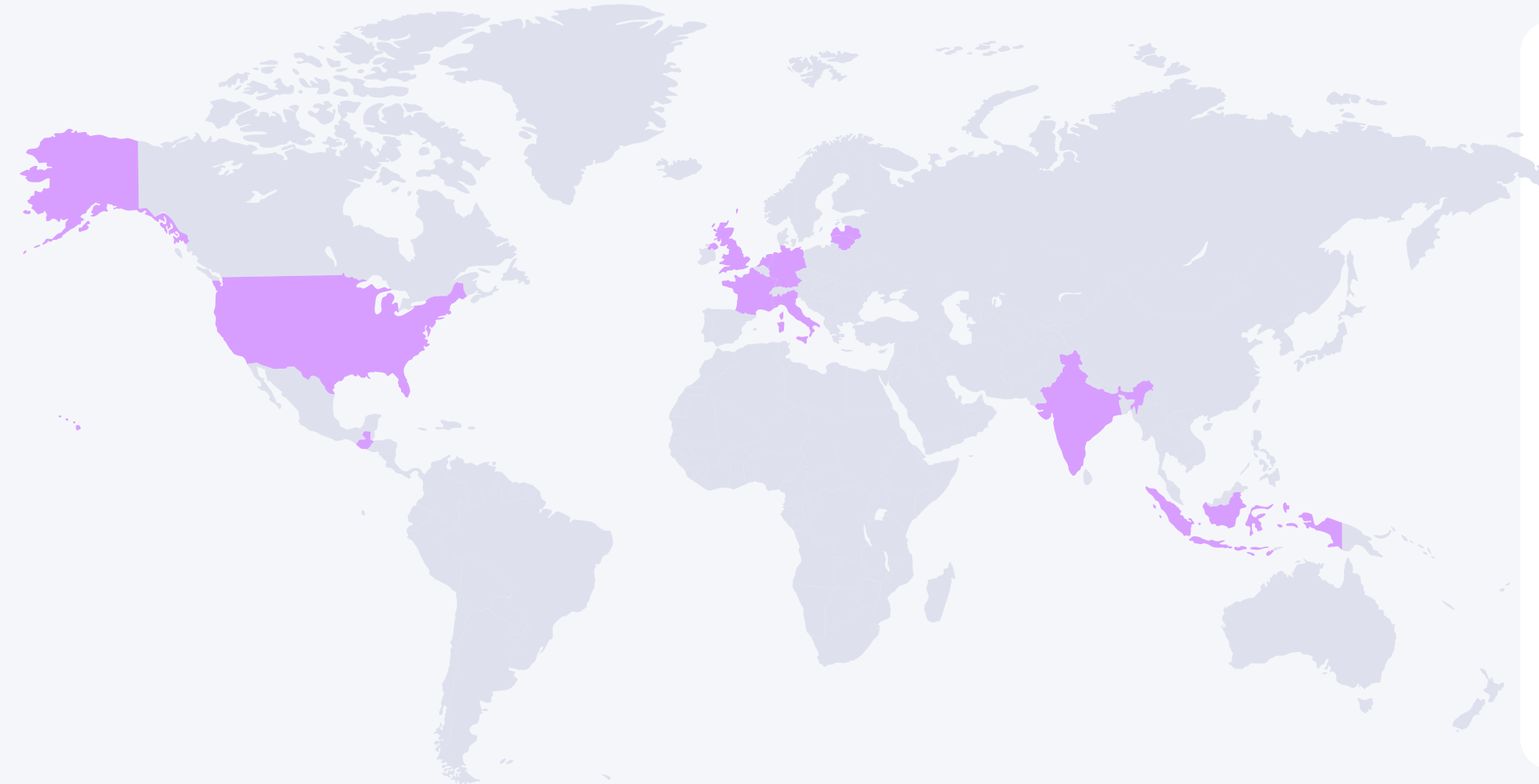
## Developing partnerships through Project 4β

At Oxylabs, our commitment to sustainability extends well beyond our innovative products and services. We believe in fostering a culture of responsibility and impact, which is why, in 2024, we continued supporting academia, researchers, and nonprofit organizations working towards public good through the company's pro bono initiative [Project 4β](#).

