



ESG REPORT 2024

Contents →

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix

A Letter From Our Ceo	03
Report Highlights	04
About Infobip	05
Our Products And Solutions	08
Our Awards	11
Shaping Our Esg Journey	12
Materiality Assessment	13
Stakeholder Engagement	15
Building A Sustainable Future	15
Environment	16
Climate Change	16
Emissions	17
Energy	19
E-Waste	21
Social	24
Work-Life Balance	25
Pay Gap	26
Health & Safety	27
Learning Culture	29
Social Impact	33
Governance	38
Bip Culture	39
Operating With Integrity - Anti-Bribery And Corruption Practices	42
Safeguarding Ethics And Trust – Protection Of Whsitleblowers	43
Responsible Ai	45
Cybersecurity	48
Privacy	53
Appendix	56
The Un Sustainable Development Goals (Sdgs)	56
Global Reporting Initiative (Gri) Content Index	57

Contents

A Letter From Our CEO



Dear Stakeholders,

As we reflect on 2024, I am inspired by the determination, ambition, and innovation demonstrated by everyone at Infobip. It has been a year marked not only by sustained growth and technological progress, but also by our commitment to operating responsibly, empowering our people, and positively impacting the global communities we serve.

We have made real progress in 2024. Despite a challenging market, our revenue grew by 7%, solidifying our place as a leader in CPaaS (Communications Platform as a Service). Analysts like IDC, Juniper, and Omdia recognized our leadership, we were once again named a Leader in Gartner's Magic Quadrant, and for the first time, Fast Company listed us among the world's most innovative companies.

We have implemented a full cross-functional organization which resulted in considerable improvements in Infobip's operational capabilities and overall better alignment and agility across our teams. It also enabled us to respond more quickly to market demands. The combination of strong growth in key markets and our operational efficiencies led to positive business results. Partnerships were another big milestone. We surpassed 1.000 partners this year, which is helping us scale faster and reach more markets efficiently.

Sustainability remains fundamental to our activities and operations. In 2024, we deepened our alignment with international standards by enhancing our double materiality assessment and laying the foundation for our updated ESG framework to 2030. Our ongoing commitments to reducing our carbon footprint, increasing renewable energy use, and driving sustainable practices have been recognized with an EcoVadis Commitment Badge for our achievements in environmental, social, and ethical areas.

We are proud to be a company where every idea and effort is valued, and where diverse backgrounds and perspectives help us deliver better results for our customers and communities. Our culture is built on openness, inclusion, and continuous personal development, guided by our core principles and Code of Conduct. Above all, employee well-being and creating an environment that supports engagement and growth are non-negotiable.

Through Infobip's Social Impact Program, we donated over €121.000 in 2024, supporting more than 90 organizations worldwide in areas like education, healthcare, environment, and humanitarian aid. Even more inspiring: our employees volunteered over 1.600 hours which is almost double the year before, showing how deeply our people care about giving back.

From day one, our purpose has been clear: to democratize the future of digital interactions between businesses and people through breakthrough innovations. Just as we invest in advanced communication solutions for our partners, we embrace technology to enhance our own operations, knowing our drive for excellence starts at home. We are both a technological and a people platform that helps everyone reach their potential through a collaborative, respectful, and context-driven culture. Our success stems from a growth mindset forged in our philosophy of learning by doing. That is how we have succeeded so far, and that is how we will continue.

Looking forward, our priorities are clear: to continue delivering trusted, innovative, and efficient solutions, lead with transparency and responsibility on important issues like AI ethics and sustainability and empower every Bipper to make a meaningful difference.

Thank you for being part of our journey and for your continued trust and support. Together with our partners, customers, and communities, we are shaping a more sustainable, inclusive, and connected digital future.

Silvio Kutić, CEO

Contents

A Letter From Our CEO →

Report Highlights

About Infobip

Environment

Social

Governance

Appendix

Report Highlights

In 2024, Infobip made great progress as we continued to evolve our approach to sustainability, weaving responsibility and innovation into the heart of our operations. Guided by our core values, we worked collaboratively to drive meaningful progress. Below are some of the key achievements that reflect our ongoing dedication to positive impact and responsible growth.

1. Deepening Our Sustainability Commitment

In 2024, Infobip carried out a double materiality assessment to further refine its understanding of the critical sustainability issues affecting both current and future business operations. This year's assessment, updated to align with European Sustainability Reporting Standards (ESRS), helps ensure our approach remains in step with evolving regulatory expectations and best practices. Building on the groundwork laid in 2023, we aimed to further develop our ESG Strategy to address the impacts, risks, and opportunities identified in the latest assessment. Our focus is on the most material issues for our business and stakeholders, with the goal of setting measurable and comparable commitments

that will guide our sustainability efforts for years to come.

[Read more on pages 12-14](#)

2. Advancing Clean Energy in Colocated Data Centers

In 2024, 28% of the energy consumed across the colocated data centers originated from renewable sources, based on renewable energy certificates in the regions where we operate. While the majority of energy still comes from non-renewable sources, this represents a step toward increasing the share of renewable energy in our digital infrastructure..

[Read more on page 20](#)

3. Enhancing Carbon Footprint Management

In 2024, we enhanced our carbon accounting practices by adopting a dedicated carbon accounting software. This transition increased automation and transparency, and improved the accuracy and completeness of our Scope 1, 2, and 3 emissions reporting. As a result, our carbon footprint assessment now provides a more precise and comprehensive overview of our greenhouse gas emissions across the entire Infobip Group, enabling us to better track progress, set targets, and guide our sustainability initiatives for the future.

[Read more on pages 17-18](#)

4. Investment in Employee Well-being and Growth

Infobip places employee growth and well-being at the heart of our people strategy. We empower our people through flexible working policies, comprehensive benefits, and a strong focus on continuous learning and development. In 2024, our employees completed over 72.000 learning hours.

[Read more on pages 25-32](#)

5. Our Social Impact

Through our Social Impact Program, Infobip donated over €121.800 and supported more than 90 organizations, including schools, universities, and non-profits, while employees dedicated nearly 1.700 volunteering hours, almost double

the previous year. By blending business with philanthropy, the program makes a real impact in the communities where we work and live, demonstrating our ongoing commitment to service and positive change worldwide.

[Read more on pages 33-37](#)

6. Highlighting the importance of responsible AI

At Infobip, we are committed to embedding artificial intelligence in every aspect of our business, moving beyond isolated efforts to achieve company-wide AI adoption. In 2024, more than 55 AI Champions from over 15 departments contributed to the development of numerous AI tools, enhancing customer value and streamlining internal processes. As we embed AI into daily operations and products, we remain committed to fairness, transparency, and accountability in all our AI solutions.

[Read more on pages 45-57](#)

7. Cybersecurity and privacy

At Infobip, cybersecurity and privacy are essential pillars of our business, protecting not only our clients and customers, but also our employees and partners. In an increasingly digital world, we take a proactive approach to safeguarding sensitive data and ensuring the integrity, confidentiality, and availability of our services and communications.

[Read more on pages 48-55](#)

Contents

A Letter From Our CEO

Report Highlights →

About Infobip

Environment

Social

Governance

Appendix

About Infobip

Infobip is a global market-leading full-stack cloud communications platform provider. By providing conversational customer experiences, Infobip enables businesses to build connected customer journeys at scale, using clear and contextual interactions across customers' preferred channels. Our solutions support secure, reliable, and scalable interactions tailored to customer needs and preferences. Founded in 2006, Infobip has developed from a regional startup into a global leader in omnichannel communications. The company is privately held and headquartered in the United Kingdom. With a presence in over 190 countries globally, 75+ offices across 6 continents and more than 3.500+ Bippers, we help businesses engage with their audience anywhere.

Infobip's robust communication platform enables businesses to manage a full spectrum of customer engagement across multiple digital channels, including SMS, email, push notifications, voice, and popular chat apps, all powered by an advanced cloud infrastructure and underpinned by security, reliability, and scalability. In 2024, Infobip continued to advance its position as a global leader in rapidly growing CPaaS (Communications

Platform as a Service) market by leveraging advancements in conversational technologies and generative AI.

Driving Growth Through Conversational AI and Innovation

Infobip's strategy is to extend its leadership in traditional communications by accelerating growth in rich messaging and conversational AI, thereby enabling end-



to-end, hyper-personalized customer experiences at scale. The rise of generative AI presents transformative opportunity, positioning Infobip to evolve into an AI-first company. As our programmable and embeddable platform transitions into a CX (customer experience) platform with AI-enabled conversational CDP (Customer Data Platform) it enables agentic generative-AI-driven customer journeys. By combining robust CPaaS infrastructure

with advanced AI capabilities, Infobip delivers a comprehensive suite of next-generation solutions designed to support businesses in adapting to changing customer engagement needs. Throughout all these developments, security remains integral, and we are enhancing our offerings by consolidating network APIs with Signals, Infobip's product for detecting fraudulent SMS traffic.

Contents

A Letter From Our CEO

Report Highlights

About Infobip →

Environment

Social

Governance

Appendix

Vision, Mission And Values

Guided by our core values - integrity, innovation, and inclusivity - we are dedicated to delivering not only technological excellence but also positive social, economic, and environmental impact in every market where we operate. Every day, across the globe, countless interactions take place through our platform. These billions of conversations are not just about volume; they represent the meaningful engagements and connections that businesses create with their customers, driving satisfaction, loyalty, and growth. We cultivate a corporate environment that empowers engineers, creators, and disruptors to drive meaningful change and develop impactful solutions. We are co-creators, who see the potential in collaboration and teamwork, and are disruptors by nature that challenge the status quo and redefine industry standards.

Collaboration is central to our approach, fostering a spirit of teamwork and shared purpose across all levels of the organization. We are humble engineers led by our philosophy of learning by doing and fuelled by our passion for technology. By nurturing talent

from within, we support continuous learning and provide opportunities for professional growth, ensuring our people remain at the forefront of industry evolution. Fostering strong connections among teams, regions, and our headquarters is essential for effective communication, decision-making, and delivery of value to our clients. We collectively support our efforts to attract, develop, and retain diverse talent, reinforcing Infobip's resilience and enabling our people to grow alongside the business.

The "One communication platform" reflects our technological expertise and leadership in delivering a secure, unified solution that consolidates voice, SMS, email, chat, and emerging channels on a single, programmable platform. This is the IQ—our commitment to innovation, reliability, and seamless integration for partners and businesses worldwide. "Billions of conversations" speaks to the EQ at the core of Infobip's approach. Every interaction that takes place on our platform represents more than just a data point, it is an opportunity for businesses to foster trust, satisfaction, and loyalty through meaningful customer engagement. We help organizations

not only reach their customers, but also understand and support their needs, driving deeper relationships and creating value beyond technology.

At Infobip, the combination of technological intelligence and emotional understanding enables us to serve as

the foundation for rich, secure, and human-centric communications across the globe. Our purpose is to lead the communication revolution, connecting people and businesses with both excellence and empathy.



Contents

A Letter From Our CEO

Report Highlights

About Infobip →

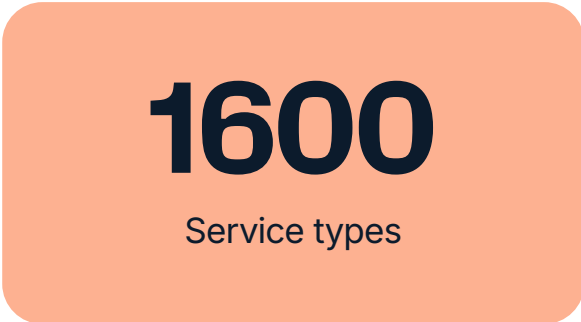
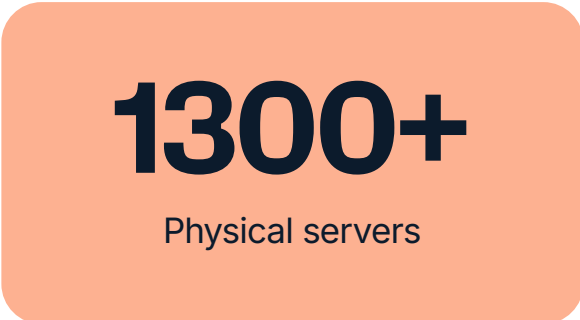
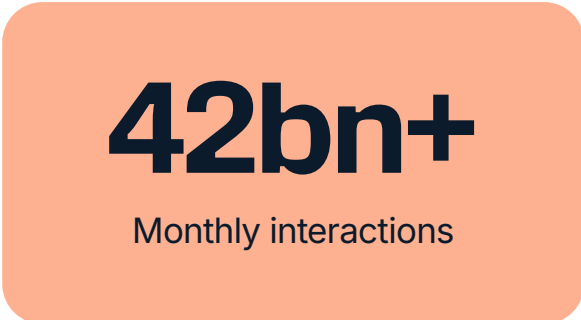
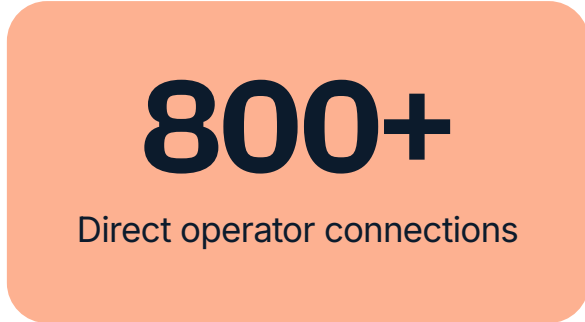
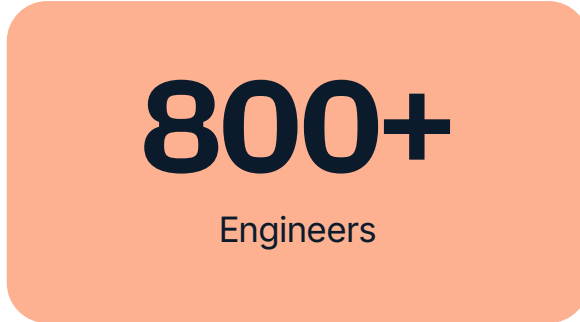
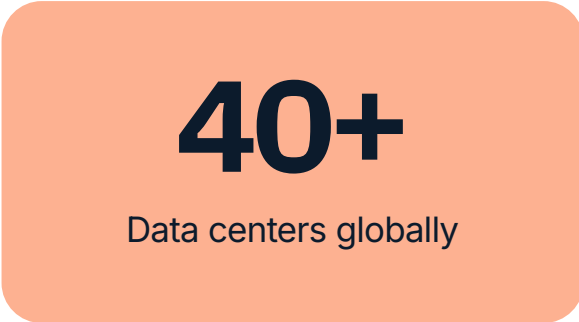
Environment

Social

Governance

Appendix

Infobip in Numbers



In 2024, Infobip employed over 3.500 Bippers globally and generated 1.851.9 mil- lion EUR revenue, marking a 7% increase in annual revenue. Infobip delivered strong financial performance across all key metrics. Turnover increased by 6,7% to EUR 1,9 billion, driven by strong growth across all regions. Gross profit increased by 9,7%, while adjusted EBITDA saw a significant rise of 53,7% as the result of robust growth in key markets and continued optimization of operations. Another major milestone of the business was surpassing 1.000 partners. Innovation remains cen- tral to Infobip’s business model, with over 40% of employees dedicated to R&D as well as technological advancement. With over 800 direct Mobile Network Operator (MNO) connections and 40+ data centers around the world, Infobip demonstrates a strong global presence. Infobip provides services in over 190 countries and is supported by a physical presence in more than 60 offices across all major regions. This extensive global infrastructure enables us to offer reliable and scalable solu- tions to clients worldwide.

Contents

A Letter From Our CEO

Report Highlights

About Infobip →

Environment

Social

Governance

Appendix

Our Products And Solutions

Simplifying the global complexity of communication.

Our communications platform combines full-stack CPaaS capabilities, with an AI-powered customer engagement solution, contact center solution and chatbots. It offers natively built technology with the capacity to reach over seven billion mobile devices across six continents with our robust network of 9.700+ connections, including 800+ direct operator connections.

Our customers can access solutions through a single platform, and we level the playing field for businesses and developers by providing the tools they need to overcome the complexity of global communications and digital interactions. These include our omnichannel and CPaaS capabilities, contact center solution, chatbot building platform, customer engagement solution, customer data platform, identity and security solutions, and telco solutions.

Creating value for customers

The power of our platform in terms of deliverability, robustness, and reach means organizations and developers can embed global real-time omnichannel communications and digital interactions through one simple API, without the need to build or maintain their own infrastructure. Our innovative and customer-focused team goes the extra mile to ensure partners, customers, and developers get the support they need to achieve their goals. Our customers trust us to deliver remarkable digital experiences that are reliable, safe, and locally and globally compliant. As a result, each year our platform sends more than 450 billion transactions so that people on the move, at work or home, benefit from a seamless, friction-free customer experience.

