GoWish ESG Report 2025

Building a Responsible
Digital Gifting Platform

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Introduction



GoWish was founded in 2015 by the Danish national postal service, PostNord, but was spun off in 2020 and now operates as an independent tech company. With millions of global users, GoWish is the world's leading wish list and social shopping app. It enables people to create wish lists, share inspiration, and purchase gifts and products at the best prices online. GoWish turns dreams into reality and helps make duplicate gifts, unused gift cards, and returns a thing of the past.

Since 2023, GoWish has grown from 23 employees to approximately 100 employees in Denmark. GoWish's primary markets are Denmark, Norway, Sweden, the United Kingdom, and the United States.

The year 2025 marks the first year in which GoWish publishes a consolidated ESG report.

Governance & Organisation



Board of Directors

Following acquisition by Capital D, UK based private equity, the Board of Directors was strengthened with independent non-executive representation. In spring 2025, Rich Waterworth was named independent non-executive chairperson while co-founder Mads Dahlerup was appointed as new CEO of the company.



Risk Management

We have begun building a structured risk management framework to support sustainable growth. As a first step, key risk areas have been mapped to increase transparency and awareness across the organization. The framework will be further formalized and embedded into governance processes in 2026.



Data Protection & Security

We continued to formalize and strengthen our compliance and governance processes throughout the year. As part of this effort, we carried out a Data Compliance review with a structured focus on risk assessment and mitigation. We rolled out IT security training across the organization to support a sustained and proactive approach to cyber security.

Social Impact

Workforce Growth & Diversity

In 2025, GoWish continued its strong growth trajectory, welcoming 38 new employees, of whom 63% were men and 37% were women.

With headquarters and all employees located in Denmark, we take pride in our rich cultural diversity. Our workforce represents 23 nationalities, bringing a wide range of perspectives, experiences, and ideas that strengthen our collaboration, innovation, and decision-making.

Organisational Development

In 2025, we strengthened our management team through the appointment of two new leadership profiles, increasing diversity of competencies and perspectives.

As part of our organisational growth, we established dedicated Legal and HR departments, marking an important milestone in our organisational maturity.

Additionally, we reorganised our IT department by appointing three Product Managers to strengthen product leadership and operational focus.

These new functions support responsible governance, compliance, employee development, and the strengthening of our people and culture agenda.

New employees in 2025 by gender



Workplace Policies & Employee Benefits

In 2025, GoWish updated its employee handbook, including formal policies covering grievance handling, whistleblowing, equal opportunities and diversity, harassment and bullying prevention, anti-facilitation of tax evasion, anti-slavery and human trafficking.

Moreover, the employee pension and health insurance schemes were updated, providing employees with greater insight and easier access to professional advice.

We also introduced a birthday day off to support employee well-being and work–life balance.



