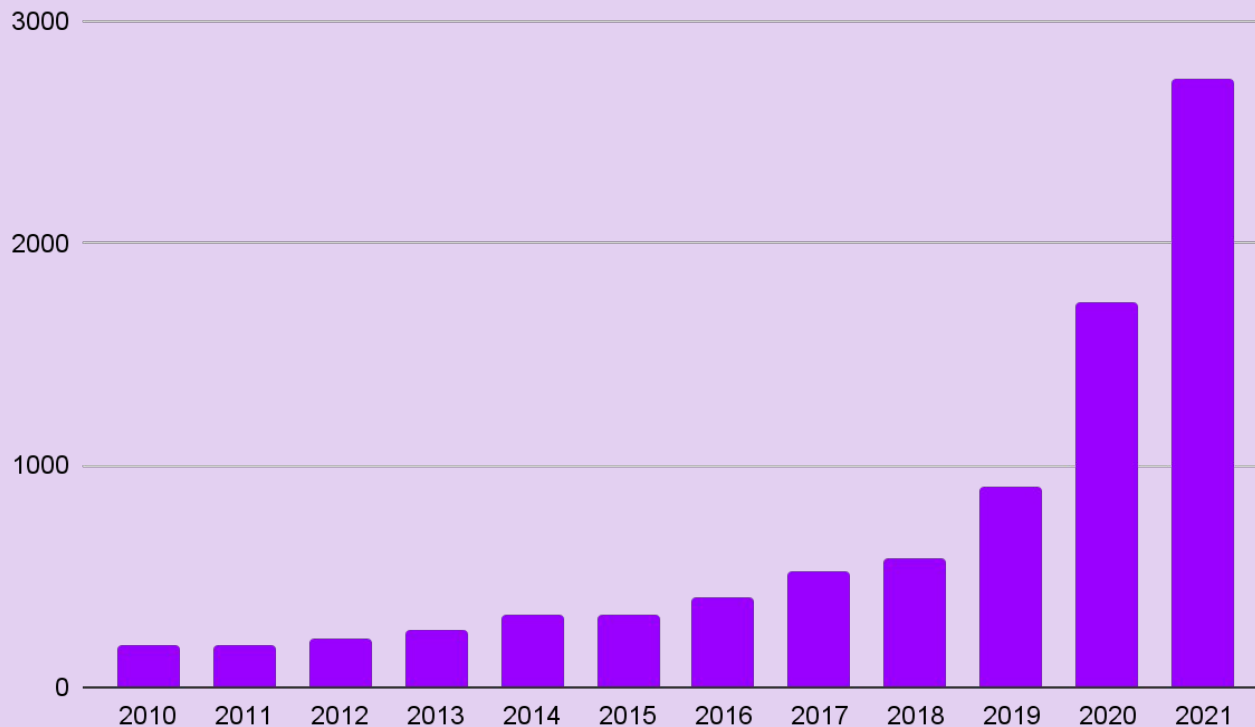


Zühlke ESG IT-Tool Landscape

Supply Chain		Supply Chain Transparency	Sustainable Procurement								
E	Company	Carbon Management	Carbon Capturing & Offsetting	Energy Management	Water Management	Facility Management	Waste Management	Biodiversity Management	Sustainable Logistics	Critical Materials Management	
	Product		Product Lifecycle Management	Life-Cycle Assessment	Sustainable Packaging	Manage Returns & Circularity					
S	Employee	Employee Engagement	Mobility Management	Health & Safety	Whistleblowing						
	Society	Social Justice & Inclusion	Stakeholder Engagement								
G	Governance	Materiality, Goals & Strategy	Compliance Management	ESG Risk Management	ESG Regulatory Reporting	Climate Adaptation					
	Finance	Green Finance & Investment									

