



Sustainability byWiT

2023/2024

Our level of impact is linked to our company's ability to grow, employ and educate people on a global scale, focused on companies that drive digitalization, job creation and diversity as well as a healthy work-life balance and its measured effects.



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byWiT's board members: Monica Bergwall, Ulf Söderström, Annie Löf, Thomas Karlsson and Ulrika Hasselgren

Information about this report

Year - 2023

Number of reporting years - Report I

Portfolio Companies Included in the report	Excluded from this report
	<div data-bbox="1332 769 1799 900"> <p>Future Champions byWiT AB</p> <ul style="list-style-type: none"> ➤ <i>Seed Investments</i> </div> <div data-bbox="1832 769 2215 900">  </div> <ul style="list-style-type: none"> ➤ <i>Pre-revenue</i>

Abbreviations and Definitions

SDG	Sustainable Development Goals	The 17 United Nations Sustainability Goals
ESG	Environmental, Social and Governance	A set of criteria to consider when investing in companies by assessing their social, environmental and governance policies and actions.

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byWiT is an operational growth investment company

We invest in digitalization that offers a range of benefits that can positively impact business, individuals and society by enhancing access to information, improving collaboration and driving innovation and sustainability, company by company.

Our level of impact is linked to our company's ability to grow, employ and educate people on a global scale, focused on job creation and diversity, as well as a healthy work-life balance and its measured effects.

An active ownership agenda means our sustainability policy is introduced at each of the companies we invest in.

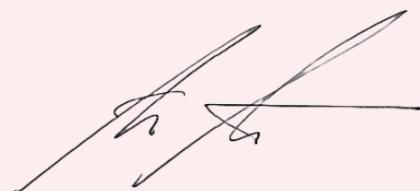


People are the key to good business

With over two decades of cross-industry experience at global leaders such as Scania and SCA/Essity, my career has been enriched by the opportunity to collaborate with a wide range of professionals. The key lesson from my experience is that the cornerstone of business success across any sector is the caliber of its people.

Great people are not necessarily overachievers with the best education. Great people distinguish themselves by their eagerness to engage, learn and innovate. At byWiT, we channel this mindset by cultivating dynamic and diverse teams of people who are passionate about solving problems and driving innovation. Our goal is to bolster job creation and promote diversity in tech.

We believe that empowering individuals to leverage their unique insights is what moves us forward. This is what propels our companies forward. And this is what drives byWiT.



Ulf Söderström
CEO byWiT



Core focus areas for the companies byWiT invests in

1 Digital Companies and Their Impact

Digitalization offers a range of benefits that can positively impact business, individuals and society by enhancing access to information, improving collaboration, and driving innovation and sustainability. When we choose companies, we evaluate the positive and potential negative impact they can have on the 17 Sustainable Development Goals (SDG). In addition to Goals 8 and 5 our current companies are contributing to Goals 7, 10, 12 and 13.

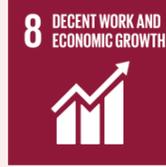
- What problems are the companies solving?
- Which SDGs is the company contributing to or hindering?

Example: Bright Energy

Problem solved: Reduces energy consumption and costs by providing a platform that optimizes energy consumption. Contributing by assisting **375,000** customers in 2023, reducing their energy consumption by approximately **20%**.



2 Job Creation and Democratization

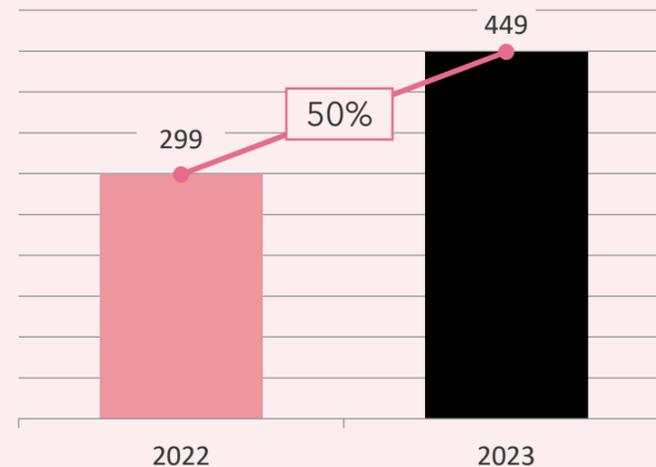


We support job creation and the democratization of work opportunities through our investments and continued work with our portfolio companies.

The number of people employed in byWiT's portfolio increased by 50% in 2023. This increase in number of people employed occurred within the same number of companies, in other words organic growth.

- Number of employees in byWiT's portfolio

Total number of employees year from 2022 to 2023

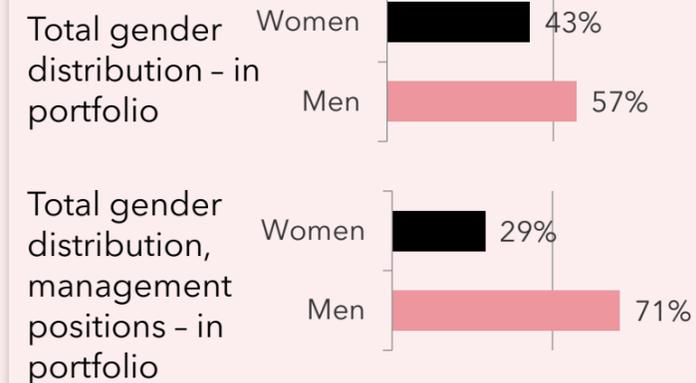


3 Diversity



Diversity for us is about creating job opportunities that enhance creativity, driving innovation and economic growth. We believe in equal opportunity workplaces, regardless of people's backgrounds. Studies also show that diverse teams lead to higher performance. We believe this is because a diverse team brings a variety of perspectives and ideas. Goal 5 is one of the two main focuses for byWiT's sustainability efforts.

- What is the gender distribution in management and all positions in byWiT's portfolio?
Future goals: include other types of diversity measures



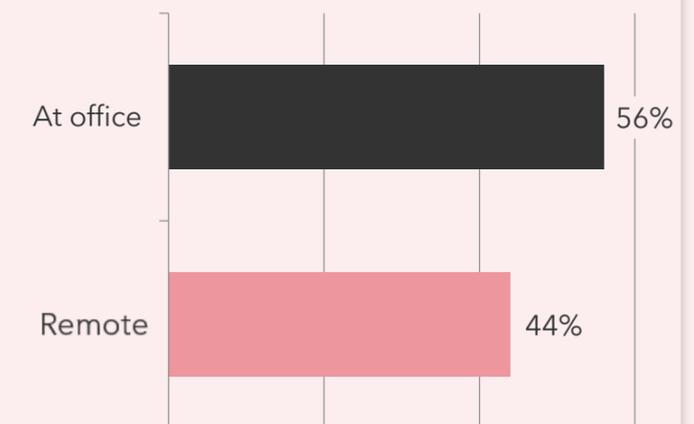
4 Hybrid Work Solutions



We believe that enabling flexible work arrangements – with at a minimum 20% remote work – contributes to a healthy work-life balance and boosts productivity. Currently, approximately 44% of work is done remotely at byWiT's portfolio companies. This just one way of measuring work-life balance. However, we believe that giving employees flexibility to work remotely can lead to a more free and balanced work-life. Furthermore, it also contributes to reducing commuter-related carbon emissions.

- Days at the office vs remote days for byWiT's portfolio

Share of days at home compared to at the office for the whole portfolio including byWiT



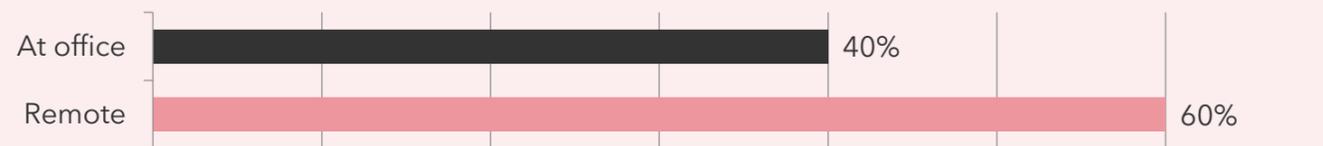
Core focus for byWiT's investment organization

At byWiT, we can impact our surroundings mostly by the work we do with our companies and which companies we choose to invest in. Our own impact is therefore limited. While we measure the diversity of byWiT and the work-life balance and want to do more, the greatest impact we make is linked to our companies.



Hybrid Work Solutions

Hybrid Days at byWiT



Our operational choices, including the adoption of hybrid work arrangements, underpin our commitment to a sustainable and equitable work environment, ultimately reflecting the core values of byWiT in nurturing an inclusive and progressive workplace culture.

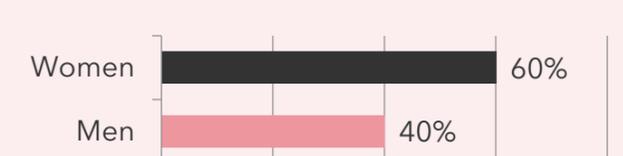


Diversity

byWiT's Gender Distribution



byWiT's Gender Distribution - Board



Our focus on improving gender distribution in management positions – achieving a 50% (or at least 40/60) representation of women for byWiT internally – illustrates our own strides towards attaining gender equality and empowering women (SDG 5). This deliberate approach ensures that we are not only measuring progress but actively driving change within the tech industry. Our efforts are described more fully in the diversity section.

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Digital Companies & Their Impact

Job Creation & Democratization

Diversity

Hybrid Work Solutions



We are
byWiT

We are hands-on investors and use our knowledge to enable companies to reach their full potential.

When we invest in a company, what we really do is partner with them. We find companies built on strong ideas that somehow challenge the market and traditional thinking. We want to be inspired and to help our partner companies to grow, because that is how we grow.

We are hands-on investors, and it is important for us to be part of the daily operations. We see our operational capabilities as the real game changer in achieving revenue growth. The team behind byWiT has been part of global growth journeys many times, as founders, investors or C-level executives with companies such as Peltarion, Estrid, Nabo, Sigrid Therapeutics, Mediaplanet, Insurely, Zensum, Climeon, WPS, Mathem, Outnorth, Billogram, Exeger, Livingstone Partners, Arctos Equity, Boliden, SCA, Autoliv and Interflora.

We apply a methodical process approach when making our investments. Together with our entrepreneurs and management, we work towards improved business performance, increasing the value for all shareholders. Our method lowers performance risk for both investors and our companies.

ESG in byWiT's investment process

1 Sourcing / Prospecting

Input

A collaborative approach, engaging with entrepreneurs and leveraging byWiT's network to identify potential investments

Output

Identification of promising digital innovations that offer smart solutions in alignment with **byWiT's sustainability policy** and core focus areas

2 Pre-Investment Screening

Input

A common understanding of the importance of ESG considerations in evaluating prospective companies

Output

Prioritizing digital companies that solve problems and could contribute to SDGs and focusing on **diversity, job creation and work-life balance** while avoiding sectors contrary to byWiT's values (see sustainability policy for more information about these values)

3 Due Diligence

Input

Mapping the product or service risk and opportunities to impact the focus areas for byWiT and find at a minimum one way the company could positively contribute to one of the **17 SDGs**

Output

Insight into the company's practices, sustainability impact and alignment with **SDGs 5 and 8**, and other potential positive contributions to the SDGs, ensuring they are consistent with byWiT's values

4 Negotiation and Signing

Input

Active discussions and negotiations, underpinned by byWiT's core values

Output

Investment terms that reflect both business potential and a commitment to byWiT's objectives. **Agreed sustainability focus areas** for the company either included in the term sheet or in the owner's directive

5 Onboarding

Input

Establishing a sustainability baseline with new portfolio companies

Output

Integration of sustainability into the company, starting with aiding them in developing a **sustainability policy** and fostering a culture of continuous ESG improvement

6 Engagement and Reporting

Input

Ongoing interaction with portfolio companies to support and guide their ESG journey

Output

Yearly **reporting on sustainability progress**, with specific attention on the focus areas as well as the identified relevant SDGs and transparent communication of achievements and challenges

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Embracing the journey of sustainability with byWiT

As byWiT invests long term with companies powered by technology and innovation, its focus on growth and global ambition in every venture also includes a commitment to good governance and positive societal impact. As a former entrepreneur and business founder, I know it takes hard work and perseverance to build a solid business. Which means supporting byWiT's sustainable investment journey as a board member is a joy.



