



Annual GHG Inventory

Redbrick

January 1st, 2025 – December 31st, 2025

REDBRICK

What is a GHG Inventory?

The purpose of a greenhouse gas (GHG) inventory report is to measure Redbrick's impact on climate change by measuring GHG emissions produced in company operations. Frequent measurement is essential for identifying key areas where emissions increase or decrease over time, making it possible to develop targeted strategies to curb those emissions. This GHG emissions report details the emissions generated by Redbrick's portfolio throughout the reporting period. Preparing the report involves four key steps:

- **Scoping:** Determining the relevant emission sources that must be measured.
- **Data Collection:** Gathering all the necessary activity data.
- **Calculation and Report Writing:** Converting the activity data into GHG emission figures and compiling the final report.
- **Review:** Discussing the report and validating all assumptions.

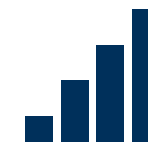
Project Steps



Scoping



Data
Collection

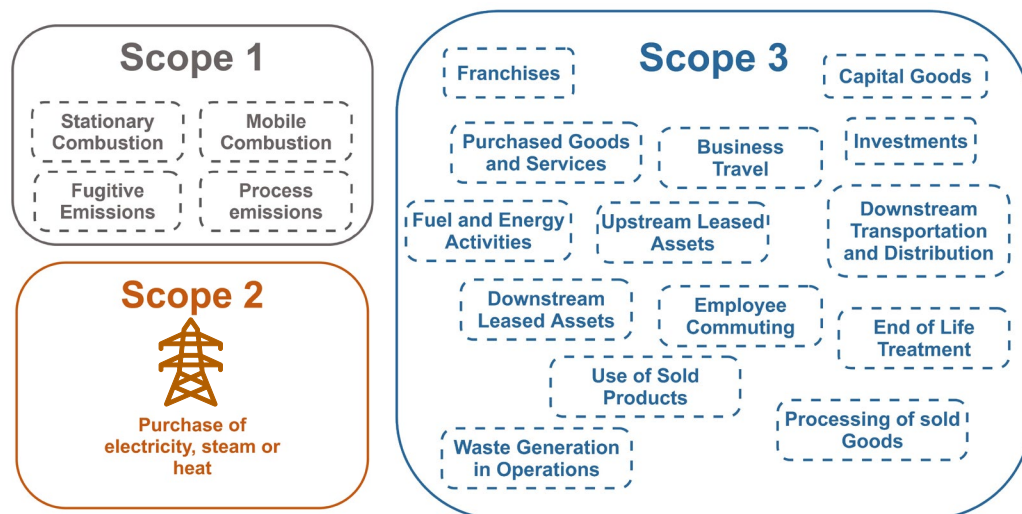


Calculate &
Report



Review

GHG Protocol Scope Examples



In this report emissions are categorized into three scopes, Scope 1, 2, and 3, to reflect Redbrick's level of control.

- **Scope 1** covers direct GHG emissions from sources Redbrick owns or controls, such as fuel combustion in its vehicles.
- **Scope 2** covers indirect GHG emissions from purchased electricity or steam.
- **Scope 3** includes all other indirect emissions resulting from Redbrick's operations but not from company-owned assets, such as employee commuting or business travel.

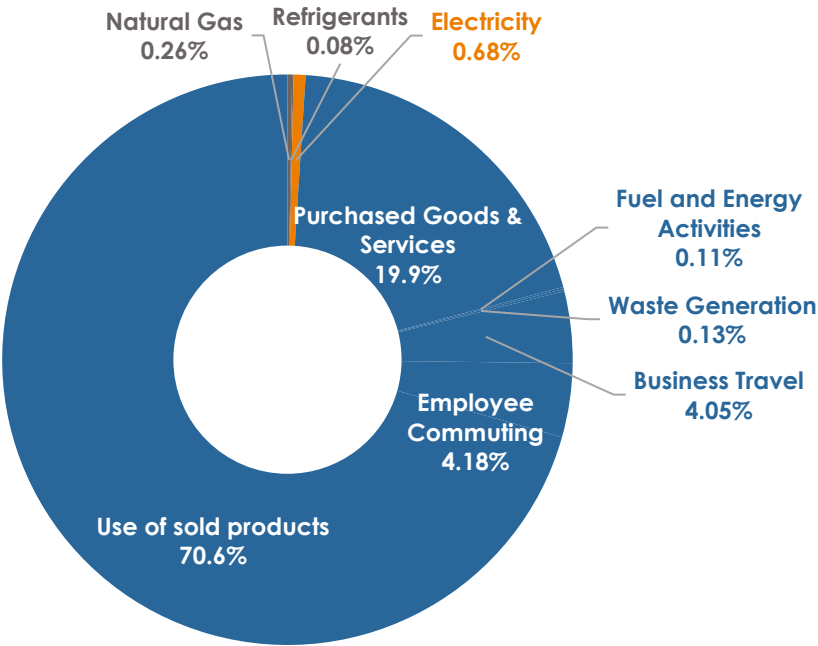
While Redbrick has the most direct control over Scope 1 emissions and the least over Scope 3, it can still have significant influence over Scope 3 emissions by, for example, lobbying key suppliers to reduce their emissions intensity.

An aerial photograph of a beach with waves crashing onto the shore. The water is a mix of light blue and white foam, and the sand is a light tan color. The text "2025 GHG Inventory Results" is overlaid in the center in a dark blue font.

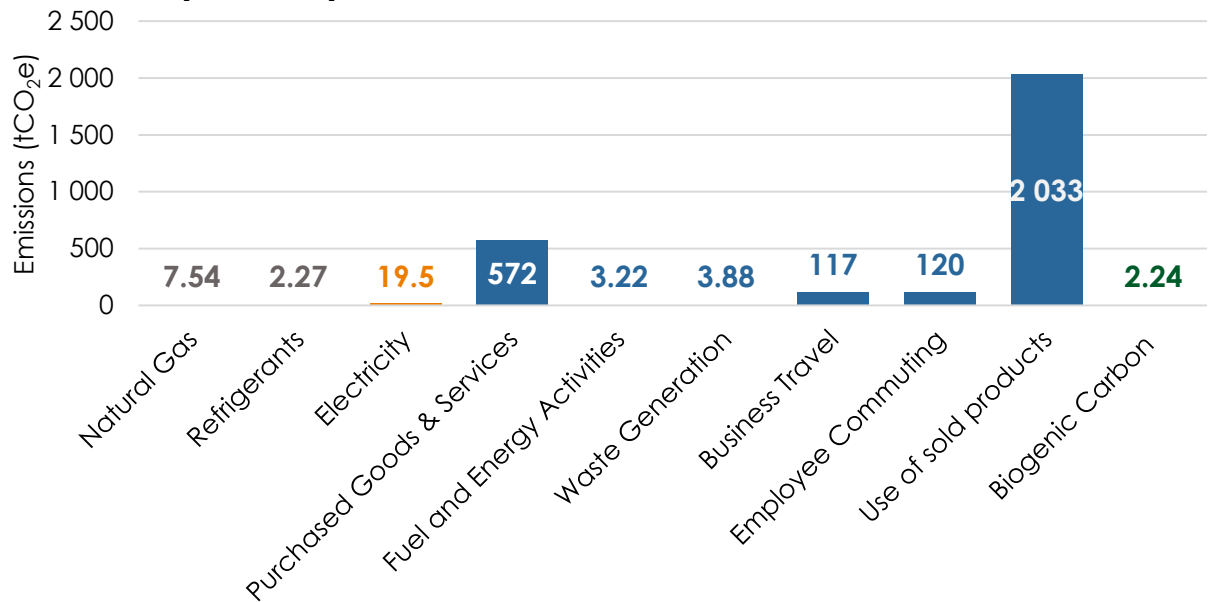
2025 GHG Inventory Results

Executive Summary

Redbrick is a parent organization with a mission to build, acquire, and scale innovative companies. Redbrick is headquartered in Victoria, BC, and supports a remote workforce across North America and globally. Founded in 2011, Redbrick is known for its Shared Services model, which provides support across its portfolio companies in areas of finance, creative, marketing, people and culture. In 2025, the Redbrick portfolio was composed of seven entities: Animoto, Delivra, Leadpages, Duplex, Digital Entrepreneur, Paved, and Shift.