“Impact” and “sustainability” are becoming real things

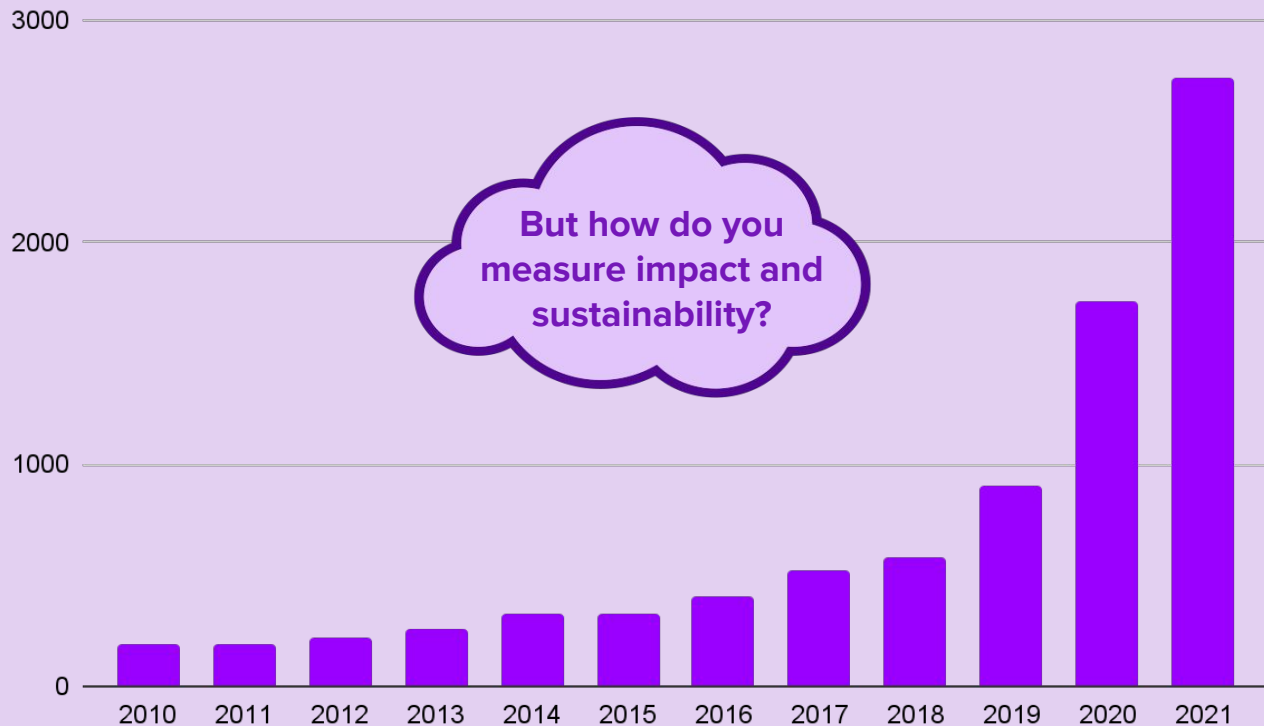
AUM of sustainable funds, 2010-2021, \$bn



Source: Morningstar

“Impact” and “sustainability” are becoming real things

AUM of sustainable funds, 2010-2021, \$bn



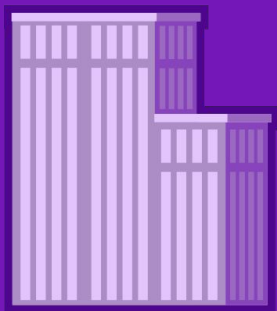
Source: Morningstar

Why are CO2 calculations not enough?

