

LOOP® IMPACT REPORT

2024

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2024

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REPORT VERSION
YEAR
DATA PERIOD
UPDATE CYCLE
RESP. DEPT.

4.0
2025
2024
YEARLY
HEAD OF
SUSTAINABILITY

LOOP
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2024

FUNDAMENTALS AND GENERAL INFORMATION

FUNDAMENTALS
AND GENERAL
INFORMATION

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**WE'RE A DIGITAL-FIRST
AGENCY, EXPLORING
THE INTERSECTIONS
BETWEEN DESIGN,
DIGITAL TECHNOLOGY,
AND CONTENT
MARKETING FOR
LEADING BRANDS.**

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FUNDAMENTALS
AND GENERAL
INFORMATION

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OUR GLOBAL FOOTPRINT AND TEAM

Strategically Located

Our strategic location enables us to maintain close relationships with key clients and deliver services beyond the borders of Austria, ensuring our success on a global scale.

Centralised workflows

The implementation of a centralised workflow from our HQ in Salzburg ensure seamless collaboration across all our hubs*, fostering an integrated and efficient working environment.

*AVERAGE NUMBER OF EMPLOYEES: 464 TALENTS
TOTAL NUMBER OF EMPLOYEES BY THE END OF 2024: 396 TALENTS.

*SALLZBURG, NEW YORK CITY, VIENNA, COPENHAGEN, BERLIN, SYDNEY, BANGALORE



A LETTER FROM OUR CEO

When founding LOOP back in 1999, I never would have imagined that one day I'd have the opportunity to manage a company with such an incredible team, help young, talented people break into this thrilling industry and work with some of the most amazing clients.

As a company evolves, its priorities tend to transform. During our early years, our primary focus centered on delivering the best possible project outcomes. Today, our priority lies in creating an ideal work environment; one that has a positive impact on our clients, employees, and surroundings every day. We believe in leadership that exemplifies these priorities through action and value, continuously challenging ourselves to become better. If we can achieve that, great work follows.

We believe in leadership that leads by example, consistently striving to turn these priorities into actionable and valuable results. Presently, we proudly work for some of the world's most exceptional brands, having experienced tremendous growth within the last three years.

Our diversity and multinational presence allow us to make meaningful contributions while aiming to make a positive impact. We want to make a difference inside this buzzing industry.

For today's young talent, a job is more than the work they do. It's about purpose, enabling positive change, and playing a significant role in creating a better world. Our vision is to be an ambitious workplace, while at the same time creating a perfect environment for the future, one that promotes diversity, leaves a positive impact on every path we tread, as well as one that defines what it means to do so – and that inspires other companies to follow.

As we unveil our third impact report, our ambitious mindset and motivation continue to drive us and our clients and partners to create a better, more diverse and sustainable future for LOOP. Our unwavering commitment to this goal proudly remains one of our top priorities.



MICHAEL JOHN
LOOP CEO

**IT'S ABOUT SHAPING
CULTURE, SOCIETY, AND
MAKING A MEANINGFUL
DIFFERENCE.**

**EVERY PROJECT IS AN
OPPORTUNITY TO
INFUSE PURPOSE INTO
OUR ACTIONS AND
INSPIRE CHANGE.**

IV
KEIN DURCHGANG

FUNDAMENTALS
AND GENERAL
INFORMATION

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ABOUT THIS REPORT

Sustainability is an important part of our company culture. We use digital innovation, creativity, and clear ESG goals to make it part of everything we do. This is why the fourth edition of our report follows the GRI Standards (Global Reporting Initiative) and includes the SDG's (Sustainable Development Goals from the United Nations) we support. We focused on the most important topics — those that we affect and that affect us — by doing a materiality analysis based on LOOP's mission and main activities.

From this, we created our sustainability strategy and the structure for our report. The report shows our mission, our culture, and our design language. It also gives a clear overview of LOOP's sustainability goals and actions.

At LOOP, the commitment starts with our CEO and our Head of Sustainability. They are supported by experts from different departments. But it is a shared responsibility — everyone in the team is involved. We provide policies, processes, and tools so everyone can include sustainability in their daily work.

It's an ongoing journey, and we're excited to move forward together with our team, clients, and partners — leading positive change in our industry.

OUR MISSION AND SUSTAINABILITY STRATEGY

We ship some of the industry's best and most forward - thinking work.

Driving innovation for a sustainable digital future that ensures economic stability and long-term client impact.

Material Topics

Digital Innovation, Client Relationships, Economic Stability, Data Privacy, Sustainable Products & IT Infrastructure

Our team is impressively uncomplicated and great to work with.

We build a diverse, inclusive, and skilled team driven by innovation, ethics, and seamless collaboration.

Material Topics

Diversity and Equal Opportunity, Training, Social Dialogue, Business Ethic

We run one of the best and most welcoming workplaces.

We aim to create the best workplace, prioritizing our team's well-being.

Material Topics

Flexible Work, Benefits and Team Well-Being

We make a positive impact

We aim for a positive impact on the environment, partnerships, and the community.

Material Topics

Environment, Sustainable Procurement, Partnerships & Community

OUR STAKEHOLDER COMMUNICATION

Team

We cultivate open communication through meetings, tools, and surveys to stay connected.

Client

We drive daily alignment and close collaboration with clients to align objectives.

User

We analyze data, conduct surveys, and stay connected to understand user needs.

Partner and Communities

We prioritize direct communication and use surveys to gather feedback from our partners.

INDUSTRY LEADING AND INNOVATIVE WORK

INDUSTRY
LEADING
AND INNOVATIVE
WORK

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Digital Innovation
Economic Stability
Sustainable Product Development
Client Relationship
Sustainable Infrastructure
Data Privacy and Protection

OUR AMBITION

We figured out what the Internet can do 20 years ago, when 56k modems were the fastest connection available.

We'll still figure out what the Internet can do 20 years from today — being full of excitement about what the future will bring. We want to be seen as one of the companies that are responsible for unfolding the digital era — setting new standards in digital creative, design, brand communication, technology and marketing.



INDUSTRY
LEADING
AND INNOVATIVE
WORK

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KEY FACTS DRIVING INNOVATION

100% Independent

Founded in 1999, at the beginning of the digital era. 100% independent and owner-managed.

Digital at Heart

Digital natives with a strong focus on connecting brands with their next generation of customers.

Team Structure

We embrace a flat hierarchy and direct communication. We are reactive and flexible, able to make decisions quickly and easily.

Team diversity

International team of 400+ people from over 59 countries working in 7 locations.

Setting New Standards

Combining technology and marketing in a way that is unique in the industry.

SUSTAINABLE WAYS OF WORKING

All digital services are handled in-house for efficient, tailored production. Each project is strategically planned and aligned with our clients before we start the implementation.

With in-house content expertise and capabilities, we produce efficiently and minimize waste. Virtual collaboration and AI workflows cut travel and optimize resources.

BUILDING CUSTOMER RELATIONSHIPS

We don't follow the typical client-agency model. Instead, we build dedicated teams tailored to each client's needs. Working closely together, we drive brands forward in the digital space. To stay fast and efficient, we rely on tools like Basecamp, Jira, and Slack for transparent collaboration.

Clients communicate directly with our experts while a dedicated account or project manager ensures smooth coordination. To ensure we bring the skills and experience needed to provide the best client support.

CULTIVATING LONG-TERM PARTNERSHIPS

We always aim for long-term partnerships with adventurous clients, striving to prepare their brands for the next generation by always thinking ahead.

The longer we work with a client, the better we understand their long-term goals and can support them in achieving those goals. We understand their products and workflows, allowing us to set up teams that 100% match their needs.



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LEADING
AND INNOVATIVE
WORK

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RELATIONSHIP WITH CLIENTS

11

NO. OF TOP 20 CLIENTS WHO HAVE BEEN WITH US FOR MORE THAN FIVE YEARS

LOOP®

6

NO. OF TOP 20 CLIENTS WHO HAVE BEEN WITH US FOR MORE THAN TEN YEARS

19

CUMULATIVE YEARS WE HAVE WORKED WITH OUR TOP THREE CLIENTS

68%

OF TOP 50 CLIENTS WHO HAVE BEEN WITH US FOR THREE YEARS OR MORE

INDUSTRY LEADING AND INNOVATIVE WORK

100%

OF OUR SERVICES AND PRODUCTST ARE TAILORED TO OUR CLIENT'S NEEDS

INDUSTRY LEADING AND INNOVATIVE WORK

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INDUSTRIES OUR CLIENTS ARE IN

LOOP®

Sportswear / Automotive / Fashion / Entertainment
/ Household Goods / FMCG / Retail / Manufacturing /
Pharmaceutical / Luxury Goods / Food And Beverage
/ Financial Services / Healthcare / Kitchenware /
Leatherware / Tourism / Chemical / Transportation /
Software Dev. / Social Networking / Pet / Insurance
/ Consumer Goods / Communication / Agency /
Infrastructure / Electricity / Coaching / Beauty
/ Surgical Products / NGO / Sanitary / Solutions /
Gastronomy / Furniture / Commerce / Music /
Wholesale / Supplements

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MARKET DIVERSITY AND SUSTAINABLE GROWTH

Industry and market diversification

We serve clients from 73 countries across 40+ industries. This fosters deep knowledge of diverse markets and their needs, while ensuring economic stability through the diversification of our client industries.