Project 4β is dedicated to solving critical research questions and missions with the help of global public web data. Through 4β, Oxylabs supplies the know-how, infrastructure, and resources pro bono, helping its partners maximize their research impact, enhance understanding of critical public web data, and enter a new age of data-driven intelligence.

Through Project 4β, we collaborate with brilliant and enthusiastic members of academic institutions, nonprofits, and various organizations working to improve the world. We are happy to support them with our web scraping solutions, showcasing how this technology can help advance the common good.

Julius Černiauskas | CEO of Oxylabs



### Project 4β partners around the world:

United States  
Guatemala  
United Kingdom  
France  
Italy  
Germany  
Lithuania  
Latvia  
India  
The Netherlands  
Indonesia

## Academia

In 2024, Oxylabs' Project 4β collaborated with a number of students, professors, and researchers from the University of Colorado Boulder, Aston University, Carnegie Mellon University, Stanford University, BTU Cottbus-Senftenberg and other institutions.

## Investigative journalism

In 2024, we reaffirmed our dedication to supporting investigative journalists in their crucial mission to uncover the truth. We continued our partnerships with Debunk.org, Civic Resilience Initiative, and Confirmado and joined forces with prominent organizations, such as Bellingcat, Global Witness, The Ferret, and The Pulitzer Center.



## Governmental organizations

In 2024, Oxylabs continued collaborating with Lithuania's Communications Regulatory Authority (CRA) to enhance an AI-powered tool, which it first developed in 2021 through the "GovTech Lab" challenge. The tool detects harmful online content related to child sexual abuse or pornography.

As AI has advanced significantly over the last few years, CRA launched a competition to upgrade the tool, and Oxylabs volunteered its expertise free of charge. A dedicated team worked on boosting its accuracy, enabling faster identification and removal of harmful content. This initiative helps protect children online and fosters a safer digital environment.

Partnering with Oxylabs has been instrumental in advancing our research on understanding consumer behaviors in e-commerce. The ability to reliably collect and analyze product information across various platforms allows us to explore the consumer purchase path with greater accuracy. These agents help us better understand how consumers search for, consider, and ultimately purchase products, providing valuable insights into online decision-making processes.

Liying Qiu | PhD student in Business Technologies  
at Carnegie Mellon University's Tepper School of Business

Big Tech and social media have grown more and more hostile to open source research in recent years, from cutting off developer's API access to banning academic researchers. Oxylabs' products will help us navigate these challenges, namely in archiving user-generated content that is vital for investigations, accountability efforts, and the safety of online researchers.

Giancarlo Fiorella | The Director for Research and Training  
at Bellingcat





## Hosting OxyCon and webinars

Each year, Oxylabs connects top industry experts from across the globe, providing a platform to explore the most pressing web scraping topics in an entire day event with exclusive content called OxyCon. OxyCon is an important asset for us when it comes to educating the industry about legal and ethical web data collection practices. In 2024, we hosted our first hybrid OxyCon conference, combining both live and online participation.

**12**  
speakers

**2250**  
attendees

**4.6\***  
satisfaction  
rate

\*4.6 out of 5

In 2024, Oxylabs also hosted eight online webinars to share our know-how with the tech community and deep dive into specific public web intelligence topics.

## Sponsoring industry-wide events

In 2024, Oxylabs hosted two meetups for developers and other tech industry professionals. Throughout the year, we also sponsored three tech conferences, [PyCon](#), [DevOps Days](#), and [BuildStuff](#). These are among the most prominent European events attracting developers, CTOs, and tech team leads.

These sponsored partnerships reflect our dedication to advancing the tech community's knowledge, fostering collaboration and connections, and facilitating education. By supporting industry meetups and conferences, Oxylabs also enhances its employees' professional networking, learning, and development opportunities.

## Participating in external conferences

Throughout the year, we attended 3 top external tech and sales conferences, delegating speakers, a company booth, or both. The geography of events ranged from Big Data & AI World in London to RSAC Conference in San Francisco. We also spoke at an online event, the Browser Conference.

Since Oxylabs's client geography is continuously expanding, in 2024, we decided to organize our first Client Meetup in Bengaluru. Live meetups allow us to gather client feedback and solve their needs in a more effective way.