Environmental Impact

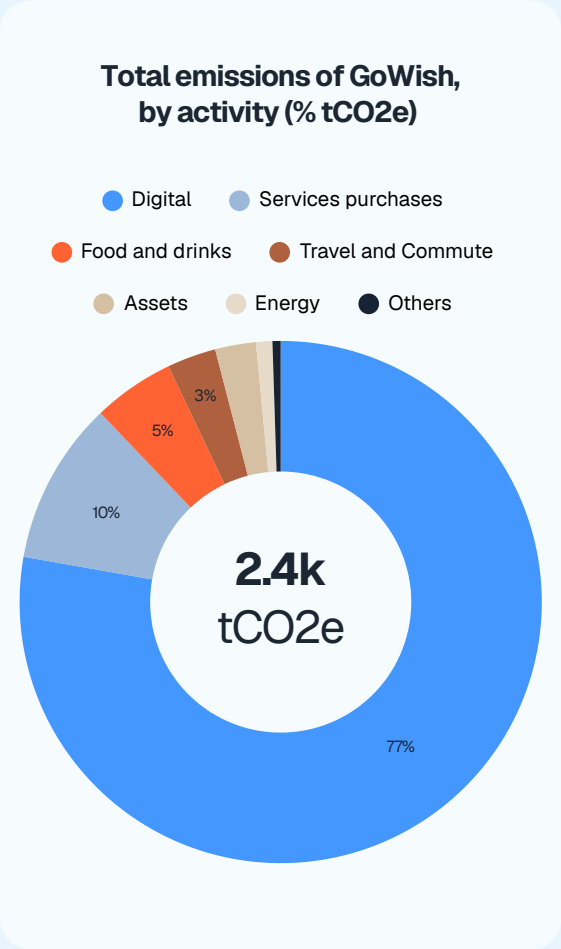
Environmental Impact Overview

As a digital platform, GoWish's environmental impact is primarily linked to energy consumption and emissions associated with digital infrastructure and purchased services. Based on Greenly's carbon accounting analysis, the company's total carbon footprint in 2025 amounted to approximately 2.4k tCO_2e.

The vast majority of emissions are classified as Scope 3 (approximately 2.4k tCO_2e), reflecting indirect emissions from external infrastructure, digital services and other purchased activities. In particular, digital activities – including servers, cloud services and digital advertising – account for the largest share of emissions.

Direct emissions (Scope 1) were negligible and amounted to <0.1 tCO_2e, reflecting GoWish's digital business model and the absence of own production or company-owned vehicles.

Scope 2 emissions from purchased electricity and energy amounted to 9.2 tCO_2e, primarily related to electricity consumption in office operations.