Client requirements

We don't have specific client requirements, but most of the brands we work with are recognized leaders in their fields. We treat every client with the same passion, regardless of market, industry, or company size, and consider our clients as friends.

Organization scale

With over 20 years of experience in the digital world, we know how to set up teams that act as seamless extensions of our clients' internal teams. As an independent, owner-operated business, we grow organically and adapt quickly to client needs and digital innovations. We build strong, long-lasting partnerships across industries.

MARKET DIVERSITY AND SUSTAINABLE GROWTH

40+

NO. OF CLIENT
INDUSTRIES WE SERVE

LOOP®

58%

OF OUR BUSINESS
IS FROM OUTSIDE
OF AUSTRIA

7/10

OF OUR BIGGEST C
LIENTS FROM 2024
ARE INTERNATIONAL

INDUSTRY
LEADING
AND INNOVATIVE
WORK

73

NO. OF COUNTRIES WE
SERVE OUR CLIENTS IN

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**WE MAKE USE OF THE
MOST INNOVATIVE AND
GROUND BREAKING
TECHNOLOGIES TO BRING
SOPHISTICATED DIGITAL
SOLUTIONS TO LIFE.**

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LEADING
AND INNOVATIVE
WORK

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SUSTAINABLE IT INFRA- STRUCTURE

We're building a strong IT infrastructure with cutting-edge, eco-friendly technology that addresses climate challenges. By focusing on energy-efficient, resilient solutions, we reduce e-waste and minimize our environmental impact.

Our in-house systems use sustainable innovations, and we prioritize long-lasting or refurbished hardware. Our team has set targets for 2030 and is actively working to achieve them.

Ongoing and goals:

100% of our team will participate in regular annual trainings, and we will conduct external audits and certifications in 2024/2025.

DATA PROTECTION AND SECURITY

As part of our social responsibility, LOOP upholds international data protection standards. With digital technologies evolving and the amount of (personal) data growing, ensuring a secure and compliant environment for employee and client information remains a key priority. Our Legal Department collaborates closely with IT to ensure compliance with all relevant data protection laws.

New technologies like AI are reshaping how data is handled, bringing both opportunities and greater regulatory responsibilities. The EU Data Act, effective since August 1, 2024, introduces new rules around data access and usage. LOOP has taken steps to ensure compliance. We're also aligning our information security practices with the TISAX framework, with certification planned for 2025. All employees take part in regular mandatory training on data protection and information security to stay aligned with internal policies.

<https://www.agentur-loop.com/privacy-policy>

ACCESSIBILITY AND INCLUSION

As a global digital agency we acknowledge the importance of digital accessibility in inclusive and responsible service delivery. In preparation for the European Accessibility Act coming into effect, measures have been initiated to implement the required accessibility standards across relevant services, processes, and digital platforms. We inform our clients about these upcoming requirements, so they can take appropriate action where needed.

Ongoing and goals:

100% of our team will participate in regular annual trainings, and we will conduct external audits and certifications in 2024/2025.



INDUSTRY
LEADING
AND INNOVATIVE
WORK

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A COLLABORATIVE, DIVERSE AND SKILLED TEAM

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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Diversity and Equal opportunity
Training
Social Dialogue

INITIATIVES DRIVING DIVERSITY AND EQUALITY

Care + lead program

A self-leadership program for parents to support the parenting journey, find the best work model, and manage mental health and workload.

Trainings

Regular training on diversity, inclusion, and unconscious bias is provided to our team.

Family culture

We embrace a family culture and have implemented processes to support caretakers throughout their journey.

Languages classes

To ensure inclusivity, english is our main company language. We also offer english and german language classes for the whole team.

Social dialogue

We offer direct communication channels and meetings to raise topics and address improvements with leadership, P&C, and the team.

Female leadership

We offer female leadership training with an external expert for our leadership team.

Policies and reports

Our policies ensure diversity and equality in hiring, promotions, and beyond. We regularly update our P&C report to track progress.

Role models

We believe in leadership that leads by example. True diversity and equality go beyond policies and training — they start with diverse leadership.

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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2024

15 WORK AND COLLABORATION PRINCIPLES

01

We reduce complexity wherever we can.

02

We treat money, material and time with care.

03

We aim to leave a positive footprint after each step.

04

We respect our co-workers and we respect their time.

05

If we break something, we fix it together.

06

To sound clear is better than to sound clever.

07

We run water through the pipes before we ship.

08

Version 1 is usually not our best work. Have fun iterating.

09

We avoid climbing the wrong mountain.

10

Attracting clients and great team members is everyone's job.

11

If it feels too much like advertising, it must go.

12

We expect high moral standards from everyone.

13

Goals don't guarantee results. Habits and actions do.

14

We don't make project teams bigger than they need to be.

15

Successful agencies aren't built in spreadsheets and meetings.

**OUR DIVERSITY AND
COLLABORATIONS
WORLDWIDE DRIVE US
TO CREATE POSITIVE
CHANGE IN OUR
INDUSTRY.**

**WE PRIORITIZE
EQUALITY AND
DIVERSITY IN
EVERYTHING WE DO.**

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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2024

NATIONALITY DIVERSITY & EQUALITY

464

TALENTS

LOOP®

12

LANGUAGES IN
LEADERSHIP

17

NATIONALITIES IN
LEADERSHIP

59

NATIONALITIES

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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51

LANGUAGES

A COLLABORATIVE, DIVERSE AND SKILLED TEAM

With 51% international employees,
we foster strong diversity within our team.

59 NATIONALITIES

Albanian / American / Argentine / Armenian / Australian
/ Austrian / Bangladeshi / Belarusian / Belgian / Brazilian /
British / Bulgarian / Canadian / Colombian / Congolese /
Costa Rican / Croatian / Cypriot / Czech / Danish / Dutch
/ Filipino / Finnish / French / German / Greek / Hungarian
/ Indian / Indonesian / Iranian / Irish / Italian / Lebanese /
Lithuanian / Luxembourger / Malaysian / Mexican /
Montenegrin / Moroccan / New Zealander / Norwegian /
Pakistani / Peruvian / Polish / Portuguese / Romanian
/ Russian / Serbian / Slovak / Slovenian / South African /
Spanish / Sri Lankan / Swiss / Thai / Turkish / Ukrainian /
Venezuelan / Vietnamese

GENDER DIVERSITY AND EQUALITY

296

FEMALE EMPLOYEES

LOOP®

168

MALE EMPLOYEES

41

MALE LEADS

45

FEMALE LEADS

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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4

MALE MANAGEMENT

3

FEMALE MANAGEMENT

With a 52% female leadership quota,
we have a great balance in the leadership team.

**WE SUPPORT UNIQUE
CAREER PATHS FOR OUR
PARENTS, BY OFFERING
FLEXIBLE WORK TO
BALANCE FAMILY AND
CAREER.**

CARE + LEAD A PROGRAM FOR PARENTS

We teamed up with our long-term female leadership coaching partner, leadhers+ academy, to co-create the Care + Lead Program — designed especially for all our parents.

The program supports every step of the parenthood journey: before, during, and after parental leave. Each topic is led by top experts in their field.

We believe that balancing work and family is deeply personal — there's no one-size-fits-all solution. That's why this program helps both moms and dads explore the best work model for them, while also offering support for mental load and mental health.

Before parental leave
Preparation for parenthood and finding a good balance between work and personal life.

During parental leave
Resilience, self-organization, and mental health.

After parental leave
Returning to work, leading teams, and handling new challenges.

PARENTAL DIVERSITY AND EQUALITY

15%

OF OUR TEAM ARE PARENTS

LOOP®

100%

OF OUR FEMALE MANAGEMENT ARE PARENTS

38%

OF OUR FEMALE LEADERSHIP TEAM ARE PARENTS

51%

OF OUR MALE LEADERSHIP TEAM ARE PARENTS

A COLLABORATIVE, DIVERSE AND SKILLED TEAM

LOOP IMPACT REPORT 2024

With a 44% parental leadership quota, we maintain a strong balance within our leadership team.