# Giving Back to the Community

Contributing to the community well-being is an integral part of Oxylabs' CSR agenda, fostering stakeholder trust, employee satisfaction and innovation.

Throughout 2024, we devoted over €54,000 to various monetary and non-monetary donations and projects. Among the biggest ones were the [4 percent](#) civic initiative, calling for larger country's defence financing. During the Christmas initiative "You donate, we double", our employees collectively donated a record sum—over €13,000. Oxylabs doubled this amount, supporting elderly people, animal shelters, youth crisis hotline and those fighting in Ukraine.

Additionally, we donated 10 computers to Ukraine's defence forces. Meanwhile our employees used their paid volunteering hours to help organizations like Food bank, Blood bank and various animal shelters.

We contributed to many other initiatives, including the National IT exam, forest planting by the Unicorns Lithuania, nonprofit organizations [Gyvi gali](#) (The Living Are Able), [Women Go Tech](#).

# Industry Recognition

In 2024 Oxylabs won four awards and was shortlisted for three others.

<b>Financial Times   Statista, FT1000 list</b>	For the third year in a row, Oxylabs was named Europe's fastest-growing web data acquisition company in the Financial Times' FT1000 list.
<b>Together in Volunteering, Business Contribution to Society category</b>	In the Lithuania's national awards "Together in Volunteering", Oxylabs won an award for the implementation of social responsibility through volunteering.
<b>Sustainability manager of the year 2024</b>	Our sustainability manager Urtė Karklienė was recognized as Lithuania's sustainability manager of the year in awards organized by the conference "Momentum".
<b>Lithuania's National Responsible Business Awards 2024, Community-oriented Company of the Year</b>	Our actions to give back to the community, from pro-bono partnership with the Communications Regulatory Authority of the Republic of Lithuania, to "You Donate—We Double" employee initiative, have been recognized in the category of Big Companies.

Oxylabs were also finalists in:

- International DataIQ Awards—Best place to work in data (brand) category.
- "AI Awards 2024" organized by the Artificial Intelligence Association of Lithuania: "AI Innovation of the Year" and "AI Company of the Year 2024" categories.
- Baltic Sustainability Awards 2024: Climate Innovations: 9th place, Social Initiatives: 4th place.



# Governance

# Innovation and Infrastructure

Oxylabs is home to many innovators and around 26 inventors who work tirelessly to provide the best software infrastructure for our clients. We retain our status as industry leaders in innovation by constantly introducing new products and patented solutions and investing in research and development to generate ideas for web intelligence acquisition technology of the future.

## Research and development

In 2024, the main focus of innovation continued to revolve around developing the company's products. Towards the end of the year, Oxylabs reached a patent milestone, surpassing 100 patents granted globally, and established itself as a leading patent portfolio holder in the scraping technology area. Patents granted in the US, Europe (EPO patents and their validations), Canada, Singapore, and other jurisdictions increased the patent portfolio this year.

Oxylabs was recognized as a leading example of a successful Intellectual Property strategy by the [IP Academy of the Centre for International Intellectual Property Studies](#), the [European Patent Organization's High Growth Technology Business Forum](#), and the [State Patent Bureau of Lithuania](#). These stakeholders studied Oxylabs' Intellectual Property strategy and management approach. The study and related materials will be incorporated into academic courses at the Centre for International Intellectual Property Studies and made available to the industry through the European Patent Organization website.

The Oxylabs group expanded its brand protection efforts by filing trademark applications to cover new product developments and ensure comprehensive geographical protection for Webshare's brand.

Furthermore, Oxylabs took steps toward formalizing key processes related to Intellectual Property management. The company actively promoted awareness by conducting trademark and patent training for relevant internal stakeholder groups. Additionally, Oxylabs continued its commitment to internal audits and compliance by performing trademark controls.

**110**

Total number of Oxylabs' patents

**81**

Total number of the US patents

**29**

Patents obtained worldwide in 2024

We also conducted repeated open-source checks and controls to ensure continuous compliance with open-source licenses and rules.

Lastly, Oxylabs has further strengthened its trademark portfolio, ensuring its innovative products are well-recognized by all stakeholders and not abused in the main markets.