Emissions by Activity



Scope 1: **0.34%** Scope 3: **98.98%**
Scope 2: **0.68%** Biogenic: **N/A**

2025 marks the third year that Redbrick has measured and reported its organizational emissions inventory. Emissions for FY 2025 totaled 2,879 tCO₂e, or 12.35 tCO₂e/FTE. The two largest emissions sources, Use of Sold Products (70.6%) and Purchased Goods & Services (19.9%), account for 90.5% of the total footprint.

2,879

Total tCO₂e

12.35

tCO₂e/FTE

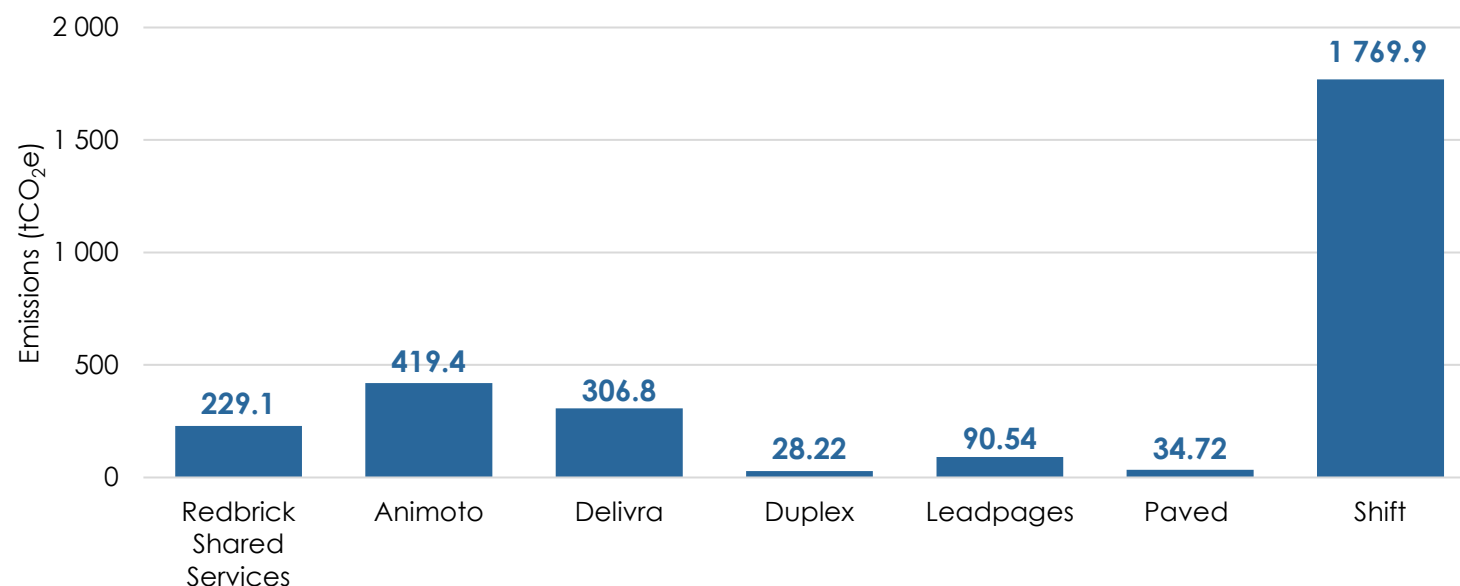
Redbrick Portfolio Emissions

Redbrick Portfolio	Emissions (tCO ₂ e)	Full-Time Employees (FTEs)
Redbrick	229.1	52
Animoto	419.4	28
Delivra	306.8	16
Duplex	28.22	15
Leadpages	90.54	54
Paved	34.72	19
Shift	1,769.9	49
Total	2,879	233

Within Redbrick's portfolio, emissions are attributed to Redbrick's Shared Services or by brand. Redbrick's Shared Services include emissions from the office operations (electricity, natural gas, refrigerants, waste, office purchases) as well as Redbrick specific staff travel and commuting activity.

Scope 3 emissions are allocated by brand, which include business travel, work from home emissions, commuting, purchased goods and services, and use of sold product. Within Redbrick's portfolio, Shift's emissions are the largest, which can largely be attributed to emissions from advertising in purchased goods and services (category 1).