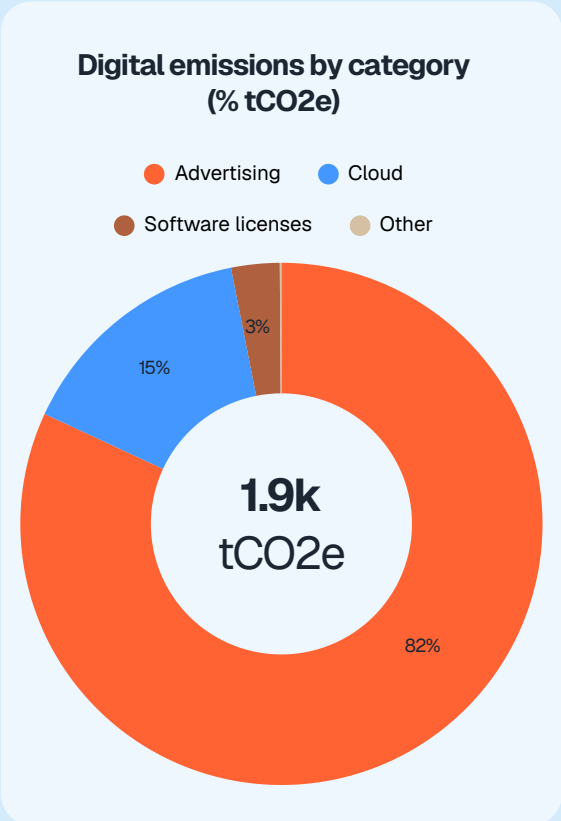


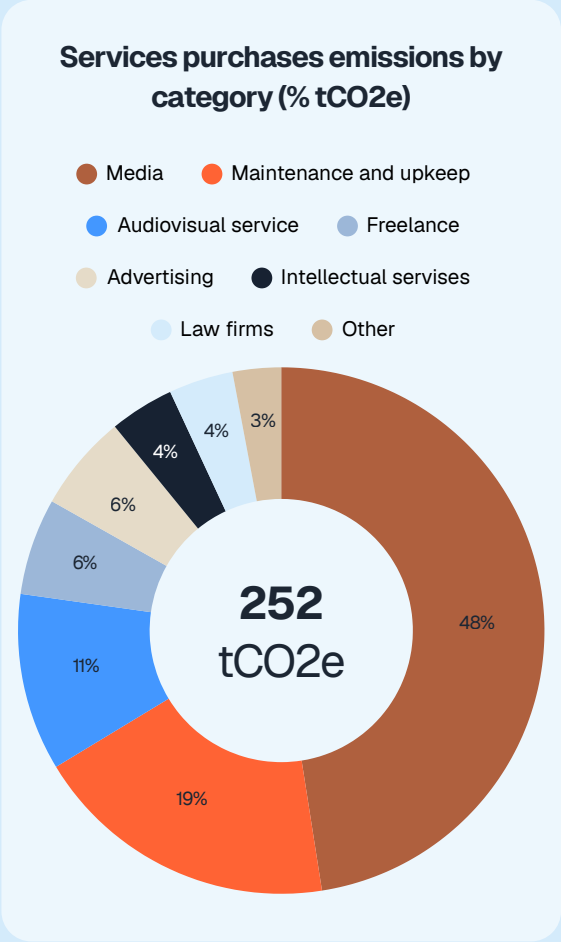
Digital Operations

GoWish relies on external digital infrastructure and third-party service providers to ensure performance, data processing and user accessibility. Consequently, a significant share of the company's environmental impact is associated with indirect emissions (Scope 3) generated through these external services.

In 2025, digital emissions accounted for approximately 1.9k tCO_2e, corresponding to 77% of the company's total emissions.

These emissions primarily originate from digital advertising, cloud infrastructure and software services, including data storage, servers and network infrastructure.





Services Purchases

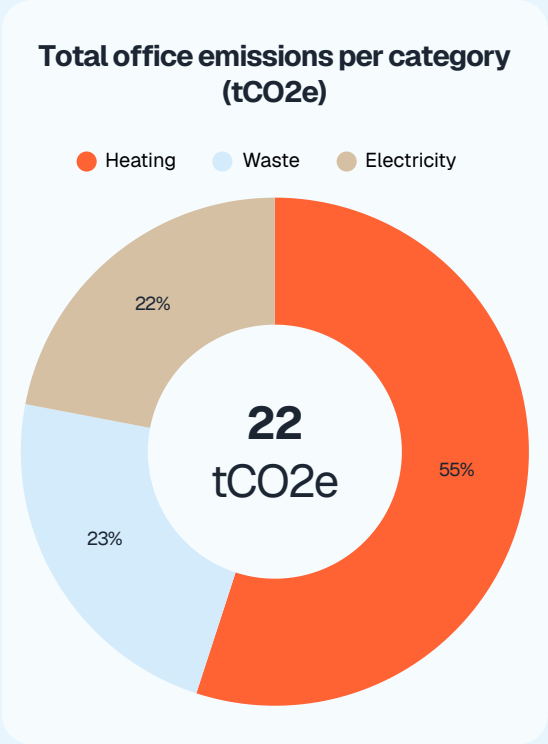
Emissions related to purchased services accounted for 252 tCO_2e in 2025, corresponding to 11% of total emissions.

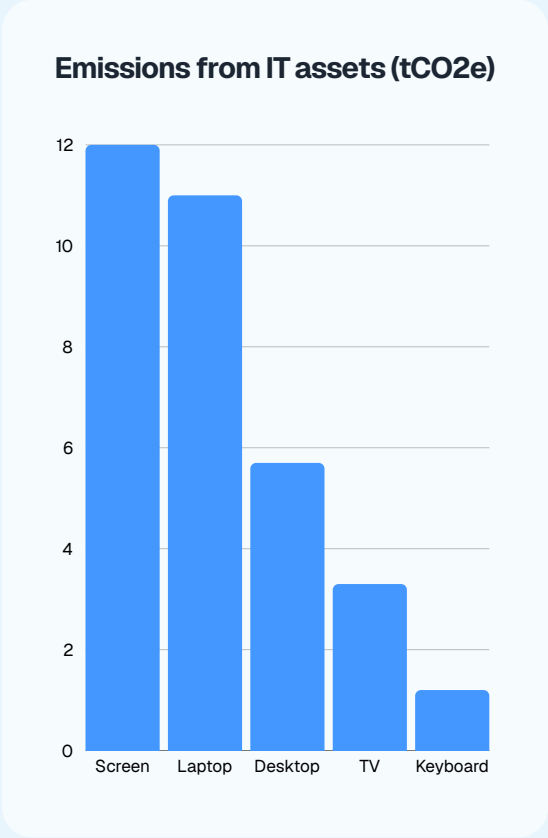
The largest contributors within this category are media services, maintenance and audiovisual services, reflecting operational spending on external partners and suppliers supporting GoWish's activities. These emissions relate to professional services purchased by the company, including upstream energy and material use as well as the energy consumed during the provision of these services.