## 2024 Oxylabs product updates

Web intelligence fuels business innovation and allows companies to stay competitive while delivering high-value consumer solutions, from real-time information and comprehensive price monitoring tools to enhanced cybersecurity efforts. Additionally, it supports data-driven research for academic, investigative journalism, and public safety purposes.

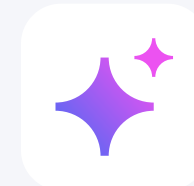


### Open Source Tools

Our open-source tools aim to improve web scraping projects via developer community collaboration:

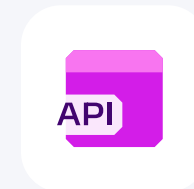
- Oxy® Parser: transforms HTML into structured data with Pydantic models.
- Oxy® Mouse: generates realistic mouse movement paths, simulating human behavior.
- Web Scraper API Scheduler: helps managing and scheduling scraping tasks using an API payload system.

We also actively encourage community contributions via our SDK-Go and SDK-Python repositories on GitHub.



### OxyCopilot

During OxyCon 2024, Oxylabs introduced OxyCopilot—the first-ever AI-powered scraping assistant that allows users to build scraping and parsing requests with minimal programming knowledge. It follows natural language prompts to generate code in minutes, making data collection faster, more accessible, and more efficient.



### All-in-one Web Scraper API

In 2024, we unified our main solutions into one powerful tool. Our Web Scraper API is an all-in-one platform that streamlines web scraping, offering end-to-end data collection, AI-powered technology, flexibility, customizable parsing, and localized data access. It combines ease of use, scalability, and AI-driven features to ensure businesses can efficiently gather the needed data while minimizing development time and costs.



### ISP Proxies now available

Oxylabs ISP Proxies set the standard for performance and ethical data collection. Reliable, unlimited sessions bypass tough targets, with transparent partnerships including AT&T, Orange, Frontier, Lumen, and others.

### Scraping Google Search AI Overviews

Google's Search AI Overviews (AIO) deliver fast, AI-generated summaries directly in search results. At Oxylabs, we've developed tools that enable businesses to seamlessly integrate with Google Search's AIO features. Our Web Scraper API utilizes a Headless Browser with JavaScript rendering, allowing you to bypass traditional scraping methods and extract AIO data directly from Google's search engine.

In addition, our advanced parser transforms raw AIO data into a clean, structured format, designed to align closely with the typical Google user experience, ensuring accuracy and relevance in the results.

# Client Relations

In 2024 Oxylabs focused on enhancing strategic customer relationships, engagement & communication quality as well as building local market presence in India:

## Customer Engagement through Face-to-Face Interactions

We organised 20+ client visits across North & South America, Europe, and India, alongside our leadership team. Additionally, we hosted 2 client meet-ups in Vilnius (Lithuania) and Bengaluru (India), bringing together over 50 clients from different backgrounds and industries to exchange insights on web scraping trends and best practices.

## Enhancing Communication Quality Assurance

To ensure the highest standards in customer communication, we established a quality assurance framework spanning across all customer interactions.

## Strengthening Local Presence in India

Recognizing India as a key market, we expanded our local team by hiring two experienced Enterprise Account Managers in Bengaluru.

## Customer experience

In 2024, we focused on our customer experience and increased the official number of our robust customer service channels, including social platforms. We also focused on innovation and latest market trends, while introducing AI driven capabilities, for example customly trained AI Chatbot, successfully reflecting more than 20,000 chats.

## Customer satisfaction (CSAT)

4.2\*

Oxylabs CSAT for 2024\*\*

CSAT survey consists of one question scored on a scale of 1 to 5. A Good CSAT score varies by industry, and a score above 4.0 (or 80%) indicates high customer satisfaction.

## External review platforms

Trustpilot: 4.2 out of 5\*\*

G2: 4.5 out of 5\*\*

\*4.2 out of 5 | \*\*as of December 2024

## Insurance

Oxylabs is covered by general civil liability insurance.

Oxylabs products are covered by **Technology Errors and Omissions (Technology E&O)** and **Cyber Insurance**, provided by the world's leading specialist insurance company, Lloyds.