Ulrika Hasselgren
Board member byWiT



Ulrika Hasselgren

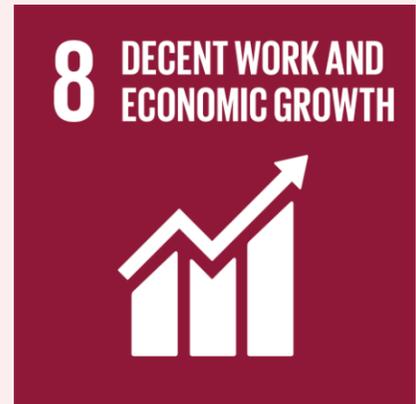
- Joined byWiT's Board in June 2022
- Chief Sustainability Officer at Coeli
- EUROSIF board member
- EFRAG member
- Extensive experience within sustainable investments

The two SDGs that byWiT focuses on: Decent Work and Economic Growth, and Gender Equality

The core focus for byWiT within the Sustainable Development Goals (SDGs) is Goal 8 – Decent Work and Economic Growth, which is where we see the greatest potential for our influence. We strive to empower the companies we support to expand responsibly and create valuable job opportunities. We also aim to foster gender equality, as reflected by Goal 5, actively encouraging equitable gender representation within our portfolio companies.

Our key performance indicator (KPI) for this goal is year-over-year growth in job creation, highlighting our goal to contribute to fostering economic growth and decent work for as many as possible, as detailed in sub-target 8.5 (at right).

Our goal to contribute to SDG Goal 5 is shown through our investments in enterprises that develop digital solutions geared towards using technology to solve the problems of a diverse group of people – aiming to contribute to bridging the digital divide and empowering all individuals (see sub-target 5.b). In parallel, we strive to contribute to gender equality in management roles, as reflected by our goal for indicator 5.5.2, the ratio of women in managerial positions, to track our advancements toward sub-target 5.5.



8.5
By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value



5.5
Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

5.5.2
Proportion of women in managerial positions

5.b
Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

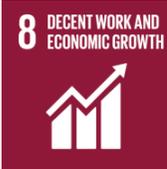
Portfolio companies of byWiT contribute to many SDGs, such as Affordable and Clean Energy and Responsible Consumption

We strive to assess the potential for all our portfolio companies to contribute to their main SDG focus areas. We aim to continuously engage in discussions to align our investments with these broader goals. We support our portfolio companies with the tools and guidance they need to understand their impact on the SDGs as well as how their business can further contribute to these goals.

We assess Goals 5 and 8 for all our companies; if there are other relevant SDGs, we assess those as well.

How we support our portfolio companies

- Help companies identify which SDG is most important to them
- Offer support for lessons and insights
- Provide the companies sustainability policy templates and support in how to develop their sustainability policies

SDG	Companies	Example of contribution
	All 7 companies	By connecting companies with vetted remote tech talent, Proxify supports employment opportunities in the tech sector (Target 8.5)
	All 7 companies	Klingit leverages digital platforms to democratize access to high-quality design services, potentially empowering a diverse range of creators and entrepreneurs
	Bright	Bright's digital energy solutions enable more efficient energy management (Target 7.1)
	Pensionera	Pensionera's digital pension advisory platform can enhance financial inclusivity and literacy (Target 10.2)
	E-farm	E-farm's platform for used farm equipment can extend product life cycles and support efficient resource use (Target 12.6)
	Bright E-farm	Bright can help decrease energy consumption through its product and thereby decrease climate impact (Target 13.2)

Our portfolio companies created 150 new jobs in 2023

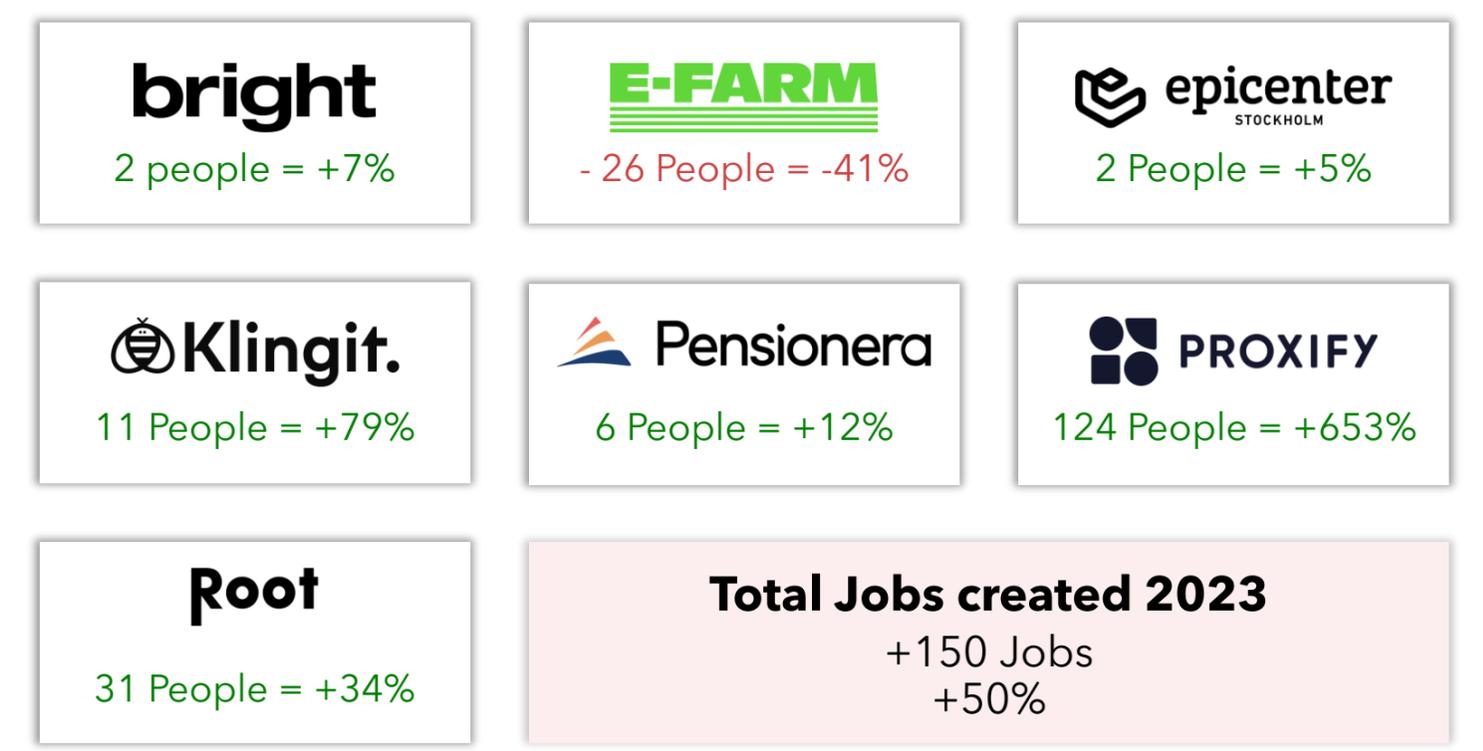
Job creation reflects byWiT's aim for making positive social impact. Our focus is on fostering growth and expanding opportunities through our portfolio companies, aligned with SDG 8 - Decent Work and Economic Growth. We drive business expansion while also making sure that the expansion results in a better company in the long term.

The portfolio companies of byWiT created 150 new jobs in 2023. This is an increase of 50% compared to 2022.

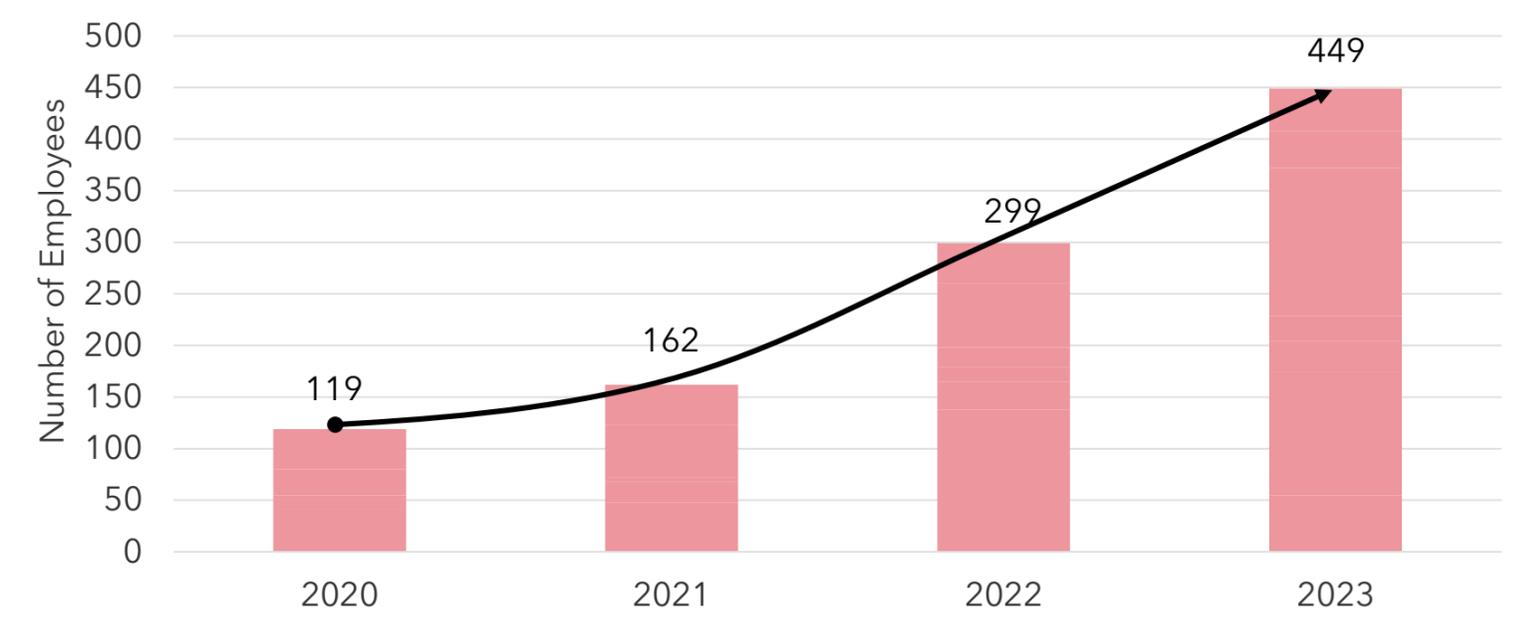
Continuous growth is something we strive for; however, it is important to note that for the health of the company, reducing the number of employees is sometimes necessary to achieve profitability and economic stability. If this is not done, it can risk the viability of the whole company and all the employees working at the company. This has not been the case for many of the companies in recent years. As seen in the figure at right, the number of employees has increased for almost all portfolio companies.

How we support our portfolio companies

- We assist them in recruiting experienced personal
- Support them in business development and strategy
- Support with expertise within project management



Total number of jobs created in the portfolio over the past four years





We strive for gender diversity because we believe it is linked to success.

At byWiT, we believe in the transformative power of gender diversity. It drives better financial performance, fosters innovation, and minimizes risks. By striving for a 50/50, or at a minimum 40/60, gender distribution in leading positions and all employees, we are not just promoting equality but also ensuring that we leverage the full potential of diverse perspectives to drive our growth and success.

The areas where we believe gender diversity is linked to success and several studies supporting this:

01 - Higher Returns

Research shows that gender-diverse teams achieve **higher financial returns** – studies by McKinsey indicate that companies in the top quartile for gender diversity on executive teams are 21% more likely to outperform their national industry peers on profitability

02 - Increased Innovation

Diverse teams are more innovative – according to a BCG study, companies with above-average diversity **produced 19% more revenue from innovation**

03 - Lower Risk

Gender diversity reduces risk – Morgan Stanley's research found that more diverse companies had lower volatility in earnings and a lower likelihood of experiencing earnings declines

Supporting Studies:
McKinsey & Company, "Delivering Through Diversity," 2018.
Boston Consulting Group (BCG), "How Diverse Leadership Teams Boost Innovation," 2018.
Morgan Stanley, "Gender Diversity and Corporate Performance," 2019.

Goal: Striving towards 50/50 gender distribution in management positions

Diversity is a priority at byWiT, as we believe a diverse team drives innovation and growth. We are encouraged by the current gender diversity within our portfolio and strive to improve it further, particularly in management roles. We push for more diverse teams in digital companies. Our approach focuses on inclusivity and continuous learning, all while striving to contribute to SDG Goal 5 on Gender Equality.