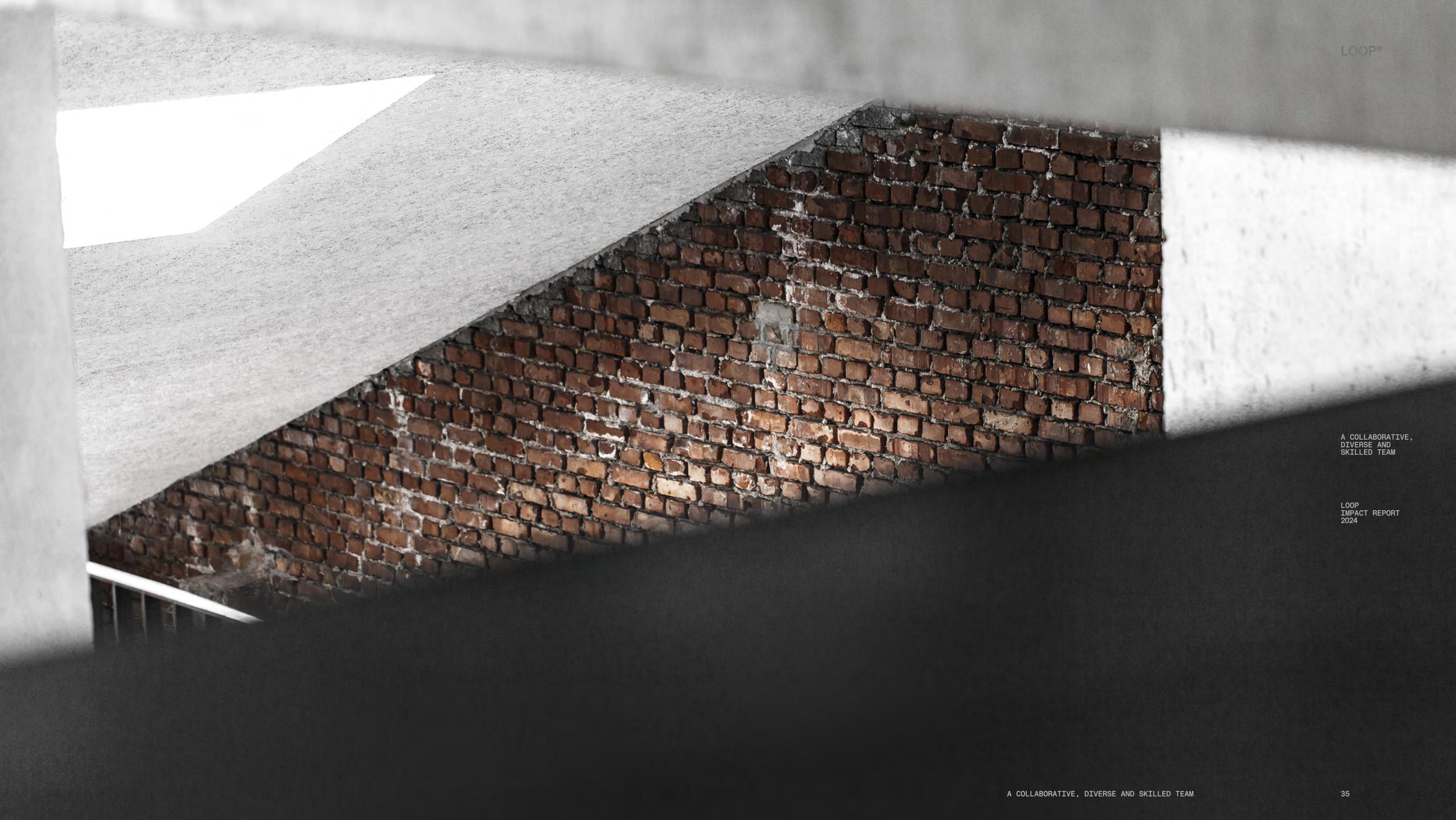
6

DAD'S TOOK PARENTAL LEAVE

75%

OF OUR MALE MANAGEMENT ARE PARENTS

A COLLABORATIVE, DIVERSE AND SKILLED TEAM

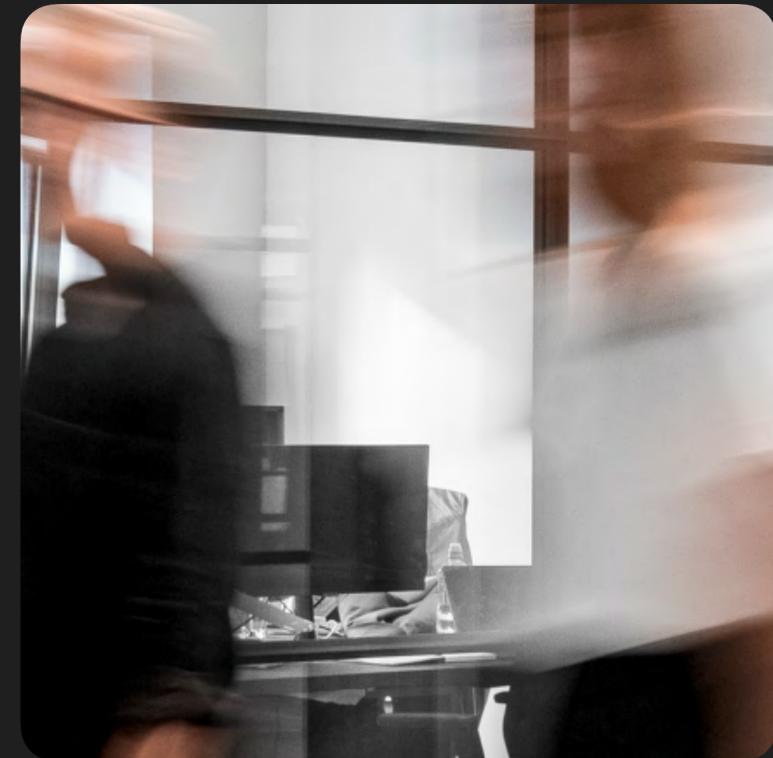


A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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**WE HIRE WITH
PURPOSE.
DIFFERENT VOICES,
SAME VISION.**

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A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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INCLUSIVE HIRING: BUILDING A DIVERSE TEAM

We embed diversity and equality into every step of our hiring process by crafting bias-free job descriptions that ensure accessibility for all, conducting structured interviews that focus on skills and potential, and leveraging job boards that actively connect underrepresented groups with meaningful career opportunities.

NEW HIRES: DIVERSITY AND EQUALITY

888

NEW HIRES IN 2024

LOOP®

44%

INTERNATIONAL
HIRES

70,5%

FEMALE TALENTS

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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NEW HIRES: DIVERSITY AND EQUALITY

6

ARE PARENTS

LOOP®

95,5%

NEW TALENT
RETENTION RATE

20,33%

LOOP'S 2024
ATTRITION RATE

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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EMPLOYEE DEVELOPMENT

9,5

AVERAGE TRAINING HOURS PER EMPLOYEE

LOOP®

3.321

TRAINING HOURS ENGAGED BY THE FULL TEAM

88

HOURS OF 1:1 LEADERSHIP COACHING

59%

ARE SKILLS-BASED TRAININGS

A COLLABORATIVE, DIVERSE AND SKILLED TEAM

LOOP IMPACT REPORT 2024

176

ONBOARDING HOURS AND SESSIONS

In 2024, we invested in team development through training, structure, and trust — empowering everyone to take ownership of their growth.

FUTURE- FOCUSED CONVERSATIONS

We use HiBob, an integrated people platform, to make feedback a natural part of everyday work. It helps us stay focused on learning, growing, and delivering high-quality results. Honest feedback, high standards, and strong team support shape the way we work.

360° annual performance reviews

Our performance reviews are team-wide and happen once a year. Leads, team members, and peers give structured feedback using the same set of questions — keeping things fair, clear, and transparent for everyone. In 2024, 100% of the team completed a performance review.

1:1 or team meetings

We use our daily meetings to track tasks and check progress. This improves communication and helps with better coaching from leads to the team.

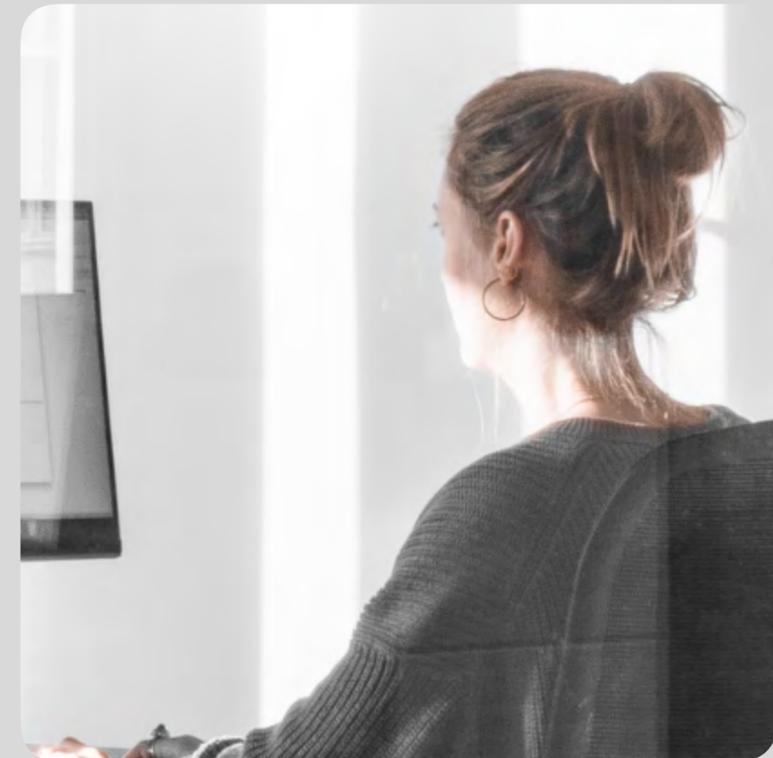
Promoting instant feedback

We keep things open and uncomplicated. Our open-door approach lets you connect easily via slack, quick huddles, or meetings. We appreciate each other's work while giving honest feedback to push ourselves and set new standards.

Reviews

At LOOP, we conduct various reviews at key milestones throughout the employee lifecycle, such as for team members in new leadership roles, resignation reviews, and reviews at work anniversaries or after trial periods.