Oxylabs directors and officers are protected by civil liability insurance.

## Quality assurance framework

Our customer success team works 24/7 to ensure clients receive assistance with any query. Replies to queries are evaluated based on how they relate to the five categories comprising our quality assurance framework.

Safety compliance

Tracking and reporting

Understanding and addressing the issue

Etiquette

Professionalism



## Other initiatives

The customer success team implemented the customer success second line, resolving around 80% of requests that would typically be handled by developers. By freeing up developers to focus on product improvements, this initiative supported new feature launches and business scaling.

## Service reliability

Product	Average uptime 2024 (%)	Average uptime 2023 (%)	Average uptime 2022 (%)
Residential proxies	99.97	99.93	100
Datacenter proxies	99.87	N/A	N/A
Web Unblocker	99.93	99.86	99.75
Scraper APIs: Push-pull	99.99	99.92	99.95
Scraper APIs: Real-time	99.88	99.82	99.85

Source: <https://uptime.oxylabs.io/>

## Know Your Customer (KYC)

Our strict Know Your Customer (KYC) policy requires thoroughly checking each customer profile before providing access to our infrastructure. We use automated customer risk assessments that help ensure the safe usage of our technology 24/7.

Aside from determining the level of risk associated with who the customer is, we also require the potential clients to explain how they intend to use our technology. Only legitimate and ethical use cases are permitted.

# Corporate Governance and Compliance

Corporate governance and compliance encompass principles and practices designed to ensure that we operate responsibly, ethically, and in alignment with legal requirements and industry standards.

## Compliance

Oxylabs adheres to local, national, regional, and international laws. Our Legal and Risk teams stay up-to-date on relevant legal and market events and adjust our business operations accordingly. The Legal team examines case law that may affect public data scraping and related industries. The Risk Management team identifies and evaluates risks of various kinds and promotes adherence to the best practices of privacy, cyber security, and information management throughout the company. Our corporate governance structures ensure the efficiency of our processes, resource management, and communication.

There were no significant instances of non-compliance with laws and regulations during 2024.

**Oxylabs Code of Ethics** was introduced in 2024.

The following policies are also implemented at Oxylabs:

- Equal Opportunities Policy
- Policy on Prevention of Violence and Harassment at Work
- Whistleblower Protection Policy
- Internal Fraud, Anti-Bribery, and Corruption Policy
- Internal Work Rules
- Work Remuneration Policy
- Inventors' Bonus Policy
- List of Confidential Information
- Work Safety Instructions

## Suppliers

We have internal processes in place to routinely verify the quality of suppliers' products and services, and we place significant emphasis on suppliers' services linked directly to our product portfolio. Since 2023, we implement a **Code of Conduct** in our supplier relationship. The Code of Conduct ensures adherence to ethical standards and cultivates a culture of accountability and transparency throughout the supply chain. By embedding these principles into supplier relationships, we mitigate risks and unlock opportunities for long-term value creation and stakeholder trust.

## Conflict of interest

At Oxylabs, the conflict of interest risks are managed under the Internal Fraud, Anti-Bribery, and Corruption Policy. The CEO approves this policy, while The Head of Risk Management is responsible for its implementation. Employees can report any situations that may give rise to a conflict of interest through an internal **Speak Up** system.



## Privacy

At Oxylabs, we integrate privacy principles into all aspects of our operations, prioritizing transparency, security, and compliance in our approach to data processing.

### Regulatory compliance and legal monitoring

We are committed to maintaining the highest standards of data protection in an ever-evolving regulatory landscape. To ensure ongoing compliance with the General Data Protection Regulation (GDPR), national laws, and industry best practices, we have established a robust legal monitoring system. This enables us to proactively track regulatory changes and regularly review and update our policies and procedures. Our structured compliance framework is built around clear, lawful, and specific purposes for data processing. We adhere to the principle of data minimization, collecting only the personal data that is relevant and strictly necessary for delivering our services and sustaining trusted business relationships.

### Key data protection initiatives in 2024

To further strengthen data protection in 2024, we introduced several key initiatives. Our Personal Data Masking Guidelines establish best practices to prevent unauthorized access and accidental exposures. Information Retention and Deletion Guidelines safeguard data handling, mitigate risks of excessive retention, and uphold storage limitation and accountability.