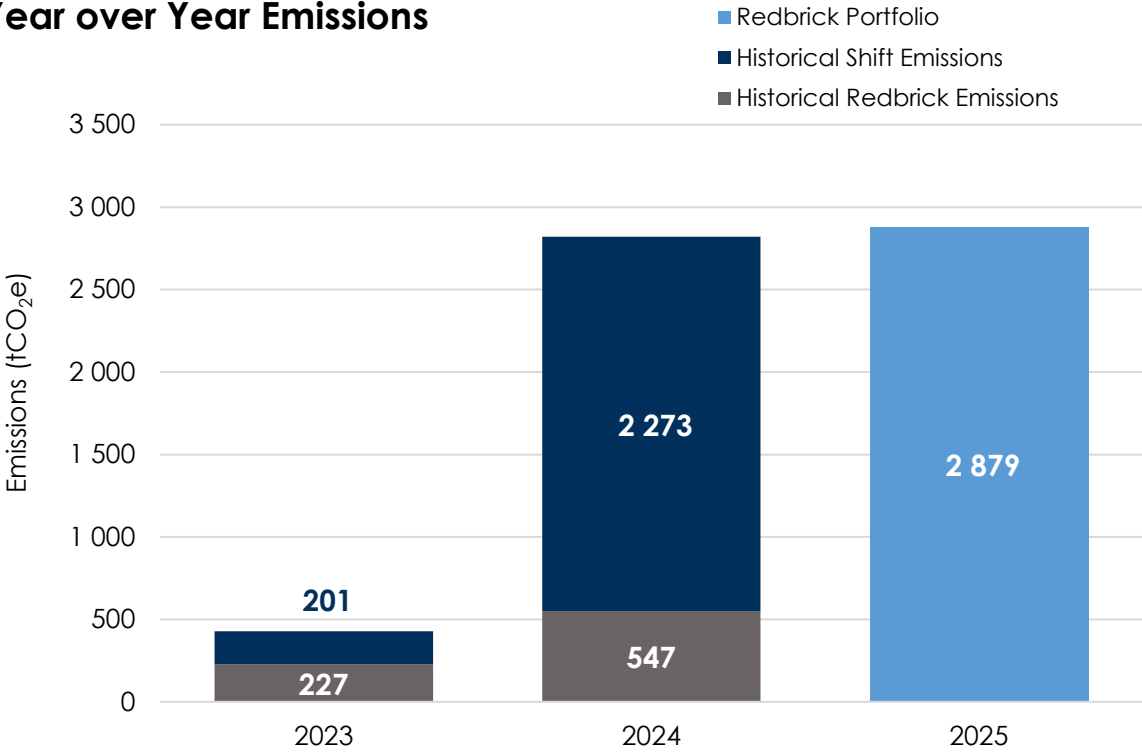
Annual Emissions by Company



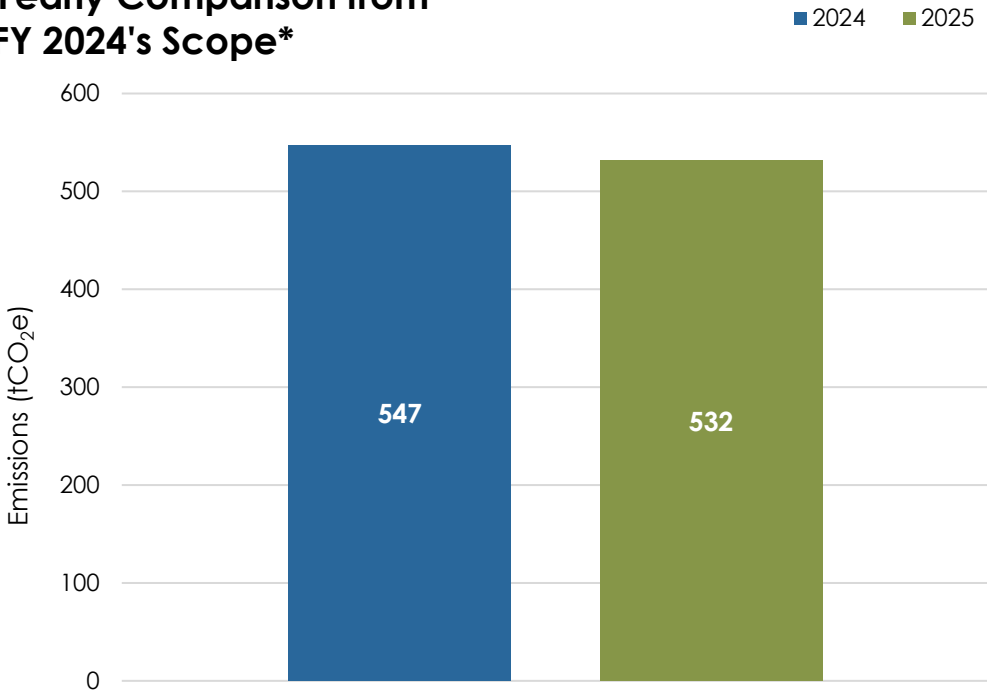
Historical Emissions

The 2025 carbon footprint for the Redbrick portfolio represents the first inventory that consolidates emissions from Shift, alongside expanded scope 3 categories across all brands, into a single GHG inventory. Redbrick and Shift previously completed standalone inventories in 2023 and 2024, and historical emissions were reported separately (as shown in the graph below). This updated consolidation approach aligns with the GHG Protocol best practices by representing emissions for the full Redbrick portfolio in one report. It also improves year-over-year comparability, with 2025 serving as the base year for this expanded organizational scope.

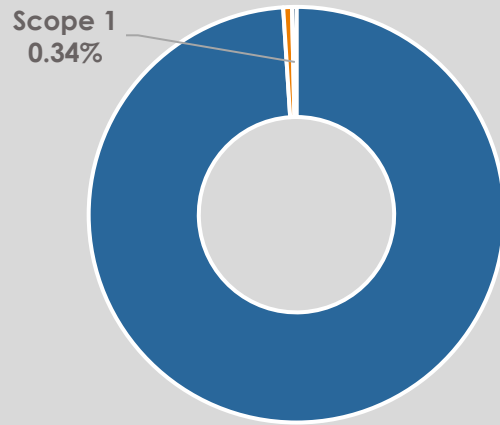
Year over Year Emissions



Yearly Comparison from FY 2024's Scope*



*Graph shows the FY2025 emissions total if the measurement methodology was identical to FY2024. Categories not included in this graph: Digital emissions from Purchased Goods & Services; Use of Sold Product emissions; all emissions attributed to Shift's operations.



Scope 1: Direct Emissions

Scope 1 includes direct emissions from combustion, process and fugitive emissions owned or controlled by the company. This includes emission sources such as natural gas, company vehicles, and refrigerants.

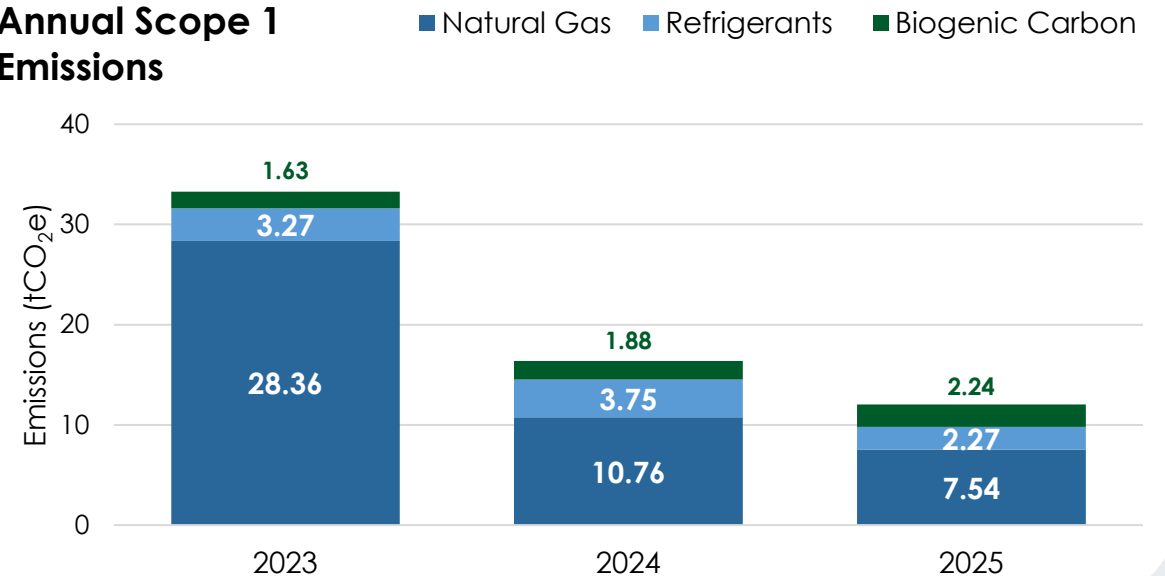
Scope 1: Natural Gas & Refrigerants

Natural Gas		Refrigerants	
7.54	0.26%	2.27	0.08%
Total tCO ₂ e	% of Total	Total tCO ₂ e	% of Total

Natural Gas is used for building heating in both offices, with the Victoria office using 100% renewable natural gas. Biogenic carbon stems from renewable natural gas, resulting in 2.24 tCO₂e, which are reported separately from the total footprint. 2025 natural gas emissions total 7.54 tCO₂e, all of which was used in the Minneapolis office.

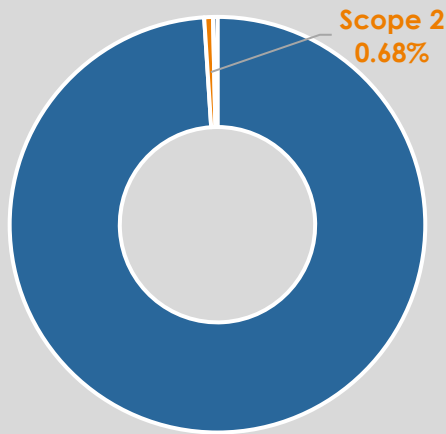
Refrigerants are used in heating and cooling systems, and need top-ups when leaks occur. In 2025, R410A refrigerant was topped up in the Victoria office HVAC system, resulting in 2.27 tCO₂e.

Annual Scope 1 Emissions



Scope 2: Indirect Emissions

Scope 2 includes indirect emissions from the generation of purchased electricity, steam, or heat at sources not owned or controlled by the reporting company.