**IF WE BUILD OUR
AGENCY ON GREAT
PEOPLE, IMPRESSIVE
WORK AND CLIENTS
WE DIDN'T DREAM OF
WORKING FOR WILL
FOLLOW.**



A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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KEEPING DIALOGUE OPEN

All-agency meetings

We hold agency-wide meetings with our CEO to keep everyone informed.

Better company

We invited our team to submit their ideas for how we could improve. We received 9 submissions in 2024, and 5 of them were implemented in 2024.

Internal channels

We use slack for announcements shared by the CEO to ensure regular transparency across the team.

Social buddy

In 2024, we welcomed 88 new team members and teamed them up with a social buddy.

Open tuesday

Every tuesday, our people & culture team is available for private chats and support.

Reviews & feedback

Regular check-ins, ongoing feedback, and an annual 360° feedback cycle for the entire team.

Surveys

To gather insights and ensure everyone's opinions are heard and considered.

1:1 with team lead

Personalized one-on-one meetings with team leads to discuss progress and any needed support.

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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ANTI-DISCRIMINATION AND HARASSMENT

Our Code of Conduct outlines our position on anti-discrimination and harassment. If any discrimination or harassment occurs or is witnessed, we have a whistleblower procedure in place. Of course, all reports will be treated confidentially, and the reporter shall not suffer any negative consequences. We reserve the right to take action to ensure LOOP remains a welcoming environment for all team members and everyone working with us.

This includes warning an offender, excluding them from LOOP or ending their relationship with LOOP if the situation does not improve. In 2024, no cases of discrimination were experienced.

ANTI-CORRUPTION AND BRIBERY

Corruption poses a global challenge, leading to economic harm and undermining fair competition. LOOP, as a socially responsible company, is dedicated to combating corruption. We require our employees to refrain from offering or pledging any personal, financial, or other benefits directly or indirectly, through intermediaries, to secure or maintain business relationships or gain advantages from third parties. Additionally, our team members are prohibited from accepting any advantages in exchange for preferential treatment from clients or third parties. This commitment reflects our firm stance against corruption and our commitment to ethical business practices.

CODE OF CONDUCT

The Code of Conduct serves as a formal expression of our dedication to integrity and ethical behavior, outlining the fundamental principles upheld by LOOP. Every employee is accountable for adhering to legal, professional, and ethical standards pertinent to their role and level of responsibility. The Code emphasizes our commitment to delivering top-notch services to our clients, reflecting our unwavering dedication to maintaining high standards and ethical conduct in all aspects of our operations.

With each new employment contract, we dispatch the Code of Conduct to underscore its importance. We revisit the topic during onboarding and ensure it's readily available in our handbook for reference.

Read our Code of Contact
<https://www.agentur-loop.com/code-of-conduct>

REPORTING OF HARASSMENT

With an international mindset, LOOP enables collaboration with colleagues, clients, talents, partners, and stakeholders from around the globe. We strive for LOOP to be a place where everyone can work efficiently, communicate seamlessly, and feel safe at all times.

With 464 talents representing 59 nations and speaking 51 languages under one roof, and with 58% of our business conducted outside of Austria, maintaining diversity, equality, and inclusivity is essential to us.

In the event that anyone within the company observes any form of harassment, there is a dedicated reporting email address available. It is expected that anyone asked to cease harassing behavior complies immediately to avoid consequences.

CONFLICT OF INTEREST

Corruption frequently stems from conflicts of interest, where personal interests impact professional activities. At LOOP, we mandate that our team members steer clear of situations that may give rise to personal conflicts of interest. They are expected not to exploit their position, company information, or assets for personal gain, nor to seek improper advantages from third parties. This policy underscores our commitment to maintaining integrity and preventing any misuse of influence or information within our organization.

WHISTLEBLOWER PROCEDURE

LOOP®

We implemented a so-called Whistleblower Procedure, where our employees can report violations or critical situations in respect to anti-corruption, bribery, or conflicts of interest. Of course, all reporting will be treated confidentially, and the reporting person shall not suffer any negative consequences. So far, no incidents of corruption or bribery have ever been recorded or reported in connection with LOOP.

Read our Whistleblower Procedure
<https://www.agentur-loop.com/whistleblower-system>

A COLLABORATIVE,
DIVERSE AND
SKILLED TEAM

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BEST AND MOST WELCOME WORKPLACE

LOOP®

BEST AND MOST WELCOME WORKPLACE

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Employee Health
Benefits
Flexible Work

PIONEERING THE WORKSPACE OF THE FUTURE, WE'RE ON A MISSION.

LOOP®



BEST AND
MOST WELCOME
WORKPLACE

LOOP
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BENEFITS AND PERKS

Extra paid time-off

- Sunny hours or +20% extra vacation
- Special leave

Professional development

- Educational leave
- Learning and development
- Leadership coaching
- German class
- English class
- Audiobooks

Health and wellness

- Headspace
- Myclubs free subscription
- Sportsupport
- Eversport
- Home-office furniture contribution
- Computer screen glasses
- LOOP® Scoop

Travel and transportation

- 50% Klimaticket sponsorship
- Bike leasing
- Corporate discount Westbahn
- Vienna accommodation
- Salzburg accommodation

Work flexibility

- Hybrid or remote work
- 4-day work week
- Work from anywhere
- Marginal employment
- Office hopping

Employee aid programs

- Corporate lawyer
- Referral bonus
- Corporate doctor
- Corporate psychologist
- Pension fund

Family friendly benefits

- Audi corporate discount
- Parental part-time
- Care + lead self-leadership program for caretakers
- Flexible parental leave
- Football season ticket

BENEFITS AND PERKS

29%

OF OUR TEAM IS ON A
4-DAY WORKWEEK

LOOP®

1.326,5

DAYS OF SUNNY
HOURS OR +20%
EXTRA VACATION

3.195

DAYS WORK FROM
ANYWHERE

BEST AND
MOST WELCOME
WORKPLACE

LOOP
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BENEFITS AND PERKS

83

KLIMATICKET
CONTRIBUTION

LOOP®

100%

OF OUR TEAM
WORKS HYBRID
OR REMOTELY

32%

USE THEIR FREE
MYCLUBS SPORT
PASS

BEST AND
MOST WELCOME
WORKPLACE

LOOP
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2024



BEST AND MOST WELCOME WORKPLACE

LOOP
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WORK FROM
ANYWHERE

TEAM MEMBERS

LOOP®

181

3.195

DAYS

BEST AND
MOST WELCOME
WORKPLACE

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2024

Top Countries

Spain / Germany / Denmark / Italy / Montenegro / Poland / Portugal / USA /
Australia / Mexico / Netherlands / Romania / Switzerland / Albania /
Argentina / Bangladesh / Bosnia / United Kingdom / France / Canada /
Slovenia / South Africa / UAE / Hungary / Thailand / France / Turkey /
Croatia / Iran / Columbia / Philippines / Austria / Taiwan / Ireland / Brazil /
Norway / Belgium / Serbia / Sri Lanka / Japan / Dominican Republic /
Kyrgyzstan / Vietnam / Canada / Greece /

4-1-DWVWVW

BEST AND MOST WELCOME WORKPLACE

LOOP
IMPACT REPORT
2024

4-DAY WORKWEEK CONTINUES

Since launching in May 2022, our 4DWW has become a core part of life at LOOP. We successfully continued the model throughout 2024 — and it's here to stay. Everyone on the team can switch between full-time and 4DWW twice a year, offering real flexibility and a better work-life balance

4-day workweek

29% of our team work 4 days and get paid for 4.5 in 2024.

WHAT MAKES IT DIFFERENT

Team members can choose to work four days instead of the usual five – enjoying a long weekend every week. They work Monday to Thursday at regular hours and are paid as if working 4.5 days. Participation is fully optional, giving everyone the freedom to choose the schedule that suits them best. We also reduce individual workloads across those four days to keep things balanced and fulfilling. Why? We believe this setup boosts both well-being, productivity and creativity.

TODAY, OUR PRIORITY
IS TO CREATE AN
IDEAL WORK
ENVIRONMENT THAT
POSITIVELY IMPACTS
OUR TEAM.

LOOP®



BEST AND
MOST WELCOME
WORKPLACE

LOOP
IMPACT REPORT
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PRIORITIZING MENTAL HEALTH

That's why we offer free Headspace access for daily mindfulness, meditation, and better sleep—helping create balance between personal and work life. Since 2022, our in-house psychologist has also provided free and confidential sessions.

In 2024, we're going even further: We're equipping our team leads with tools to support mental health and have launched Care + Lead—a self-leadership program developed with external experts to help caretakers manage mental load, work, and family life.

PHYSICAL HEALTH AND SAFETY UPDATE

These numbers reflect our commitment to a healthy and safe workplace. Our dedicated LOOP® company doctor offers on-site consultations in Salzburg and Vienna to support physical well-being. We also provide free access to sports programs like MyClubs, Eversports, and Sportsupport, as well as bike leasing.

To promote healthy working habits, we offer ergonomic home office furniture and computer screens. We regularly conduct work safety trainings and have clear internal safety policies in place.

Together with a trained in-house safety team and certified first aiders, we focus on maintaining a safe and healthy work environment — even though workplace accidents are rare in a digital agency.