Products

Infobip began as an SMS API platform and has evolved into the largest global CPaaS network, directly connected to numerous MNOs. Our focus on telco-grade infrastructure has enabled us to deliver exceptional customer experiences. We offer a programmable omnichannel layer, encapsulated in our **recently launched service CPaaS X**. It is a set of APIs designed to make Infobip's platform more scalable and modular, allowing advanced global platforms to integrate our functionalities seamlessly. Our powerful full-stack platforms includes Experiences (conversational experiences cloud solution powered by generative AI that effortlessly tailors conversational experiences to unique industry-specific needs), People CDP (conversational customer data platform that collects, unifies, manages and activates customer data into one single customizable interface), Moments (customer engagement solution), Answers (chatbot building platform), and Conversations (a cloud contact center). Our full-stack platform is reinforced with our Signals and Authentication solutions to add an extra layer of security to end users, mobile identity verification, number lookup, and more to secure all steps in customer journey.

[Explore Products →](#)



Contents

A Letter From Our CEO

Report Highlights

[About Infobip →](#)

Environment

Social

Governance

Appendix

Infobip helps you lead the way into the conversational future

Unparalleled global reach

Connect to over seven billion devices worldwide through our 9,700+ network connections for reliable and secure global communications.

Unmatched platform capabilities

CPaaS X offers advanced flexibility, configuration, and reporting, giving businesses enhanced control over their communications.

Unwavering commitment to innovation

We invest in technologies such as GenAI and CAMARA/ OpenGateway APIs, and developing new features to stay ahead of the curve.

Unparalleled customer focus

Our customer success team is here to guide you every step of the way and help you achieve your communication goals.

By choosing Infobip, you're choosing a CPaaS vendor that delivers

Scalability and reliability

Seamlessly handle high volumes of communication traffic with confidence.

Security and compliance

Ensure the highest standards of data privacy and security.

Agility and flexibility

Adapt your communication strategy quickly to changing market needs.

Unmached expertise

Benefit from our extensive experience and industry knowledge

Infobip's Product Overview

Technology available through CPaaS enablement

Infobip AI Hub



Exchange

Marketplace with application extensions and add-ons for Infobip products, as well as integrations between our platform and other software applications.



Experiences

Omnichannel conversational experiences solution powered by a library of industry-specific use cases and Generative AI. Effortlessly tailor conversational experiences to your unique business needs with our industry-specific use case selector.



Moments

A code-free customer engagement solution providing engagement at scale, on any channel, and throughout the entire customer journey.



Conversations

A unified cloud contact center solution, helping to improve customer experience and agent performance through seamless conversational interactions.



Answers

A no-code omnichannel chatbot building platform. Support conversational journeys across your customers' preferred channels with AI-assisted and prompt driven chatbots.



People CDP

Conversational Customer Data Platform that collects, unifies, manages, and activates customer data from multiple sources into one single customizable interface.

Messaging



SMS



RCS



In-app



MMS



Web Push



Voice



Email



Mobile App Messaging



Video



Live Chat

Applications



NumberLookup



Authenticate



Signals



Numbers

Network APIs



Number Verify



SIM Swap



KYC Match



Device Location Verification

Chat Apps



WhatsApp



Telegram



Signal



Messenger



LINE



Instagram



Zalo



TALK

Telco core enablement



Anam SMSC



Anam Protect
(Omnichannel Firewall)



Anam Identity
(with Network APIs)



Anam Hub



Integrations



Microsoft

also available on
Microsoft Azure
marketplace



ORACLE



Adobe

HubSpot



servicenow

_zapier

Contents

A Letter From Our CEO

Report Highlights

About Infobip →

Environment

Social

Governance

Appendix

Our Awards

Infobip continues to be recognized by leading industry analysts and organizations for our achievements in innovation, service excellence, and market leadership. In 2024, we were proud to receive the following awards:



Juniper Research RCS Business Messaging Leader (2024)

Infobip was named the number one Established Leader in the Juniper Research Global RCS Business Messaging Market 2024–2029 Competitor Leaderboard report. This recognition highlights our strong global presence and successful RCS deployments in high-potential growth regions.

Juniper Research Global CPaaS Market Competitor Leaderboard (2024)

For the second consecutive year, Juniper Research ranked Infobip as the top CPaaS vendor, awarding us the highest scores for the strength of our operator partner network, capabilities, and platform sophistication.



Gartner® Magic Quadrant™ for CPaaS 2024

Infobip has been named a Leader in the Gartner® Magic Quadrant™ for Communications Platform as a Service (CPaaS) based on COMPLETENESS OF VISION and ABILITY TO EXECUTE, marking the second year in a row we have received this distinction.



Infobip named to Fast Company’s Annual List of the World’s Most Innovative Companies of 2024

Infobip has been named to Fast Company’s prestigious list of the World’s Most Innovative Companies of 2024 for setting new standards and driving progress across the industry.



Metrigy named Infobip as No.1 CPaaS Provider in MetriRank CPaaS Report 2024

Infobip has been recognized as the number one CPaaS provider in Metrigy’s inaugural CPaaS MetriRank Report for 2024. This recognition is based on the strong product mix, high customer sentiment, and overall customer business success.

Certificates



Shaping our ESG Journey

This sustainability report provides an overview of the Infobip's material environmental, social and governance (ESG) topics identified through the Double Materiality Assessment (DMA) conducted in 2024. It covers the entirety of Infobip Group meaning Infobip Limited („the Parent Company“) and all of its subsidiaries („the Group) (referred to as „Infobip“) for the period from January 1, 2024, to December 31, 2024. Unless otherwise stated, all information reflects Infobip's global operations. The content has been informed by collaboration with internal experts, key stakeholders, and employees to ensure relevance and accuracy. This report has been prepared with reference to the Global Reporting Initiative (GRI) Standards.

Materiality Assessment

In 2024 Infobip carried out a double materiality assessment to further refine its understanding of the critical sustainability issues impacting both current and future business operations. Building upon the 2023 materiality analysis, this year's assessment was updated to align with the European Sustainability Reporting Standards (ESRS), ensuring our approach reflects evolving regulatory expectations and best practices. This required us to expand existing sustainability reporting foundations by extensively collaborating across our departments and teams – ESG, People Operations, Corporate IT Services, Compliance, Privacy, Corporate Security, Research Alliances, Legal Global Commercial, Antitrust and Regulatory Affairs, Engineering, Facility Management team, and

Global Infrastructure team. This cross-functional engagement provided a holistic perspective on the range of environmental, social, and governance (ESG) matters material to Infobip. Through this collaboration, we have gathered valuable insight into various sustainability matters that Infobip as a company can impact and observed risks and opportunities that can arise from those sustainability matters.

The double materiality perspective encompasses two dimensions:

- **Impact materiality** examines the significance of Infobip's actual and potential impacts, both positive and negative, on society and the environment throughout our value chain, including upstream and downstream partners as well as our internal operations.

- **Financial materiality** addresses how external sustainability matters may influence Infobip's financial position, performance, and prospects.

The assessment was structured to consider impacts, risks, and opportunities across the entire value chain – upstream and downstream in addition to own operations. Actual and potential effects were analyzed for their relevance in the short term (reporting period), the medium term (up to 5 years), and the long term (beyond 5 years). By applying this methodology, Infobip systematically identified material topics and prioritized areas where managing ESG risks and harnessing opportunities will create value not only for the company but also for stakeholders across the value chain.

Contents

A Letter From Our CEO

Report Highlights

About Infobip →

Environment

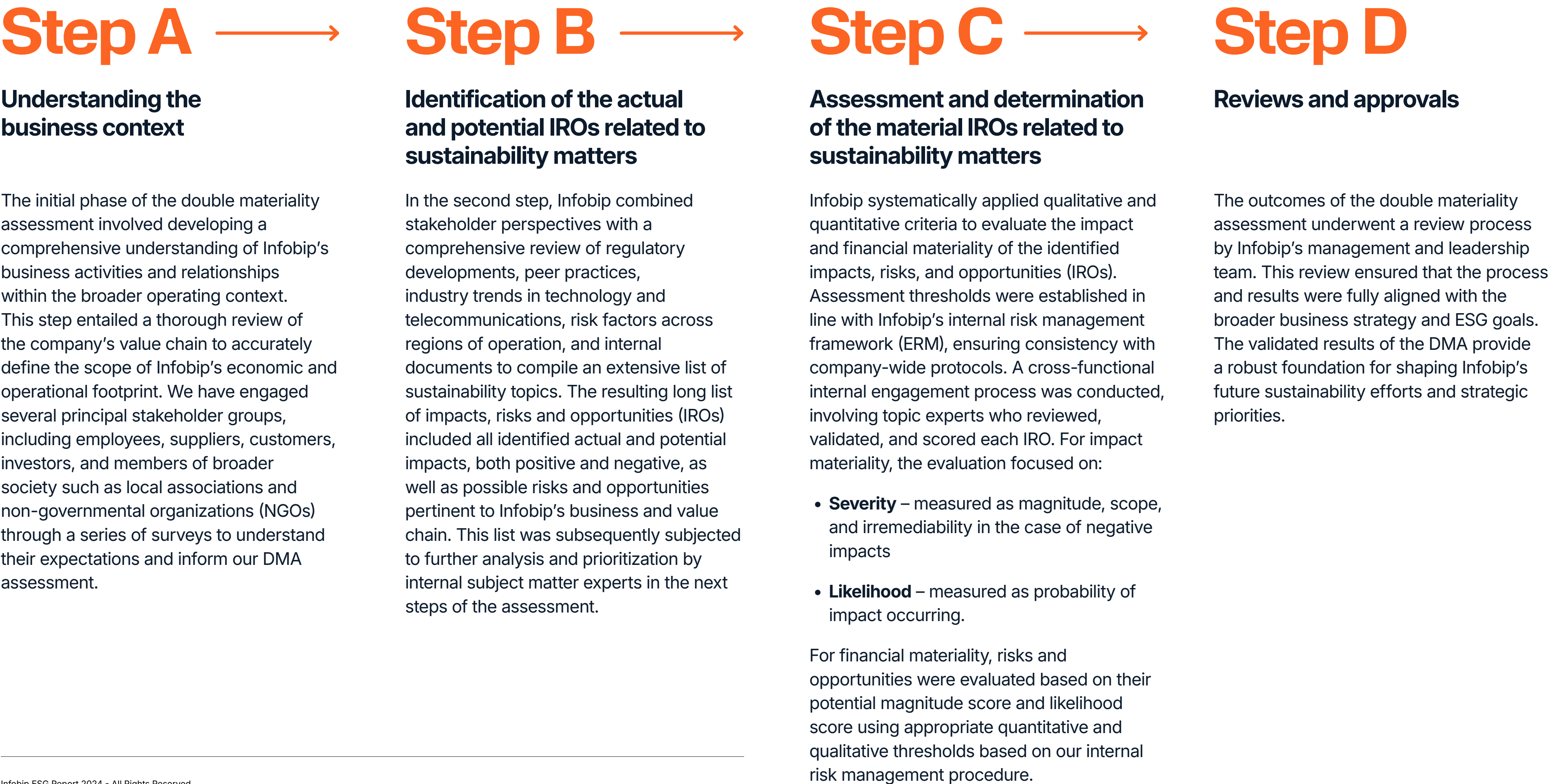
Social

Governance

Appendix

Materiality Assessment

DMA assessment was structured in four logically connected steps:



Double Materiality Assessment Results

ESG area	Material topic	Sub-topic	Impact, Risk and/or Opportunity identified
Environment	Climate change	Climate change mitigation	Impact
			Risk
			Opportunity
	Resource use and circular economy	Energy	Impact
Social	Own workforce	E-waste	Impact
		Working conditions	Impact
		Data privacy	Impact
	Consumers and end-users		Risk
		Data privacy	Impact
Governance	Business conduct		Risk
			Opportunity
			Impact
	Social impact	Corporate culture & Protection of whistleblowers	Impact
		Anti-Corruption and Bribery	Impact
Company specific	Cybersecurity		Risk
			Impact
			Risk
	Responsible AI		Opportunity
			Impact
			Opportunity

Contents

A Letter From Our CEO

Report Highlights

About Infobip →

Environment

Social

Governance

Appendix

Stakeholder Engagement

At Infobip, we recognize that regular and meaningful stakeholder engagement is essential to responsible business conduct and sustainable growth. We integrate stakeholder perspectives into our day-to-day operations and long-term strategies. We have established channels of communication with key stakeholder groups ranging from employees and customers to suppliers, investors, and community representatives.

Ongoing dialogues, alongside structured feedback mechanisms, allow us to understand evolving expectations and emerging topics, including those related to sustainability. Insights from stakeholder engagement were incorporated into our double materiality assessment to ensure our sustainability priorities reflect the issues most important to our stakeholders and our business.

Building a Sustainable Future

In 2024, Infobip continued to evolve its approach to sustainability by further building on its EGS Strategy and expanding its focus in line with the impacts, risks and opportunities identified through our latest double materiality assessment. This assessment provided a more granular understanding of environmental, social and governance topics across our operations and value chain highlighting the need to refine our strategic

pillars and establish clear objectives. Building on the foundation laid in 2023, we are updating our ESG strategy to focus on the most important issues for our business and stakeholders. Our aim is to set commitments that we can measure, compare over time, and use to guide our sustainability work in the years ahead. We plan to publish a revised ESG Strategy in 2025. As this work progresses, ESG Strategy established in 2023 con-

tinues to serve as the foundation for Infobip’s sustainability efforts and a guide for achieving our commitments. Our current activities remain rooted in the governance structures and principles defined in this strategic framework, which emphasize powering the ecosystem, protecting the environment, supporting life chances, and investing in our people.

Infobip’s ESG Strategic pillars overview

Purpose	Lead the Communications Revolution - The leading platform for conversational communications			
Sustainability promise	We make digital interactions accessible, efficient and force for good, through innovation.			
Pillars	Powering the ecosystem	Protecting the environment	Supporting life chances	Investing in our people
Commitment	We power customer, supplier and startup ecosystem with innovative products and services	We protect the environment through resources stewardship	We support life chances in classrooms and communities	We invest in people in our company, communities and ecosystem
Sound Governance				
We run a responsible and ethical company				

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

Environment

Climate Change

Infobip recognizes the far-reaching impacts of climate change and is committed to taking meaningful action to address these challenges. We've strengthened this commitment by signing the Science Based Targets initiative (SBTi) commitment, pledging to set the targets to reduce our greenhouse gas emissions in line with the latest climate science. We understand that building a resilient, sustainable, and carbon-neutral business is a collective endeavor that requires collaboration not only within our operations, but across our entire value chain. Through our double materiality assessment, we identified key climate-related impacts, risks, and opportunities. Our most significant impacts, risks, and opportunities stem from emissions generation and energy demands, evolving customer and regulatory expectations as well as actions to align with tightening climate policies.

Infobip recognizes its responsibility in the global transition to a low-carbon economy and has committed to set science-based targets to achieve net-zero carbon emissions across its operations by 2050. By the time of this report's publication, Infobip has submitted our proposed decarbonization targets to be formally validated by the Science Based Targets initiative (SBTi). Once validated, our science-based targets will guide our decarbonization pathway and help us align our operations with global climate goals.

Our climate strategy is underpinned by decarbonization objectives and integration of climate-related risks and opportunities into our strategic planning. In 2024, we launched an assessment of both transitional and physical climate risks to better under-

stand our exposure and potential financial implications, particularly with respect to our critical infrastructure and data center operations. As a global company operating in the IT sector, we acknowledge that physical risks including extreme heat, flooding, and other severe weather events, along with transition risks such as evolving energy regulations, technology shifts, and market expectations, could have an impact on our operations and financial performance. By proactively assessing these risks, we aim to anticipate potential disruptions and guide our efforts toward building greater operational resilience. This process will also enable us to embed climate considerations into decision-making, drive energy efficiency, and ensure alignment with international best practices.

Topic	Sub-topic	IRO	Description	Value chain location	Time horizon
Climate change	Climate change mitigation	Impact	Actual negative impact arising from the use of energy in facilities and data centers, business travel, company's car fleet, purchased goods and services and other business activities.	Upstream Own operations Downstream	Short term Medium term
		Risk	Emerging technologies like Artificial Intelligence are energy intensive and may increase GHG emissions. Failing to meet customer requirements related to climate action could result in exclusion from some business opportunities.	Upstream Own operations Downstream	Medium term Long term
		Opportunity	Demonstrating commitment to decarbonize our operations by aligning emissions reductions with the latest climate science enhances corporate credibility with customers and helps future-proof business against tightening policies and evolving market demands.		Short term Medium term Long term

Emissions

Infobip's carbon footprint results cover the period from January 1 to December 31, 2024, and include the entire Infobip Group. The data presented reflects Infobip's global annual greenhouse gas emissions and is aggregated to represent the Group's total carbon footprint for the reporting period. In 2024, we enhanced our carbon accounting practices by adopting dedicated carbon accounting software. This transition increased automation and transparency and improved the accuracy and completeness of our Scope 1, 2, and 3 emissions reporting. Our GHG inventory for the year captures both value chain emissions and emissions across all Infobip operated entities. The organizational boundary follows the operational control approach in line with the World Resources Institute (WRI)/ World Business Council for Sustainable Development (WBCSD) Greenhouse Gas (GHG) Protocol. Accordingly, we account for all emissions from operations where we have the authority to introduce and implement operating policies, aligning our emissions reporting with our consolidated financial statements. With operations on six continents, Infobip's 2024 carbon footprint covers all physical office locations and on-premises data centers under operational control. Infobip's carbon footprint assessment follows the Greenhouse Gas (GHG) Protocol,

including the Corporate Accounting and Reporting Standard, GHG Protocol Scope 2 Guidance, and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard. The GHG inventory covers all seven Kyoto Protocol greenhouse gases where applicable and expresses emissions in terms of carbon dioxide equivalent (CO₂e). All figures reported reflect the best available data at the time of calculation. Supplementary estimations and assumptions were applied where needed, in accordance with best practices in GHG reporting, to address minor data gaps and ensure the quality and reliability of our carbon footprint assessment.