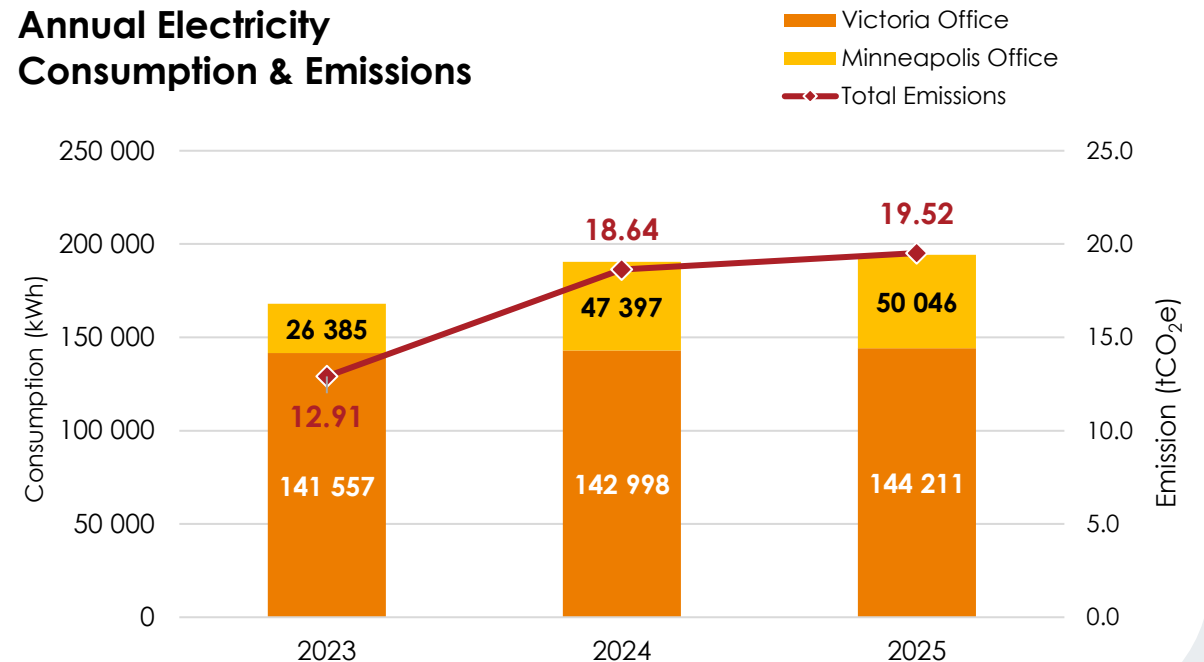
Scope 2: Electricity

19.5
Total tCO₂e

0.68%
% of Total

Electricity use for both offices in Victoria, BC and Minneapolis, MN resulted in 19.5 tCO₂e in 2025. Victoria's consumption represents 74% of the total electricity consumption, while only accounting for 13% of electricity emissions due to the high ratio of renewable energy in British Columbia's electrical grid. As such, scope 2 emissions from the Minneapolis office accounts for the remaining 87% in this category.

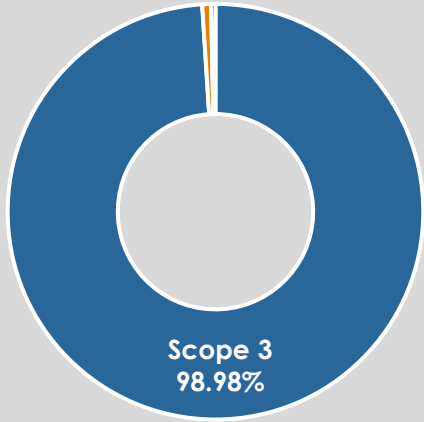
Annual Electricity Consumption & Emissions



Scope 3: Emissions Overview

2,849
Total tCO₂e

98.98%
% of Total

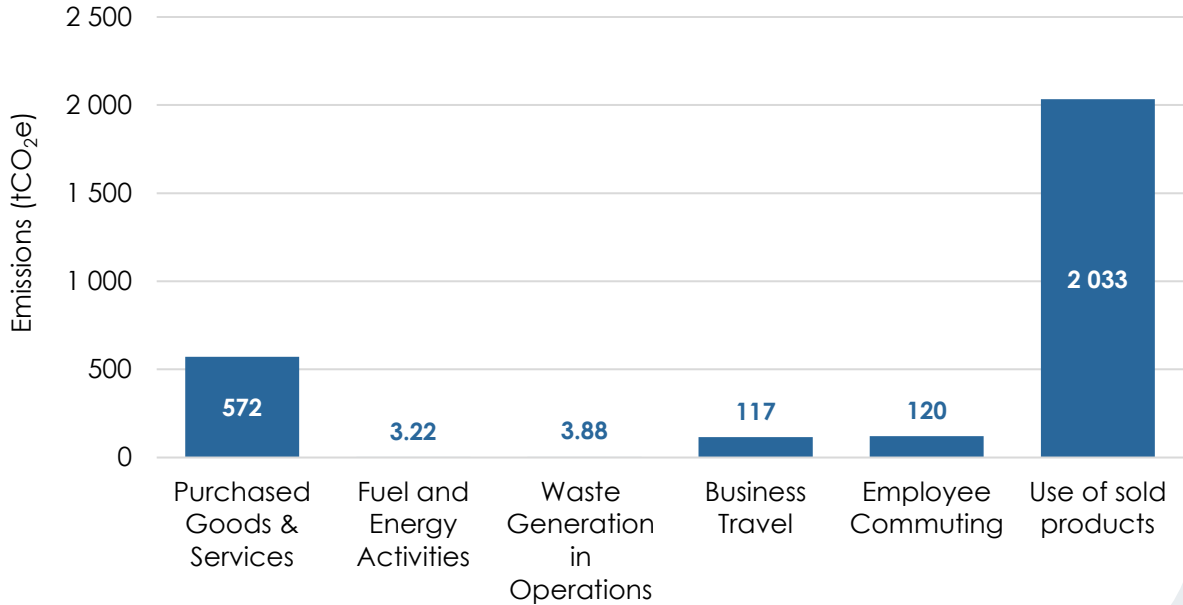


Scope 3: Indirect Emissions

Scope 3 includes all remaining indirect emissions generated through business operations. This includes emission sources such as business travel, commuting, and purchased goods & services.

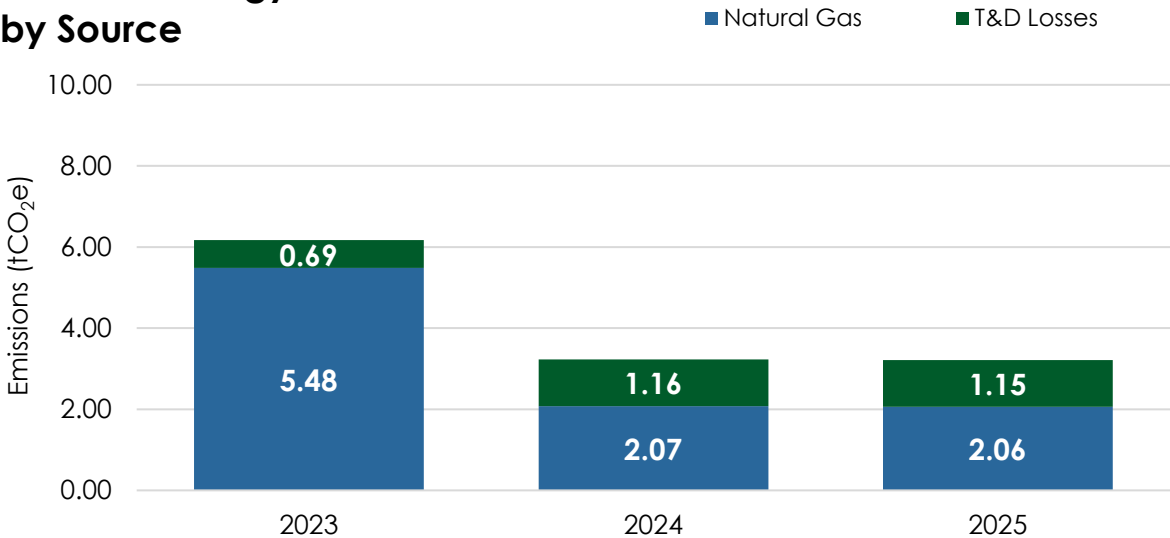
Scope 3 emissions for the Redbrick portfolio in 2025 total 2,849 tCO₂e. The largest scope 3 emissions source was use of sold product (71.4% of scope 3 emissions), followed by purchased goods & services (20.1%), then employee commuting (4.21%).

Annual Scope 3 Emissions



Scope 3: Fuel & Energy Activities

Fuel and Energy Emissions
by Source



Fuel and energy activities includes the upstream emissions impact from the consumption of fuel and electricity. Well-to-Tank (WTT) is a term used to define the emissions from extraction, processing and transportation of fuel. Whereas transmission and distribution (T&D) losses refer to the electricity loss as a result of the transport of electricity to the consumer. All fuel and energy activity emissions are proportional to the consumption of fuels and electricity.