The tables and figures at right show byWiT's portfolio gender distribution. This is one of the KPIs we use to measure the contribution to SDG Goal 5 on Gender Equality. We aim to start collecting information about additional diversity factors, such as educational background, to further measure the portfolio companies' efforts with diversity.

For the whole portfolio, including byWiT, the gender distribution was 43% women and 57% men. This is close to the 50/50 mark and something we are happy to see. Nevertheless, the distribution of women in management positions is 29% compared to 71% men. This is something we are striving to improve over time with the target to reach 50/50 or at a minimum, 40/60.

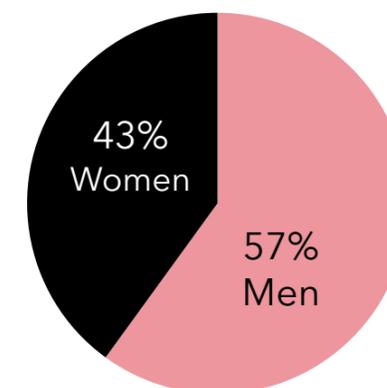
One way we are working towards increase the diversity in leading positions is by Diversity byX. Diversity byX was founded by byWiT in 2022 and embodies our commitment to fostering a diverse and inclusive investment landscape. Recognizing early challenges in diversifying our own team, we expanded our networks and engaged with industry peers, sparking a broader initiative for change. Through Diversity byX, we strive to empower entrepreneurs by offering them a robust network, insightful guidance on their ventures and connections to potential investors – helping to kickstart their efforts.

➤ [Diversity byX Website](#)

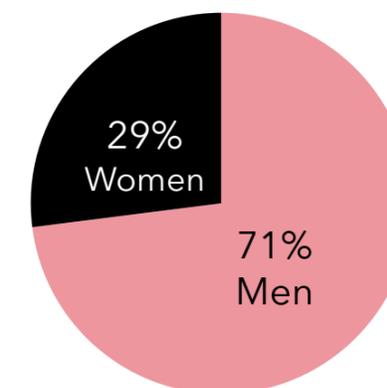
How we support our portfolio companies

- We aid the companies in obtaining a diverse candidate pool when hiring

Total Portfolio Gender Distribution

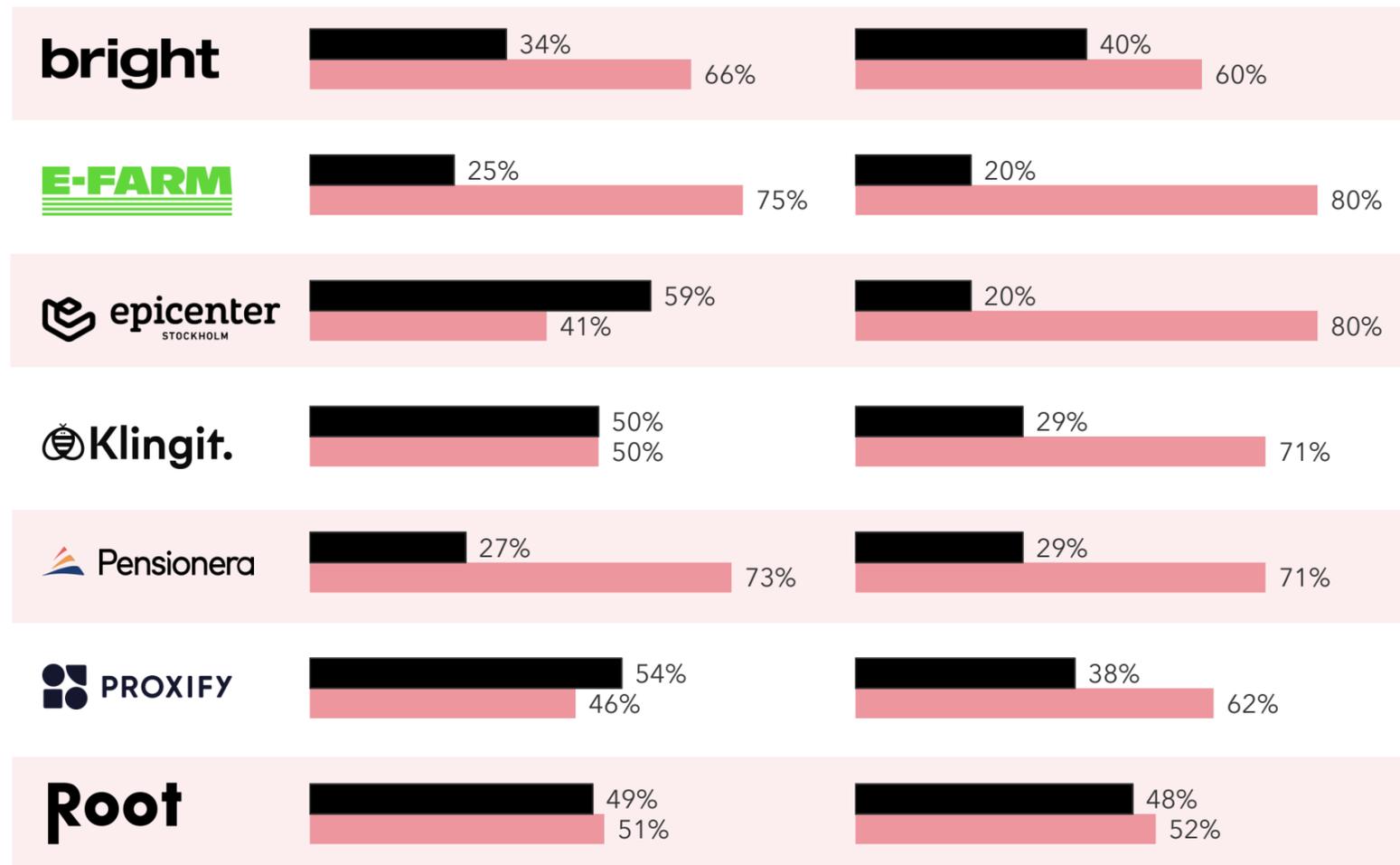


Total Portfolio Gender Distribution in Management Positions



Portfolio Gender Distribution All Workers

Portfolio Gender Distribution in Management Positions



■ Women [%] ■ Men [%]

■ Women [%] ■ Men [%]

Goal: 20% hybrid work solutions

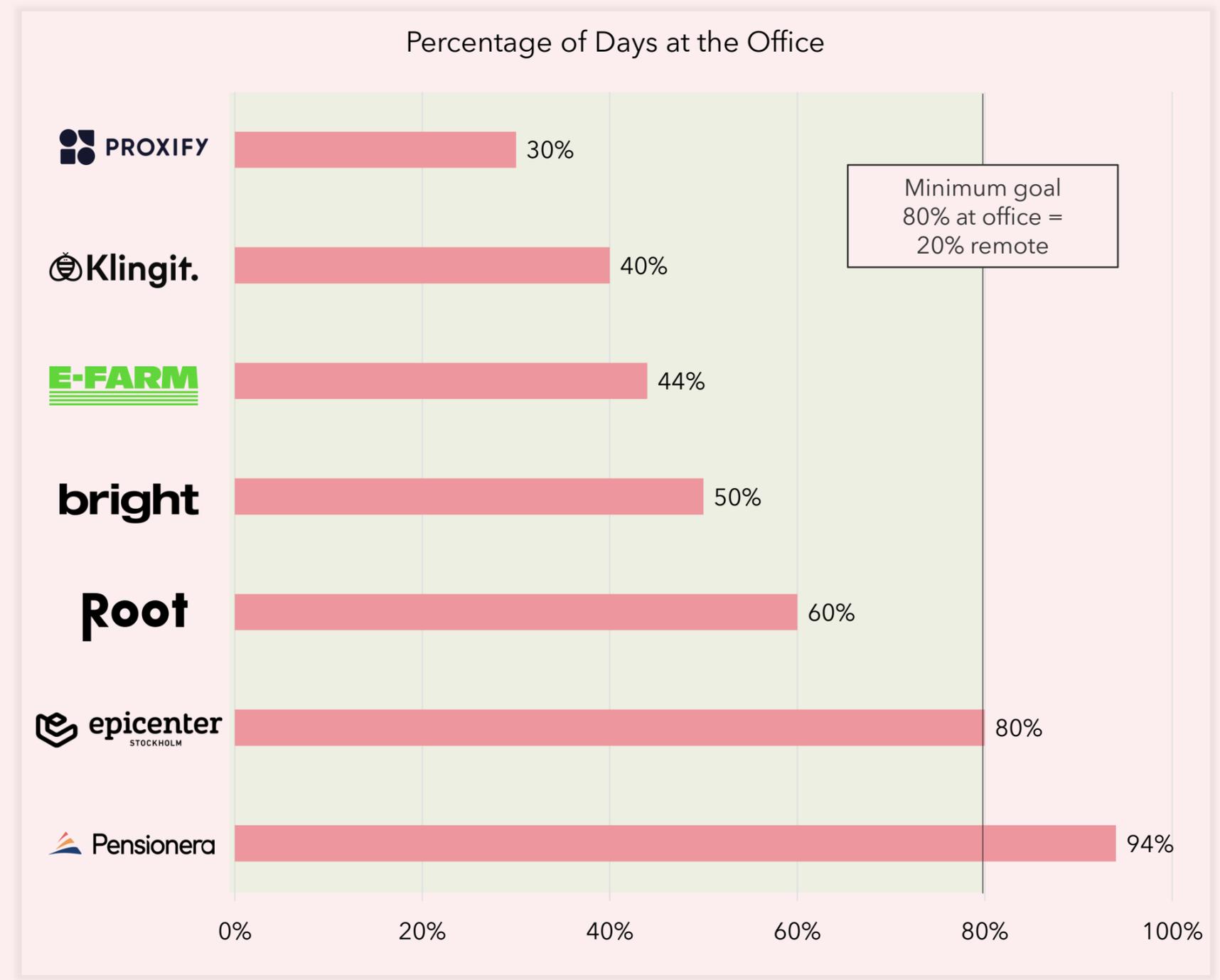
We at byWiT value the work-life balance, understanding its importance for well-being and productivity. We endorse hybrid work models, which not only contribute to a more flexible everyday life for people but can also reduce their commutes.

We recognize that a flexible work model leads to happier, more productive individuals. Embracing this, byWiT supports a hybrid working approach, balancing the benefits of remote work with the collaboration and community found in office environments.

To cultivate a sense of connection and belonging, we advise our portfolio companies to ensure a minimum of 20% in-office presence. Our data, outlined at right, shows excellent flexibility across our companies, a trend we intend to monitor and encourage. Details on the calculation method for office attendance are available in the appendix.

How we support our portfolio companies

- Support them in business development and strategy
- We aid them in setting and developing policies for work-life balance
- Support with expertise within project management



Goal: All portfolio companies have a sustainability policy over time

A sustainability policy is a great way to set a baseline for a company's sustainability pursuits. For this reason, byWiT determines if the companies in our portfolio have a policy or not. If the company does not have a policy, we aid them in developing a this. Currently, one of the companies has a sustainability policy, and one company is currently developing a policy. We use our own policy to aid our companies in taking the first step towards creating their own. Our sustainability policy can be found on our website: ➤ [byWiT Website](#)

We strive for all our portfolio companies to have a sustainability policy, starting with aiding them in developing a policy if they do not have one already

71%
 Currently do not have a sustainability policy

14%
 Currently has a sustainability policy



14%
 A sustainability policy is under development



* Epicenter has an impact report which covers some policy aspects

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Digital innovation drives positive impact

As CFO of byWiT, being part of shaping our sustainability journey is gratifying. Our journey towards digitalization for sustainability means choosing companies that are crafting solutions with potential for positive impact. Our approach is not to claim sweeping environmental benefits but to highlight the potential for technology to contribute to positive change. The companies in our portfolio are not just about ideas, they're about delivering smart solutions that tackle issues such as energy efficiency and pension transparency head on.

We might not know today the exact environmental, social and governance impact of our portfolio in absolute terms. Nevertheless, our strategy is to partner with companies that, through their core activities, have the potential to positively impact the planet and humanity.

We are in this business to connect the tech world with everyday needs, and we believe our efforts will contribute to a better tomorrow.