Scope 1 and 2 GHG emission data reflects the total amount of emissions resulting from direct Infobip's emissions and emissions from the generation of purchased electricity, and heat and steam generated off-site for heating of Infobip's global facilities. Scope 1 and 2 emissions present 1,8% (market-based) of our total global emissions. Scope 3 emissions cover all other indirect GHG emissions that occur as a consequence of Infobip's activities but arise from sources not owned or directly controlled by the company. In 2024, Scope 3 emissions represented 98,2% of Infobip's total global emissions. In accordance with the Greenhouse Gas (GHG) Protocol's Technical Guidance for Calculating

Scope 3 Emissions, Infobip quantifies emissions for the following relevant and material Scope 3 categories: Category 1: Purchased Goods and Services, Category 2: Capital Goods, Category 3: Fuel- and Energy-Related Activities Not Included in Scope 1 or Scope 2, Category 4: Upstream Transportation, Category 5: Waste Generated in Operations, Category 6: Business Travel, Category 7: Employee Commuting, and Category 8: Upstream Leased Assets. In 2024, Infobip expanded its carbon footprint assessment to include purchased goods and services data from Peerless Network. Comprehensive analysis of Peerless Network's 2024 financial data enabled the inclusion of both purchased goods and services as well as capital goods. Additionally, Infobip's overall COGS increased by approximately 6% compared to 2023. The combination of a broader reporting boundary and higher expenditures led to a notable increase in Scope 3 emissions, with Category 1 emissions rising from 84,312 tCO₂e in 2023 to 125,394 tCO₂e in 2024, and Category 2 emissions increasing from 2,214 tCO₂e in 2023 to 8,542 tCO₂e in 2024. Furthermore, improved data granularity from colocation providers and the inclusion of information on renewable energy certificates for collocated data centers led to a substantial change in Category 8 emissions.

Our Policy And Commitments

Our climate action is guided by our [Global Environmental Policy](#) and [Sustainable Sourcing Policy](#), which establish expectations for our own practices and our business partners. We are committed to regularly reviewing and updating our climate policies and practices in accordance with the latest scientific findings and regulatory developments.

Infobip's Global Environmental Policy sets out commitments to minimize environmental impacts in accordance with all relevant laws and regulations across the jurisdictions where we operate. The policy prioritizes the reduction of emissions, alignment with the Paris Agreement, promotion of responsible energy use, and enhancement of climate resilience. It also encourages environmental responsibility among our employees and business partners. Additionally, Infobip's Sustainable Sourcing Policy addresses the objective of minimizing the environmental footprint of our supply chain. The policy aims to align supplier practices with our emission reduction goals and to support measurable progress toward meeting global climate objectives under the Paris Agreement. Through these measures, we encourage sustainability throughout our value chain and promote responsible business practices among our partners.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

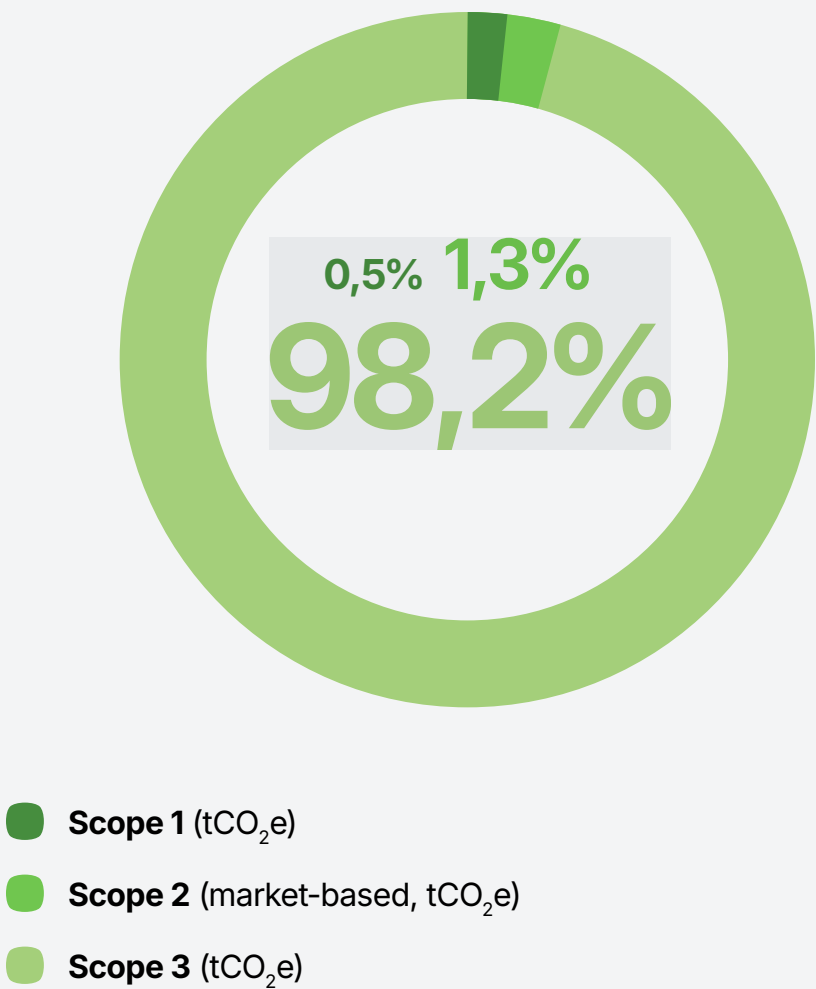
Emissions

Scope	Emissions Location-Based (tCO2e)	%	Emissions Market-Based (tCO2e)	%
Scope 1	718	0,5	718	0,5
Scope 2	1.966	1,3	2.176	1,4
Scope 3	151.586	98,2	150.343	98,1
TOTAL	154.270	100	153.237	100

Scope/Category*	Total emissions LB (tCO2e) 2023	Total emissions LB (tCO2e) 2024	Total emissions MB (tCO2e) 2024
Scope 1	967	718	718
Scope 2	703	1.966	2.176
Scope 3 TOTAL	104.371	151.586	150.343
Category 1 - Purchased Goods and Services	84.312	125.394	125.394
Category 2 - Capital Goods	2.214	8.542	8.542
Category 3 - Fuel and Energy-related Activities	373	763	763
Category 4 - Upstream Transportation	0	16	16
Category 5 - Waste generated in operations	1.310	135	135
Category 6 - Business Travel	3.307	10.111	10.111
Category 7 - Employee Commuting	2.825	1.755	1.755
Category 8 - Upstream Leased Assets**	10.038	4.870	3.627
TOTAL	106.041	154.270	153.237

*Emissions here presented are location-based (LB) and market-based (MB) across Scope 1, 2 and 3
** Includes 0 tCO₂e market-based emissions for colocation sites covered by Equinix Green Power (3.553 MWh renewable electricity); location-based equivalent: 1.243 tCO₂e

GHG emissions distributed by scope



Carbon footprint overview by intensity

	FY23	FY24
Revenue (€ million)*	1.735,0	1.851,9
Scope 1	0,56	0,39
Scope 2 (market-based)	0,81	1,18
Scope 3 (market-based)	59,79	81,85
Scope 1+2 (market-based)	1,37	1,56
Scope 1+2+3 (market-based)	61,15	82,75
Employees	3.462	3.345
Per employee	30,65	45,81

*revenue in € million in financial year (FY) 2023 is 1.735,0 and financial year (FY) 2024 is 1.851,9 as stated in Infobip's consolidated financial statements published on 31/07/2024 and 06/06/2025 respectively and filed with Companies House, UK

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

Energy

Energy plays a central role in the operations of technology companies, especially given the high electricity demands of data centers, cloud infrastructure, and office environments. Effective energy management not only influences operational costs but is also key to reducing greenhouse gas emissions in alignment with global climate objectives. Ensuring a reliable power supply for critical IT systems also raises important considerations around energy security and resilience. Through our double materiality assessment, we have identified how our operations impact energy stewardship.

Topic	Sub-topic	IRO	Description	Value chain location	Time horizon
Climate change	Energy	Impact	Actual negative impact related to the expansion of our digital operations and increased use of advanced technologies which may lead to greater energy consumption and associated emissions over time, particularly within data centers.	Upstream	Short term
				Own operations	Medium term
					Long term

As part of our broader climate strategy, improving energy efficiency and integrating resource management into our operations are ongoing concerns. While Infobip's main campuses in Pangea in Vodnjan and Alpha Centauri in Zagreb incorporate latest technologies for energy efficiency, many of our global offices and data centers are leased, where direct control over energy supply may be limited. In these locations, we

collaborate with property managers to improve the accuracy of energy data and pursue opportunities to adopt green energy solutions where possible.

Infobip recognizes the importance of partnering with colocation providers who prioritize sustainability and implement innovative energy management practices within their data centers. While we do not directly control the environmental

practices of our colocation providers, we value their efforts to enhance energy efficiency, integrate clean and renewable energy sources, and adopt innovative technologies such as high-density cooling and advanced facility design. We support continued progress across the industry as providers take steps to reduce the environmental footprint of data center operations.



Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

Making an Impact: Where our Data Meets Clean Energy

In 2024, eight of Infobip's on-premises data centers under colocation agreements were powered exclusively by renewable energy, sourced in regions where we operate. These site-level renewable energy coverages are validated through Renewable Energy Certificates (RECs) issued by the Equinix Sustainability Program Office. The RECs cover the entirety of electricity supplied to both IT loads and mechanical and electrical (M&E) overhead, ensuring a comprehensive approach to site-level decarbonization. Over the reporting period, these colocation sites procured 3.553 MWh of renewable electricity, corresponding to 1.243 metric tons of CO₂ emissions under the location-based method. Using supplier-specific market-based data, these emissions are reported

as zero for Scope 3, Category 8. Based on the renewable energy certificates, in 2024 28% of the energy consumed across all data centers originated from renewable sources, reflecting progress in decoupling digital infrastructure growth from fossil fuel reliance. Infobip remains committed to deepening collaboration with colocation partners, advancing adoption of sustainable practices, and encouraging continued investment in energy-efficient infrastructure, renewable energy procurement, and environmental innovation. These efforts collectively contribute to the decarbonization of our global operations, minimize our environmental footprint, and support long-term, sustainable growth.



Category	Metric	FY 2023	FY 2024
Energy	MWh	23.966,28	19.186,69
Renewable energy consumption	MWh	6.298,15	3.553,00
Total electricity consumption	MWh	17.093,16	17.148,88
Electricity from RES	MWh	-	3.553,00
% electricity from RES	%	-	20,72
Electricity intensity*		9,85	9,26
Energy intensity*		13,81	10,36
Natural gas and heating	MWh	3.441,52	2.035,12
Other energy sources	MWh	3.431,60	2,69

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

E-Waste

As Infobip’s business and operations grow, so does the responsibility to manage the environmental impacts associated with digital infrastructure. Our leadership in communication revolution, supported by advances in conversational technologies and generative AI and more than 40+ data centers worldwide, places increased focus on the electronic waste (E-waste) topic.

Infobip is responsible for the hardware lifecycle in colocated data centers and our offices, including procurement, maintenance, and end-of-life disposal. We recognize that the ongoing demand for advanced digital solutions, including the adoption of generative AI, can contribute to increased E-waste. In response, we are committed to addressing this issue through various activities such as refurbishment,

equipment buyouts, responsible disposal strategies and donations of used equipment.

Electrical and electronic equipment waste (WEEE or E-waste) includes used devices, its components and materials, and electric equipment that have reached the end of their functional life cycle and are being discarded. If not managed responsibly, E-waste can contribute

to environmental pollution, hazardous exposure, and the loss of valuable raw materials. While general waste was not identified as material, Infobip remains fully committed to responsible waste management practices across all waste categories. Infobip maintains a site-level waste segregation procedures and actively promotes good recycling practices within our operations.

Topic	Sub-topic	IRO	Description	Value chain location	Time horizon
Resource use and circular economy	E-waste	Impact	Actual negative impact arising from the need to remain at the cutting edge of technological innovations which require frequent renewal of IT equipment. Infobip-operated infrastructure in global data centers generates electronic waste.	Upstream	Short term
				Own operations	Medium term
				Downstream	Long term

Our Policies and Commitments

At Infobip, we recognize our responsibility to ensure our operations contribute positively to the environment and society. As a global IT company, we are committed to minimizing our

environmental footprint by embracing principles of sustainability, circularity, and responsible E-waste management.

This commitment is embedded in our company strategy and reflected in our policies. Our **Global Environmental Policy** outlines our dedication to the proper disposal of E-waste and digital waste, in full compliance with all applicable

environmental laws and regulations. We continuously strive to improve our environmental performance and foster awareness across our operations and supply chain. In addition, in regard to our IT hardware we are committed to responsible sourcing practices and work actively to ensure that conflict minerals are not present in our supply chain, in line with international standards and best practices.

To further strengthen our approach to E-waste, we plan to develop a comprehensive E-waste tracking system in 2025 which will enable us to improve registration of the movement and final disposition of E-waste. We also aim to establish key performance indicators to track E-waste generation, recycling rates, and responsible disposal practices year over year.

Reducing Waste at our Offices and Data Centers

While we do not manufacture electronic equipment, our extensive use of IT hardware in data centers and offices requires us to manage electronic waste thoughtfully and proactively.

To reduce the amount of E-waste sent for disposal, Infobip places a strong emphasis on extending the use phase of IT equipment. This is achieved through internal refurbishment, donations and offering equipment buyouts to employees. Equipment that can no longer be refurbished is mostly sent to certified E-waste recycling partners, diverting it from landfill and supporting material recovery.

Proper maintenance, repair and refurbishment

All hardware in Infobip is recorded and tracked throughout its lifecycle, from acquisition to end-of-life. To maximize the useful life of our IT assets and reduce the volume of E-waste generated, we implement regular preventive maintenance and repairs activities across all our offices and data centers. Where possible, we refurbish hardware for redeployment within our internal network, supporting the principles of circularity and resource efficiency.

Community engagement and donations

Infobip is committed to extending the value of decommissioned IT equipment through community-oriented initiatives. When equipment is deemed end-of-life for company use but remains functional, through our Social Impact program we donate it to educational

institutions and non-profit organizations.

In 2024, more than 200 laptops, monitors and other IT equipment were donated to schools, universities, and nonprofit organizations, ensuring that digital access is available to those who need it most.

Employee buyouts

Employees are offered the opportunity to purchase decommissioned IT equipment at fair market value via a transparent buyout process. This approach offers a sustainable route for hardware reuse outside the company, further reducing waste and promoting responsible resource use.

E-waste disposal

When IT equipment reaches end-of-life and is no longer suitable for reuse or refurbishment,

we follow a structured process to ensure responsible handling and disposal. Devices are systematically decommissioned and securely wiped of all data to protect sensitive information. E-waste is collected separately from general waste streams to avoid contamination and is processed according to stringent legal and environmental standards.

At our headquarters in Croatia, we collaborate with certified and audited E-waste disposal partners who are equipped to manage electronic waste in accordance with all applicable legal and environmental standards. Through this approach, we ensure that non-reusable equipment is handled safely and efficiently, with a focus on maximizing material recovery for recycling and minimizing environmental impact. Infobip is actively working to extend this approach across all regions in which it operates, striving to ensure that 100% of E-waste is disposed of correctly.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment →

Social

Governance

Appendix

!

Making an Impact: Collaboration with Local Partners in Bosnia and Herzegovina

In Sarajevo, Infobip has es-
tablished a collaboration with
“Kompjuteri nade” (Computers of
Hope), a non-profit organization
dedicated to helping companies
responsibly manage their elec-
tronic and IT equipment. By part-
nering with them for the disposal
of our decommissioned hardware
we ensure our electronic waste
is handled in an environmentally
conscious manner. Through this
collaboration, we extend the use-
ful life of our equipment, reduce
E-waste generation, and contrib-
ute to positive social impact within
the local community. “Kompjuteri
nade” repairs or repurposes
equipment that is in suitable con-
dition for reuse, which is then do-
nated to humanitarian organiza-
tions, schools, and NGOs. In this
way, we are not only protecting
the environment, but also help-
ing to bridge the digital divide and
support education initiatives in our
community.

!

Making an Impact: Supporting Tech Girls Project, Brazil

At Infobip, we believe in
the transformative power
of technology. In 2024, we
had the privilege to sup-
port the inspiring Tech Girls
project, a non-profit or-
ganization based in Brazil
that is working to bridge
the gender gap in technol-
ogy. Since 2017, Tech Girls
has focused on empower-
ing young girls in socially
vulnerable communities
through IT education and
electronic waste treatment,
with the goal of increasing
female representation in
the tech sector.
As a proud sponsor, we
donated laptops to help
broaden access to digital
learning and profession-
al development, enabling
more young talent to ex-
plore opportunities in tech-
nology. Supporting initia-
tives like Tech Girls reflects
our commitment to promot-
ing gender equity and di-
versity in the industry.