3.22

Total tCO₂e

0.11%

% of Total

Scope 3: Waste Generation

3.88

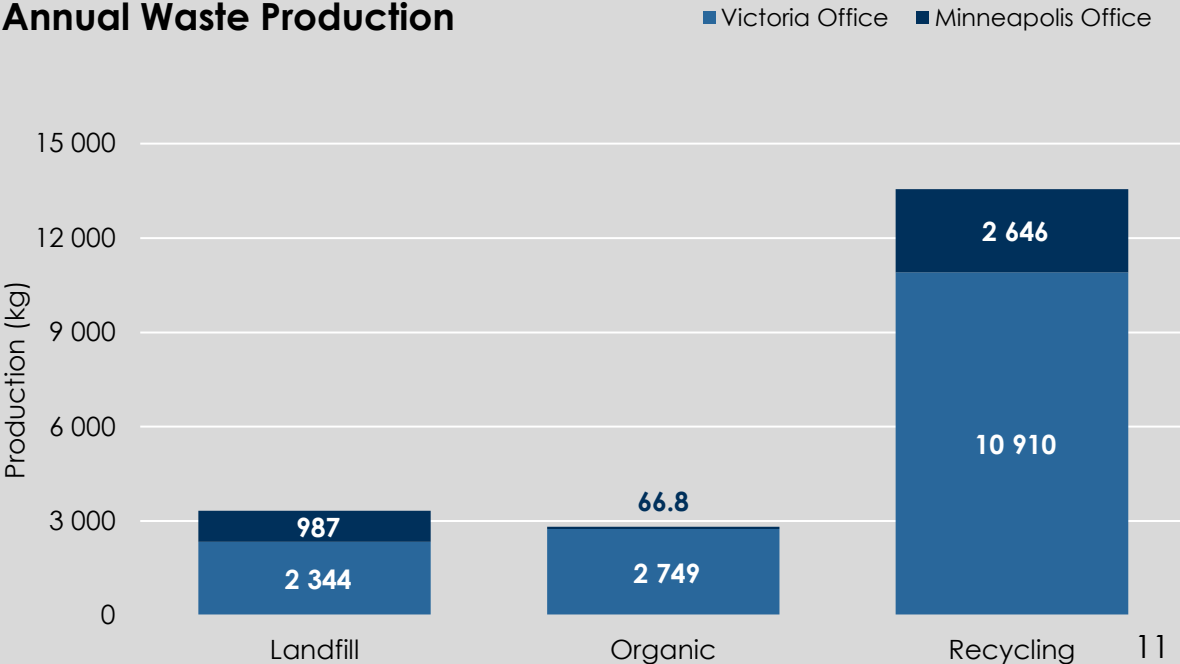
Total tCO₂e

0.13%

% of Total

In 2025, the waste diversion rate across both offices was 83%. The Victoria location produced 81% of the company's waste, due to occupying an office with more square footage with a higher number of FTEs. Compared to 2024, total waste production decreased by 23% in 2025. In Victoria, landfill represented 50.4% of emissions, followed by organics (13.2%) and recycling (36.4%). In Minnesota, landfill accounted for 69.9%, then recycling (29.1%) and organics (1.06%) in 2025.

Annual Waste Production

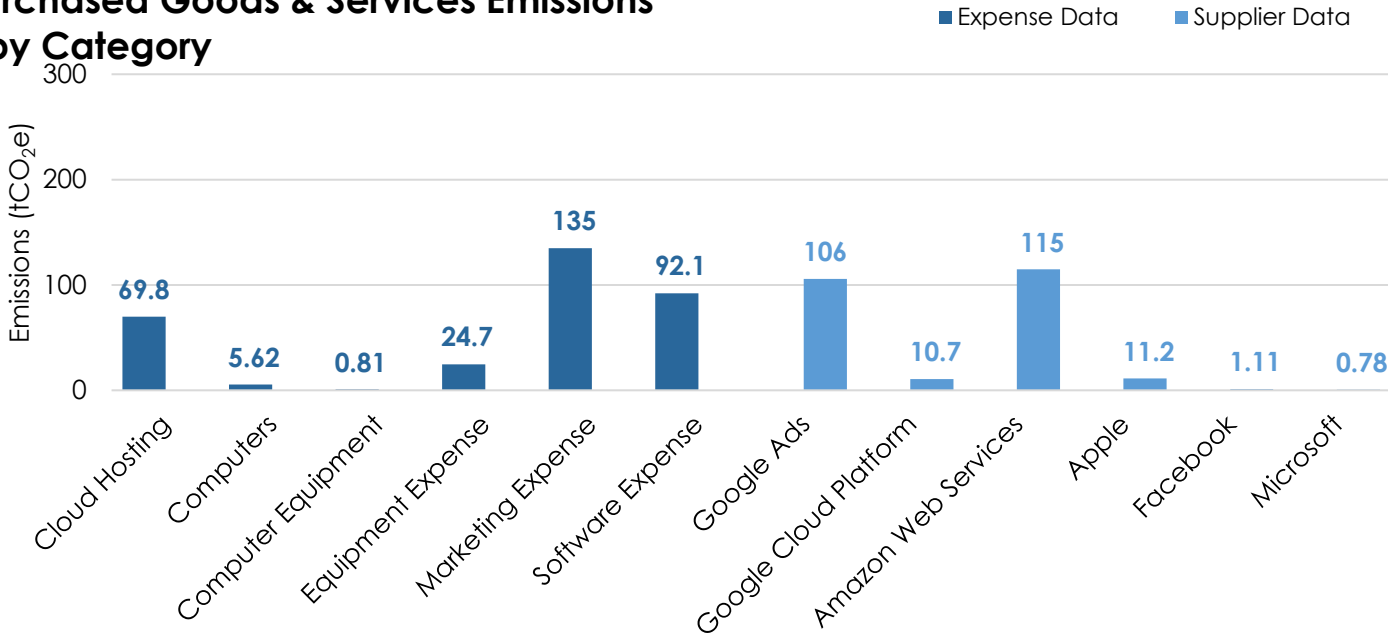


Scope 3: Purchased Goods & Services

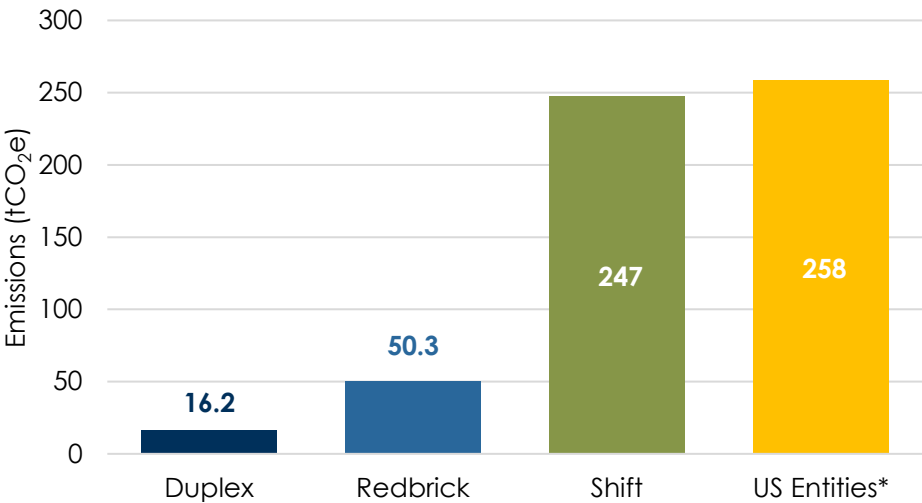
2025 marks the first year the Redbrick portfolio has measured the full impacts of Purchased Goods & Services (PG&S) for each of its seven entities, resulting in a significant increase in emissions. Marketing expenses were the highest emission source at 135 tCO₂e (23.6% of PG&S). For the first time, supplier-specific emissions were calculated, which include: Amazon Web Services, Apple, Microsoft, Facebook, Google Cloud Platforms, and Google Advertising purchases.