PHYSICAL HEALTH AND SAFETY UPDATE

6,9

AVERAGE SICK DAYS
PER EMPLOYEE

LOOP®

2,5

DAYS WORK AND
DISABILITY

3

TEAM MEMBERS
COMPLETED HEALTH
AND SAFETY
TRAININGS 2024

4%

OF OUR TEAM
MADE USE OF
OUR DEDICATED
COMPANY
DOCTOR.

BEST AND
MOST WELCOME
WORKPLACE

LOOP
IMPACT REPORT
2024

0

WORK
ACCIDENTS IN
BOTH 2024
AND 2023

18%

OF OUR TEAM USE
HEADSPACE
REGULARLY

BEST AND MOST WELCOME WORKPLACE

SCOOP.

BEST AND
MOST WELCOME
WORKPLACE

LOOP
IMPACT REPORT
2024



Coffee
Mint & Lime Refreshing Iced Tea
Homemade Ginger-Orange Lemonade
Homemade Orange-Lime Lemonade
Cakes of the Day
Signature Cookies



TOPPED BREAD
CURRY + DATE
3 PCS.



TOPPED BREAD
BUTTER + CRESS
3 PCS.



LOOP® SCOOP.

We launched Scoop in 2024 with a Garden Fresh Veggie Lasagna and redefined what lunch means at LOOP® HQ. Since then, Scoop has become our in-house vegetarian bistro.

From sweets and snacks to daily lunch specials, lemonades, and little extras — everything is offered at cost price to keep our team happy, healthy, and well-fed.

LOOP® SCOOP. PHILOSOPHY

Scoop aims to create a well-balanced, home-cooked, and flavorful meal offering that is both environmentally friendly and resource-efficient. The concept is entirely based on vegetarian and vegan dishes.

Scoop is committed to sustainability in meal preparation – from the careful selection of ingredients to the reduction of food waste. The focus on plant-based meals, local products, and creative reuse not only supports environmental goals but also promotes a forward-thinking and socially responsible approach to food.

Our key ingredients for a sustainable in-house bistro:

- Seasonal, regional, and organic ingredients
- Menus based on seasonal availability
- Avoiding food waste
- Reducing packaging waste

MAKING A POSITIVE IMPACT

LOOP®

MAKING A
POSITIVE
IMPACT

LOOP
IMPACT REPORT
2024

Environment
Sustainable Procurement
Partnerships and Community
Transparency

**OUR DIRECT IMPACT
AS A DIGITAL AGENCY
MAY BE SMALL, BUT
WE BELIEVE IT'S
EVERYONE'S
RESPONSIBILITY TO
HELP PROTECT THE
ENVIRONMENT.**

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ENERGY CONSUMPTION LOOP® SALZBURG HQ

LOOP®

1000%

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IMPACT

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2024

The comprehensive overview of electricity labeling related to our energy supply is available at www.salzburg-ag.at/strom/privat/stromprodukte.html
VERIFIED BY E-CONTROL.

OF OUR ENERGY CONSUMPTION IS
EXCLUSIVELY FROM RENEWABLE
ENERGY SOURCES SUPPLIED BY THE
LOCAL ENERGY AND INFRASTRUCTURE
SERVICE PROVIDER SALZBURG AG.

ENERGY CONSUMPTION LOOP® SALZBURG HQ

Comparison Total Consumption LOOP® HQ

LOOP®

2022	147.020	kWh
2023	151.424	kWh
2024	162.632	kWh

MAKING A
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IMPACT

LOOP
IMPACT REPORT
2024

94,84

%

HYDROPOWER

5,16

%

OTHER RENEWABLE
ENERGY SOURCES

ENERGY CONSUMPTION LOOP® VIENNA

LOOP®

71,999%

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IMPACT

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IMPACT REPORT
2024

The comprehensive overview of electricity labeling related to our energy supply is available at <https://dokumente.wienenergie.at/link/stromkennzeichnung>
VERIFIED BY E-CONTROL.

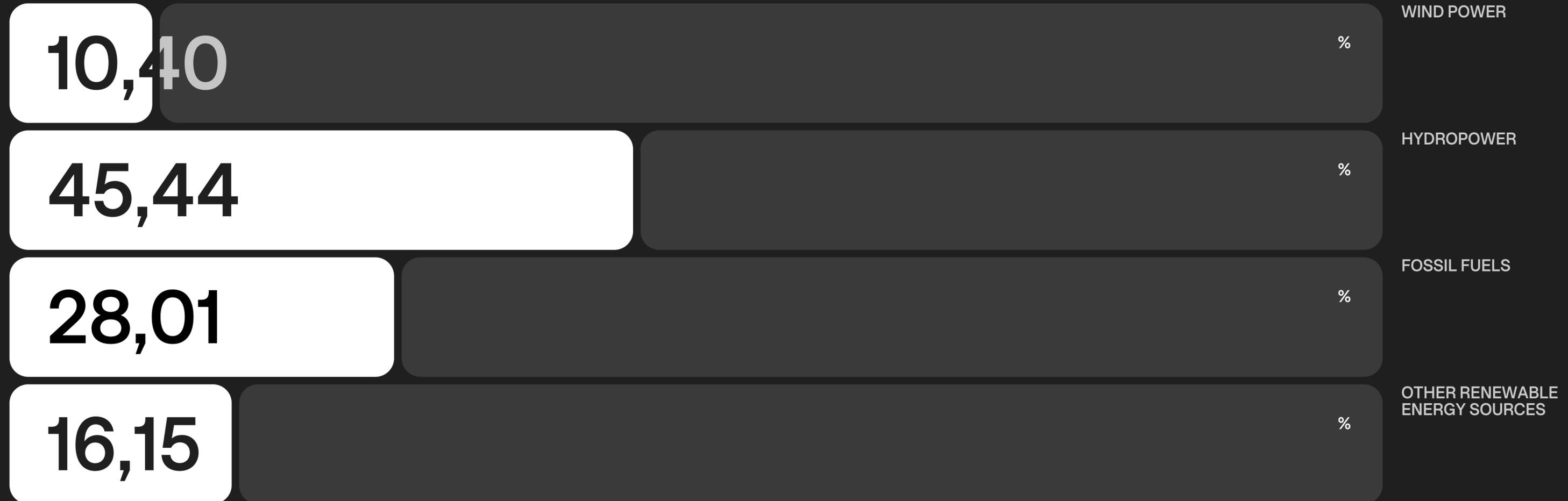
OF OUR ENERGY CONSUMPTION IS
EXCLUSIVELY FROM RENEWABLE
ENERGY SOURCES SUPPLIED BY THE
LOCAL ENERGY AND INFRASTRUCTURE
SERVICE PROVIDER WIEN ENERGIE.

ENERGY CONSUMPTION LOOP[®] VIENNA

Comparison Total Consumption LOOP[®] Vienna

LOOP[®]

2024 8.477 kWh



MAKING A POSITIVE IMPACT

LOOP IMPACT REPORT 2024

CO₂ EMISSIONS RESULTING FROM CAR USAGE

77T 2022

52.9T 2023

37.4T 2024

CO₂ Emissions

This data reflects carbon dioxide (CO₂) emissions from our company cars (including pool cars) and rental cars. We have also updated the 2022 data by filling in gaps, such as rental car CO₂ emissions and the CO₂ output from our production van.

From 2023 onwards, we integrated our data with the tool provided by our leasing partner, which significantly improves data quality and accuracy. Additionally, starting in 2023, we have included CO₂ emissions from rental cars booked through our travel provider, TravelPerk.