!

Making an Impact: Bridging the Digital Divide in the Philippines

In 2024, our Infobip Philippines
team collaborated with SolarHope
to make a lasting difference in the
remote mountain schools of Tanay,
an area where communities have
no access to electricity. Through
this partnership, SolarHope do-
nated solar panels to provide a
sustainable, renewable source of
energy, while Infobip contributed
over 40 laptops. By combining
clean energy with vital digital re-
sources, this initiative ensures that
both teachers and students can
access essential office software,
equipping them with digital literacy
skills fundamental for digital world.
More than just donating equip-
ment, this project bridges the digi-
tal divide by empowering students
from marginalized backgrounds,
preparing them for new opportu-
nities, and broadening their future
possibilities. By integrating en-
vironmental sustainability, edu-
cational access, and community
empowerment, efforts in Tanay
reflect Infobip’s commitment to
harnessing technology for a more
inclusive and sustainable future.

E-Waste Metrics

In 2024, Infobip started developing track-
ing system for E-waste generated across
its global operations as part of IT Asset
Management program. IT hardware life-
cycle is recorded in our internal systems
from acquisition to disposal or donation.
The primary sources of E-waste are of-
fice locations and data centers, where
the hardware lifecycle determines when
equipment is retired. For each piece of
IT hardware, a defined lifecycle is estab-
lished to ensure both security and op-
timal performance. When hardware no
longer meets Infobip standards, IT team
initiates the retirement process, which
includes decommissioning the equipment
and arranging for either its donation or
recycling in accordance with our sustain-
ability commitments. In 2024, we donat-
ed more than 206 laptops through Infobip
Foundation and Regional CSR groups.

Office E-waste, metric kg*	Total	Non- hazardous	Hazardous
Total E-waste	1.404,07	1.304,70	101,84
Recycling	907,70	852,43	57,74
Donations	496,37	452,27	44,10

*This table presents data on E-waste collected in our global offices from 1/1/2024 to 31/12/2024, with a focus on laptops, displays, and docking stations. We esti-
mated amount of hazardous waste for each type of laptop, display and docking
station based on the general industry studies, RoHS compliance, battery design,
presence of BFRs and mercury-based LED backlighting. As we enhance our inter-
nal tracking systems, we plan to expand reporting to include additional types of
E-waste from our global operations and data centers in the future.

Social

At Infobip, our people are at the core of everything we do, they are the driving force behind our innovation, growth, and success. We believe that creating an inspiring, supportive, and empowering environment enables our teams to achieve their fullest potential, both as professionals and as individuals. With a diverse workforce spanning the globe, we prioritize continuous learning, collaboration, and the well-being of every employee.

Our commitment goes beyond our internal teams; we are deeply committed to making a meaningful difference in the communities where we live and work. By actively engaging in local initiatives and supporting others through our Social Impact program, we help communities thrive. Everything we do is rooted in our DNA ensuring that both our people and the broader community benefit from our continued growth and success.

Global Workforce (headcount)	2024
Total number of employees	3.514
Total number of permanent employees	3.316
Total number of temporary employees*	148
Total number of non-guaranteed hours employees**	50
Total number of full-time employees	3.339
Total number of part-time employees	27

Note: Employee data is compiled using Infobip's Human Resources Information System (HRIS). Hires and terminations are recorded as discrete events throughout the calendar year, with total headcount reported as of 31 December 2024. The figures reflect all active employees on the date, excluding employees engaged in short-term student internships or student practices. There were no significant fluctuations in the number of employees during the reporting period. The workplace primarily comprises of full-time permanent employees, directly employed under long-term contracts. At Infobip, all full-time employees are classified as permanent employees.

*Temporary employees refer to student practices which work full-time at Infobip

**Non-guaranteed employees include consultants, third-party contractors and internship students engaged through external agencies or under service-based student contracts.

Diversity in Numbers

Employee diversity, by age group	Metric	2024
Under 30	%	23,82%
30-50	%	70,67%
Over 50	%	5,51%
Total		100%

Employee diversity, by gender	Metric	2024
Male	%	59,61%
Female	%	40,36%
Non-binary	%	0,03%
Total		100%

Employee diversity in IT related departments, women	Metric	2024
New hires	%	26,49%
Women in managerial roles	%	24,44%
Female workforce across the company	%	40,36% 21,80%

Employee diversity, by region*	Metric	2024
Africa and Middle East	#	232
Americas**	#	517
Asia	#	409
Europe & HQ**	#	2.158
Total		3.316

*Table reflects all active permanent employees headcount on 31 December 2024
**HQ workers refers to all employees based at our global operational headquarters in Croatia, as well as those supporting global functions remotely or from other locations.

Employee hires and employee turnover	Metric	2024
Total number of new employee hires	#	517
Total rate of new employee hires*	%	16,78
Total number of employee turnover	#	435
Total rate of employee turnover**	%	14,04

*Temporary and non-guaranteed workers excluded. The total rate of new employee hires was calculated as weighted total rate of new employee hires across all regions taking into account the different employee headcounts in each region.
** Temporary and non-guaranteed workers excluded. The total rate of employee turnover was calculated as weighted total employee turnover rate across all regions taking into account the different employee headcounts in each region.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

Own Workforce

In today’s fast-paced world, caring for employees is essential for employee well-being and the long-term success of any organization. For a global IT and communications leader like Infobip, where teams collaborate across multiple time zones and operate in a 24/7 digital environment, maintaining a healthy balance between professional and personal life is especially important.

At Infobip, we view employee well-being as the foundation of both individual and collective success. Guided by ongoing internal surveys, and open feedback channels, we continuously shape our programs to reflect what matters most to our people in each country where we operate. Our total rewards programs are tailored to reflect the specific needs and circumstances of each region and country where we operate.

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Own workforce	Working conditions	Impact	Potential positive impact arising from offering extensive benefits to employees that enable gender-balanced family-related leave, flexible working arrangements, flexible working hours, flexibility in the place of work, and additional day-offs and various paid leaves. Infobip continuously enriches its benefits program to ensure the health and well-being of employees and their families.	Own operations	Short term Medium term

Our Policies and Commitments

At Infobip, we recognize that well-being of our employees is fundamental to the motivation, engagement and long-term success of our people. Our commitment to supporting employee well-being is embedded across our core governance documents, including the [Labor & Human Rights Statement](#), [Labor Policy](#), and our [Decision on Working Hours](#).

The Infobip [Labor & Human Rights Statement](#) sets out our commitment to upholding fair labor practices and respecting human rights across all our operations. It affirms the company’s dedication to treating every employee with dignity, equality, and respect ensuring the workplace is free from discrimination, forced labor, and unfair treatment, in line with international standards and best practices including UN Universal Declaration of Human Rights and International Labour Organisation Declaration on Fundamental Principles and Rights at Work, ILO Equal Remuneration Convention C100 and ILO Discrimination (Employment and Occupation) Convention C111.

The Infobip Labor Policy outlines the principles and standards that govern employment practices across the company. This policy covers key aspects including working conditions, working hours, leave entitlements, and broader employee rights.

The Decision on Working Hours at Infobip establishes clear guidelines for defining, managing, and communicating working hours across our organization. This ensures our employees benefit from predictable and reasonable working hours, supporting both business needs and legal requirements, and emphasizing our commitment to a employee well-being.

At Infobip, we have an extensive total rewards program to support our employees well-being. In addition to wellness initiatives, medical insurance, and activities that support overall health, we are committed to providing flexible work options and comprehensive paid leave to all employees.

[Flexible Work Arrangements](#)

Infobip offers flexible work arrangements to support a dynamic and global work environment. We implement a hybrid work model, enabling employees to split their time between remote work and office presence, depending on role-specific requirements and individual preferences. In addition to location flexibility, we promote adaptable working hours, allowing employees to structure their schedules in a way that accommodates both professional responsibilities and personal needs.

Total number of used parental leaves, by gender	Metrics	2024
Male	#	102
Female	#	132
Total		234

[Paid leave](#)

During the calendar year, all Infobip employees are entitled to a variety of paid leave options to support their personal and family needs. In addition to standard paid time off, employees may take paid leave for significant life events such as a wedding, thesis defense, or moving, as well as for less fortunate life events such as urgent family leave and bereavement. On top of maternity and parental leaves defined by the law, new parents receive additional support with paid leave for monthly prenatal checkups, childbirth, and for their child’s first day of school. Furthermore, managers may grant up to three extra paid days off for exceptional contributions to projects, recognizing exceptional employee engagement and commitment. These paid leave options demonstrate our commitment to supporting employee well-being and personal development for all team members.

[Employee Stock Option Plan \(ESOP\)](#)

At Infobip, we have always believed in sharing the company’s success with our employees by giving them the opportunity to become part-owners. Our employees invest their knowledge, experience, and trust in Infobip’s growth, and we want them to directly benefit from the value they help create. To support this vision, we introduced the Employee Stock Option Plan (ESOP) in 2017 and extended it to all staff in 2021. All new joiners in 2024 were automatically enrolled into the plan. The ESOP is offered in addition to employees’ regular compensation packages.

Pay Gap

At Infobip, we are committed to fairness, transparency, and equal pay for equal work across our organization. To manage the pay gap proactively, we regularly conduct pay analyses by gender and position level, ensuring that salary increases and bonuses are awarded based on objective and transparent criteria. The principles of fairness and transparency are embedded in our compensation review processes, helping us identify and address any potential disparities.

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Own workforce	Equal pay	Impact	Potential positive impact stems from having a less than average pay gap for the IT industry reflecting our dedication to strengthening the principle of equal pay for equal work and confronting pay discrimination.	Own operations	Short term Medium term Long term

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

Our Policies and Commitments

Infobip has a Global Salary Policy sets out transparent criteria for determining salaries and compensation. Our guiding principles include internal fairness, competitiveness in the market, and a commitment to non-discrimination and equal opportunity. The policy defines clear processes for salary increases, bonuses, and long-term incentives using objective criteria such as experience, performance, role requirements, and market

benchmarks, reducing bias and promoting equity.

We have set a clear goal to achieve full gender pay equality by 2026. To ensure continuous progress and accountability, we conduct regular internal reviews and plan to publish aggregated data as part of our ESG reporting. By sharing our results openly, we aim to set industry standards and inspire positive changes within and beyond the technology sector.

Advancing Pay Equity

To drive meaningful, data-driven change, gender pay gap insights are embedded in compensation process files, using the insights to actively guide and influence salary decisions within teams and managemet. This integrated approach enables us to identify and address disparities promptly and to foster an inclusive workplace where every employee’s contributions are fairly recognized.

Our ongoing efforts are showing results. In 2024, the unadjusted pay gap in base salary between women and men at Infobip was 18,2%, while the unadjusted remuneration gap stood at 22,1%. When adjusted for role, experience, and performance (compa-ratio), the gender pay gap in 2024 was 2,25%. This achievement reflects our active approach and places Infobip ahead of the average for the IT industry.

Health & Safety

Employees in IT roles often spend extended hours working on computers, which can lead to health challenges including musculoskeletal disorders, vision issues and psychosocial challenges. These challenges are intrinsic to the IT industry. At Infobip, we are aware of health and safety issues and address these through applying health and safety principles across Infobip Group, promoting a culture of health and safety and providing employees with training and relevant information on their roles and responsibilities with regard to compliance with health and safety rules.

Our Policies And Commitments

Infobip’s global Health and Safety Policy defines and describes rules and procedures on occupational health and safety for employees working in Infobip and roles and responsibilities of Health and Safety Team members. Infobip’s Health and Safety Team is responsible for enforcing compliance with health and safety rules, identifying hazards, and handling incidents to maintain a safe work environment. Infobip established a set of principles that help promotion and prevention of health and safety hazards at work to ensure compliance with local health and safety regulations, identify hazards and establish control measures to prevent occupational incidents and illnesses, provide necessary resources, information, training and supervision to ensure employees can identify and mitigate risks at workplace, and continuously improve the management of health and safety.

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Own workforce	Health & Safety	Impact	Actual negative impact related to the physical integrity of Infobip's employees. Inadequate work setups can lead to musculoskeletal disorders. Psychosocial risks such as stress, burnout and social isolation, especially for remote workers, may require additional intervention.	Own operations	Short term Medium term

Making an Impact: Safety in action at Headquarters

At our Croatian offices, all employees receive training aligned with the Occupational Health and Safety Act. This training addresses ergonomic setups, psychological wellbeing, and mitigation of vision strain. It covers essential workplace safety topics, including proper workstation configuration, safe use of computer equipment, fire safety protocols, emergency evacuation procedures, and stress management. All new employees have to take the course and pass the exam. Infobip prioritizes employee well-being by ensuring regular eyesight checks for all staff, recognizing the risks associated with prolonged screen exposure. Comprehensive medical examinations are available every two years to all employees. In 2024, a fire drill was held at the Alpha Centauri campus as part of Infobip’s mandatory bi-annual

safety preparedness exercise. During the drill, the Business Continuity Team deployed Infobip BCM bot, a tool developed on our own SaaS platform, to send WhatsApp and SMS emergency messages to all employees present on campus. This enhanced our real-time response capabilities and allowed us to check on employee safety and provide every single one of them with immediate instructions in the event of an emergency. By leveraging our own technology and products for internal communication with our own employees, we are innovating our approach to health and safety and connecting with our employees in a meaningful way. Such exercises help identify areas for improvement, and support Infobip’s commitment to maintaining a safe workplace for all employees.

In 2024, in Croatia, the occupational health and safety management system covered all 1.434 permanent employees, in compliance with legal requirements.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

Investing In Employee Well-Being

Over recent years, the importance of well-being in the workplace has moved on, from a simple matter of health and safety compliance to a way of thinking that can bring huge benefits to employees and the company, and it is something that we have embraced wholeheartedly.

An emphasis on wellness in the workplace can motivate people and help teams to bond, both inside and outside work, while activities and initiatives around fitness and healthy eating are known to help reduce stress. We value our staff and offer a comprehensive program of benefits which we are constantly updating and enriching .

\$

Financial benefits:

These range from a performance bonus and voluntary pension funds, to offers around company cars and mobile phones.

🏃

Wellness and fitness:

From healthy eating, with free lunch

and fruit in the office, to gyms on campus and yoga classes.

👤

Global Business Travel and Personal Accident Insurance:

As a part of Infobip’s commitments to employee well-being, Infobip established global Business Travel and Personal Accident policy with My Zurich, a leading insurance and financial services provider. This coverage extends to all permanent Infobip employees during business travel worldwide (contingent workers excluded). It provides protection for medical expenses, personal property damage (such as luggage and electronics), trip cancellation and replacement costs, as well as political and natural disaster evacuation, among other scenarios. This ensures peace of mind for our employees, wherever their work may take them.

❤️

Voluntary health promotion programs:

Infobip recognizes the vital role

that prevention plays in maintaining long-term employee health. In our significant locations of operation we offer voluntary health promotion programs for all permanent staff. This includes complimentary systematic medical examination every two years, along with additional specialist and diagnostic exams annually for employees at our headquarters, based on medical need. In the US, we provide partially subsidized health insurance, allowing our full-time employees to select from a range of health plans that best suit themselves and their families. These initiatives underscore our dedication to supporting the well-being and overall health of our workforce across the globe.

✓

Employee engagement:

We believe it is important to have time to relax and unwind with colleagues, and offer regular team-building activities, company gatherings, and on the Alpha Centauri campus, even the chance to enjoy board games.

Topic	2024 Metric	
Health & Safety	Number of work-related injuries for all employee categories	0



Learning Culture

In a rapidly evolving industry driven by technology and innovation, continuous learning equips our teams to keep pace with change, anticipate emerging trends, and deliver best-in-class solutions to our customers. By investing in ongoing development, we strengthen our ability to stay agile, competitive, and future-ready in the global marketplace.

Continuous learning and development are essential to supporting employee growth, engagement, and organizational resilience at Infobip. The company's extensive internal education and training initiatives have a tangible positive impact by enhancing skills, promoting knowledge sharing, and strengthening collaboration across teams and offices.

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Own workforce	Learning culture	Impact	Actual positive impact arising from extensive internal training programs that Infobip provides to all employees. Talent development is one of Infobip's strategic priorities. Key initiatives include upskilling programs for interns, Bippers educating Bippers, leadership development, mentoring programs and Udemy access for all employees. High volume of training hours in 2024 reflects Infobip's commitment to equal learning opportunities and long-term career growth.	Own operations	Short term Medium term Long term

Our Policies And Commitments

Infobip’s global Health and Safety Policy defines and describes rules and procedures on occupational health and safety for employees working in Infobip and roles and responsibilities of Health and Safety Team members. Infobip’s Health

and Safety Team is responsible for enforcing compliance with health and safety rules, identifying hazards, and handling incidents to maintain a safe work environment. Infobip established a set of principles that help promotion and prevention

Onboarding

At Infobip, our onboarding process is designed to immerse new hires in Infobip’s culture, principles, and business, equipping them with the knowledge and support needed to succeed from day one.