We developed Data Breach Management Guidelines to enhance monitoring, evaluation, and reporting, ensuring compliance with notification requirements. Additionally, we introduced a Privacy Rights Requests Procedure to streamline the assessment and execution of privacy rights requests.

Alongside mandatory Privacy Compliance Training, we engage in intra-group knowledge-sharing and, in 2024, hosted a GDPR Awareness Day to reinforce employees' understanding of data protection laws through their applications in their daily work.

### Third-party and client data handling standards

We oversee third-party vendors who may access our data during service provision. They are obligated to maintain confidentiality and adhere to data processing agreements, ensuring the secure handling of personal data in accordance with data protection requirements.

Our clients are subject to the same standards. Our contractual documentation packages include confidentiality requirements and data processing agreements to address data processing where applicable.

### Centralized privacy contact

Any inquiries dedicated to privacy matters and the protection of individual rights at Oxylabs can be submitted at [privacy@oxylabs.io](mailto:privacy@oxylabs.io). Our Legal team includes a dedicated in-house privacy lawyer who advises on regulatory compliance, consults on privacy-related issues, and serves as a key contact for employees, clients, and supervisory authorities.





## Risk Management and Information Security

### Risk management

At Oxylabs, we stress the importance of robust risk management and information security approaches at every organizational level. It starts with face-to-face employee training and ends with automated infrastructure scanning that helps to swiftly detect potential cybersecurity risks and vulnerabilities. Our risk management team oversees these processes:

**Payment risks.** Dealing with fraudulent payments, trial system abuses, contract-breaking chargebacks, and managing customers who fail to pay for provided services.

**Compliance risks.** Client onboarding, KYC process, and monitoring for ethical and legal use of our solutions.

**Business continuity.** Creating fail-safes, drafting and testing for continued operations during crises, and managing unprecedented events.

**Internal audits.** In 2024 we introduced an Internal Audit function that oversees our Information Security compliance. In addition to this, the internal audit function also covers various departments, such as HR, IT, Finance, etc. reviewing the inventory of existing processes and then mitigating the potential risks.

**Employee awareness.** Promoting a company culture of security awareness through online education and mandatory training in business integrity and cybersecurity (including live training for new employees). Additionally, all employees are encouraged to report potential risks through numerous channels (with the option to remain anonymous) or to their direct managers or Risk team members.

**Vendor Management.** Introduced dedicated Procurement function that significantly strengthened the vendor management process in terms of ensuring consistent contractual obligations from vendor side, consistent risk and information security assessments.

**Incident Management.** We have made infrastructure and product stability as one of the key priorities. Introduced public incident status updates and alerting at <https://uptime.oxylabs.io/>.



## Information security

In 2024, we further scaled our Risk Management and Information Security teams, strengthening our stance on cybersecurity compliance of proxy usage, raising employee information security awareness, and implementing new systems related to cybersecurity. To strengthen our cyber security community knowledge sharing we are members of the European Cyber Security Organization (ESCO), Global Cyber Alliance, and Information Systems Security Association.

In 2024 Oxylabs Information Security Team successfully achieved ISO 27001:2022 recertification with 10 additional information security controls in place, such as threat intelligence or data leakage prevention.

Our Information Security team oversees the following areas:

**Monitoring and reporting** on Oxylabs' compliance with various security frameworks and standards:

- In 2024, our 3 main products (DC proxies, Residential Proxies, Scraper API) became ISO 27001:2022 certified.
- In 2025, Oxylabs will start SOC 2 certification for Scraper API and will consider scaling this to other products as well.

**External audits.** Conducting multiple independent penetration tests which helps us to improve our compliance posture and mitigate security issues that were detected.

**Vulnerability Management.** Ensuring a continuous process for discovering, prioritizing, and resolving security vulnerabilities across the organization's IT infrastructure using various technologies and tools.

**Maintaining and improving** Security Information and Event Management (SIEM) system. SIEM centralizes security information from multiple endpoints, servers, applications, and other sources to help monitor IT infrastructure, check for anomalies in real-time, alert cybersecurity analysts whenever there is an abnormal event, and maintain detailed data logs of all events.