ACTUAL CAR PARK BY FUEL TYPE



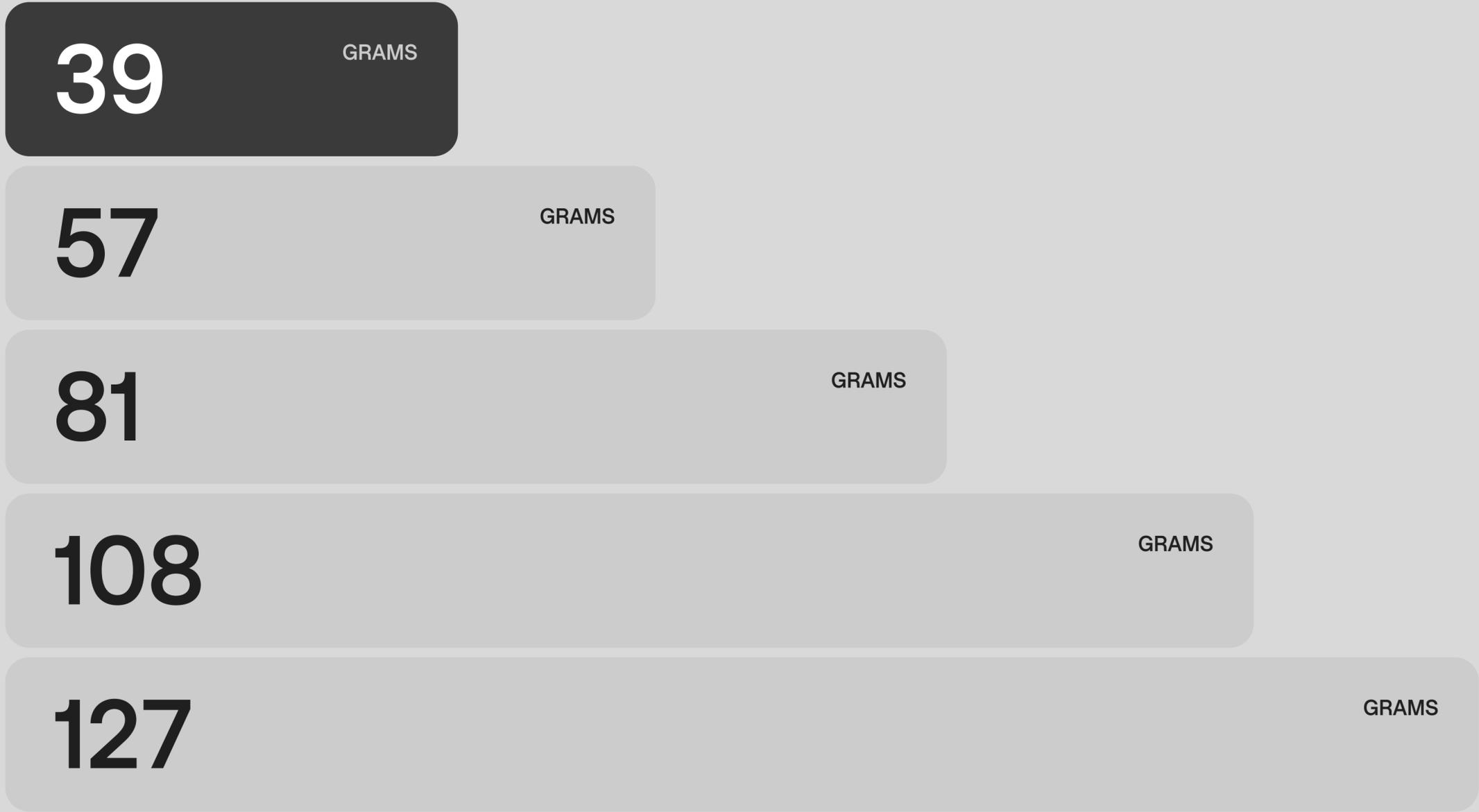
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LOOP IMPACT REPORT 2024

Overview	2022		2023	
Electric	14	45%	26	65%
Diesel	9	29%	9	22.5%
Petrol	7	23%	4	10%
Hybrid	1	3%	1	2.5%

AVERAGE CO₂ EMISSIONS TOTAL FLEET GRAMS



2024

2023

2022

2021

2020

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LOOP IMPACT REPORT 2024

CO₂ EMISSIONS CAUSED BY BUSINESS TRIPS

2.76T TRAIN

318.23T PLANE

32.83T HOTEL

CO₂ Business Trips

We started tracking travel emissions in 2022. With the help of a smart travel tool, we can now see our footprint and make greener choices. In 2024, we reduced travel emissions — even with a bigger team.

Volume caused by business trips by plane, train and hotel stays:

Total CO₂ emissions 2023: 375,11T
Total CO₂ emissions 2024: 353,82T

LOOP®

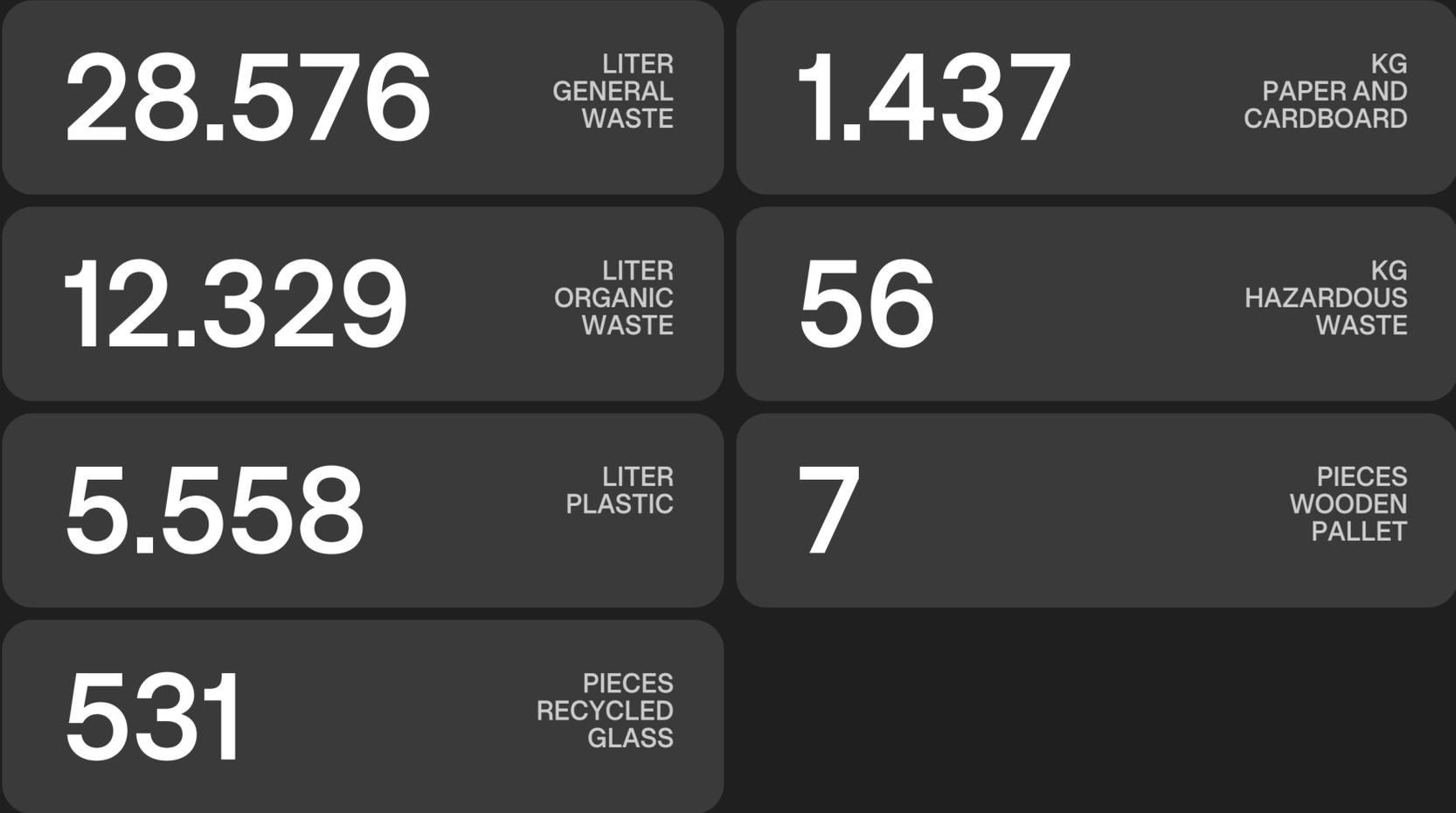
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LOOP
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2024



WASTE SEPERATION LOOP® SALZBURG HQ

In our mission to reduce our environmental footprint, we re-evaluated our waste separation system. We introduced improved systems on each floor and communicated the changes during an all-agency call, ensuring everyone understood the guidelines. [Detailed article on our intranet](#) also offers ongoing support for employees.