All new employees are automatically enrolled in a self-paced digital learning program which introduces them to Infobip’s history, principles, culture, product portfolio, and mandatory training in anti-bribery and corruption, compliance, cybersecurity, and privacy. Along with self-paced learning, new employees participate in a week-long onboarding program - Infobip Onboarding Academy (IOA).



of health and safety hazards at work to ensure compliance with local health and safety regulations, identify hazards and establish control measures to prevent occupational incidents and illnesses, provide necessary resources, information, training

and supervision to ensure employees can identify and mitigate risks at workplace, and continuously improve the management of health and safety.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

!

Making an Impact:
Evolving our Onboarding Excellence

In 2024, we held 29 Infobip Onboarding Academy (IOA) sessions globally and we have expanded our comprehensive final quiz on Workday testing employee knowledge on Infobip’s offerings, compliance, cybersecurity, and data privacy topics. By testing our employees in these areas, we are ensuring that critical concepts are not only introduced but actually understood and retained. It also helps confirm they are aware of their responsibilities, know how to spot and respond to non-compliance and understand how to act in line with the company’s policies. This is especially

important for areas like cybersecurity and data privacy, where a single employee mistake can lead to data breaches, regulatory penalties, reputational damage, or loss of customer trust. Following the general onboarding, employees receive further training tailored to their specific function or department, such as the Engineering Onboarding Program (EOP) for technical roles. These programs ensure that new employees get the technical and practical knowledge relevant to their responsibilities.

Onboarded employees through 2024	Headcount (#)
Permanent employees	517
Students on internships	268
Total	785

Note: The number of onboarded employees includes all new hires between January 1, 2024 and December 31, 2024, based on data collected from Workday and HRIS systems.

Bippers educating Bippers (BeB)

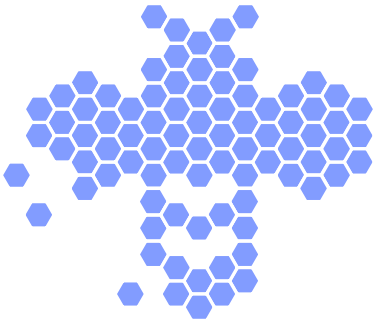
Bippers Educating Bippers (BeB) is Infobip’s skills-first, in-house knowledge-sharing initiative. BeB leverages our global expertise by enabling employees to design and deliver interactive online training to their peers, focusing on both strategic company-wide skills and specialist, job-specific competencies. BeB training is structured around real-life examples, success stories, and

Global Mentorship Program

- **38% increase in certified mentors – 208 newly certified mentors in 2024**
- **160 onboarding mentors, out of which 48 Emerging Talent mentors**
- **463 Mentorship processes in 2024**

The culture of mentoring has been present in Infobip, ever since the company was founded. The idea of someone, as an experienced and trusted advisor, onboarding a newcomer to the ways of work, has been established as part of Infobip’s culture, and one of the best ways to transfer knowledge and create a lasting relationship.

Today, Infobip’s global Mentorship Program is a core pillar of our learning culture, nurturing the growth, integration, and career development of employees at every stage. The program connects experienced mentors with mentees to provide guidance, share knowledge, and support both skill-building and personal growth across the organization. By fostering meaningful one-on-one relationships and effective knowledge transfer, our Mentorship Program strengthens Infobip’s inclusive, collaborative, and high-performance culture, ensuring employees have the support and expertise they need to realize their full potential.



- Data for 2024:
- **1.055 Bippers attended 14 BeB trainings (on average 70 Bippers)**
 - **4,79 satisfaction rating**
 - **96% say BeB training helped them do their day-to-day job better.**

Internal & external learning opportunities

At Infobip, we are committed to providing our employees with a broad range of learning and development opportunities to support both personal and professional growth. Through our digital learning strategy, we offer free access to leading external platforms such as Udemy for Business for all employees

and O'Reilly for engineering teams, ensuring that everyone has the resources to expand their knowledge and acquire new skills relevant to their roles.

Alongside external resources, we developed a comprehensive suite of internal training courses tailored to Infobip's strategic priorities.

These in-house programs are designed to enhance leadership capabilities, foster a diverse and inclusive workplace, improve employee well-being, and strengthen critical skills such as problem-solving, conflict resolution, and cross-cultural collaboration.

Udemy learning statistics, 2024

Total learning hours	14.401 h
Total users active	1.910

Leadership development

At Infobip, we believe continuous leadership development is vital for building high-performing teams and sustaining organizational success. The Leadership Journey program provides a seamless, ongoing learning path for both new and experienced leaders. Delivered throughout the year, the Leadership Journey ensures our managers have the mindset and tools needed to empower teams and drive Infobip's continued growth.

Data for 2024:

- **1.465 learning hours invested in the Program**
- **45 New Managers finished Management Essentials**
- **40 New Leaders as a Coach**

Our Leadership Journey consists of three key programs:

1

Leadership Handbook

A practical guide for new Line Managers, providing essential tips and resources to help them navigate Infobip's people processes.

2

Management Essentials

A foundational program that builds key management capabilities such as communication, team leadership, conflict resolution and time management, while fostering peer learning among new Managers.

3

Leader as a Coach

A course designed to strengthen leaders' coaching skills, enabling them to have meaningful conversations, practice active listening and better support their teams, while fostering growth and development.

Making an Impact: Evolving our Onboarding Excellence

At Infobip, we are committed to empowering our employees to grow and advance their careers within the company. To support this, we launched the Career Mobility Hub as a strategic initiative designed to enhance employee development, retention, and success. Carrer Path builder withing the Carrer Hub show-cases different career paths across the company available to each employee, highlighting their existing

skills and pointing out new skills they can develop. With clear options and personalized insights, the Career Path Builder makes it easy to see which opportunities within the company employees can harness and explore.

Feedback from our 2024 employee engagement survey highlighted that while we are strong in many areas, there is still room to improve how

employees perceive career opportunities at Infobip. Recognizing this, we have made Career Mobility a key priority within our broader Talent Strategy, “Grow From Within”, ensuring that all employees have access to the tools, resources, and opportunities they need to shape their professional journeys and reach their full potential.

“It is not just about the job title. It is about finding the right path and growing in a way that excites you. Through Career Hub employees can explore career paths within their current function or across the company, see the skills they need to grow, and connect with mentors to guide them on that path. ” –

Marin Bezić, VP People

Learning culture in numbers

Employee learning hours	Metrics	2024
Total employee learning hours	#	72.891
Average learning hours per regular/full time employee	#	21,16

Total employee learning hours, per learning program	Metrics	2024
Onboarding	#	14.840
Internship	#	2.948
Global Mentorship Program	#	1.248
Bippers educating Bippers	#	1.055
External learning: Udemy & O'Reily	#	15.067
Internal learning courses	#	36.268
Leadership development	#	1.465
Total		72.891

Employees who received a regular performance and career development review, in 2024	Headcount (#)	Percentage (%)
Higher management	68	78,16%
Management	382	92,49%
Individual contributors	2.491	82,20%
Total	2.941	83,20%

*By default, all permanent/ full-time employees at Infobip receive regular performance and career development reviews. Out of 3316 permanent employees, 2941 received a regular performance and career development review in 2024, while the 375 employees who did not are those who joined the company in Q4, those on parental and extended leave. Performance and career development review is not applicable for external consultants or temporary workers.

Social Impact

At Infobip, we believe continuous leadership development is vital for building high-performing teams and sustaining organizational success. The Leadership Journey program provides a seamless, ongoing learning path for both new and experienced leaders. Delivered throughout the year, the Leadership Journey ensures our managers have the mindset and tools needed to empower teams and drive Infobip’s continued growth.

In 2024, we continued to integrate our business expertise with philanthropic action, ensuring our growth fuels opportunities for others. Through the Infobip Foundation and partnerships with non-profit organizations, we are leveraging our resources and technology to empower communities, promote digital education, and support lasting development.

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Company specific	Social Impact	Impact	Actual positive impact stemming from Infobip's Social Impact Program. In 2024, the Program raised 121.841,3 € in donations, reinforcing its commitment to making a tangible difference in communities worldwide. Through the Infobip Foundation, regional CSR groups, and company-wide initiatives, the Program supports education, innovation, and crisis relief, especially in STEAM fields. In 2024 alone, employees contributed 1.655 hours to volunteering. This strategic, scalable approach aligns with Infobip's ESG goals while delivering meaningful, lasting impact.	Own operations	Short term

Investing In Our Communities

By establishing partnerships with organizations, as well as monetary and in-kind donations of IT equipment, we are making a meaningful impact in communities all around the world.

Infobip Foundation

The Infobip Foundation is our own non-profit organization, which supports projects across Croatia, with a particular emphasis on STEAM (science, technology, engineering, arts and mathematics) initiatives, and providing humanitarian aid to international communities in times of crisis.

Infobip Foundation covers three main areas

Monetary donations	In 2024, we donated 97.957,76 EUR to STEAM projects, educational and health institutions and humanitarian aid.
In-kind donations	In-kind donations include donations of laptops, monitors, servers and other IT- equipment. In 2024, we supported meaningful causes by donating 107 laptops as well as monitors and additional IT equipment to organizations in need.
Tech for Good	We help organizations digitalize and enhance their communications by offering our CPaaS, SaaS, and SMS solutions free of charge or at significantly reduced rates.

Bridging the digital divide remains a central priority for our social impact programs. In 2024, over 60% of the laptops and IT equipment donated by the Infobip Foundation were provided to kindergartens, schools, and faculties. By enhancing access to technology, we empower educators and students alike, supporting digital inclusion and equipping the next generation with tools for success in the modern world.

These actions are rooted in our belief that technology should be accessible to all and demonstrate how Infobip leverages its resources to create meaningful opportunities for people, wherever they are.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

STEMwave - School of Future: Empowering the Next Generation

As part of our ongoing commitment to future-ready education, Infobip proudly continued its support of the **STEMwave – School of the Future** project in 2024. Created by Croatian company Stemi, this project aims to bridge the gap between traditional classroom learning and the evolving needs of 21st-century industries by connecting educational institutions with technology leaders like Infobip. We have proudly supported the project for the past five years.

In 2024, STEMwave reached over 250 schools across Croatia, engaging nearly 4.000 students in hands-on, experiential learning activities.

At the end of the project, Infobip organized an Innovation Day at our Zagreb campus, where participating students showcased their projects and explored new technologies. Innovations included chatbot solutions for mental health, health education, and recycling, as well as simulations and augmented reality experiences. Additionally, our software engineer delivered an engaging “GenAI 101” lecture, underscoring recent advancements in technology and artificial intelligence.

STEMwave in numbers - school year 2023/2024

3800+ students

550+ teachers

250+ schools



Making an Impact: Supporting local communities in time of crisis

After devastating floods struck Bosnia and Herzegovina in 2024, Infobip employees quickly united to help those affected. Through a company-wide fundraising campaign, employees generously contributed and Infobip matched every donation, doubling the support for communities in need. All

funds raised were directed to pomozi.ba.org, a trusted organization delivering immediate, essential aid on the ground. This collective effort reflects Infobip's commitment to solidarity and meaningful impact, demonstrating how we can strengthen relief initiatives when we come together as one team.

“Infobip has a long tradition of supporting educational initiatives that enable young talents to develop their skills and prepare for the challenges of the digital future. We are proud to be part of this excellent project. We are pleased that through its STEMwave version, this project has gained an international educational dimension, expanding to Bosnia and Herzegovina and the United States. The expansion of the ‘School of the Future’ reflects our commitment to educating and empowering young people worldwide. Our goal is to provide them access to the latest technologies and knowledge, enabling them to become innovators and leaders in their communities,” said **Marin Bezić**, our VP People

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

A Global Commitment To Social Impact

As a global company, Infobip’s Social Impact Program extends across multiple regions, addressing pressing challenges communities face world-wide. By combining financial aid, volunteer efforts, and targeted initiatives, Infobip continues to set a strong example for organizations striving to drive positive changes. To ensure local impact, our program is driven by Regional CSR Groups, which coordinate activities in each of our operating areas. These groups organize local donations, employee volunteering, and engagement initiatives, leveraging their on-the-ground knowledge to ensure our efforts are responsive to the specific needs of each community.

In 2024, including projects supported by Infobip Foundation in Croatia, globally Infobip’s Social Impact Program supported more than 90 organizations, including schools, universities and non-profit organizations, to fund projects across key categories: Education,

Environment, STEAM, Disability support, Hospital Support and Humanitarian Aid. Among these, humanitarian projects made up the largest share, demonstrating the company’s commitment to addressing urgent community needs.

Education and STEAM initiatives have also always been a focal point of Infobip’s Social Impact Program, making up nearly 30% of all projects. Recognizing the power of education in shaping the future, in 2024 Infobip invested more than €40.000 in education and STEAM-related initiatives. In 2024, more than 187 laptops, monitors and other IT equipment were donated to schools, universities, and nonprofit organizations, ensuring that digital access is available to those who need it most.

Environmental responsibility is one of the Program’s priorities as well. In 2024, Infobip employees participated in numerous volunteer initiatives, from beach cleanups in Croatia to mangrove tree planting in Malaysia.

Company donations	Metrics	2024
Monetary donations	EUR	121.841,3
Laptops & IT equipment donations	#	187+

!

Making an Impact: Partnering for Progress in India

In 2024, Infobip continued to make a positive social impact in India through targeted donations focused on education, skill development, and child welfare. We partnered with two key organizations to deliver these initiatives. Partnering with Committed Communities Development Trust, we supported the STEAM Skill & Career Development Program in Mumbai, providing basic coding and HTML training to 75 students from underprivileged families living near Dharavi. We also contributed to the PEHEL Life Skills & Career Awareness Program, which reached 161 students in Noida and Bangalore. Participants developed essential skills such

as communication, leadership, and career planning, giving them the tools needed to navigate life’s challenges more confidently. Additionally, in partnership with Balgram SOS Children’s Villages in Maharashtra, we helped cover essential educational, healthcare, and daily living expenses for around 100 children in Pune. These initiatives demonstrate Infobip’s ongoing dedication to empowering youth and supporting vulnerable communities through impactful educational programs and essential care, making a lasting difference where it is needed most.

Making an Impact: STEM Youth Camp in Bosnia and Herzegovina, Sarajevo

As part of our commitment to fostering education and youth empowerment, we are proud to have supported the 3rd annual STEM Youth Camp in Sarajevo, organized by the Association for the Advancement of Science and Technology (ANNT). This week-long camp brought together 42 talented high school students from across Bosnia and Herzegovina. Through inspiring lectures, hands-on activities and inter-

active workshops, students explored fields such as artificial intelligence, bio-engineering, solar energy, and mathematics, while developing teamwork and problem-solving skills. By supporting this initiative, we are pleased to help create opportunities for young people interested in STEM and to encourage education and innovation in our community.

Volunteering



Bippers4
Community

Bippers4Community is Infobip’s dedi-
cated volunteering program, designed to
empower employees to make a real dif-
ference by supporting both local and in-
ternational causes. Infobip’s volunteering
program encourages people to volunteer
during company time offering their skills,
knowledge and support to those in need.
In 2024, Infobip employees dedicated

an impressive 1.655 hours to employee
volunteering, double the previous year,
demonstrating a strong commitment
to community service. From painting
schools to restoring local nature areas,
employees collaborated with more than
20 organizations in 2024, contributing
their time and skills to improve their com-
munities.

Employee Volunteering	Metrics	2023	2024
Total number of hours spent on volunteering	#	800	1.655
Total number of employee volunteers	#		487



Making an Impact:
Mangrove planting activity in Malaysia

Our Kuala Lumpur team participat-
ed in a Mangrove Seed Planting Pro-
gram at Kuala Selangor Nature Park,
a protected reserve recognized for its
rich biodiversity and unique ecosys-
tems. Together, the team prepared
200 mangrove seeds for germination
in the park’s plant nursery. Through
participation in the Program, our em-
ployees contributed to rehabilitation of
degraded mangrove forest areas im-
pacted by deforestation, urbanization

and climate change. Beyond aiding in
the restoration of mangrove habitats,
our employees gained valuable insight
into sustainable practices, endangered
species protection, and the challenges
of nature conservation. This initiative
reflects Infobip’s commitment to em-
power employees to take action lo-
cally, raising awareness about climate
change, the importance of biodiversity
and habitat protection, and strengthen-
ing ties within the local community.

Focus.2024

Making an Impact: Focus 2024 - Over 200
Bippers Unite for Local Volunteer Initiative

Every September, we gather for Focus,
our annual strategy planning event,
at Infobip’s headquarters in Vodnjan,
Croatia- the birthplace of our compa-
ny. Over 200 managers from all Infobip
regions join for a week full of work-
shops and planning for the year ahead.
But Focus is also our opportunity to
give back to the local community in a
hands-on way.