Frida Lönnqvist
CFO byWiT



Digitalizing energy management

bright

> [Website](#)
 byWiT investing in 2022



CEO: Pontus Winberg

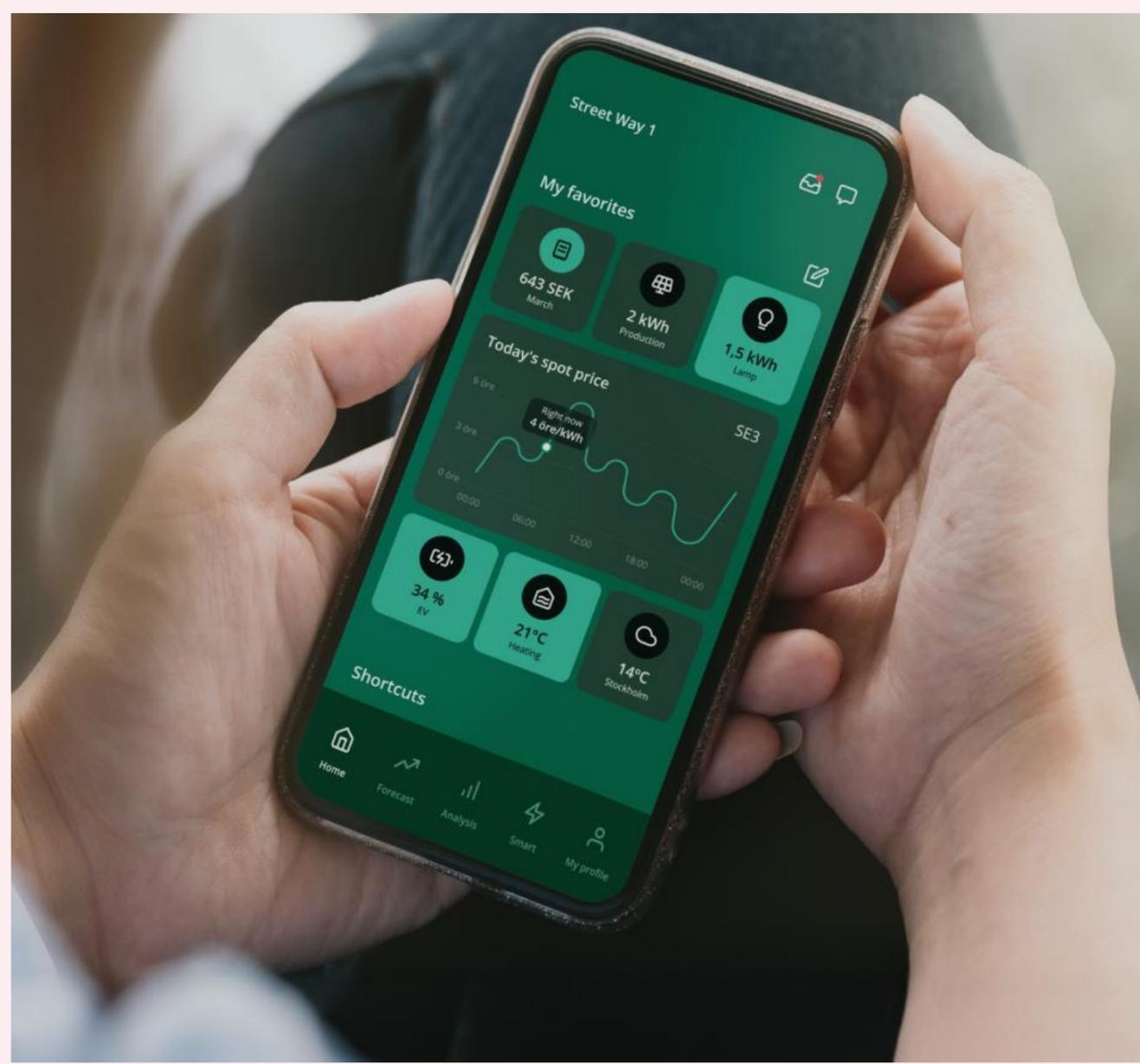
Bright's modern white-label solutions help energy companies provide their customers with better control, insight and understanding of their consumption, as well as the opportunity to influence their costs and CO₂ impact in a simple way.

Problem

In a world grappling with climate change, energy consumption poses a significant challenge. Traditional energy management systems often lack the agility to adapt to dynamic pricing, weather variations and consumer behavior, leading to inefficient energy use and higher carbon footprints. Households and utility companies need innovative ways to optimize energy consumption, reduce environmental impact and navigate the complexities of a rapidly evolving energy landscape.

Solution

Bright Energy AB provides a digital platform that aids households and businesses in monitoring and managing their energy consumption. Utilizing data analytics and intelligent automation, the platform offers insights into usage patterns, potentially assisting users in making informed decisions about their energy use. While outcomes can vary based on individual circumstances, the application of Bright's tools aligns with efforts to achieve more efficient energy utilization. The platform is designed with the intent to support a sustainable reduction in energy consumption. Bright approximates that the average consumer reduces their energy consumption by approximately 20%.



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Bright has a positive impact in many areas and good gender distribution in management positions

bright

> [Website](#)

Digital Companies & Their Impact

7 AFFORDABLE AND CLEAN ENERGY

Contributing by enabling affordable energy and assisting **375,000** customers in 2023

13 CLIMATE ACTION

Potential contribution by reducing energy consumption for its customers by approximately **20%**

Impact Score



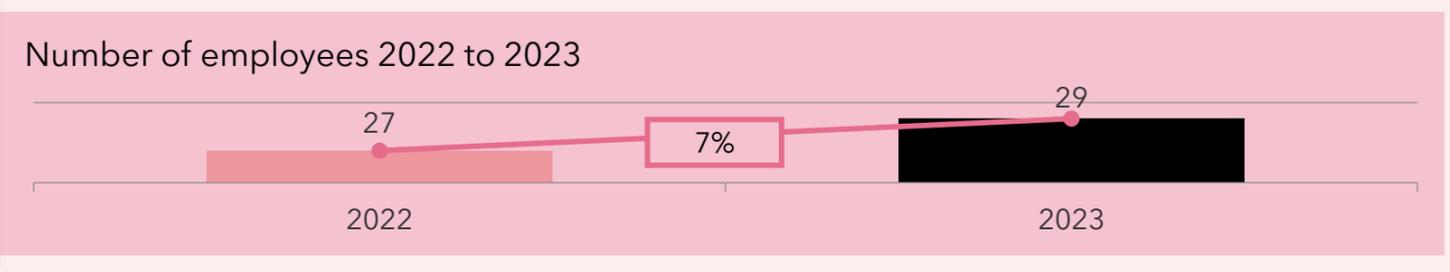
Comment

Directly lowering the energy cost for its customers

Lowering the energy consumption can contribute to less energy being produced

Job Creation & Democratization

8 DECENT WORK AND ECONOMIC GROWTH



Growing in the number of employees which is good

Diversity

5 GENDER EQUALITY



Gender distribution in management positions is close to 50/50, which is good, but for all employees it is not as equal

Hybrid Work Solutions

8 DECENT WORK AND ECONOMIC GROWTH



High level of remote work leading to a good level of flexibility and work-life balance

Digitalizing the market for pre-owned farm machinery



> [Website](#)

byWiT investing in 2022



CEO: Dr. Nicolas Lohr

Our business model predominately helps small and mid-sized farmers in Eastern and Southern Europe to get safe access to second-hand machinery, thereby extending the lifecycle of such assets. E-FARM empowers farmers with secure access to machinery from across Europe.

Problem

Farmers and agricultural businesses face significant challenges in upgrading their equipment due to the high costs and complexities involved in the purchasing process. Finding reliable used farm machinery that fits specific needs and budgets can be a cumbersome and risky endeavor, especially when dealing with independent sellers or international markets. This difficulty is compounded by a lack of trust and verification when buying second-hand machinery, which can lead to costly mistakes and inefficiencies in agricultural operations.

Solution

E-FARM provides an online marketplace for certified pre-owned farm machinery, offering a diverse inventory from reputable dealers worldwide. The platform simplifies the buying process by presenting a variety of equipment options, complete with detailed inspections and quality guarantees. Farmers can easily search for and compare machinery based on their requirements, benefit from transparent pricing and have access to services such as secure payment processing and organized transport logistics. By utilizing E-FARM, agricultural professionals can confidently acquire the necessary equipment to enhance their productivity without the usual risks associated with used machinery purchases.



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E-FARM has a high potential for positive impact by extending the lifetime of machines



> [Website](#)

Digital Companies & Their Impact

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Contribution by reselling and extending lifetime of machines - in 2023 sold
859 Machines

13 CLIMATE ACTION

Potential contribution by avoided CO₂ due extended life of reused machine - to be examined

Impact Score				Comment
None	Low	Moderate	High	
None	Low	Moderate	High	Assessments show between 5-25 % decrease in CO ₂ emissions during 5 years of usage compared to new machinery - further assessments are planned
None	Low	Moderate	High	

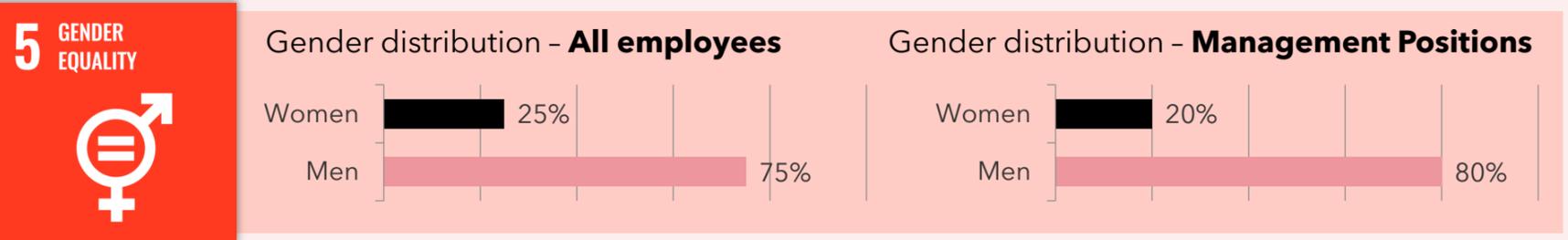
Job Creation & Democratization



Very Poor	Poor	Acceptable	Great

Needed to reduce number of employees to reach profitability

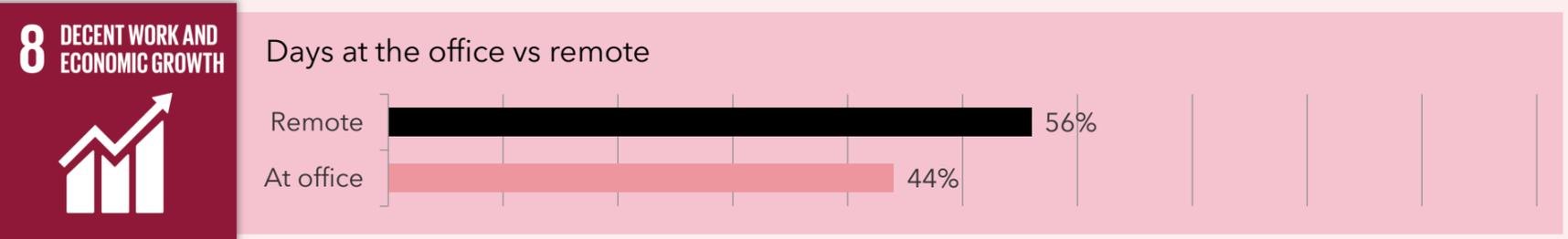
Diversity



Very Poor	Poor	Acceptable	Great
<10 % W	11-20% W	21-40 % W	41-50% W

Poor Gender distribution in leading positions and for all employees - striving to improve

Hybrid Work Solutions



Very Poor	Poor	Acceptable	Great
<10% Remote	10-14% Remote	15-20% Remote	>20 % Remote

High level of remote days leading to a good level of flexibility and work-life balance