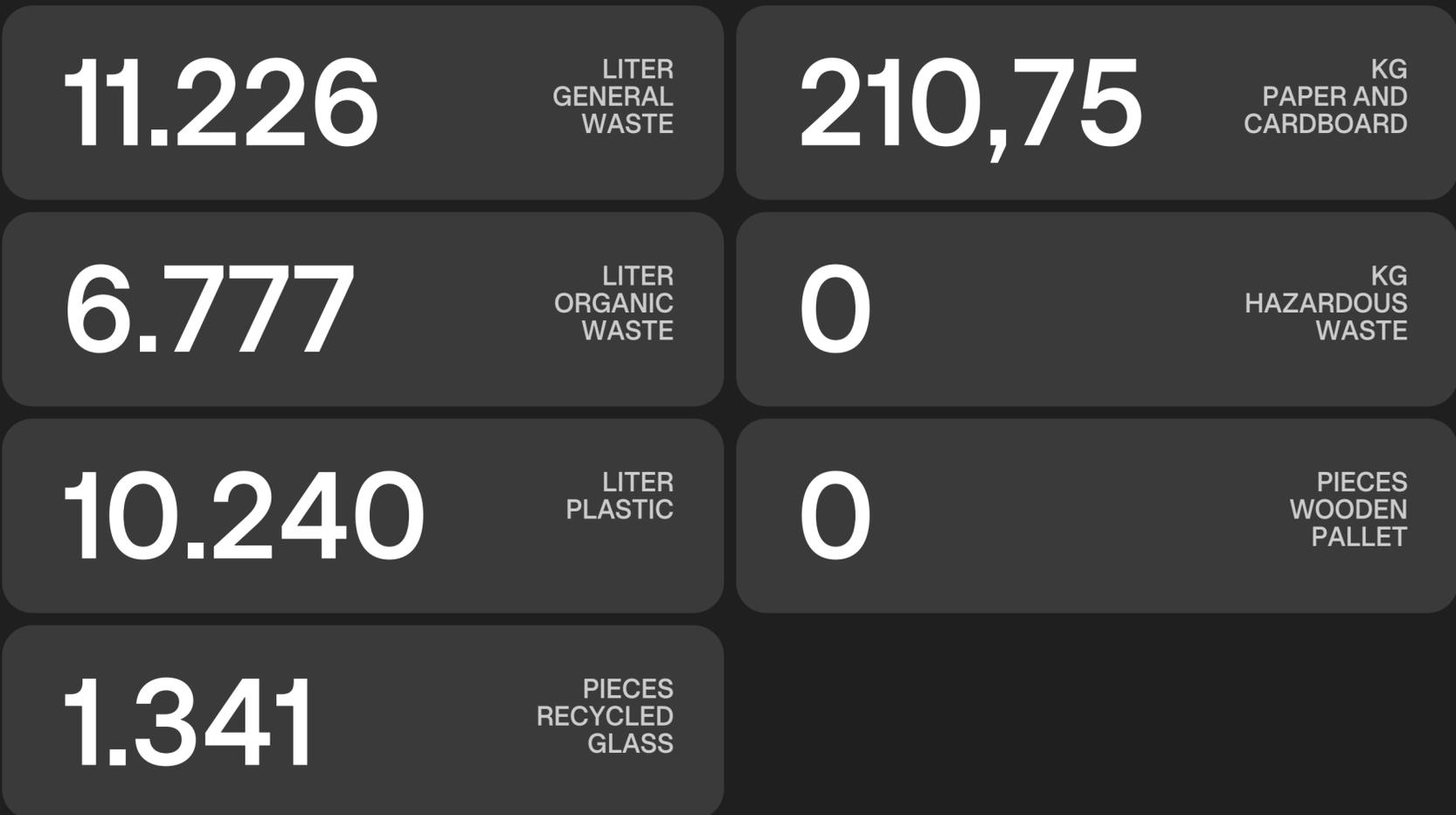


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IMPACT

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2024

WASTE SEPERATION LOOP® VIENNA

In our mission to reduce our environmental footprint, we re-evaluated our waste separation system. We introduced improved systems on each floor and communicated the changes during an all-agency call, ensuring everyone understood the guidelines. [detailed article](#) on our intranet also offers ongoing support for employees.



MAKING A POSITIVE IMPACT

LOOP IMPACT REPORT 2024

SUSTAINABLE PROCUREMENT

We are committed to integrating environmental, social, and ethical considerations into our supply chain management. Our suppliers* are our partners, and we will work together to support this mission.

ACTIONS:

- **Questionnaire:** Evaluate suppliers on sustainability, including energy use and labor conditions.
- **Code of Conduct:** We have established a Supplier Code of Conduct that includes ethical business practices.
- **Supplier Evaluation:** Regularly review supplier performance on sustainability criteria.

GOAL:

- Achieve 60% signed Codes of Conduct and completed questionnaires from all suppliers by the end of 2025, ensuring alignment with our sustainability values.

**WE USE OUR
CREATIVITY TO
DRIVE INITIATIVES
THAT MAKE A
REAL DIFFERENCE.**

LOOP®



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LOOP
IMPACT REPORT
2024

**WARM
— A
SOUL**

**SPENDEN SIE
EINE JACKE.**

Eine Initiative von LOOP,
gemeinsam mit Caritas und
EUROPARK Salzburg.
Mit der Spende einer
warmen Winterjacke helfen
Sie Obdachlosen und
bedürftigen Mitmenschen
durch den kalten Winter.

**WARM
— A
SOUL**

JACKE HIER EINWERFEN

**SPENDEN SIE EINE WINTERJACKE.
FÜR JENE MITMENSCHEN, DIE DRINGEND
ETWAS WÄRME BENÖTIGEN.**

EUROPARK

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LOOP
IMPACT REPORT
2024

3.1000

JACKETS

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IMPACT

LOOP
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WARM — A SOUL

Every year, LOOP® runs Warm — A Soul , our in-house initiative collecting warm jackets for Caritas Austria to support people in need. What started as a small idea has grown significantly. With the support of SES Spar European Shopping Centers, we were able to place collection boxes in 10 shopping centers across Austria, making Warm — Soul accessible in multiple cities.

Over a two-month period, visitors could donate their winter jackets by dropping them into the boxes. These jackets are now being distributed across Austria through Caritas.

This winter year, we shattered all records, as we collected 3.100 jackets.

What began as a small in-house effort is evolving into a major movement for good. Inspired by this success, we're planning even more charitable activities under the Warm — A Soul umbrella in 2025.

SUPPORT OF ORGANISATIONS AND UNIVERSITIES

LOOP® maintains long-term partnerships and sponsorships with several universities and colleges. These collaborations allow us to support work-related education programs, host free student workshops, and connect with future talent.

Our CEO and management team also regularly take part in seminars, lectures, and startup talks — sharing their experience and offering hands-on advice for young businesses.

LOOP®'s ground floor in Salzburg often serves as a space for external events, like university presentations, startup meetups, and school talks. In 2024, we proudly supported nine universities and colleges— and we plan to continue these initiatives in 2025

**SUSTAINABILITY IS A
JOURNEY, AND WE'LL
TRANSPARENTLY
SHARE OUR GOALS
AND ACTIONS WITH
YOU – WE'D LOVE TO
HAVE YOU ALONG
FOR THE RIDE.**

LOOP®

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IMPACT

LOOP
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CDP REPORTING 2024

A global disclosure system to effectively manage and report environmental impacts. Joining over 12,500 SMEs, we're leading the way toward sustainability. This milestone shows our commitment to a positive future for the Earth and environmental transparency. We're proud to share that we've achieved the highest rating through CDP's SME questionnaire.

CDP Score*:
B FOR CLIMATE



*The highest SME score in 2024 is SME B.

ECOVADIS SCORE 2024

LOOP®

EcoVadis is one of the top global platforms that rates companies on sustainability in four areas: environmental impact, labor & human rights, ethics, and procurement. We participated for the first time in 2022 and have improved our scores each year. In 2024, we ranked in the top 15% of all companies (85+ percentile) and earned the Silver EcoVadis Medal with a score of 71/100, up from 63/100 in 2023. We're excited to continue improving in 2025.

EcoVadis Score:
**SILVER ECOVADIS MEDAL
71/100**



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WASH PLEDGE

By signing the WASH Pledge, your company is committing to implement access to safe water, sanitation, and hygiene at the workplace at an appropriate level of standard for all employees in all premises under your control within three years of signature.



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GOALS

LOOP®

GOALS

LOOP
IMPACT REPORT
2024

OUR LONG-TERM GOALS

Achieve net-zero emissions for Scope 1 and Scope 2 by 2030 by using only electric vehicles in our fleet and 100% renewable energy in our offices.

Reduce our CO₂ emissions from business travel by 30% by increasing partnerships with sustainable travel providers — such as accommodations, airlines and promote public transport — by 2030, using 2023 as the baseline.

Uphold our equality rate within our team and leadership at a level similar to that of 2023: 58% female leadership quota.

Maintain our diversity rate of nationalities within our team at a level similar to 2023: 57 different nationalities within our team

SDG'S WE ARE COMMITTED TO

SDG 5: Gender Equality

At LOOP®, we embrace diversity and inclusion as core values in our team and leadership. We also support the work-life balance of parents by allowing everyone to choose an employment model that fits their personal and career goals.

SDG 7: Affordable and Clean Energy

Promoting 100% renewable energy sources for our offices.

SDG 8: Decent Work and Economic Growth

Our Code of Conduct applies to both our team and our suppliers. By following it, we promote diversity and inclusion in everything we do.

SDG 9: Industry, Innovation and Infrastructure

Invest in sustainable, innovative, energy-saving, and long-lasting technologies to build a resilient IT infrastructure that addresses climate change risks and meets the changing demand for digital products, while reducing e-waste and environmental impact.

SDG 10: Reduced Inequalities

We ensure that marketing and advertising content is free from bias and promotes equality.

SDG 12: Responsible Consumption and Production

Prioritizing refurbished products, energy-efficient and long-lasting IT, sustainable office equipment, and catering to reduce waste, lower carbon footprints, and support a circular economy for workplace sustainability.

SDG 13: Climate Action

Reduce GHG emissions by switching to electric vehicles, using renewable energy, prioritizing sustainable travel, and choosing low-carbon suppliers with energy-efficient equipment.

SDG 16: Peace, Justice and Strong Institutions

Compliance with data protection and security standards is a core focus for us, ensuring that we build trust with our clients and partners while preventing Corruption.

SDG 17: Partnerships for Goals

We team up with our clients, partners, and suppliers to tackle ethical challenges and support sustainable development. We partner with suppliers who care about eco-friendly products and work together to create innovative digital solutions.

IMPLEMENTED GOALS 2024

01

We have started the Tisax and ISO 27001 certification process.

04

With a 52% female leadership quota, we have a great balance in the leadership team.

07

Warm A Soul:
We collected 3.100 jackets this winter for people in need.

02

We launched a self-leadership program for caretakers.

05

LOOP® Scoop:
We established our employee canteen at the HQ.

08

We started to implement a sustainable procurement.

03

44% of our recruitments were international.