On a single day during Focus 2024,
Infobip organized three impactful vol-

unteer initiatives across Istria. One
group of employees painted and re-
freshed the hallways of a local elemen-
tary school in Vodnjan, while another
bonded with residents and assisted
at the Vila Maria Social Care Home in
Pula. Meanwhile, a third team partnered
with the Čisteći medvediđi association
to clean up the beaches in Peroj. This
collective effort demonstrated our con-
tinued commitment to making a posi-
tive local impact and strengthening the
communities where we live and work.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social →

Governance

Appendix

Integrating Social Impact Into Everyday Business

At Infobip, social impact is not a side project, it is woven into the fabric of our core business. We encourage our employees to take an active role in supporting their communities through organized volunteering initiatives, with hundreds of employees participating in local projects each year. Through the Infobip Foundation, we regularly invest

in local organizations, helping to bridge the digital divide.

By integrating responsible practices into our daily operations and engaging our global teams, we ensure that our business growth creates positive, lasting benefits that extend far beyond the bottom line.

“At Infobip, social impact has never been just an add-on; it is a fundamental part of who we are. From the very beginning, we have believed that true growth is measured by the well-being of the people we serve and the communities we are part of. This commitment is woven into our DNA, because at the core of everything we do are people.”

Martina Rizman Matić,
Director of Global Internal Communications and ESG



Governance

Infobip's governance framework is founded on strong oversight by the Board of Directors, who are responsible for providing strategic direction, ensuring accountability, and upholding the highest standards of governance across the company. Clear and transparent communication is a central element of our governance approach, exemplified by monthly companywide updates led by CEO Silvio Kutić and, depending on the focus area, accompanied by the CFO, CBO and other members of the executive leadership team. These updates ensure that the latest developments in business performance, financial results,

and key initiatives are shared with all employees. In addition to ongoing engagement, Infobip's leadership and Board of Directors participate annually in the Imagine strategic event. This gathering serves as a platform to align priorities, define long-term objectives for each business unit, and shape the overall strategic direction of the company. Alongside these ongoing practices, Infobip continuously implements governance measures and initiatives designed to strengthen organizational resilience, foster a culture of compliance, and ensure effective risk management in a rapidly changing business environment.

Sustainability Management

The ultimate responsibility for overseeing ESG matters lies with Vice President of Business Integrity who reports to the Board of Directors and oversees the responsibilities of the ESG team. The ESG team leads the company's sustainability initiatives, ensuring compliance in key markets, and embedding ESG principles across daily operations. Key responsibilities include coordinating the materiality assessment to identify and prioritize ESG impacts, risks, and opportunities; developing and refining the ESG strategic framework and related policies; and ensuring compliance with

international reporting standards. The team is also responsible for collecting ESG data, preparing the required ESG disclosures, and tracking progress against key sustainability targets. Close collaboration with the Enterprise Risk Management (ERM) team and Business Continuity Management (BCM) team further strengthens the ability to identify and manage environmental and broader sustainability risks. Infobip's ESG team regularly reports to VP of Business Integrity on ongoing ESG activities and initiatives ensuring a proper oversight of ESG performance.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix



Making an Impact: UN Global Compact and EcoVadis Memberships

Since joining the United Nations Global Compact (UNGC) in 2022, Infobip has published annual progress through the Communication of Progress (CoP) report. The company is fully committed to upholding universally accepted principles on human rights, labor, the environment and anti-corruption. In 2024, Infobip published a **Labor and Human rights Statement**, articulating the company's commitments, approach,

and principles regarding fundamental rights and standards through its operations and value chain. This statement enhances transparency and accountability by outlining our commitments regarding employee health and safety, diversity and inclusivity, discrimination and harassment prevention, prohibition of modern slavery, personal development support, and respect for privacy. It also reflects alignment with UN Universal

Declaration of Human Rights at Work and relevant ILO Conventions (Equal Remuneration Convention C100, and the Discrimination Convention C111). Infobip further demonstrated its ongoing commitment to transparency and continuous sustainability & governance improvement through participation in the EcoVadis sustainability assessment. After receiving its first EcoVadis rating in 2023, Infobip was

awarded the Commitment Badge in 2024, recognizing achievements in environmental management, labor and human rights, ethics and sustainable procurement. Infobip is dedicated to maintaining annual EcoVadis assessment, using results to monitor progress, identify opportunities for improvement, and transparently communicate its responsible business practices dedication to all stakeholders.

BIP Culture

At Infobip, we value open, honest, and respectful communication with everyone we interact with, whether colleagues, customers, suppliers, or other stakeholders. We are dedicated to protecting personal dignity, human rights, and privacy, and empowering our people. As a multinational company with a diverse workforce, we strive to create an inclusive environment where different cultures, backgrounds, and perspectives are valued. We are committed to

fair and equal treatment of every employee, and we do not tolerate discrimination, harassment, or bullying in any form. Our diverse community is a source of strength and innovation, helping every Bipper reach their full potential.

Infobip’s **Code of Conduct** is central to shaping a workplace culture rooted in integrity, respect, and responsible business practices. It provides clear ethical standards that guide employees and management

alike in making sound decisions, regardless of their role. For Infobip, strong governance means more than compliance - it is about building a foundation of trust with customers, partners, and investors.

The Code reflects our commitment to operate fairly and ethically and foster an environment where innovation, collaboration, and learning thrive. It also provides comprehensive guidance on all aspects related to material

business conduct topics, including the promotion of anti-bribery and anti-corruption practices, and the commitment to providing secure and transparent channels for whistleblower protection. Positive impacts across our material business conduct topics are driven by leadership’s ongoing commitment to fostering a responsible business environment, underpinned by robust compliance measures, strong ethics and a culture that values openness and accountability.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Company specific	BIP Culture	Impact	Infobip’s commitment to responsible business practices, strong ethics, and robust compliance measures foster a positive and healthy culture. This approach enhances confidence and trust among employees and stakeholders throughout our global operations. By nurturing a value-driven work environment, Infobip supports greater employee engagement, satisfaction, and productivity.	Own operations	Short term Medium term Long term
	Protection of whistleblowers	Impact	Infobip promotes a culture of openness and accountability by providing secure, confidential channels for reporting misconduct and compliance concerns. Through dedicated policies, procedures, and the Speak Up Platform, employees are empowered to raise issues without fear of retaliation. Regular training, clear internal guidelines, and strong leadership further contribute to a safe and responsible company environment.	Own operations	Short term Medium term
	ABC Practices	Impact	Infobip’s strong commitment to integrity, transparency, and legal compliance drives our approach to preventing bribery and corruption in all business activities. Through the Anti-Bribery and Corruption (ABC) framework, we guide employees to uphold the highest ethical standards in every business relationship. This commitment is reinforced by regular anti-corruption training, thorough risk assessments, and clear compliance procedures, ensuring a consistent and ethical approach across our global operations.	Own operations	Short term Medium term Long term
		Risk	Incidents of bribery or corruption pose risks, including loss of stakeholder trust, reputational damage, financial fines and weakened business relationships. Such actions may negatively impact business performance and customer retention.	Own operations	Short term Medium term Long term

Guiding Principles Reflecting Our Culture

“Our culture focuses on a positive growth mindset - enabling and empowering people to innovate and collaborate and learn where we can be better. It comes in part from the founding team having a background in engineering, which involves a mindset of trying to understand things and learning by doing.”

Silvio Kutic, CEO



Our culture is a reflection of who we are as a company. At Infobip, we believe that living by our guiding principles makes us stronger and better, fostering an environment where diverse talents, engineers, co-creators, and disruptors, are empowered to turn innovative ideas into real-world solutions. The engineering mindset that forms the foundation of our success goes beyond technical skills; it encompasses a

drive for practical problem-solving, continuous experimentation, and the courage to learn and adapt.

Collaboration lies at the heart of our company. We encourage collective wisdom and believe that teamwork leads to superior results. As co-creators, we recognize the value of different perspectives and shared ambitions. As disruptors, we continually challenge the

status quo, aiming to redefine industry norms, pursue creative approaches, and reward new ways of thinking. This spirit of innovation is woven throughout every aspect of our organization, motivating employees to reach beyond conventional boundaries.

By nurturing these qualities, we create an environment where every individual can make a meaningful impact, contributing

to both personal and organizational achievement. Our ten core guiding principles reinforce a culture grounded in action, simplicity, resourcefulness, and ongoing learning. Together, they cultivate an atmosphere of curiosity and bold exploration that drives Infobip forward empowering us to push boundaries and set new standards for success in the technology industry.

- Contents
- A Letter From Our CEO
- Report Highlights
- About Infobip
- Environment
- Social
- Governance →
- Appendix

Driving Bipper Culture Through Internal Activities

At Infobip, fostering a strong and engaging company culture is fundamental to our organizational success. We regularly monitor and assess employee engagement through structured surveys and targeted internal activities to ensure alignment with our guiding principles and to continually enhance employee experience.

Each year, we conduct the People Survey at the close of the financial year to evaluate employee engagement and the sense of connection employees feel with the company. Engagement is a crucial metric, closely linked to improvements in productivity, retention, customer loyalty, and profitability. The survey encompasses multiple dimensions, asking employees to express their level of agreement with a range of statements. In 2024, our Q4 People Survey recorded an engagement score of 69%, a notable six-point increase over 2023. Our mid-year Pulse Check, a succinct engagement survey, yielded a 66% score, also six points higher than the previous year. Key findings from these surveys indicate a

strong sense of collaboration, clarity on individual contributions to company goals, widespread accountability, and a deep sense of belonging among employees. Managers were also recognized for their effective support of team wellbeing, consistent feedback, and transparent communication.

Following each People Survey, managers review engagement data to identify and address areas for improvement. Action plans are developed with a focused approach, typically targeting two or three key areas with the greatest impact on engagement. These plans guide our ongoing efforts to nurture a positive and inclusive workplace.

Our approach to performance is anchored in a human-centered philosophy. Through real-time feedback, whether celebratory, instructive, or constructive, employees actively contribute to a dynamic and responsive environment. We conduct the annual Infobip People Cycle to set goals, review achievements, and facilitate open, constructive discussions that reinforce our principles and cultural aspirations.



Operating With Integrity - Anti-Bribery And Corruption Practices

By fostering a culture of integrity, transparency, and legal compliance across all business activities, Infobip maintains a strict zero-tolerance approach to bribery and corruption. The Anti-Bribery and Corruption (ABC)

framework sets clear expectations for ethical conduct and provides employees with the guidance needed to uphold the highest standards in every business relationship. This approach is actively supported by annual,

mandatory anti-corruption training for all employees, including higher management, and a comprehensive ABC policy. As part of our ongoing commitment, we regularly conduct risk assessments

to identify potential areas of concern, such as breaches of legal requirements or engagement with non-compliant third parties, and implement robust controls to monitor and address these risks across the organization.

Our Policies And Commitments

Infobip's Anti-Bribery and Corruption (ABC) Policy establishes strict prohibitions against offering, promising, giving, soliciting, or accepting any financial or other advantage that could induce a person to act improperly in the performance of their relevant function, or to reward them for acting improperly, or where the recipient would act improperly by accepting

the advantage. This policy applies to all Infobip employees, management, and third parties, and explicitly forbids practices such as facilitation payments, kickbacks and corruption. In line with global standards, the policy is designed to meet the requirements of relevant anti-bribery legislation, including the UK Bribery Act and the U.S. Foreign Corrupt Practices Act. This policy is available

to all employees and all employees are required to acknowledge it on our online platform.

The policy is also aligned with internationally recognized frameworks such as the United Nations Convention against Corruption and the OECD Guidelines for Multinational Enterprises. Enforcement of these standards is supported through

comprehensive employee training, risk assessments, and anti-corruption provisions in contracts with third-party partners. Through these measures, Infobip ensures that it operates with integrity across all jurisdictions and demonstrates a clear commitment to internationally accepted anti-corruption practices.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

ABC Screening And Training

To further strengthen its ABC commitment, Infobip requires Third Parties to act in accordance with the ABC policy and Business Partner Code of Conduct when working for or „on behalf“ of Infobip, ensuring that our standards are consistently upheld not only internally but across our broader business network. Additionally, Infobip conducts risk based due diligence on Third Parties before entering a business relationship with them. The effectiveness of these measures is reflected in Infobip’s strong track record, with zero reported incidents of corruption in the past five years. Through these actions, Infobip demonstrates its commitment to ethical business conduct, contributes to a fairer business environment, and

builds trust with employees, partners, customers, and other stakeholders.

Infobip provides comprehensive Anti-Bribery and Corruption (ABC) training to all employees, including higher company management. This training is mandatory and delivered annually through an online internal learning platform. The ABC training is also included as part of the onboarding process for all new hires and is supported by ad hoc workshops and targeted communications to reinforce understanding and awareness of ethical business conduct. The program covers key topics such as identifying bribery and corruption, legal obligations, best practices, internal reporting channels, and specific prohibitions such as facilitation payments and kickbacks.

Topic	2024 Metric	
ABC Onboarding training	Percentage of new employees trained on ABC	100%
ABC incidents	Number of reported ABC incidents	0



Safeguarding Ethics And Trust – Protection Of Whistleblowers

At Infobip, cultivating a strong compliance culture means fostering an environment where open communication and candid discussion of concerns are not only encouraged, but expected. Managers are responsible for establishing a workplace where employees can freely seek guidance on legal and regulatory requirements, the **Code of Conduct**, and company policies, as well as report any concerns regarding business conduct. Recognizing that an ethical culture benefits both our organization and society at large, Infobip actively empowers all employees to raise possible, suspected, or actual misconduct without fear of reprisal.

To support this, we have implemented the global “Speak Up” grievance mechanism, which offers secure and confidential channels, including options for anonymous reporting, for sharing ethics, compliance, and workplace issues. Reports are independently reviewed by the dedicated team to ensure that all concerns are addressed thoroughly and fairly. Our strong commitment to non-retaliation, reinforced by regular training, robust policies, and visible leadership support, underpins a responsible and transparent corporate culture where trust, respect, and accountability are deeply embedded.

Our Policies And Commitments

Infobip's Whistleblowing Policy covers the reporting possibilities and processes for all employees without fear of retaliation. This policy allows both employees and third parties to report any suspected misconduct anonymously through the Speak Up platform. Concerns can also be raised directly with the Compliance Team, Confidential Persons or supervisors in addition to the platform. Any threats or retaliation against whistleblowers are expressly prohibited. Internal mechanisms, such as audits by the Internal Audit team and regular compliance reviews, further support our commitment to ethical business conduct. The Whistleblowing Policy is available to all employees and is approved by the Board of Directors.

Speak Up Platform & Training

Infobip's Speak up platform provides a secure, anonymous channel for submitting any misconduct where users can submit detailed incident reports, including supporting documentation, with the option to set up a secure postbox for ongoing anonymous communication. Once a report is submitted, the reporter receives a reference number for follow-up. Communication about the status or outcome of the report can be conducted anonymously via the platform. Retaliation is strictly prohibited, and any staff member found to have engaged in retaliation or intimidation may be subject to disciplinary action.

Tracking the effectiveness of grievance mechanisms and remediation processes is crucial for Infobip to ensure that it is functioning as intended and meeting the needs of stakeholders. The company maintains a central data management module for archiving all received concerns and agreed remediation measures. Tracking whether the same concerns are raised several times is implemented. Regular internal reports summarizing grievance data, trends and implemented remediation measures are created. The key stakeholders from various departments are actively contributing to the design of grievance mechanisms. The Compliance Team is regularly raising awareness through training for all employees. These sessions are designed to provide detailed information on how the mechanism works, its benefits, and the steps involved in the process. As part of this training, employees are also encouraged to provide their feedback on the grievance mechanism.



Topic	2024 Metric	
Non-compliance with laws and regulations	Number of significant instances of non-compliance with laws and regulations	0

- Contents
- A Letter From Our CEO
- Report Highlights
- About Infobip
- Environment
- Social
- Governance →
- Appendix

Responsible AI

In the Intelligent Age era, AI-driven platforms are transforming how we communicate, automatically generating content, delivering hyper-personalized messaging tailored to individual preferences. Today’s communication landscape is shifting toward conversational interfaces, as more people prefer messaging over traditional channels. This transformation is further accelerated by advancements in conversational technologies and generative AI. Rich messaging platforms are rapidly evolving into multi-functional ‘super apps,’ integrating everything from chat to commerce. As a global

leader in the CPaaS space, Infobip is strategically positioned to benefit from and shape this shift, and we are committed to leading the evolution by harnessing the latest breakthroughs in AI.

With the EU AI Act entering into force in 2024, we are dedicated to respecting the new regulatory framework, upholding human rights, and safeguarding fundamental principles as we build and deploy AI-powered solutions. Infobip’s Responsible AI approach is built on principles of transparency, privacy, and security. We take proactive measures

to reduce bias and inaccuracies in the use of large language models (LLMs), applying meaningful human oversight throughout our conversational AI development process to address potential bias and reinforce trust. We focus on thorough implementation and post-production evaluations to ensure necessary optimizations and adjustments, which are vital for meeting our customers’ desired standards. Our approach reflects not only regulatory compliance but also our dedication to upholding the highest standards of responsible AI innovation.

We see AI as an enabler of both customer value and internal efficiency. By investing in advanced AI capabilities, we empower our teams to automate routine tasks, innovate at speed, and free up resources for high-value work. This fosters an environment where the use of AI becomes second nature, driving productivity and setting a new industry benchmark for smart, fast, and effective collaboration. Our commitment extends to continuous training, ethical governance, and active collaboration with stakeholders to ensure our AI ecosystem is inclusive and beneficial for all.