This approach increases the accuracy of emissions calculations by integrating the supplier's carbon intensity in tCO₂e/\$ revenue, creating a proportional emissions factor to calculate emissions from specific suppliers.

Purchased Goods & Services Emissions
- by Category



Purchased Goods & Services Emissions
- by Brand



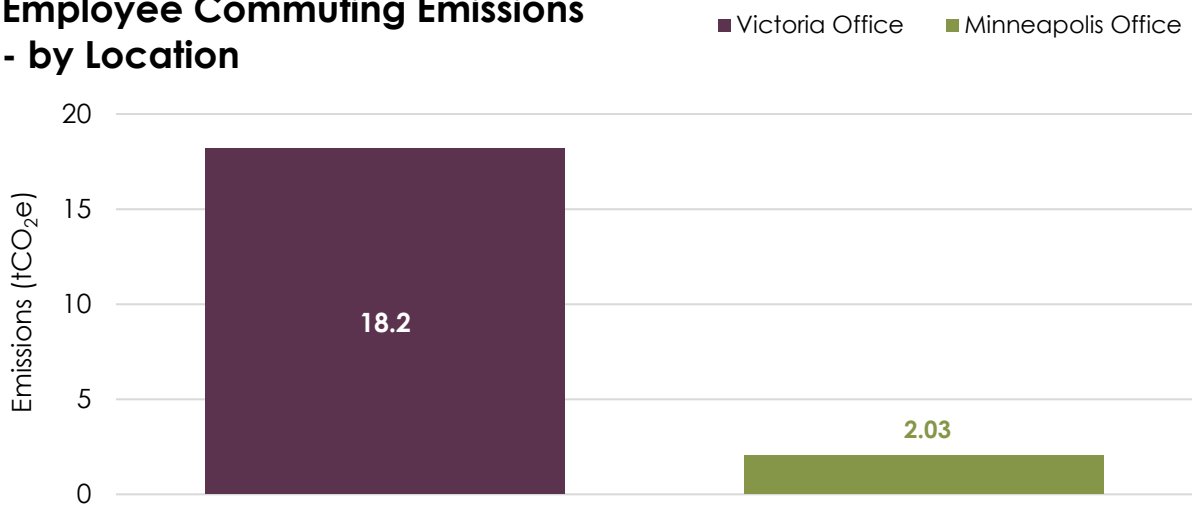
*US Entities include Animoto, Delivra, Leadpages US, and Paved

572
Total tCO₂e

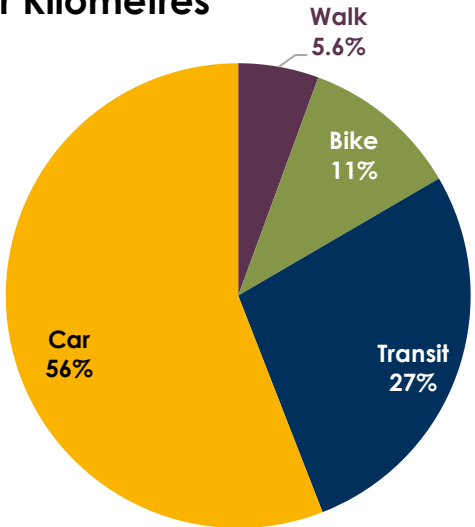
19.9%
% of Total

Scope 3: Commuting & Work From Home Emissions

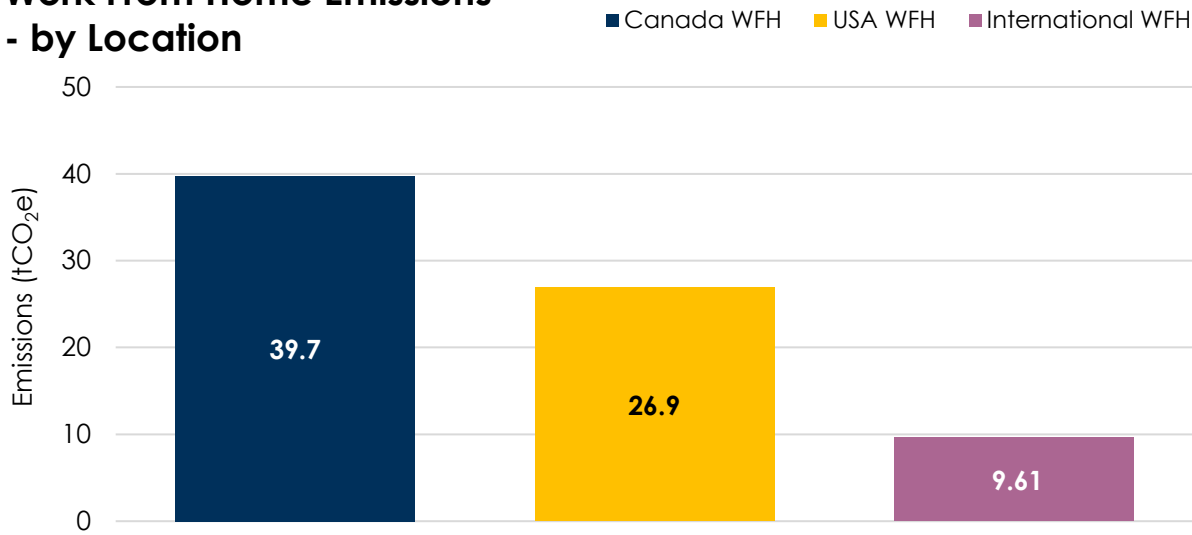
Employee Commuting Emissions
- by Location



Employee Commuting Methods
- by Passenger Kilometres



Work From Home Emissions
- by Location



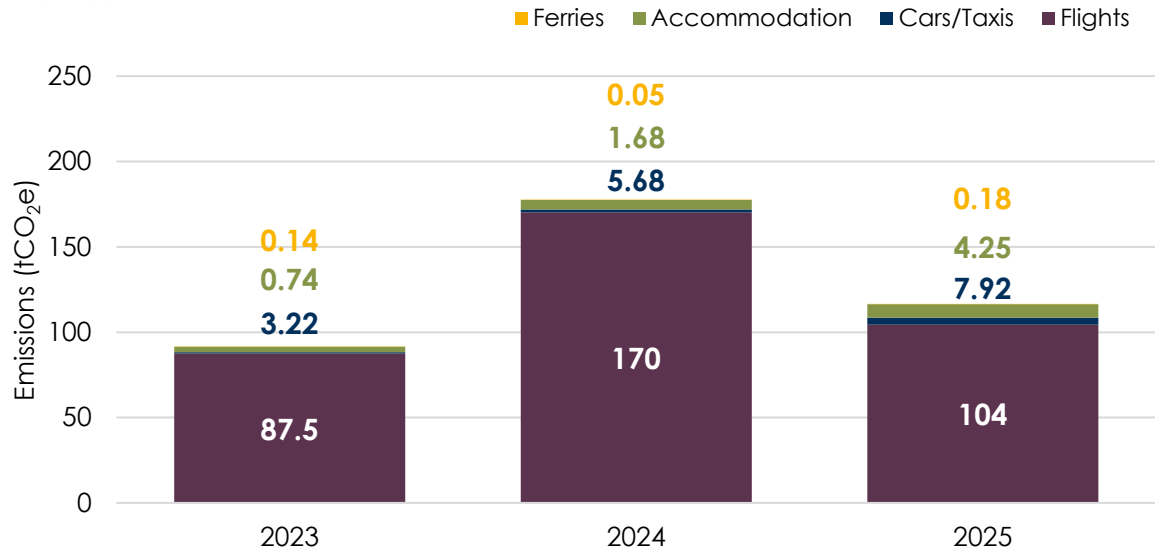
Employee commuting and Work From Home emissions totaled 120 tCO₂e in 2025. This category includes commuting activity to both the Victoria and Minneapolis offices, and work from home emissions for all FTEs across the Redbrick portfolio. Personal vehicle use was the most common commuting method in 2025, followed by transit, and then biking.