Scandinavia's first digital innovation house



> [Website](#)
byWiT investing in 2022



CEO: Patrick Mesterston

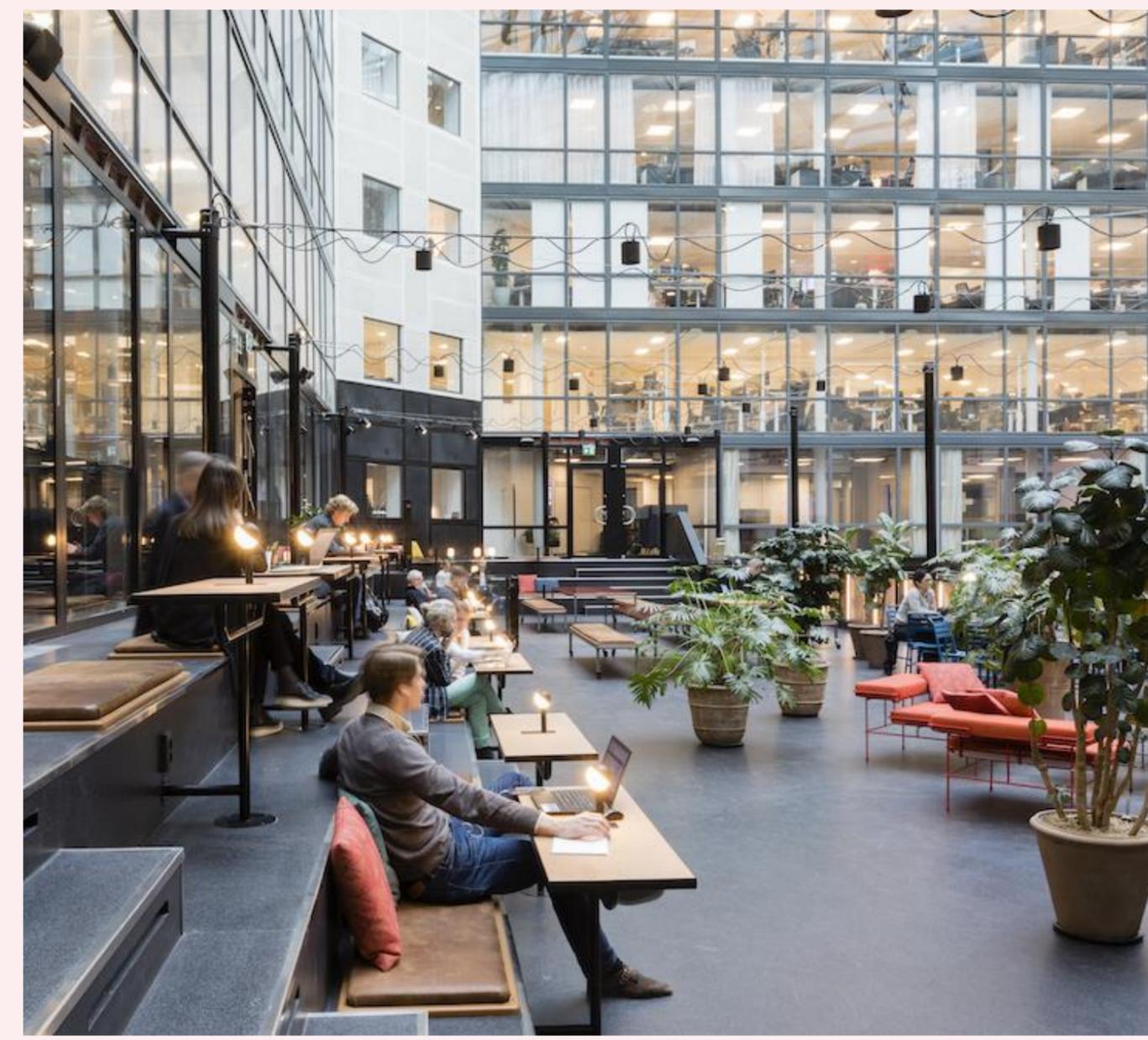
We believe that innovation is the future of humanity, and that's the reason the Epicenter team and I go to work in the morning. We work every day to create a home for the changemakers, leaders and companies who want to take responsibility for and seize the business opportunities of building tomorrow's society.

Problem

In the fast-paced world of technology and innovation, startups and scale-ups often struggle to find an environment that fosters rapid growth and collaboration. These companies require not just a physical space, but a dynamic ecosystem that provides the support, knowledge, and network necessary to thrive globally while maintaining strong local roots. There is a clear need for a platform that bridges the gap between being a local innovator and becoming an international player in the entrepreneurial scene.

Solution

Epicenter, Scandinavia's first digital innovation house, provides a solution by creating a community and learning platform for entrepreneurs in the heart of innovation hubs such as Stockholm. As a collection of local innovation centers, Epicenter offers a meeting arena for changemakers to accelerate their growth and impact. Members can engage with a vibrant network of professionals, benefit from tailor-made events and gain access to advisory services, all aimed at supercharging their local entrepreneurial ecosystems. With Epicenter's supportive environment, startups and established firms alike can leverage shared knowledge and creativity to innovate and scale effectively.



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Epicenter has potential for positive impact to boost economic growth in start-up communities



> [Website](#)

Digital Companies & Their Impact

Job Creation & Democratization

Diversity

Hybrid Work Solutions

8 DECENT WORK AND ECONOMIC GROWTH

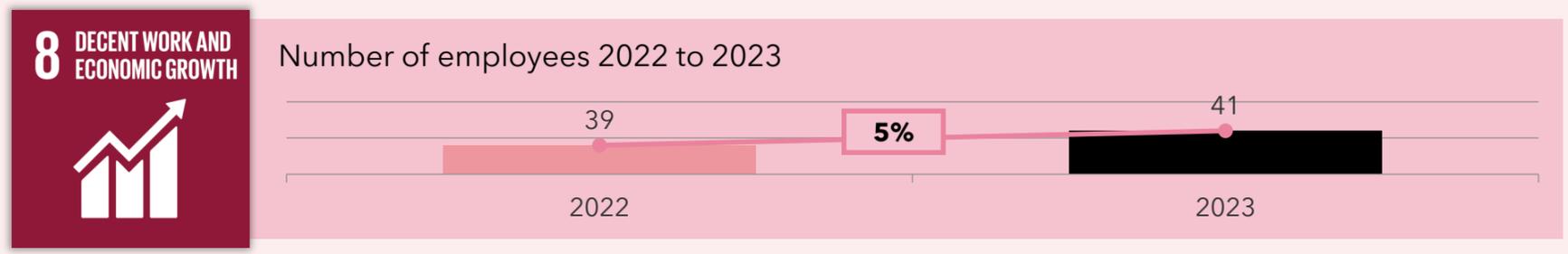
Increased the number of full-time employed people in the Epicenter community
+4,473 People

Impact Score

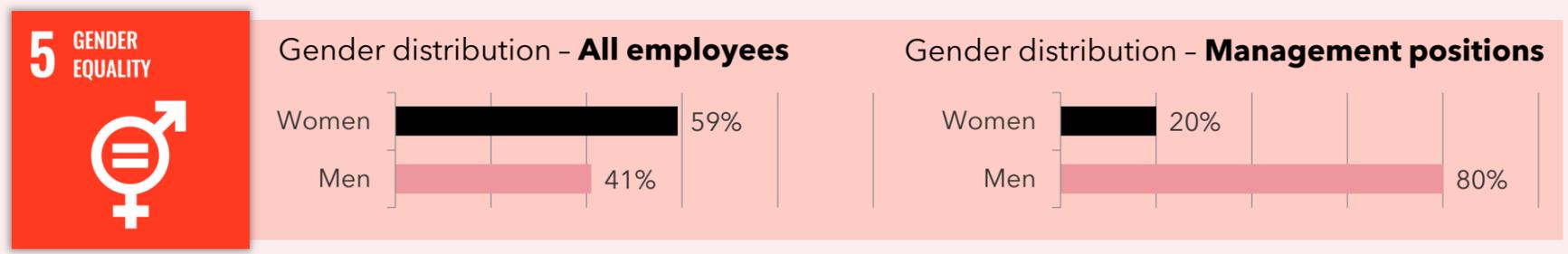
Comment



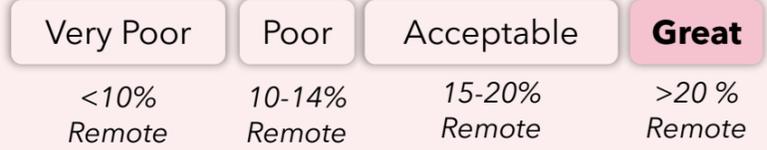
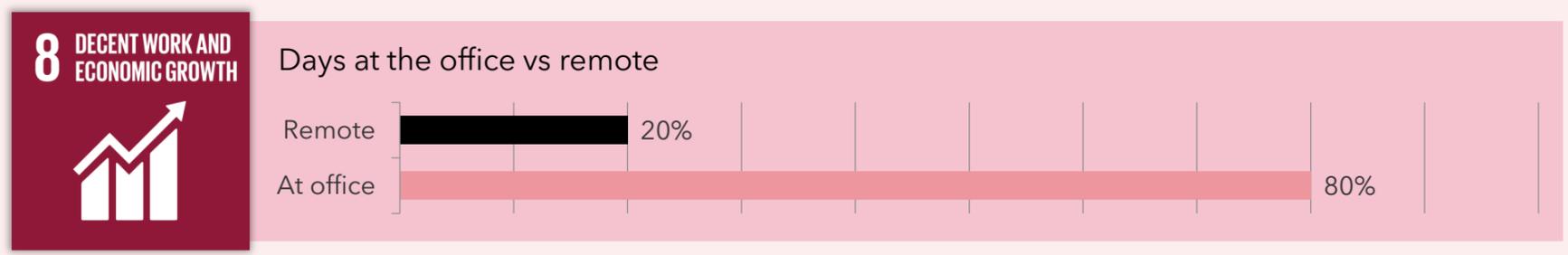
Contributes in some ways by increasing the number of people employed full time



Growing in the number of employees which is good



Good gender distribution for all employees - poor distribution in management positions - striving to improve



At byWiT's lowest goal level of remote days leading to a good level of flexibility and work-life balance

On a mission to redefine the creative industry



> [Website](#)

byWiT investing in 2021



CEO: Anders Ringstedt

Klingit is the modern version of a traditional agency and a fast, cost-efficient and smooth all-in-one solution for brand and marketing needs. Klingit also offers the opportunity for people to work with creative marketing from different parts of the world, which we believe democratizes work opportunities.

Problem

In today's digital world, the demand for creative content is higher than ever, but the process of producing this content often encounters bottlenecks. Traditional agency models can be inefficient, with unclear hiring practices and ambiguous proposals that may not align with clients' time and cost expectations. Brands, especially those scaling up their operations, require a more streamlined, cost-effective and scalable solution for their creative needs, from branding and web design to digital marketing and content creation.

Solution

Klingit reimagines the creative process by leveraging technology to break down traditional barriers and offer quality design and creative services efficiently. With a global platform that brings together top talent and intuitive processes, Klingit provides powerful creativity on demand, significantly reducing the time and cost typically associated with hiring and producing creative work. Its suite of services includes everything from AI-enhanced creative content to web development, branding, and more, all with fixed and transparent pricing. Klingit's model is designed to help brands grow and achieve their creative objectives more effectively, ensuring quality without the traditional overhead costs.