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Company Specific	Responsible AI	Impact	Potential positive impact related to promotion of responsible AI practices by embedding principles of transparency, privacy, security and non-bias into development and deployment of AI solutions. Through internal training, fostering AI adoption across departments, and transparent governance, we promote a culture of responsible innovation.	Own operations	Short term Medium term Long term
		Opportunity	Infobip's commitment to Responsible AI creates a strategic opportunity to lead in the delivery of trustworthy and ethical digital solutions. By prioritizing transparency, and privacy, security and non-bias we strengthen trustworthiness of our products and enhance customer trust in our AI-driven offerings.		Short term Medium term Long term

Our Policies And Commitments

Infobip is committed to leading the evolution to a conversational future by leveraging advancements in conversational technologies and generative AI. As we accelerate growth in rich messaging and AI-driven solutions, we recognize the critical importance of ensuring the trustworthiness of our AI-powered products. With the increasing use of human-generated data, we are mindful that AI systems may perpetuate

cognitive, social, and institutional biases present in their training data. To address this, we prioritize uncovering, understanding, and modeling these biases, while also developing and applying strategies to mitigate them.

In light of rapid advancements in generative AI, we are guided by the EU AI Act principles and foster the development of trustworthy AI – placing a strong emphasis on fairness, transparency, and accountability.

We aim to minimize discrimination risks, improving our specialization in AI solutions for diverse user groups. Ongoing research into user interaction and AI biases will remain a priority in the coming years as we strive to create a more inclusive and reliable AI-based communication platform for our users.

As we move into the realm of generative AI, we plan to establish clear policies and principles that uphold the responsibility and trustworthiness of

our products. At the same time, we are developing a multidisciplinary working group and ethics board, including experts from AI engineering, legal and corporate affairs, privacy, security, and product management, to address the requirements of the EU AI Act and further strengthen responsible AI governance within our organization.

Learn more about how we are using AI in our business on [AI Hub - Infobip](#).

At Infobip, we are committed to embedding artificial intelligence in every aspect of our business, moving beyond isolated efforts to achieve company-wide AI adoption.

“We do not want AI to be confined just to the AI base, we want everyone across the company to be working with AI. Our goal is to empower every base, every department, to adopt AI and become truly AI-first. That is our mission, and that is the strategy we are rolling out and bringing to life.”

Ervin Jagatić,
Product Director at Infobip



Making an Impact: AI Champions transforming how we work

Infobip's AI ecosystem continues to expand rapidly. Currently, there are 147 AI assistants across the company active on our internal WebUI platform, developed and implemented by more than 55 AI Champions across 15 departments in EMEA, APAC, and headquarters regions.

AI Champions play a crucial role in driving automation, delivering tailored solutions,

and generating significant time and cost savings for their teams and the wider organization. By transforming innovative ideas into practical applications, AI Champions are ensuring that artificial intelligence becomes an integral part of everyday work at Infobip.

We encourage every department to dedicate AI Champion and join company-

wide AI Champions community to ensure broad engagement and representation in our AI initiatives and support the infusion of AI across every segment of the business. Through the efforts of our AI Champions, we are continuously automating routine tasks, enhancing operational efficiency, and fostering a collaborative culture that actively shares AI knowledge across teams.

"Our goal, as a part of the internal stream of the AI base, is to enable everyone across the company to use AI confidently, create useful tools, and share their knowledge for the benefit of all teams."

Kristijan Opačak,
Conversational AI Associate Consultant



Recognizing the importance of ethical AI development and inclusivity, Infobip has initiated training sessions to ensure that employees understand the responsibilities when developing or using AI, both internally and externally. We actively encourage all departments to identify and share best practices for fairness, transparency, and accountability in AI, further embedding

ethical principles and responsible innovation across our AI journey. In 2024, new employees and students were introduced to internal AI tools via Academy onboarding sessions and dedicated presentations. Additionally, we provided self-paced online training tailored to different technical knowledge levels and the various contexts in which employees develop or deploy AI.

Topic	2024 Metric	
AI basics	Percentage of new employees trained on internal AI tools	100%
AI Champions	Number of departments involved in AI Championship initiative	14

Cybersecurity

As a global communications platform provider operating in a complex digital landscape, Infobip recognizes the critical importance of effective cybersecurity management. Securing the integrity and confidentiality of information is fundamental to our business continuity and long-term strategic growth. Infobip is committed to preventing and managing cybersecurity threats by embedding advanced security practices and

compliance measures across all services, products, and internal processes. Our robust Information Security Management System, complemented by internationally recognized certifications, underpins our commitment to maintaining the highest standards of digital safety, trust, and resilience.

We are aware of the evolving sophistication and frequency of

cyber threats that present a risk to any organization operating at scale. Even minor security gaps can lead to substantial consequences for data integrity, service continuity and stakeholder trust. At Infobip, we understand that the proper and timely management of any incidents is crucial to upholding operational reliability and maintaining confidence in our information systems. Therefore, by continuously investing in preventive security

measures, employee awareness, and robust incident response frameworks, we are strengthening our overall cybersecurity posture. We are focused on building the proactive, adaptive approach that not only prevents incidents from occurring but also serves as a key differentiator – supporting customer loyalty, protecting company reputation, and driving sustainable business growth.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Company specific	Cybersecurity	Impact	Infobip demonstrates a positive impact on cybersecurity by embedding advanced security practices and compliance measures across its services, products, and internal operations. Guided by a robust Information Security Management System and reinforced by widely recognized certifications, Infobip consistently upholds high standards of digital safety, trust, and resilience in a rapidly evolving environment.	Own operations	Short term Medium term Long term
		Risk	The growing complexity of cyber threats presents ongoing risks to data, service continuity, and trust. In the fast-evolving IT landscape, even small security gaps can have serious consequences. Proactive management of cybersecurity is essential to protect Infobip's operations and reputation.	Own operations	Short term Medium term Long term
		Opportunity	By continuously investing in preventive security measures, employee training, and robust incident response, Infobip can further strengthen its cybersecurity posture. As a global communications platform provider, a robust and adaptive cybersecurity framework not only minimizes the impact of potential incidents but also serves as a competitive advantage, ultimately driving customer loyalty and long-term business growth.	Own operations	Short term Medium term Long term

Our Policies And Commitments

Infobip implements multi-layered and proactive cybersecurity strategy to protect data, systems, and business operations in a complex digital environment. This approach is anchored by a robust cybersecurity strategy and a comprehensive suite of security policies and procedures that address both internal and external risks. Both policies and controls apply to internal users and external partners, with requirements for clear communication and contractual inclusion of security responsibilities.

The Infobip policy framework is hierarchical, with the Corporate Security Strategy and Information Security Management Policy forming the foundation of the company’s overall security posture. These strategic documents, approved by the Board, provide directions for all other security protocols and are integral to the broader security management system. All employees are required to acknowledge, understand, and comply.

Infobip’s governance ensures that security is a shared responsibility at all levels. The Chief Information Security Officer (CISO), appointed by the Management Board, is

tasked with designing, maintaining, and continually improving the information security architecture and processes. Reporting directly to the CTO, the CISO oversees risk management and the efficiency of established security functions. The Management Board allocates necessary resources for effective incident management and authorizes additional external support if required. The Corporate Security Department continuously operates and enhances Security Operations Center (SOC) activities, maintains up-to-date Tactics, Techniques, and Procedures (TTPs), leads incident response, and conducts ongoing employee education and awareness programs. Every employee shares responsibility for protecting the information assets they access, observing all requirements set forth in the Information Security Management System (ISMS) Policy, reporting potential risks, and participating in regular cybersecurity education. By aligning policies, organizational roles, and continuous improvement measures, Infobip maintains a responsive and resilient cybersecurity posture, supporting the trust of customers, partners, and stakeholders worldwide.

Key documents related to security include:

Corporate Security Strategy

Cybersecurity strategy is intended to give meaning and reasoning behind Infobip’s cybersecurity activities in alignment with business nature to enable business initiatives, and share a clear, compelling, and unified vision within Infobip’s Holdings.

Information Security Management (ISMS) Policy:

This overarching policy derived from cybersecurity strategy established the framework for cybersecurity management in the company, mandates, and governs the general direction regarding Information Security Management System. ISMS applies to all data, information systems, networks, applications, locations, and employees of Infobip or third parties that have access to and use Infobip Group information assets.

Incident Management Procedure:

Outlines processes for detecting, reporting, responding to, and learning from security incidents across all operations.

Vulnerability Management Procedure:

Details regular vulnerability scanning, patch management, remediation procedures, and use of penetration testing to proactively address security threats.

Secure Development and DevOps Procedure:

Covers secure coding practices, code reviews, testing and separation of environments.

Supplier and Third-Party Security Procedure:

Governs security requirements for third-party vendors and partners, particularly data processing and access to Infobip’s systems.

Security Awareness and Training Procedure:

Mandates employee education on security practices, annual retraining, phishing simulation campaigns, and policy acknowledgements.

- Contents
- A Letter From Our CEO
- Report Highlights
- About Infobip
- Environment
- Social
- Governance →
- Appendix

Managing Cybersecurity In Our Daily Operations

Key pillars of Infobip's cybersecurity framework include:

1. Incident Management

Well-defined processes for rapid detection, notification, analysis, and response to security incidents, promoting swift containment and transparent communication with stakeholders.

2. Vulnerability Management

Weekly internal vulnerability scanning, annual third-party penetration testing by leading third-party security vendors, incorporating industry-recognized standards such as OSSTMM, OWASP, and NIST. Continuous monitoring allows Infobip to identify, prioritize, and remediate threats. Regular bug bounty initiatives further strengthen system resilience.

3. Access Control and Infrastructure Security

Multi-layered firewalls, strict VPN access with two-factor authentication, and isolated production environments

safeguard network infrastructure. Remote access is tightly managed and audited.

4. Secure Development and DevOps Practices

Secure software development life cycle (SDLC) controls, including code reviews and use of SAST, SCA, and DAST tools, are embedded in the development process, supported by rigorous audit logging and environment separation.

5. Compliance and Secure Data Handling

All data exchanges, both internally and with third parties, utilize encrypted channels. Infobip maintains stringent compliance with GDPR and other global standards, ensuring organization-wide adherence.

6. Continuous Improvement

Dedicated cybersecurity teams regularly review and update security measures as well as train employees on secure practices to ensure ongoing vigilance.



Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Raising Awareness: Cybersecurity Training And Education

At Infobip, cultivating a strong security culture begins with comprehensive training and sustained awareness initiatives for all employees. New joiners to the company participate in the Infobip Academy Security Awareness training, which covers internal security policies, ISO standards, secure communication rules, and key human-related security risks. Developers are provided with specialized secure coding training as part of their onboarding to ensure secure software development from the start.

Cybersecurity education does not stop after onboarding. All employees are engaged in ongoing security awareness programs throughout their tenure at Infobip. Monthly computer-based training (CBT) sessions cover diverse security

topics, while regular phishing simulation campaigns test and build employee vigilance against real-world threats. Targeted awareness campaigns are initiated in response to significant events or changes in the security landscape. Annual requirements for policy acknowledgement and knowledge re-testing reinforce the importance of staying up to date with internal security expectations.

To further support continuous learning, the company provides regular updates through newsletters, offers ad hoc workshops, and maintains open communication about security best practices. This multi-channel approach ensures that employees remain informed, aware, and prepared to act responsibly.

Infobip regularly assesses the effectiveness of its cybersecurity awareness programs through several key metrics and feedback mechanisms:

- Periodic testing and knowledge checks through CBT and in-person assessments help evaluate employee understanding.
- Annual phishing simulations are analyzed to identify knowledge gaps and further training needs.
- All staff must acknowledge internal security policies, with new and updated content triggering additional acknowledgements.
- Participation, completion, and results from training sessions are systematically tracked to measure engagement and proficiency.

- Feedback from employees and monitoring of incidents guide targeted improvements to the training curriculum.
- Ad hoc awareness campaigns and newsletters help reinforce and assess responsiveness to evolving security risks.

Through these integrated efforts, Infobip ensures that its cybersecurity awareness programs remain current, effective, and closely aligned with both business requirements and the ever-changing cyber threat landscape. This commitment not only safeguards company assets but also supports the development of a workforce that is vigilant, informed, and empowered to respond to cyber risks effectively.

Topic	2024 Metric	
Cybersecurity training	Percentage of new employees trained on cybersecurity	100%
	Average monthly CBT course completion rate	83%

Recognition Of Security Excellence

As of 2024, Infobip holds or aligns with the following security certifications and standards:

- **ISO/IEC 27001:2013** – Information Security Management System
- **ISO/IEC 27017:2015** – Information Security Controls for Cloud Services
- **ISO/IEC 27018:2019** – Protection of Personally Identifiable Information in Public Clouds (PII)
- **ISO 22301:2019** – Business Continuity Management System
- **ISO 9001:2015** – Quality Management System
- **SOC 2 Type 2** – Service Organization Control 2 for security, availability, and confidentiality
- **CSA STAR Level 1** – Cloud Controls Matrix (self-assessment)
- **CyberEssentials** – Basic cybersecurity controls
- **HIPAA** – Limited scope compliance for specific services
- **ENS (Esquema Nacional de Seguridad) category basic** – For certain services in Spain

These certifications demonstrate Infobip's commitment to international best practices in information security, quality, data privacy, and business continuity. All

certifications are reviewed and assessed annually. Additionally, Infobip's key data center partners possess certifications such as ISO 27001, ISO 9001:2015, PCI DSS, SOC 1 Type II, and SOC 2 Type II depending on location and provider. Read more about our certificates on [Infobip infrastructure - Infobip](#).

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Privacy

At Infobip, we recognize that protecting personal data is a cornerstone of trust with our customers, employees, and partners. Our approach to data privacy goes beyond compliance, seeking to embed a strong data protection culture across the organization and every layer of our business operations.

Infobip’s comprehensive privacy framework is built around four key pillars:

- 1. maintaining good data protection practices,
- 2. applying consistent global standards based on the GDPR, while also adhering to local privacy laws,
- 3. upholding core privacy principles, and

- 4. exceeding baseline requirements through additional certifications and frameworks (such as ISO/IEC 27001, 27017, 27018, and SOC 2 Type 2).

Regular audits and privacy impact assessments ensure that privacy risks are identified early and managed proactively.

Through our privacy program, we aim not only to comply with all applicable data protection laws but also to set

a benchmark for responsible data stewardship in our industry. To this end, we have meticulously developed our Privacy Hub to provide customers with clear and comprehensive privacy information, promoting transparency and trust.

This commitment underpins sustainable business growth and reinforces Infobip’s reputation as a trusted, privacy-conscious partner.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Topic	Sub-topic	IRO	IRO description	Value chain location	Time horizon
Company specific	Cybersecurity	Impact	Infobip demonstrates a positive impact on data privacy by prioritizing the protection of personal data for customers and end-users. By embedding strong data privacy practices throughout our operations, Infobip helps ensure that sensitive information remains secure and handled responsibly.	Own operations	Short term Medium term Long term
		Risk	The increasing complexity of digital business and technology brings ongoing risks to the protection of personal data. Even minor gaps in privacy safeguards can result in loss of trust or regulatory consequences. Proactively managing data privacy risks is essential for maintaining secure operations and upholding Infobip's reputation.	Own operations	Short term Medium term Long term
		Opportunity	Strong privacy protection is essential for building trust with customers and partners, supporting Infobip's reputation and long-term growth. By prioritizing data privacy, we are reducing risks and meeting the demands of our customers and end-users. Privacy safeguarding not only ensures compliance but also drives business value and strengthens our position as a reliable, future-ready technology leader.	Own operations	Short term Medium term Long term
Own workforce	Employee data privacy	Impact	Inadequate protection of employee data can result in unintentional disclosure or misuse of personal information. Even with established privacy policies, training, and the use of reputable vendors with the highest privacy and data security standards, there is a potential negative impact that arises from exposure of sensitive employee data or improper handling of employee data by third-party.	Own operations	Short term Medium term Long term
		Risk	Data breaches are inherent risk for IT companies. Breaches of confidentiality or integrity may lead to discrimination and violation of employee rights affecting injured party.	Own operations	Short term Medium term Long term

To mitigate the previously outlined risks, we have implemented rigorous technical and organizational safeguards, including secure technologies, encrypted communications, transparency in data handling, and clear data retention policies.

Our Policies And Commitments

Our privacy governance framework is led by a dedicated Privacy department and Chief Privacy Officer, with regional representatives who monitor local regulations and ensure compliance practices are kept up to date. Regular independent audits, globally recognized certifications, and continuous monitoring underpin our commitment to building customer trust and supporting long-term business growth. To guarantee that customer, employee, and end-user data entrusted to Infobip is handled responsibly, we have developed comprehensive privacy policies and procedures, including:

- **Privacy Policy:**

Defines Infobip’s core privacy principles for processing personal data and sets the

benchmark for privacy compliance and culture across the organization.

- **Privacy Code of Conduct:**

Guides all employees in fulfilling their privacy responsibilities, detailing how personal data must be processed and emphasizing the importance of data protection principles in daily operations.

- **Data Retention Policy and Schedules:**

Outlines rules for how long personal data is retained, with customized schedules for service data, marketing and sales, and HR-related information, ensuring compliance with global legal requirements.