**Incident Response.** Organizing and ensuring a strategic approach to detecting and managing various incidents, including cyberattacks, in ways that minimize damage and total costs across the organization and facilitate rapid recovery.

**Employee Awareness.** A detailed Yearly Employee Security Awareness Plan was established in 2024, that covers a wide range of initiatives with the goal of enhancing cybersecurity knowledge and practices across the organization and to empower employees to recognize and mitigate security risks effectively.

## Ethical use of technology

In 2024, as a co-founder of [the Ethical Web Data Collection Initiative \(EWDCI\)](#), Oxylabs remained a leading voice in promoting the ethical use of technology in the public web data collection industry.

Our [Ethical Proxy Acquisition Framework](#) ensures that the proxies we use are sourced adhering to the highest ethical standards. In practice, this means that all our residential proxies are provided by Internet Service Providers (ISPs) or fully consenting individuals, some of whom are financially rewarded.

Through our robust KYC procedures, we take all reasonable precautions to prevent unethical usage of our technological infrastructure.

### Ethical proxy acquisition framework

We only consider the highest-grade tiers, A+ and A ethical, as they fully inform end users about their participation in the network, acquire user consent, and, in specific cases, provide a financial reward for it (Tier A+). Such an approach sets Oxylabs apart from its competitors in the market.

Tier		Description	Result
Tier A+	✓ Financial reward	In exchange for participation in the residential proxy network, a platform/app rewards end users in the monetary value	End users are fully aware, consenting and financially compensated for participation
	✓ Clear information		
Tier A	✓ User awareness	A platform/app clearly informs and asks permission to include the end user in the residential proxy network	End users are fully aware and consent to use their device as an exit node
	✓ User consent		
Tier B	× Financial reward	A platform/app has hidden functions and misleading or confusing consent forms, which turn the end user into an exit node	The end user's consent is acquired in a manner which prevents true awareness of the participation in the residential proxy pool
	× Clear information		
Tier C	× User awareness	A malware automatically connects end-users to the residential proxy network	End users are not consenting and not at all aware of their participation
	× User consent		





# Our Commitment to the Future

Oxylabs remains dedicated to transparency, accountability, and continuous improvement in its sustainability efforts. We are proud of what we have achieved so far, and we will continue to work closely with all stakeholders, leverage our expertise, and drive positive change toward a more sustainable and equitable world based on diversity, knowledge, and open access to information.

**Our main plans for the future are as follows:**

- Conduct double materiality assessment;
- Continue the CO2 emissions calculations;
- Closer work with product/technical teams to find solutions to increase CO2 emission reductions and to lower our negative ESG impact;
- Continue collaboration with nonprofits: local communities, NGOs, academia, and public institutions;
- Strengthen diversity and inclusion inside the company;
- Focus on efficiency and optimisation of the processes and resources;
- Find new ways to grow a sustainable business committed to people and the planet.



# GRI Content Index

**GRI 1 used**  
GRI 1: Foundation 2021

**Statement of use**  
Oxylabs has reported the information cited in this GRI content index for the period **1 January 2024 – 31 December 2024** with reference to the GRI Standards.

Disclosure		Location
GRI 2: General Disclosures 2021		
2-1	Organizational details	<b>coretech It, UAB (Oxylabs group).</b> Private limited company. Headquarters: Švitrigailos g. 32, LT-03230 Vilnius, Lithuania. Operates in Lithuania. Pages 5, 6
2-2	Entities included in the organization's sustainability reporting	coretech It, UAB (Oxylabs) financial reporting entities are included in this sustainability reporting.
2-3	Reporting period, frequency and contact point	Page 5
2-4	Restatements of information	No restatements
2-5	External assurance	No
2-6	Activities, value chain and other business relationships	Pages 5, 6, 18, 36, 39, 40, 41, 42, 43, 44, 45, 46, 47
2-7	Employees	Pages 22, 23
2-8	Workers who are not employees	None
2-9	Governance structure and composition	Pages 9, 10
2-10	Nomination and selection of the highest governance body	Page 9
2-11	Chair of the highest governance body	Page 9
2-12	Role of the highest governance body in overseeing the management of impacts	Page 7