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Klingit has potential for positive impact by offering job opportunities to people all over the world



> [Website](#)

Digital Companies & Their Impact

8 DECENT WORK AND ECONOMIC GROWTH

Contributing by hiring globally - number of people in 2023 globally was **60 People**

Impact Score



Comment

By offering good working conditions, Klingit creates better opportunities for creatives all over the world

Job Creation & Democratization

8 DECENT WORK AND ECONOMIC GROWTH

Number of employees 2022 to 2023



Growing in the number of employees while being profitable

Diversity

5 GENDER EQUALITY

Gender distribution - **All employees**

Women: 50%

Men: 50%

Gender distribution - **Management positions**

Women: 29%

Men: 71%

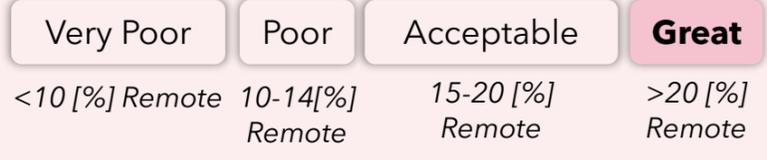


Almost acceptable near 30% gender distribution in management positions and 50/50 for all employees - striving to improve leading positions

Hybrid Work Solutions

8 DECENT WORK AND ECONOMIC GROWTH

Days at the office vs remote



High level of remote days leading to a good level of flexibility and work-life balance

Sweden's largest digital pension and savings advisor



> [Website](#)
 byWIT investing in 2021



CEO: Henrik Sigland

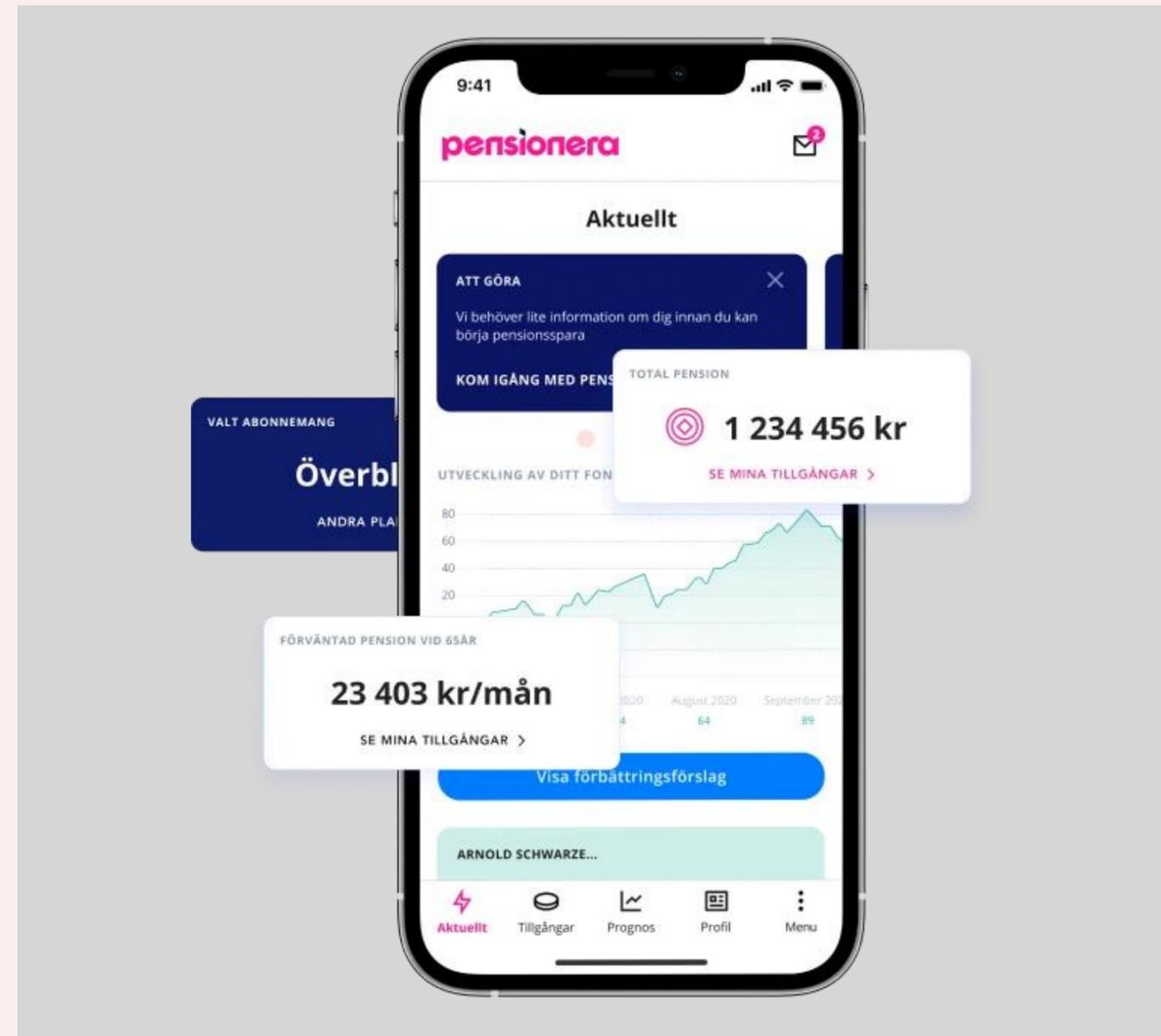
Pensionera was founded with a mission to manage and optimize our members' pensions. We believe in making pension management simple and engaging by educating and demonstrating the possibilities for good pension development. Today, we are the leading provider of digital pension management and savings.

Problem

Navigating the complexities of pension planning is a daunting task for many individuals. With various possible pension plans, including general, occupational and private pensions, consumers often struggle to gain a clear understanding of their entire pension portfolio. The lack of a cohesive overview and difficulty in forecasting future benefits creates uncertainty about financial stability after retiring. Moreover, the traditional pension management process can lack transparency, leaving individuals unsure of how to optimize their pension savings effectively.

Solution

Pensionera.se offers a comprehensive advisory service that simplifies pension management by consolidating an individual's entire pension plan into a single, user-friendly platform. Through personalized advice, clients receive an individual walk-through that helps them understand their current pension status, potential risks and investment strategies tailored to their preferred risk level. Pensionera's platform provides a detailed overview of savings and forecasts for future withdrawals without hidden fees, ensuring clarity and control over one's retirement plan. Additionally, the service facilitates pension fund transfers and oversight of investments, empowering users to make informed decisions toward maximizing their pension benefits and securing a more comfortable retirement.



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Pensionera contributes to increased financial literacy by assisting people with their pensions



> [Website](#)

Digital Companies & Their Impact

10 REDUCED INEQUALITIES

Could enhance financial inclusivity and literacy, in 2023
+ 1,100 more customers were assisted with their pensions

5 GENDER EQUALITY

Could contribute by enhancing people's pensions, in 2023 assisting
+ 495 more women customers
+ 605 more men customers

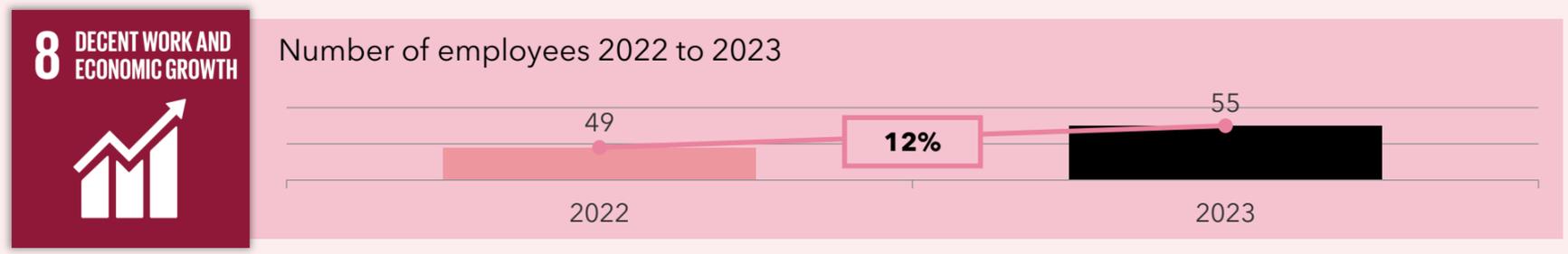
Impact Score

None Low **Moderate** High

None Low **Moderate** High

Comment
 Contributes in some ways by more people becoming more financially literate
 Contributes in some way by increasing in the number of women they assist

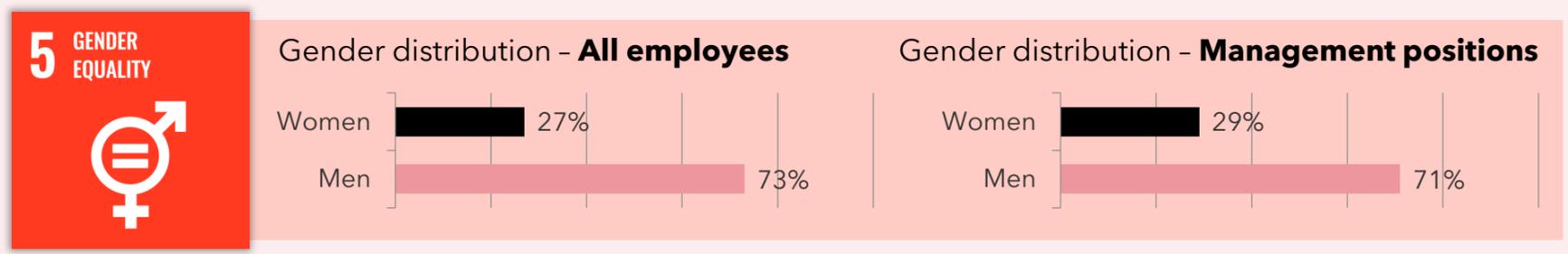
Job Creation & Democratization



Very Poor Poor Acceptable **Great**

Growing in the number of employees while being profitable

Diversity

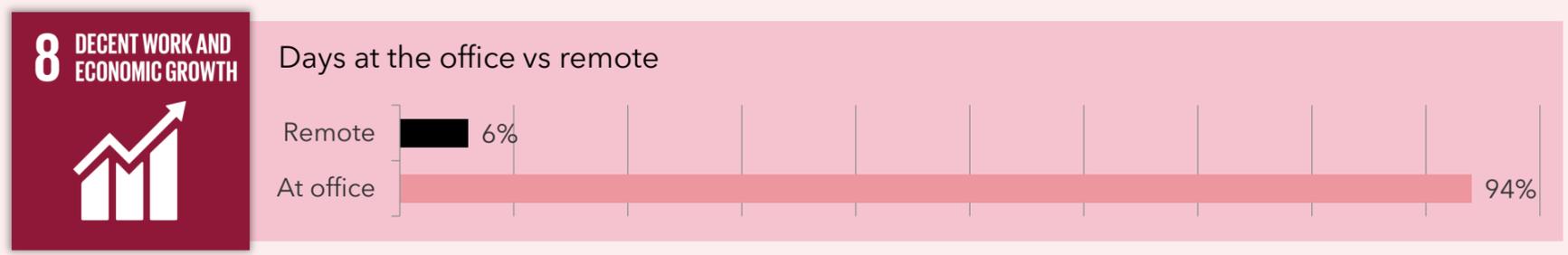


Very Poor Poor **Acceptable** Great

<10% W 11-20% W 21-40% W 41-50% W

Almost acceptable near 30% gender distribution in management positions and 34% for all employees - striving to improve

Hybrid Work Solutions



Very Poor Poor Acceptable Great

<10% Remote 10-14% Remote 15-20% Remote >20% Remote

Could improve the share of remote days to promote more flexibility

Digitalizing access to developers globally



> [Website](#)
byWiT investing in 2022



CEO: Viktor Jarnheimer

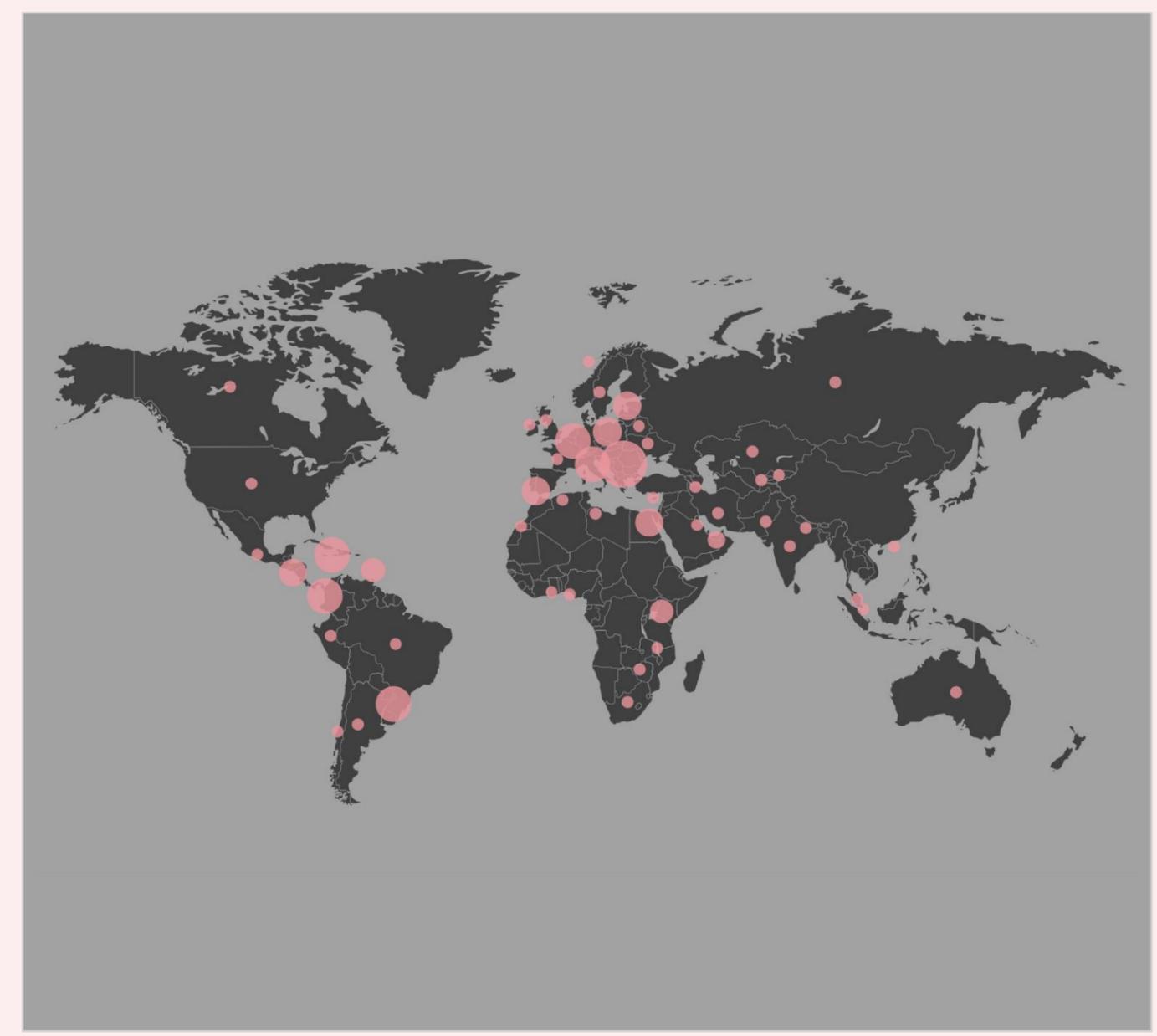
During 2023, we have been able to offer exciting remote opportunities to more than 1,200 developers, supporting numerous clients by solving one of their primary growth pains.