- **Personal Data Breach Policy:**

Establishes procedures for promptly recognizing and managing data breaches to mitigate risks, meet reporting obligations, and protect affected individuals.

- **Data Protection Impact Assessment (DPIA) & Privacy Impact Assessment (PIA) Procedures:**

Require early identification and mitigation of privacy and security risks when designing or modifying any product, service, or data processing activity (privacy by design and default).

- **Privacy Rights Requests Procedures:**

Provide clear steps for efficiently handling and responding to individual

privacy rights requests, such as access, correction, or deletion of personal data, as well as for assisting customers in managing their end-users’ privacy rights to ensure compliance with data protection requirements.

- **Privacy Compliance Evaluation Policy:**

Ensures ongoing monitoring through continuous internal assessments and audits, helping to identify gaps, maintain accountability, and adapt to regulatory changes.

These combined measures ensure that Infobip protects personal data, upholds trust with customers and partners, and meets all applicable data protection obligations worldwide.

Privacy by Design

Privacy by design is at the heart of our approach. The Privacy and Security teams are involved from the earliest stages of product and service

development, ensuring that potential privacy risks are assessed and addressed before launch. The company limits data collection to only relevant and necessary

information, adhering to data minimization principles and embedding security and privacy as default settings throughout the product development lifecycle.

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance →

Appendix

Privacy Culture

Regular training and awareness programs for employees play a vital role in embedding privacy principles and data protection responsibilities into our company culture. In practice, all employees are trained on privacy obligations, data protection law, and internal procedures. In 2024, our Privacy team continued to invest in comprehensive training and awareness

initiatives across the company to ensure every employee understands their responsibilities and the importance of safeguarding personal data.

All new hires complete mandatory onboarding training, which covers our privacy principles and Infobip’s approach to privacy compliance. During this training, employees also learn how to identify

personal data breaches, understand our procedures for data protection and privacy impact assessments , and recognize the consequences of non-compliance. In addition, privacy documentation is reinforced by policy acknowledgements that confirm employees’ understanding.

To address global regulatory requirements and specialized business needs, further

targeted training is provided. In 2024, employees handling US healthcare data completed mandatory HIPAA Training and Awareness, while teams in the back office and those dealing with data subject rights requests participated in customized privacy workshops. Continuous learning is also supported by ad-hoc awareness campaigns, and dedicated privacy content on the company’s SharePoint.

!

Making an Impact: Empowering Teams with Tailored Privacy Training

At Infobip, we understand that different departments face unique privacy risks, especially teams handling sensitive personal data. That is why our Privacy team creates and delivers custom training sessions tailored to the needs of specific departments such as Human Resources, Marketing, Product Management, and Sales Engineering. These specialized trainings go beyond general onboarding to cover targeted topics like privacy obligations in marketing activities, conducting privacy impact assessments for

product managers, and addressing local legal requirements like HIPAA. By equipping teams with targeted, practical knowledge, we help ensure that privacy requirements are not only understood but applied effectively in day-to-day work. This customized sessions help Infobip minimize the likelihood of data incidents, empower teams to confidently navigate data protection challenges, and foster a privacy-first culture, turning privacy awareness into a real competitive advantage.

Topic	2024 Metric	
Privacy training	Percentage of new employees trained on cybersecurity	100%
	Average monthly CBT course completion rate	83%
	Number of customized privacy trainings held in 2024	4

Privacy Compliance

Compliance with applicable privacy laws in every country where we operate, including GDPR, CCPA, Malaysia’s PDPA, South Africa’s POPIA, and the Philippines’ DPA is only our starting point. Our achievements in data privacy compliance have been recognized through audit results and independent verification. Infobip maintains globally recognized certifications, including ISO/

IEC 27001, 27017, 27018, and SOC 2 Type II, demonstrating the effectiveness of our technical and organizational measures for data protection. These combined efforts enable us to safeguard the personal data of our customers, employees, and partners, uphold trust, and support responsible business growth globally.

Appendix

The UN Sustainable Development Goals (SDGs)

The UN Sustainable Development Goals (SDGs) represent a global call to action to eradicate poverty, safeguard the environment, and promote health, justice, and prosperity for everyone by 2030, ensuring that no one is left behind. In 2022, as part of our commitment to supporting the SDGs and upholding our own ESG principles, Infobip joined the UN Global Compact, the world’s largest initiative for responsible corporate citizenship.

Sustainable Development Goals

Infobip’s FY24 Supporting Actions

4 QUALITY EDUCATION 	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.	Learning culture / Social Impact
5 GENDER EQUALITY 	Achieve gender equality and empower all women and girls.	Social-general numbers / Pay gap / Social impact
8 DECENT WORK AND ECONOMIC GROWTH 	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	Building a sustainable future / Climate change / Own workforce / Bip-culture
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.	About Infobip / Climate change / E-waste / Bip-culture / Responsible AI
10 REDUCED INEQUALITIES 	Reduce inequality within and among countries.	Social Impact
13 CLIMATE ACTION 	Take urgent action to combat climate change and its impacts.	Climate change / E-waste

Global Reporting Initiative (GRI) Content Index

GRI Indicator	Description	Disclosure location (link)
GRI 2: General Disclosures 2021		
2-1: Organizational details	Infobip Limited ("the Parent Company") and its subsidiaries ("the Group") operate under the name Infobip. The company is privately held and headquartered in the United Kingdom. Infobip has a presence in over 190 countries globally with 75+ offices across 6 continents. For more: <u>Infobip Limited Annual Report and Financial Statements</u> for the year ended 31 December 2024.	About Infobip
2-2: Entities included in the organization's sustainability reporting	Sustainability report covers the entirety of Infobip Group meaning Infobip Limited („the Parent Company”) and all of its subsidiaries („the Group) (referred to as „Infobip”) in line with consolidated financial statements. For information on the list of subsidiaries included: <u>Infobip Limited Annual Report and Financial Statements</u> for the year ended 31 December 2024.	Shaping Our ESG Journey
2-3: Reporting period, frequency and contact point	Sustainability report is published annually and covers the period from January 1, 2024, to December 31, 2024 in line with Infobip financial reporting. Contact point can be found on <u>Infobip's web page</u> .	Shaping Our ESG Journey
2-4: Restatements of information	Where historical information has been revised or restated, this has been clearly disclosed.	
2-5: External Assurance	Infobip is not seeking assurance at this time, but with the upcoming CSRD requirements will keep this under review to align with this regulation.	
2-6: Activities, value chain and other business relationships	There were no significant changes in Infobip's operations in 2024. Description of activities, market presence, products and services, and value chain available in: <u>Infobip Limited Annual Report and Financial Statements</u> for the year ended 31 December 2024.	Our Products and Solutions
2-7: Employees	Employee number and breakdown, as well as contextual information provided in the report pg. 24	Social - Infobip's Workforce at a Glance
2-8: Workers who are not employees	Employee number and breakdown, as well as contextual information provided in the report pg. 24	Social - Infobip's Workforce at a Glance

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

2-9: Governance structure and composition	Infobip's Board of Director is composed of 6 members. For more: Infobip Limited Annual Report and Financial Statements for the year ended 31 December 2024.	Governance and Sustainability Management
2-11: Chair of the highest governance body	Infobip's chairmen of the Board of Directors is CEO Silvio Kutić. For more: Infobip Limited Annual Report and Financial Statements for the year ended 31 December 2024.	Governance and Sustainability Management
2-12: Role of the highest governance body in overseeing the management of impacts	Information provided in this report under the Governance and Sustainability Management chapter pg. 38.	Governance and Sustainability Management
2-13: Delegation of responsibility for managing impacts	Information provided in this report under the Governance and Sustainability Management chapter pg. 38.	Governance and Sustainability Management
2-14: Role of the highest governance body in sustainability reporting	Information provided in this report under the Governance and Sustainability Management chapter pg. 38. and Materiality Assessment chapter pg. 13-15.	Governance and Sustainability Management; Materiality Assessment
2-15: Conflict of interest	For more: Infobip Limited Annual Report and Financial Statements for the year ended 31 December 2024.	
2-16: Communication of critical concerns	Information provided in this report under the Safeguarding Ethics and Trust – Protection of Whistleblowers chapter, pg. 43.	Safeguarding Ethics and Trust – Protection of Whistleblowers
2-17: Collective knowledge of the highest governance body	Information provided in this report under the Governance and Sustainability Management chapter pg. 38. and Materiality Assessment chapter pg. 9-11.	Governance and Sustainability Management; Materiality Assessment
2-19: Remuneration policies	Remuneration of the key management personnel is included in the totals for the Group as a whole. Director's remuneration is disclosed in Note 22 Infobip Limited Annual Report and Financial Statements for the year ended 31 December 2024.	
2-20: Process to determine remuneration	Processes are defined in Infobip's Global Salary Policy owned by People Operation – Total Rewards team overseeing the process for determining remuneration.	
2-22: Statement on sustainable development strategy	Statement of the CEO pg. 3; Building a sustainable future pg. 15.	A letter from our CEO; Building a sustainable future

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

2-23: Embedding policy commitments	<u>Labor and Human Rights Position Paper;</u> <u>Infobip Code of Conduct;</u> <u>Business Partner Code of Conduct.</u> All relevant policies are approved by the Board of Directors and communicated to employees via Workday, training, written policy acknowledgments, and more.	<u>Governance</u>
2-24: Embedding policy commitments	Each policy is approved by the Infobip Board of Directors and members of Infobip staff are required to read, acknowledge and abide by them in their everyday work. For more see: <u>Infobip Code of Conduct.</u>	<u>Governance</u>
2-25: Processes to remediate negative impacts	Information provided in this report under the Safeguarding Ethics and Trust – Protection of Whistleblowers chapter, pg. 43.	<u>Safeguarding Ethics and Trust – Protection of Whistleblowers</u>
2-26: Mechanisms for seeking advice and raising concerns	Information provided in this report under the Safeguarding Ethics and Trust – Protection of Whistleblowers chapter, pg. 43.	<u>Safeguarding Ethics and Trust – Protection of Whistleblowers</u>
2-27: Compliance with laws and regulations	Information provided in this report under the Safeguarding Ethics and Trust – Protection of Whistleblowers chapter, pg. 43.	<u>Safeguarding Ethics and Trust – Protection of Whistleblowers</u>
2-28: Membership associations	We are a member of the UN Global Compact, Polish IT Chamber, American Chamber of Commerce (AmCham) in Croatia, Central and Eastern European Chamber of Commerce in Vietnam and British Malaysian Chamber of Commerce.	
2-29: Approach to stakeholder engagement	Information provided in this report under the Stakeholder engagement chapter, pg. 15.	

GRI 3: Material Topics 2021

3-1: Process to determine material topics	Information provided in this report under the Materiality assessment chapter, pg. 13-14.	<u>Materiality Assessment</u>
3-2: List of material topics	Information provided in this report under the Materiality assessment chapter, pg. 13-14. Changes to the previous year include expanding the list of material topics to include more granular ESG topics in line with the ESRS list of topics, sub-topics and sub-sub-topics. Responsible supply chain management wasn't found to be material in 2024 in comparison to 2023.	<u>Materiality Assessment</u>

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

GRI Indicator	Description	Disclosure location (link)
GRI 201: Economic Performance 2016		
GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	About Infobip pg. 5-11.	About Infobip
201-1: Direct economic value generated and distributed	Group P&L statement, and operating costs available at pg. 20 Infobip Limited Annual Report and Financial Statements for the year ended 31 December 2024. Employee wages, benefits, and retirement schemes breakdown available at pg. 34 and 40 Infobip Limited Annual Report and Financial Statements for the year ended 31 December 2024.	
GRI 302: Energy 2016		
GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Climate change chapter, pg. 16-18.; Infobip Global Environmental policy	Climate change
302-1: Energy consumption within the organization	Energy, pg. 20. Total energy consumption includes energy consumed by the colocated data centers (Upstream leased assets).	Climate change
302-3: Energy intensity	Energy, pg. 20.	Climate change
GRI 305: Emissions 2016		
GRI 3: Management of material topics (2021) 3-3: Management of material topics	Information provided in this report under the Climate change chapter, pg. 16-18.; Infobip Global Environmental policy .	Climate change
305-1: Direct (Scope 1) GHG emissions	Information provided in this report under the Emissions, pg. 17-18.; table pg. 18	Climate change

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

305-2: Energy indirect (Scope 2) GHG emissions	Information provided in this report under the Emissions, pg. 17-18.; table pg. 18	Climate change
305-3: Other indirect (Scope 3) GHG emissions	Information provided in this report under the Emissions, pg. 17-18.; table pg. 18	Climate change
305-4: GHG emission intensity	Information provided in this report under the Emissions, pg. 17-18.; table pg. 18	Climate change

GRI 306: Waste 2020

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the E-waste chapter, pg. 21-23.; Infobip Global Environmental policy	E-waste
306-1: Waste generation and significant waste-related impact	Information provided in this report under the E-waste chapter, pg. 21-23.; Impact table pg. 21.	E-waste
306-2: Management of significant waste-related impacts	Information provided in this report under the E-waste chapter, pg. 21-23.	E-waste
306-3: Waste generated	Information provided in this report under the E-waste chapter, pg. 21-23.; E-waste table pg. 23.	E-waste
306-4: Waste diverted from disposal	Information provided in this report under the E-waste chapter, pg. 21-23.; E-waste table pg. 23.	E-waste

GRI 401: Employment 2016

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Own workforce chapter, pg. 25.; The Infobip Labor & Human Rights Statement	Own workforce
401-1: New employee hires and employee turnover	Information provided in this report under the Social chapter, section “Social” pg. 24	Own workforce

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

401-2: Benefits provided to full-time employees that are not provided to temporary or part-time employees	List of benefits provided in this report under the Own workforce chapter pg. 25, and Health & safety chapter pg. 27-28.	Own workforce Health & safety
401-3: Parental leave	Information provided in this report under the Own workforce chapter, pg. 25.	Own workforce

GRI 403: Occupational Health and Safety 2018

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Health & Safety chapter, pg. 27-28; The Infobip Labor & Human Rights Statement	Own workforce
403-1: Occupational health and safety management system	Information provided in this report under the Health & Safety chapter, pg. 27-28.	Own workforce
403-5: Worker training on occupational health and safety	Information provided in this report under the Health & Safety chapter, pg. 27-28.	Own workforce
403-6: Promotion of worker health	Information provided in this report under the Health & Safety chapter, pg. 27-28.	Own workforce
403-8: Workers covered by an occupational health and safety management system	Information provided in this report under the Health & Safety chapter, pg. 27-28.	Own workforce
403-9: Work-related injuries	Information provided in this report under the Health & Safety chapter, pg. 27-28.	Own workforce

GRI 404: Training and Education 2016

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Learning culture chapter, pg. 29-32.	Learning culture
--	--	----------------------------------

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

404-2: Programs for updating employee skills and transition assistance programs	Learning culture in numbers Table, pg. 32.	Learning culture
404-3: Percentage of employees receiving regular performance and career development reviews	Learning culture in numbers Table, pg. 32.	Learning culture
GRI 405: Diversity and Equal Opportunity 2016		
GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Pay Gap chapter, pg. 26.	Own workforce
405-2: Ratio of basic salary and remuneration of women to men	Pay Gap Chapter, pg. 26.	Own workforce
Infobip specific - Social impact		
GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Social impact chapter, pg. 33-37.	Social impact
Infobip specific – BIP Culture		
GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the BIP Culture chapter, pg. 39-41.	BIP Culture
GRI 205: Anti-Corruption 2016		
GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the BIP Culture, Operating with integrity – Anti-Bribery and Corruption Practices chapter, pg. 39-43.	BIP Culture
205-1: Operations assessed for risks related to corruption	Information provided in this report under the BIP Culture, Operating with integrity – Anti-Bribery and Corruption Practices chapter, pg. 39-43.	BIP Culture

Contents

A Letter From Our CEO

Report Highlights

About Infobip

Environment

Social

Governance

Appendix →

205-3: Confirmed incidents of corruption and actions taken	Operating with integrity – Anti-Bribery and Corruption Practices table pg. 43.	BIP Culture
--	--	-----------------------------

Infobip specific – Responsible AI

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Responsible AI chapter, pg. 45-57.	Responsible AI
--	--	--------------------------------

Infobip specific – Cybersecurity

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Cybersecurity chapter, pg. 48-52.	Cybersecurity
--	---	-------------------------------

Infobip specific – Privacy

GRI 3: Management of material topics (2021) ; 3-3: Management of material topics	Information provided in this report under the Data Privacy chapter, pg. 53-55.	Data Privacy
--	--	------------------------------

Forward-looking statement

This ESG report contains forward-looking statements that reflect Infobip’s current expectations, plans, and as-sumptions regarding its sustainability strategy, goals and performance. These statements, which may include words such as “aims”, “plans”, “commits”, and similar expressions, are based on the information available at the time of reporting and are subject to known and unknown risks, uncertainties, and other factors that could cause actual outcomes to differ materially. Such factors may include changes in the regulatory requirements, econom-ic and market conditions, and operational challenges. Forward-looking statements speak only as of the date on which they are made, as they represent management’s current views and assumptions rather than guarantees of future performance.