Disclosure		Location
2-13	Delegation of responsibility for managing impacts	Page 7
2-14	Role of the highest governance body in sustainability reporting	Page 7
2-15	Conflicts of interest	Page 43
2-16	Communication of critical concerns	Page 43
2-17	Collective knowledge of the highest governance body	Page 7
2-18	Evaluation of the performance of the highest governance body	Page 10
2-19	Remuneration policies	Page 43
2-22	Statement on sustainable development strategy	Pages 4, 6, 7
2-23	Policy commitments	Pages 18, 32, 33, 42, 43, 44, 45, 46, 47
2-24	Embedding policy commitments	Pages 18, 32, 33, 42, 43, 44, 45, 46, 47
2-25	Processes to remediate negative impacts	Pages 11, 12, 32, 33, 42, 43, 44, 45, 46, 47
2-26	Mechanisms for seeking advice and raising concerns	Pages 11, 12, 33, 42, 43, 44, 45, 46
2-27	Compliance with laws and regulations	Pages 32, 33, 42, 43, 44, 45, 46, 47
2-28	Membership associations	Pages 8, 47
2-29	Approach to stakeholder engagement	Pages 11, 12



Disclosure		Location
2-30	Collective bargaining agreements	Oxylabs does not have a collective bargaining agreements with team members. However, company ensures a right to use any legal mechanisms related to the implementation of a freedom of association and collective bargaining according to legal requirements
GRI 3: Material Topics 2021		
3-1	Process to determine material topics	Page 13
3-2	List of material topics	Page 13
3-3	Management of material topics	Described in sections that represent material topics
GRI 202: Market Presence 2016		
202-2	Proportion of senior management hired from the local community	Page 30
GRI 203: Indirect Economic Impacts 2016		
203-1	Infrastructure investments and services supported	Pages 15, 18, 34, 35, 37
GRI 205: Anti-corruption 2016		
205-2	Communication and training about anti-corruption policies and procedures	Policy communicated to all employees at the company. No training. Page 43
205-3	Confirmed incidents of corruption and actions taken	0 incidents
GRI 206: Anti-competitive Behavior 2016		
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	0 legal actions
GRI 302: Energy 2016		
302-1	Energy consumption within the organization	Page 20

Disclosure		Location
GRI 303: Water and Effluents 2018		
303-5	Water consumption	Page 20
GRI 305: Emissions 2016		
305-1	Direct (Scope 1) GHG emissions	Pages 15, 16, 17
305-2	Energy indirect (Scope 2) GHG emissions	Pages 15, 16, 17
305-3	Other indirect (Scope 3) GHG emissions	Pages 15, 16, 17
305-4	GHG emissions intensity	Page 16
305-5	Reduction of GHG emissions	Pages 16, 17
GRI 306: Waste 2020		
306-1	Waste generation and significant waste-related impacts	Page 19
306-2	Management of significant waste-related impacts	Page 19
306-3	Waste generated	Page 19
GRI 401: Employment 2016		
401-1	New employee hires and employee turnover	Page 31
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Pages 24, 25, 32, 33
401-3	Parental leave	Page 30
GRI 403: Occupational Health and Safety 2018		
403-1	Occupational health and safety management system	Page 24
403-3	Occupational health services	Page 24
403-5	Worker training on occupational health and safety	Page 24
403-6	Promotion of worker health	Page 24

Disclosure		Location
403-8	Workers covered by an occupational health and safety management system	Page 24
403-9	Work-related injuries	Page 24
403-10	Work-related ill health	Page 24
GRI 404: Training and Education 2016		
404-1	Average hours of training per year per employee	Page 26
404-2	Programs for upgrading employee skills and transition assistance programs	Pages 27, 28, 29
404-3	Percentage of employees receiving regular performance and career development reviews	Page 28
GRI 405: Diversity and Equal Opportunity 2016		
405-1	Diversity of governance bodies and employees	Pages 9, 22, 23, 32, 33
405-2	Ratio of basic salary and remuneration of women to men	Page 22
GRI 415: Public Policy 2016		
415-1	Political contributions	No political contributions
GRI 418: Customer Privacy 2016		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	No complaints