120
Total tCO₂e

4.18%
% of Total

Scope 3: Business Travel

Annual Business Travel Activity -
by Type

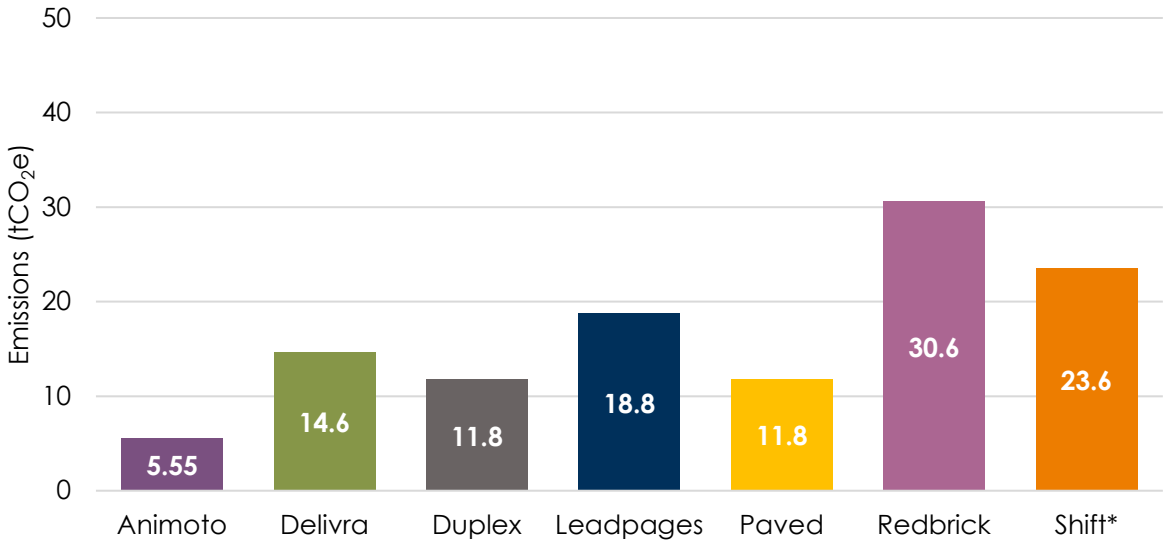


Travel emissions in 2025 accounted for 117 tCO₂e (4.05%) of the total footprint. The main source of emissions for business travel continues to be flights, representing 89% of travel emissions. Although passenger kilometres (psg-kms) increased for flights taken, emissions have decreased compared to previous years. This is due to a combination of flight classes (economy being the most common), and the decrease in emissions factors for flights in 2025, compared 2024. Additionally, close to 100 Harbour Air flights were taken between Victoria and Vancouver, which has a much lower emissions intensity than an average commercial flight.

117
Total tCO₂e

4.05%
% of Total

Annual Travel Activity - by Company



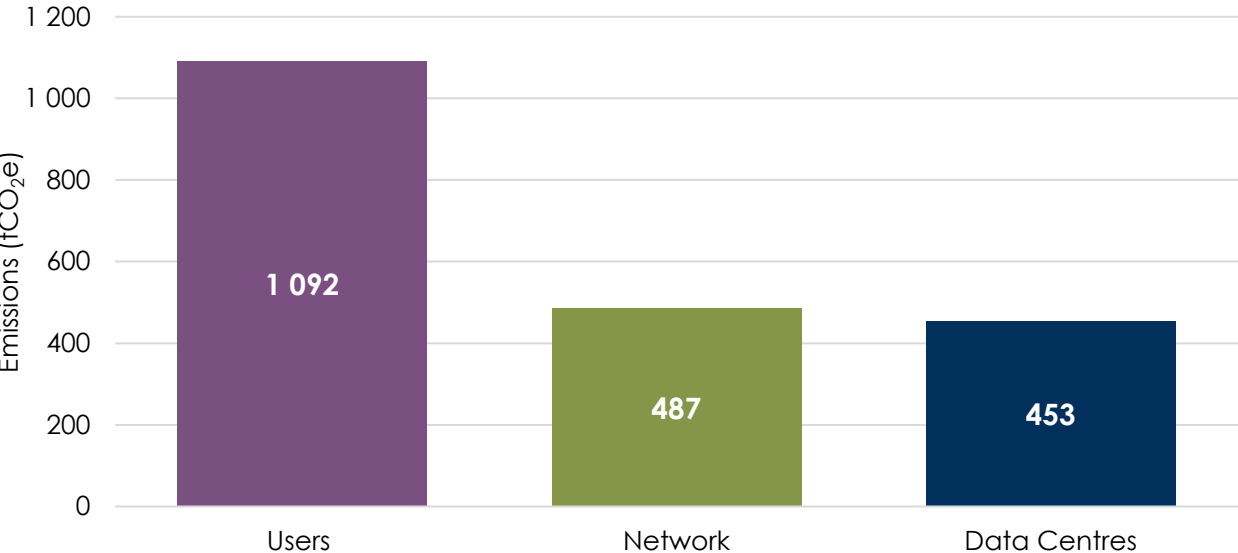
*Shift's travel emissions were reported separately in the previous year

Scope 3: Use of Sold Products

The emissions from the Redbrick portfolio's use of sold products was measured by calculating the energy consumed from data centres, networks and end-users during the reporting year. In total, 2,033 tCO₂e emissions were generated, with the end users accounting for the majority of emissions (1,092 tCO₂e) followed by networks (487 tCO₂e), and data centres (453 tCO₂e).

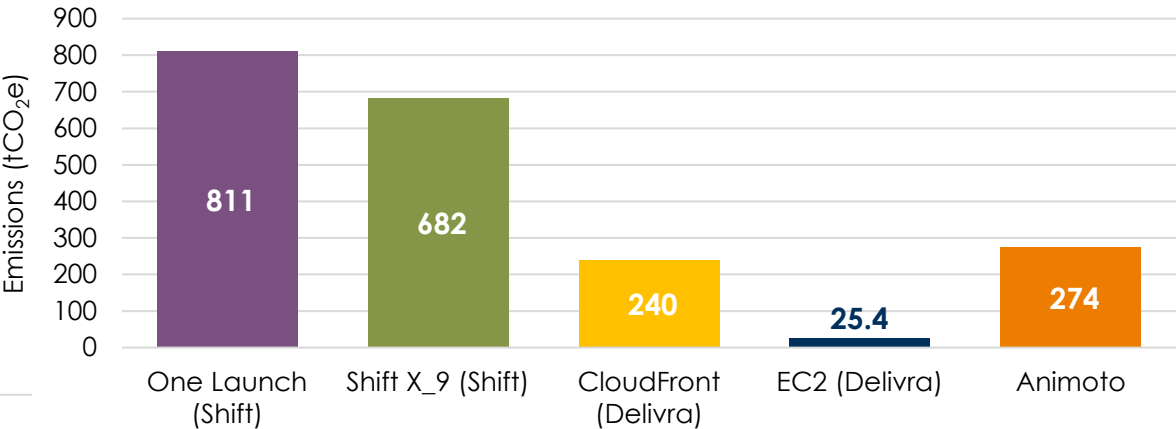
This is the first year that the full scope of use of sold products are captured and calculated, to better understand the value chain of the Redbrick portfolio emissions profile.

Annual Use of Sold Product Emissions - by Category



2,033
Total tCO₂e

Annual Use of Sold Product Emissions - by Brand



The products that are captured within scope include the One Launch (Shift) and Shift X_V9 (Shift), as well as CloudFront (Delivra), EC2 (Delivra), and Animoto, each of which have End User, Network, and Data Centre emissions associated with their use. One Launch and Shift X_V9 have the largest total data transfer by product, 46% and 39% respectively. All five products combined for 9,014,925 GB in the reporting period

In total, the energy consumption (kWh) from One Launch (Shift) was the highest of the products, equating to 1,077,291 kWh. The combined use of all products resulted in the consumption of 2,712,578 kWh of electricity.