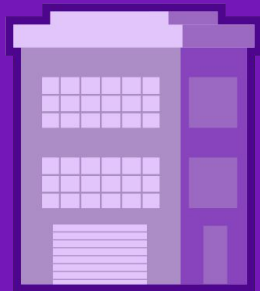




Company A



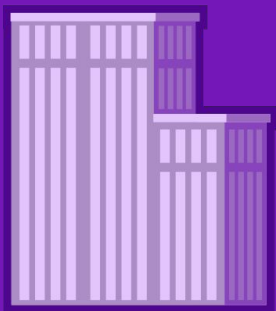
Company B



Company A



CO2 emissions



Company B



CO2 emissions



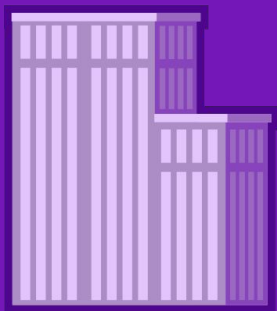
Company A



CO2 emissions



Product: sugar-sweetened soda
marketed for teenagers



Company B



CO2 emissions

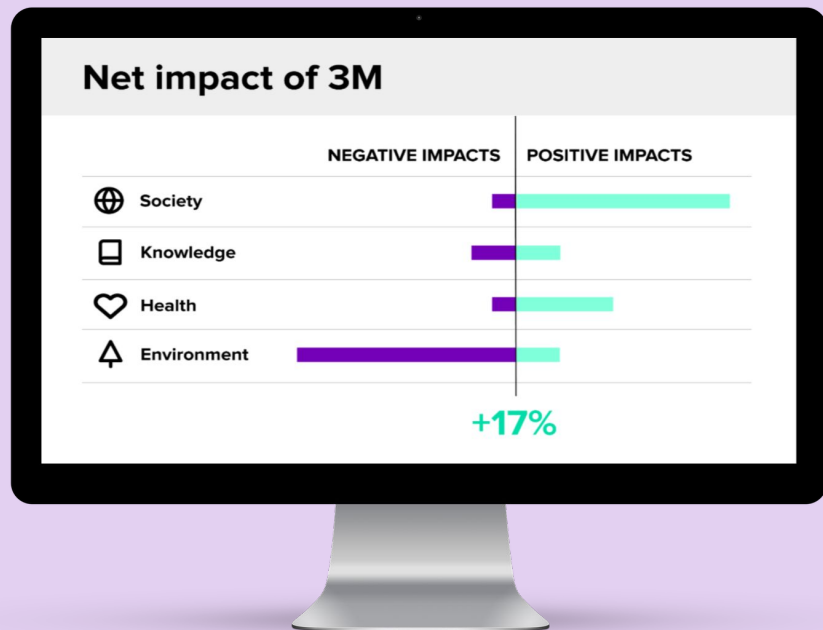


Product: type 2 diabetes treatment
programs for teenagers

**Comparable &
science-based data on
net impact of
companies is needed.**

Our mission

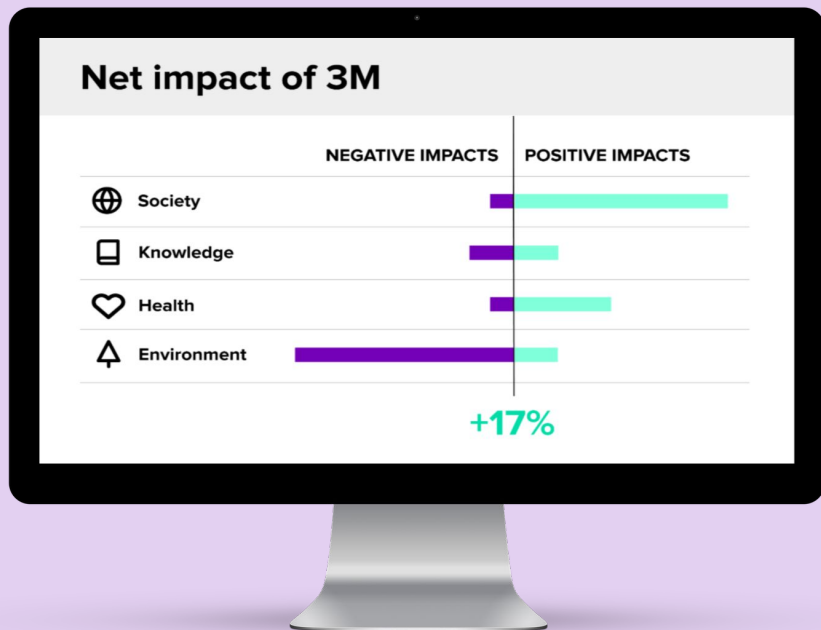
Produce comparable, science-based data about companies' net impact...



Our mission

Produce comparable, science-based data about companies' net impact...

...and make it accessible for companies' key stakeholders to use it in their decision-making



INVESTORS



"Where do I dedicate my equity i.e. which company do **I invest** in?"

CUSTOMERS



"Where do I dedicate my money i.e. which company do **I buy** from?"

EMPLOYEES



"Where do I dedicate my time i.e. which company do **I work** for?"

LEADERSHIP



"Which **strategic decisions** help us constantly improve our impact?"

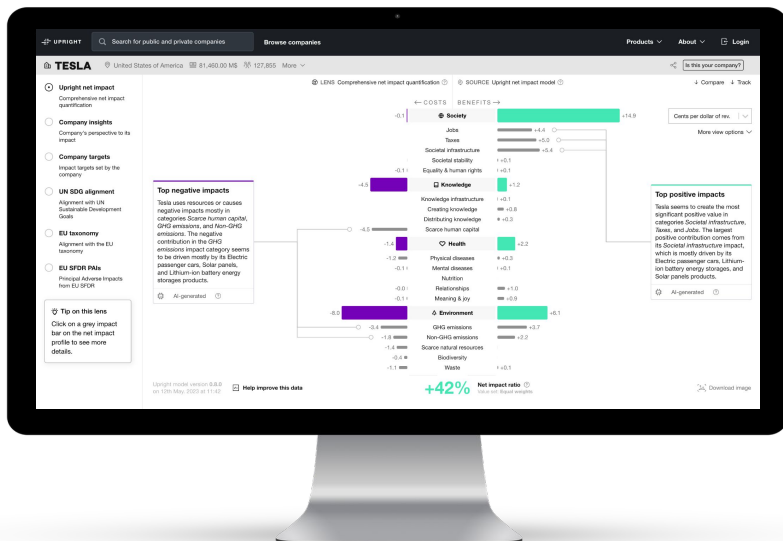
Upright in brief

Upright, a Helsinki-based technology company, is the market-leading net impact data provider for both companies and institutional investors



Upright's offering for companies

Upright provides annual **subscriptions to companies' impact data**, publicly available on the Upright Platform. Subscribers have the **right to use their impact data** in any external or internal use case on the platform and outside of it.



Typical use cases

- Validate the company's science-based net impact on the surrounding world
- Understand the drivers of the impact and utilize that information in strategic decision-making
- Amplify annual reporting (see companies like [Securitas](#), [Fiskars Group](#), [Medicover](#), and [Vattenfall](#))
- Conduct CSRD-compliant double materiality assessments

200+ customers, including:

NOKIA

Securitas
















CARGOTEC

FISKARS
EST. GROUP 1649

IEQT

Nordea

We help the capitalistic system allocate its resources towards a net positive future - our 200+ customers include

			Nordea		
Aktia					
		TAALERI			
Norselab 