06

We increased electric company cars by 10% from 2023 to 2024 to 75%.

09

We reduced our O₂ emission from business trips by 5% in 2024 compared to 2023.

OUR GOALS FOR 2025

01

Implementation of Tisax certification and Iso 27001 standards.

04

Maintain an equal balance between local and international talent.

07

Keep offering our team the same benefits for health and flexible work.

10

Hold on to our Warm As Soul project and expand charitable projects.

02

100% of our team will undergo training in it security and data protection.

05

Support work-parenting balance with tailored benefits for parents.

08

Make public transport more interesting for our employees (e.G. Klima ticket bonus).

11

Continue EcoVadis and CDP assessments to ensure transparency.

03

Implement an internal E-learning platform.

06

Keep equality strong in our team and leadership — similar to our 52% female leadership quota.

09

Ongoing implementation of sustainable procurement.

12

Increase our electric company car fleet to 78%.



APPENDIX

OFFICE EQUIPMENT SUPPLIER & DIGITAL ONLY APPROACH

DIGITAL ONLY APPROACH

LOOP®

The "Paperless Rebels" are our printers who support a digital-only world and refuse to print. Our payslips are digital for easy access and no trees harmed. Last year, we reduced 533 kg of carbon emissions, saved 5,589 liters of water, 227 kg of wood, and eliminated 36 kg of waste.

APPENDIX

PRINTERS

LOOP
IMPACT REPORT
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Our printer partner, certified with the Blauer Engel eco-label, ensures high standards for health and environmental protection. They support reforestation projects and honey donation campaigns. 88% of printer bodies are made from recycled materials, and 40% of toner cartridges are produced using recycled milk bottles.

SUSTAINABLE REFRESHMENTS

Our coffee supplier sources 100% Fairtrade beans, supports small farms in Ethiopia, and uses biodegradable coffee bags. They also promote charity projects to improve working conditions and reduce CO2 emissions. Our tea supplier is affiliated with the Rainforest Alliance, ensuring social and environmental standards, with all production sites using 100% green energy since 2020. We receive weekly organic fruit deliveries from a local supplier and offer eco-friendly snacks and vegan, artificial-free botanical drinks, with a focus on sustainable production.

INTERNAL EQUIPMENT

We keep our hardware (laptops, monitors, etc.) in action for at least five years. Once they're ready for a new chapter, employees can grab them for a donation, or we repurpose them for replacements or internships. Damaged gear? We fix it up whenever we can. Depending on its condition, we either recycle, resell, or replace. Refurbished products are our go-to choice whenever possible.

COPY PAPER

We use copy paper from a brand committed to sustainability and recycling, using materials that are safe for people, animals, and the environment. By 2025, all materials will be reusable, recyclable, or compostable.

OFFICE FURNISHINGS

We choose suppliers with strong environmental practices. Our carpenter is part of the Umweltpakt Bayern, focusing on resource efficiency and eco-friendly tech. For office furniture, we select suppliers with long-lasting, eco-friendly products holding EU Ecolabel and Nordic Swan certifications. They minimize their carbon footprint using Eco Delivery. Our office chairs have the GREENGUARD Indoor Air Quality Certified Label, ensuring healthier interiors with strict chemical emissions limits.

GRI- INDEX

FUNDAMENTALS AND GENERAL DISCLOSURES

102-1	Name of the organisation	1, 14, 20, 104	
102-2	Activities, brands, products, and services	4, 10, 11, 13, 14, 15, 16, 17, 18, 20, 21, 22	
102-3	Location of headquarters	5	
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102-6	Markets served	5, 13, 17, 18, 20, 21	LOOP IMPACT REPORT 2024
102-7	Scale of the organisation	5, 14, 15, 20 - 22	
102-8	Information on employees and other workers	5, 29, 30, 31, 32, 34	
102-9	Supply chain	11, 14-18, 61, 65-68, 75, 91-93	
102-10	Significant changes to the organisation and its supply chain	-	THERE WERE NO SIGNIFICANT CHANGES TO THE ORGANIZATION OR ITS SUPPLY CHAIN DURING THE REPORTING PERIOD. WHAT

FUNDAMENTALS AND GENERAL DISCLOSURES

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102-12	External initiatives	76-82	
102-13	Membership of associations	76-82	
102-14	Statement from senior decision-maker	6	
102-16	Values, principles, standards, and norms of behaviour	6, 7, 9-11, 27, 44-46, 85, 86	APPENDIX
102-18	Governance structure	5, 9, 11, 43	
102-40	List of stakeholder groups	11	LOOP IMPACT REPORT 2024
102-41	Collective bargaining agreements	-	BECAUSE OF THE DIFFERENT LAWS BY THE FEDERAL STATES WITHIN SPECIFIC COUNTRIES, SOME EMPLOYEES HAVE A COLLECTIVE CONTRACT. WE ENSURE THAT NO DISADVANTAGES OCCUR.
102-42	Identifying and selecting stakeholders	9-11	
102-43	Approach to stakeholder engagement	9-11	

FUNDAMENTALS AND GENERAL DISCLOSURES

102-44	Key topics and concerns raised	9-11, 85-88	
102-45	Entities included in the consolidated financial statements	5	
102-46	Defining report content and topic Boundaries	9, 10	
102-47	List of material topics	10	
102-48	Restatements of information	-	NO INFORMATION FROM PREVIOUS REPORTING PERIODS HAS BEEN RESTATED.
102-49	Changes in reporting	-	UPDATE IN REPORT STRUCTURE, CONTENT IS THE SAME.
102-50	Reporting period	2	
102-51	Date of most recent report	2	
102-52	Reporting cycle	2	
102-53	Contact point for questions regarding the report	104	

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FUNDAMENTALS AND GENERAL DISCLOSURES

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103-1	Management Approach, Economic Resilience and Innovation	14, 15, 16, 17, 18, 20, 21, 22, 23	

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COMPLIANCE AND INTEGRITY

103-1	Explanation of the material topic and its Boundary	10	
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103-3	Evaluation of the management approach	9-11, 12-24, 25-46, 47 - 61, 62 - 82, 84-88	
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LOOP
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2024

COMPLIANCE AND INTEGRITY

205-3	Confirmed incidents of corruption and actions taken	44, 45, 46	
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EMPLOYEE DEVELOPMENT

103-1	Explanation of the material topic and its Boundary	10, 25	
103-2	The management approach and its components	6, 10, 25-46	
103-3	Evaluation of the management approach	6, 10, 25-46, 85-88	
401-1	New employee hires and employee turnover	36-40	
401-2	Benefits Provided to Full-Time Employees	48-55	
402	Working hours, flexible work arrangements, employment conditions	49, 50, 51, 53-55	
403-1	Occupational health and safety management system	56-58	

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EMPLOYEE DEVELOPMENT

403-2	Hazard identification, risk assessment, and incident investigation	57, 58	
403-3	Occupational health services	57, 58	
403-4	Worker participation, consultation, and communication on occupational health and safety	56-58	
403-5	Worker training on occupational health and safety	56-58	
403-6	Promotion of worker health	49, 56-60	
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	-	NOT APPLICABLE BECAUSE OF BUSINESS CASE.
403-10	Work-related ill health	57, 58	NO WORK-RELATED PHYSICAL ILLNESSES WERE REPORTED DURING THE REPORTING PERIOD.
404-1	Average hours of training per year per employee	40-42	
404-3	Percentage of employees receiving regular performance and career development reviews	40-42	

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DIVERSITY AND EQUAL OPPORTUNITY

103-1	Explanation of the material topic and its Boundary	10, 11, 25-46
103-2	The management approach and its components	10, 11, 25-46
103-3	Evaluation of the management approach	10, 11, 25-46, 85-88
401-3	Parental leave	32-34
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EMISSIONS AND CLIMATE PROTECTION

103-1	Explanation of the material topic and its Boundary	10, 62-75
103-2	The management approach and its components	10, 62-75
103-3	Evaluation of the management approach	10, 62-75, 85-88

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EMISSIONS AND CLIMATE PROTECTION

GRI STANDARD DISCLOSURE NUMBER	DISCLOSURE TITLE	PAGE	OMISSIONS/EXPLANATIONS
301-1	Materials used by weight or volume	64-74, 91, 92, 93	THE QUANTITIES OF MATERIALS USED ARE RELATIVELY LOW COMPARED TO MANUFACTURING COMPANIES, BUT THEY ARE RECORDED AND REPORTED TRANSPARENTLY AS POSSIBLE.
302-1	Energy consumption within the organisation	64-68	
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305-1	Direct (Scope 1) GHG emissions	68-71	
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204-1	Proportion of spending on local suppliers	61, 92, 93	

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AND INTELLIGENCE

103-1	Explanation of the material topic and its Boundary	10,11, 12-24, 40, 85-88	
103-2	The management approach and its components	10,11, 12-24, 40, 85-88	
103-3	Evaluation of the management approach	10,11, 12-24, 40, 85-88	
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	23	DURING THE REPORTING PERIOD, THE COMPANY RECEIVED NO SUBSTANTIATED COMPLAINTS CONCERNING BREACHES OF CUSTOMER PRIVACY OR LOSSES OF CUSTOMER DATA.

LOOP
IMPACT REPORT
2024

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