Problem

As the digital landscape evolves, companies face the constant challenge of building and scaling their tech teams with top-tier talent. The traditional recruitment process is fraught with risks, consumes significant time and resources and may lead to costly mismatches, particularly for companies in rapid growth phases. The difficulty in finding and retaining skilled developers with the right experience and the ability to integrate seamlessly into existing teams stands as a barrier to innovation and expansion.

Solution

Proxify offers a strategic solution by connecting growing companies with a global network of vetted, top-tier tech talent. With a focus on remote developers, Proxify leverages an advanced vetting process to ensure a high success rate in talent matching, reducing the time and risk associated with traditional hiring. They enable companies to quickly scale their development teams with expert remote talent tailored to their specific project needs, ensuring quality and efficiency. Proxify's mission is to make the right match between developers and opportunities, fostering success for both businesses and tech professionals, without geographical limitations.



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Proxify democratizes job opportunities by offering developers jobs without geographic boundaries



> [Website](#)

Digital Companies & Their Impact

Job Creation & Democratization

Diversity

Hybrid Work Solutions

8 DECENT WORK AND ECONOMIC GROWTH

Contributing by offering developers job opportunities globally - in 2023 there were **1,242 developers on payroll**

Impact Score



Comment

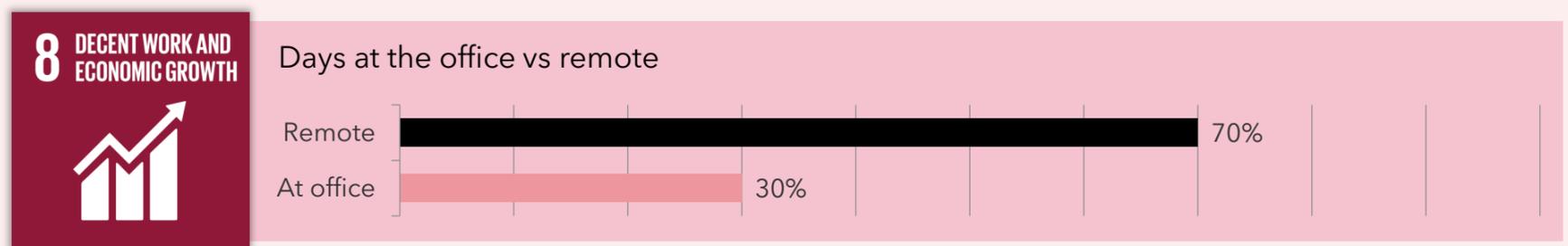
Contributes in some ways by increasing the number of people employed full time



Growing in the number of employees while being profitable



Almost acceptable near 50% gender distribution in management positions and 38% for all employees - striving to improve



High level of remote days leading to a good level of flexibility and work-life balance

The root to digital growth

Root

➤ [Website](#)
byWiT investing in 2022



CEO: Saeid Sasan

We created Root because we wanted to offer a full-service partner where knowledge and quality were not compromised, a place where digital craftsmanship would be more important than anything else. For me, Root is a group of highly skilled and compassionate specialists who serve as an all-encompassing catalyst for progression and sustainable growth.

Problem

In the rapidly evolving digital landscape, businesses often struggle to keep pace with the changes necessary to stay competitive. Traditional digital marketing and growth strategies can be siloed and ineffective, lacking a cohesive approach that integrates various channels and tactics. This disjointed approach can hinder a company's ability to effectively scale, innovate and maintain a competitive edge in a digital-first world.

Solution

Root Digital Group offers a unique model that unifies all elements of the digital world, combining cutting-edge technology with top-tier expertise. By fostering a symbiotic relationship among its incorporated companies, Root ensures a holistic and integrated approach to digital growth strategies. Each company within the Group brings specialized skills in areas such as e-commerce, digital marketing and business development, enabling Root to offer comprehensive solutions that drive significant online growth and evolution for clients. Root's model emphasizes collaboration and the sharing of insights across its network, ensuring that all strategies are robust, innovative and tailored to meet the specific needs of each client.



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Root contributes by driving innovation and creativity in its business



> [Website](#)

Digital Companies & Their Impact

Job Creation & Democratization

Diversity

Hybrid Work Solutions

8 DECENT WORK AND ECONOMIC GROWTH

Contributing by increased share of jobs created at a group level with **+34%** equal to **31 more people** (2023)

Impact Score

Comment



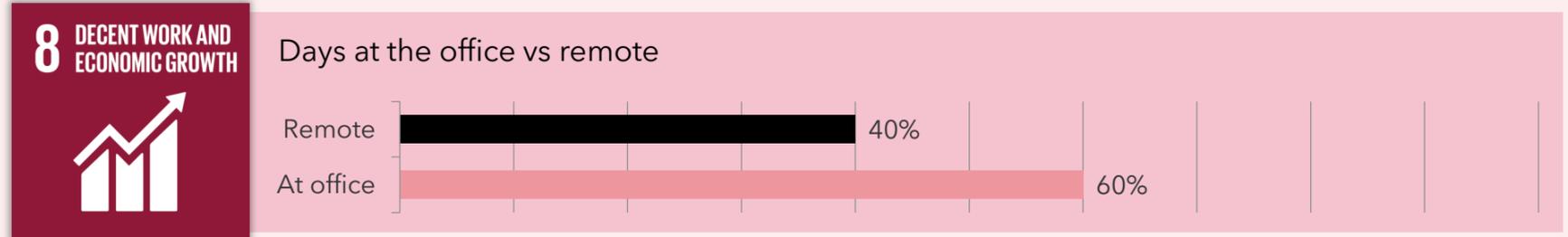
Contributes in some ways by increasing the number of people employed full time



Growing in the number of employees while being profitable



Near 50/50 in both management positions and all employees in gender distribution



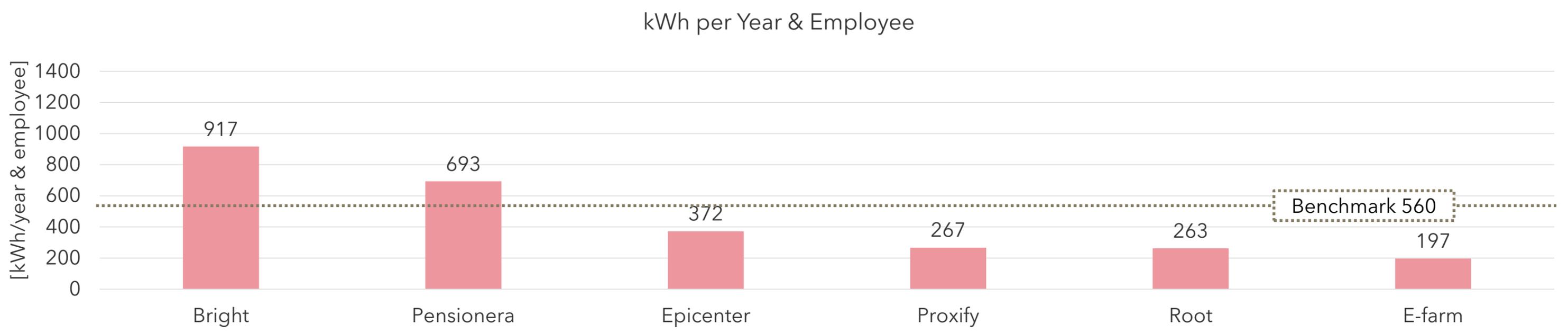
High level of remote days leading to a good level of flexibility and work-life balance

Energy consumption by portfolio

Since byWiT invests mostly in digital solutions, the company's energy consumption from its offices is something that was considered material. The data showing the energy consumption per square meter and year was taken from Boverkets website where the energy declarations are public information.

To be able to compare the energy consumption for the companies, a benchmark was established. This benchmark was calculated by taking the average consumption per square meter for offices in the Stockholm area (which was 140 kWh/sqm¹) and then multiplying it by the average square meter an employee uses (which was found to be approximately 3 sqm)². This made the benchmark 560 [kWh/year & employee]³. This benchmark is used to compare our portfolio companies' energy consumption.

The companies either answered a survey or participated in an interview where they answered a few questions regarding their business and their impact. This was also a part of the materiality assessment. The results of the survey showed that the companies were generally under the benchmark; however, two companies were over. These companies were Bright and Pensionera. The reason Bright is over the benchmark is because they have an office in an old building, with an energy consumption per square meter of 96. The reason Pensionera is over the benchmark is because they have many more square meters per employee.



