M A Z E

Targets

Climate and Sustainability Targets

What Maze commits to, from a 2025 base year.

1. Why we set targets

Maze Feedback AS makes software that helps store staff change behaviour, so that they create the right customer experiences. We are a small company: our footprint comes mostly from what we buy and how we travel, not from what we burn. We set targets where we have real control, report honestly on the rest, and improve how we measure every year.

These targets cover Maze Feedback AS and its wholly owned subsidiary Maze Feedback UK Ltd. They use 2025 as the base year, the first year for which we have a full greenhouse gas inventory.

2. Our footprint in 2025

Our first greenhouse gas inventory follows the GHG Protocol Corporate Standard, with operational control. It is a first, largely spend-based estimate. It has been quality-checked by our finance function but has not been externally verified.

Scope	Tonnes CO2e, 2025	Share	What it covers
Scope 1	0	0 %	Maze has no company cars and no on-site combustion.
Scope 2	0.2 (9.5 market-based)	0.1 %	Electricity in our offices.
Scope 3	191.4	99.9 %	Purchased goods and services 146.6; business travel 43.8; capital goods 1.0.
Total	191.6 (200.9 market-based)	100 %	Location-based total, market-based in brackets.

More than 95 % of the figures are calculated from what we spent, multiplied by published emission factors per unit of spend. This gives a cautious, high estimate with an uncertainty of several tens of per cent. From the 2026 inventory we will use activity data for electricity and flights.

3. Our climate targets

3.1 Scope 1 and 2: at least 50 % lower by 2030

Maze will reduce its absolute scope 1 and 2 emissions, measured market-based, by at least 50 % by 2030 compared with 2025. We will do this by buying renewable electricity backed by guarantees of origin for our offices from 2027, and by keeping our operations free of company cars and on-site combustion.

Maze intends to submit this target for validation by the Science Based Targets initiative in 2027.

3.2 Scope 3: lower intensity, and suppliers with targets of their own

Our scope 3 emissions are estimated from spend, so they rise when Maze grows, whatever we do. An absolute scope 3 target would therefore say more about our growth than about our efforts. We set three targets instead:

- Scope 3 emissions per NOK million of revenue 30 % lower by 2030 than in 2025.
- Emissions from business travel per employee 25 % lower by 2030 than in 2025.
- By 2030, suppliers that account for at least half of the emissions from the services we buy will have set science-based targets of their own.

3.3 Better measurement

From the 2026 inventory, electricity will be measured in kWh and flights by route, instead of being estimated from cost. We will recalculate the 2025 base year if better data or a change in our company changes it significantly, and say so when we report.

4. Other commitments

- Keep Maze's information security management system certified to ISO/IEC 27001:2022.
- Renew Maze's EcoVadis assessment at least every second year. Our most recent rating, in August 2025, was Bronze.
- Review Maze's ethics and conduct policies every year.
- Continue our partnership with Retail Trust, the UK charity for retail colleagues.

5. Reporting and responsibility

The CEO owns these targets. Maze calculates its greenhouse gas inventory every year and reports progress against these targets once a year. Maze does not use carbon offsets to meet the targets in this document.

Adopted by the CEO of Maze Feedback AS on 18 October 2026. Figures for 2025 updated on 19 October 2026. Version 1.1.