Office Operations & Assets

Emissions related to GoWish's office facilities amounted to approximately 22 tCO_2e in 2025, corresponding to around 1% of the company's total emissions. The emissions primarily relate to the operation of the company's headquarters and include electricity consumption, heating and waste generated through daily office activities.

As GoWish operates with a single office location, emissions associated with buildings remain a relatively small part of the company's overall environmental footprint.



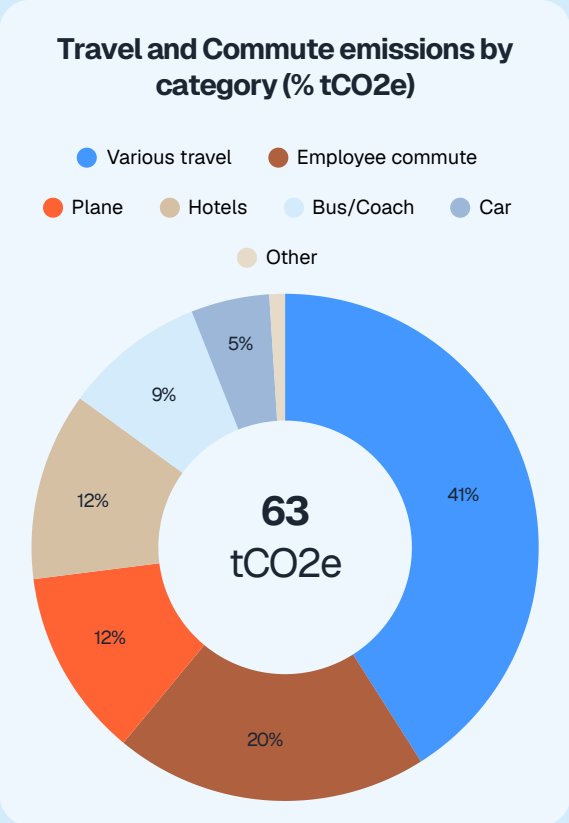


Emissions related to company assets accounted for approximately 35 tCO_2e in 2025, corresponding to around 1.5% of GoWish's total carbon footprint. These emissions primarily relate to the production and lifecycle impact of IT equipment used in daily operations.

The largest contributors within this category are screens and laptops, followed by desktop computers and office equipment, reflecting the hardware required to support employees' digital work environment. Additional emissions arise from smaller peripherals such as keyboards and cables.

Travel & Commute

Emissions related to travel and commuting accounted for approximately 63 tCO_2e in 2025, corresponding to around 2.6% of GoWish's total carbon footprint. These emissions primarily arise from various travel expenses, followed by employee commuting and air travel, while smaller shares are associated with hotel stays, bus and coach transport, and company car use.



Similar to GoWish's office operations, this category represents a smaller share of the company's overall emissions. Nevertheless, GoWish recognizes the importance of continuously identifying opportunities to reduce emissions related to both travel and office operations.

More broadly, The GHG assessment highlights that the majority of GoWish's emissions originate from indirect activities within the company's value chain, making the reduction of Scope 3 emissions a key priority in the company's sustainability efforts.

Going forward, GoWish will focus on improving the accuracy of its emissions data, prioritising reduction initiatives in the most material categories and engaging employees, suppliers and partners in supporting the company's climate ambitions.