1. [Energihandboken](#)
2. [Yta.se](#)
3. See appendix for calculations

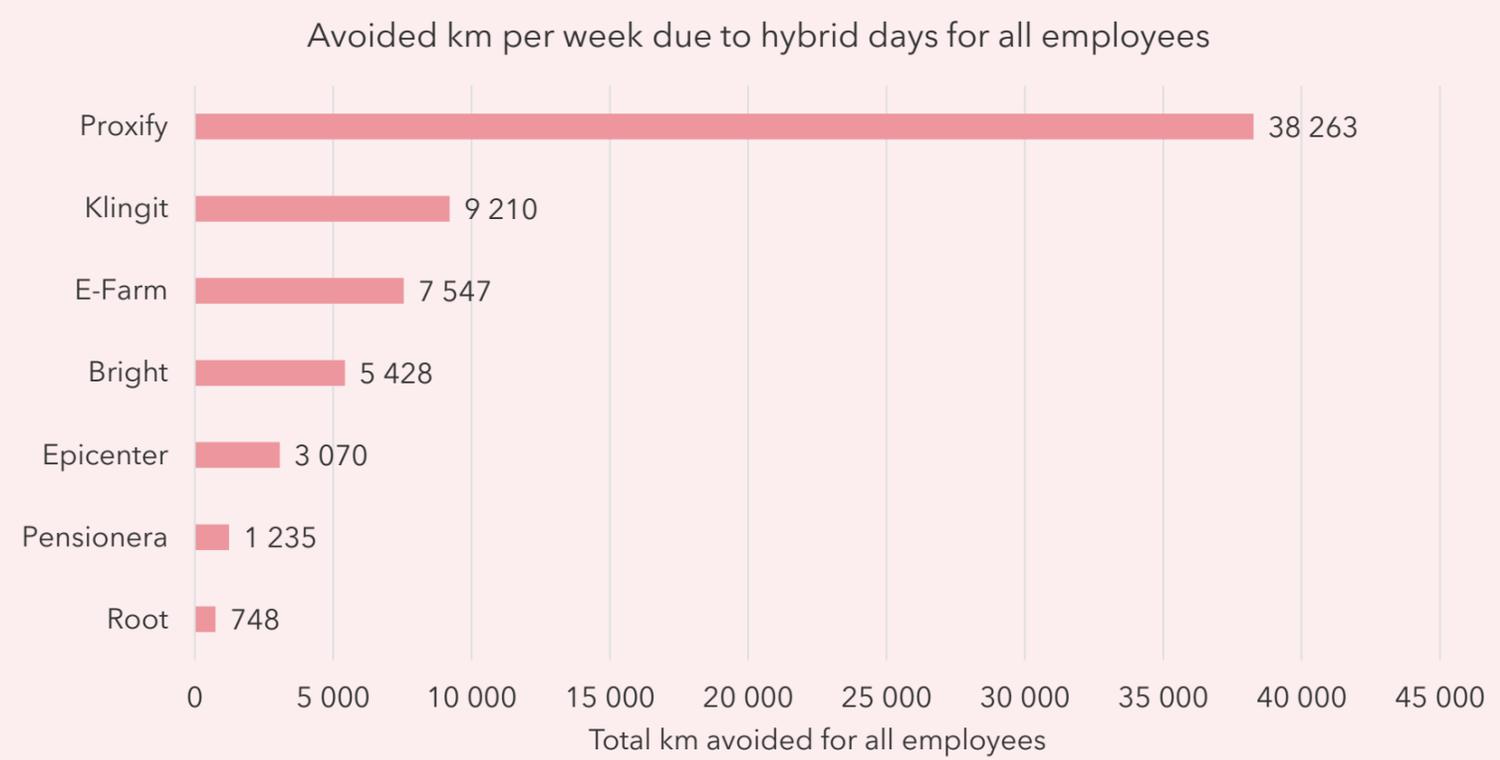
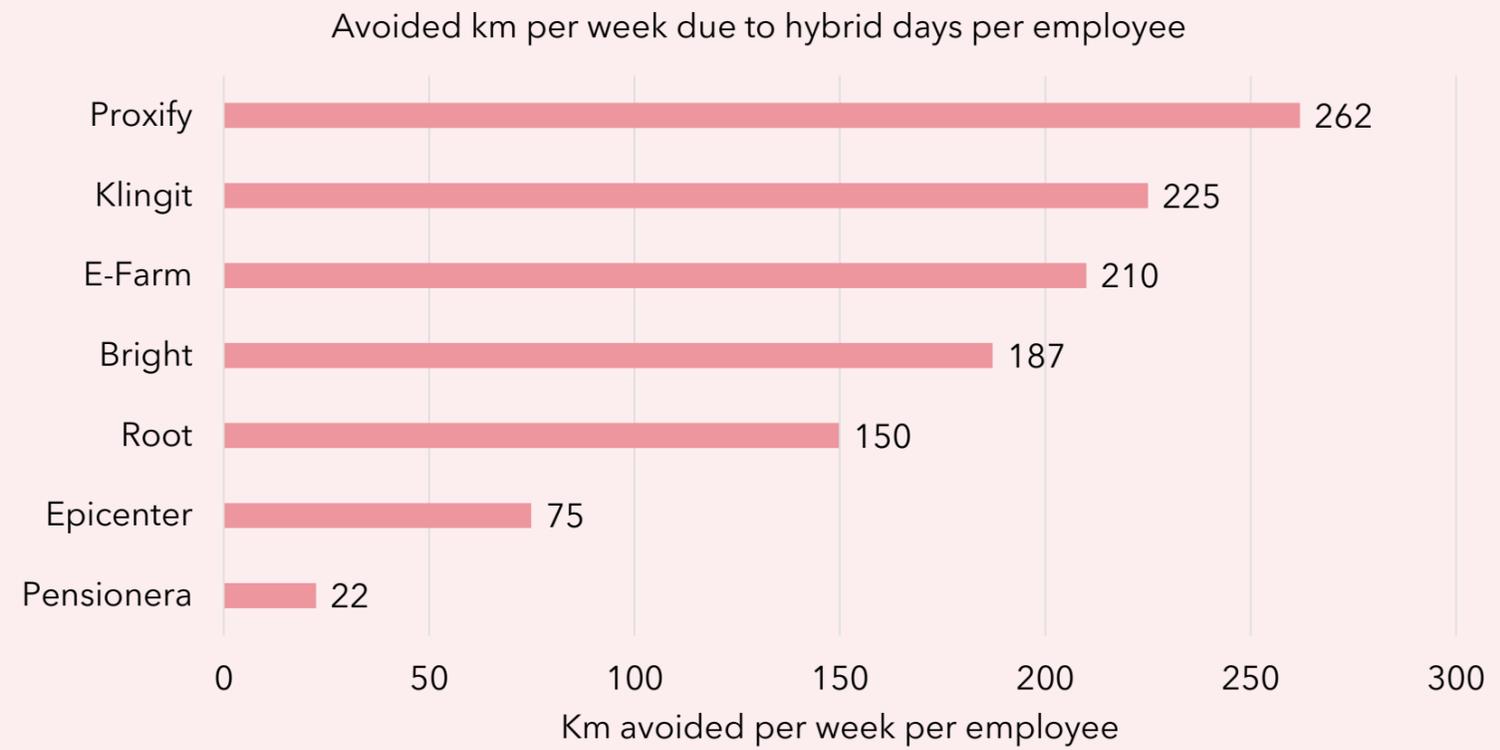
More remote work means less transport and lower CO₂ emissions

Because byWiT invests primarily in digital solutions, there is very little transportation linked to the business model outside travel to and from work. Therefore, we think it is important to consider how byWiT's portfolio affects the environment by the commute to and from work. As stated earlier under *Hybrid Work*, solutions enabling employees to work from home is something we encourage. Remote job opportunities not only contribute to a healthier work-life balance, but also cut down on two car trips (one to work and one from work).

67,000 km travel avoided per week*



2,000 kg CO₂ emissions avoided per week*



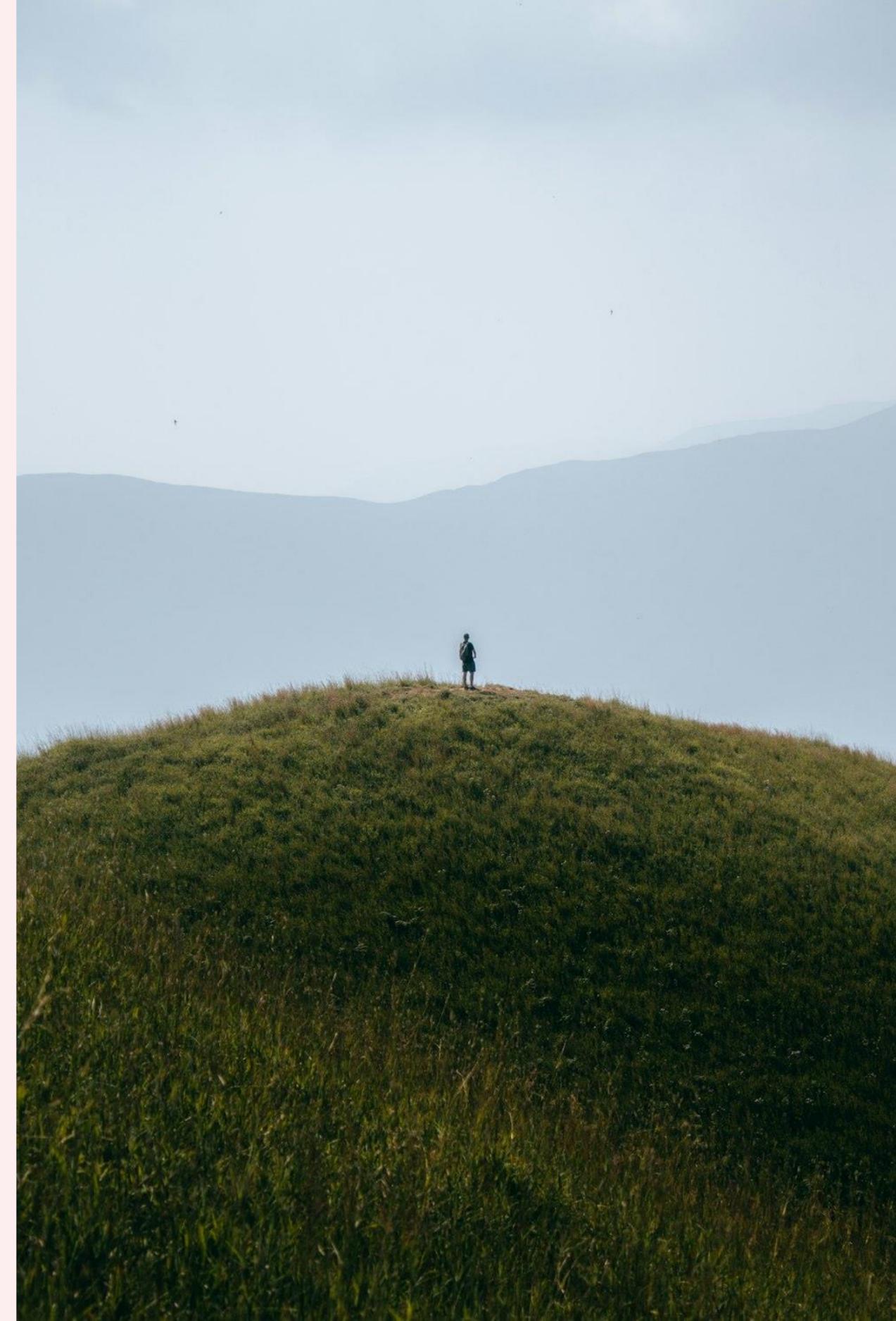
*Approximation, see appendix for calculations

The essence of our sustainability journey

At byWiT, we strive to integrate sustainability into our business. We believe in the power of digitalization to drive sustainable solutions. Our portfolio companies are the starting point of delivering innovative products and services that contribute to the United Nations' Sustainable Development Goals (SDGs). We believe by building and helping our portfolio companies to grow, we can have a positive impact on job creation. Furthermore, we believe that diversity is one of the key drivers of success. By striving for gender equality and promoting inclusive practices, we are building stronger, more resilient companies.

Sustainability is an ongoing journey, and we aim to continue to learn and adapt, ensuring that our investments remain aligned with our sustainability goals.

At byWiT, we are more than investors, we are partners with the companies we invest in, and we want to be inspired and help our partnering companies to grow. Because that is how we grow. By fostering innovation, promoting diversity and committing to continuous improvement, we strive to contribute to a better tomorrow. Join us as we continue to embrace the journey of sustainability.



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Appendix

Travel Data

According to Transport Analysis*, the carbon emissions per transport mode in grams is shown in the table below, including the modes of transport most often used in Stockholm:

	Grams CO ₂ per km
By foot	0
Bike	0
Other	-
Public transport	16.67
Car	67

	Total	Procent	Km avoided per transport mode for portfolio	Avoided grams CO ₂ for portfolio by week
Missing information	9,467	0.66	446	-
By foot	155,024	10.86	7,310	0
Bike	196,610	13.78	9,271	0
Other	13,251	0.93	625	-
Public transport	519,783	36.42	24,510	408,494
Car	533,160	37.35	25,140	1,684,409
Total	1,427,295	100	67,302	2,092,903

*<https://www.trafa.se/en/>

Equations

$$[3] \quad \text{EnergyBenchmark} \left[\frac{kWh}{\text{year \& employee}} \right] = 140 \left[\frac{kwh}{sqm \& employee} \right] * 4 \left[\frac{sqm}{employee} \right] = 560 \left[\frac{kWh}{\text{year \& employee}} \right]$$

$$[4] \quad \text{Percentage of days at the office} = \frac{(N_{p1h} * P_{p1h}) + \dots + (N_{pnh} * P_{pnh})}{N_{Total}}$$

N_{p1h} = Number of people working a specific percentage of time (e.g. once a week)

P_{p1h} = Percentage of time those people work from the office

N_{total} = The total number of employees

The equation is used to calculate the average percentage of time all employees spend at the office.

Appendix

SDG Targets

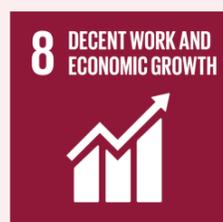


5.5
Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life - 5.5.2 Proportion of women in managerial positions

5.b
Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women



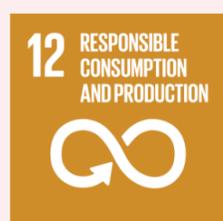
7.1
By 2030, ensure universal access to affordable, reliable and modern energy services



8.5
By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value



10.2
By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



12.6
Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle



13.2
Integrate climate change measures into national policies, strategies and planning