70.6%
% of Total

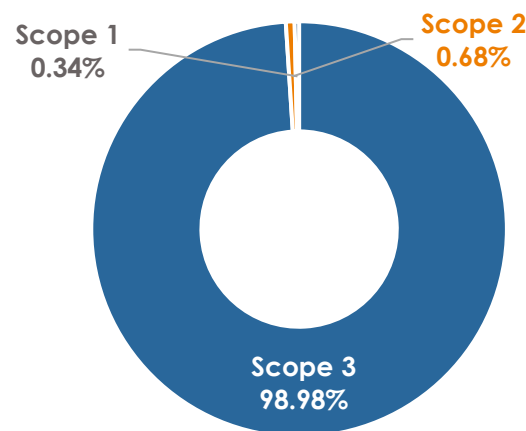
Conclusion

2025 is the first year Redbrick has reported emissions to include its full portfolio of brands, including Shift, which was previously reported separately. As a result, the 2025 inventory represents a fulsome inventory of emissions across the whole portfolio and can serve as a baseline of emissions for future comparisons. Emissions for FY 2025 totaled 2,879 tCO₂e or 12.35 tCO₂e/FTE. The largest emissions sources include Use of Sold Product 2,033 tCO₂e, Purchased Goods & Services at 572 tCO₂e, and Staff Commuting with 120 tCO₂e.

To improve emissions estimates in future inventories, it is recommended that Redbrick continue to provide supplier-specific data for Purchased Goods & Services (where feasible), to apply more supplier-specific emissions calculations. This will increase the accuracy of emissions within the value chain and provide further insight into which suppliers are most emissions intensive.

Key Takeaways:

- Redbrick's expansion of scope to include all seven entities and digital products means FY 2025 should serve as a new base year for future inventories



Priority Areas for Decarbonization:

- An approach to decarbonizing Purchased Goods & Services includes providing supplier-specific data to enable more accurate emissions calculations and comparing emissions intensity by suppliers

An aerial photograph of a beach with waves crashing onto the shore. The water is a mix of light and dark blue, with white foam from the waves. The sand is a light tan color. The word "Appendices" is overlaid on the left side of the image in a dark blue, sans-serif font.

Appendices

Inventory Information

Company Name: Redbrick
Contact: Ally Kuefler, ally.kuefler@rdbcrk.com

Company Description: An office in Victoria, BC and a remote workforce across North America.

Reporting Period: January 1 to December 31, 2025

Scope 2 Approach: Location based Emissions Calculations

Consolidation approach: Operational Control: Accounting for 100% of emissions from operations over which the company has operational control

Primary Measurement: Greenhouse gas emissions measured in Carbon Dioxide Equivalent (CO₂e)

Reporting Guidelines: Aligned with those defined in *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition* (The GHG Protocol, www.ghgprotocol.org).

0.34%

Scope 1	tCO ₂ e	% of total
Natural Gas	7.54	0.26%
Refrigerants	2.27	0.08%
TOTAL:	9.81	0.34%

0.68%

Scope 2	tCO ₂ e	% of total
Purchased Electricity (BC Hydro)	19.5	0.68%
TOTAL:	19.5	0.68%

98.9%

Scope 3	tCO ₂ e	% of total
Purchased Goods & Services (expense data & supplier data)	572	19.9%
Fuel and Energy Activities (WTT and T&D)	3.22	0.11%
Waste (landfill, recycling, compost)	3.88	0.13%
Travel (flights, ferries, cars, accommodation)	117	4.05%
Staff Commuting	120	4.18%
Use Of Sold Products (users, network, data centres)	2,033	70.6%
TOTAL:	2,849	98.9%

Measurement Methodology

This report was put together as a collaborative effort by Synergy Enterprises and Redbrick. Synergy Enterprises is responsible for managing the project, conducting a thorough scoping assessment of Redbrick's emission sources, supporting data collection by flagging any issues or risks, calculating emissions and producing a GHG inventory report in accordance with the GHG protocol. Redbrick is responsible for providing comprehensive understanding of the company's activity and providing accurate data on activity within the reporting period. As a collaboration it is the responsibility of both parties to set the inventory boundaries, scope the GHG inventory and validate the final report.

Greenhouse gas (GHG) emissions are measured in carbon dioxide equivalent (CO₂e), which represents the amount of carbon dioxide (CO₂) that would produce a similar level of global warming as other GHGs. This is calculated using Global Warming Potentials (GWPs) from the Intergovernmental Panel on Climate Change (IPCC) to convert emissions of non-CO₂ GHGs, such as methane (CH₄) and nitrous oxide (N₂O), into a CO₂ equivalent. The inventory uses the latest 100-year GWPs from the IPCC's Sixth Assessment Report.

As recommended by the Protocol, companies should use the most accurate method available to them for reporting emissions. For Redbrick, activity data is the most readily available data. As such, emissions factors support the measurement of all GHG emissions calculated in the report. Provided below are example calculations for the fuel emissions from the consumption of gasoline.



Greenhouse gas global warming potentials (GWP)

Scientific Name	Molecular Formula	Global Warming Potential
Carbon Dioxide	CO ₂	1
Methane	CH ₄	27.9
Nitrous Oxide	N ₂ O	273

This inventory uses publicly available emissions factors (EFs) to calculate GHG emissions. EFs convert activity data (e.g., fuel consumption, electricity usage) into a corresponding mass of CO₂e emissions. All EFs are sourced from reputable, up-to-date publications. If an EF is not in CO₂e, it is converted using Global Warming Potentials. A unit conversion may also be necessary to ensure the activity data and EF units are consistent.

Redbrick's 2025 Emissions by Gas:

2,878.6
Total tCO₂

0.048
Total N₂O

0.005
Total CH₄

Policy for Base Year Recalculation: Base year emissions, and other previous emissions, shall be retroactively recalculated if a change in organizational structure or data quality is expected to exceed a significance threshold of 10% of base year emissions. These changes may arise from structural changes such as mergers, acquisitions, divestments, outsourcing or insourcing, changes in calculation methodology and improvements in accuracy, or discovery of significant errors.

Data Quality Assessment

Synergy assesses data risk based on three key categories. The data received for each emissions source measured is assessed and systematically allocated a risk category based on how it scores in each of the three variables.

Data Quality: Using the suggested structure from the GHG protocol we assess the quality of data based on technology, timeliness, geography, and reliability. Each of these categories are rated from poor to very good, the combination of these all result in the data quality ranking.

Data Uncertainty: This category measures the percentage of estimated emissions in the emissions category. This metric is reported independently to increase transparency, while other uncertainty factors such as data collection methods, reporting inconsistencies, sampling bias, and seasonal variation are assessed under the Data Quality category.

Percentage of Footprint: The percentage of this emissions category of the entire footprint is represented to show the scale of impact that the data quality ranking has on the emissions as a whole.

Low Risk: Data received is good and does not need to be improved in future years. This data type does not pose a notable risk to the accuracy of the total GHG emissions.

Medium Risk: Data received is adequate, it poses a likelihood of inaccuracy in the final GHG value of this category and could be improved in future years.

High Risk: Data received has flaws and poses a high likelihood of inaccuracy in the total GHG inventory presented. In future years, there should be a focus on improving this data.

Emissions Source	% of Footprint	Risk Level
Natural Gas	<1%	Low
Refrigerants	<1%	Low
Electricity	<1%	Low
Purchased Goods & Services	19.9%	Medium
Waste Generation	<1%	Low
Business Travel	4.05%	Low
Staff Commuting	4.18%	Low
Use of Sold Product	70.6%	Medium

Emission Factor References & Glossary

1. Environment Canada's National Inventory Report (1990-2023); Part 2 & 3.

https://publications.gc.ca/collections/collection_2025/eccc/En81-4-2023-2-eng.pdf

https://publications.gc.ca/collections/collection_2025/eccc/En81-4-2023-3-eng.pdf

2. Department for Environment, Food & Rural Affairs (UK) Carbon Factors 2025

<https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2025>

3. 2024 B.C. Best Practices Methodology for Quantifying Greenhouse Gas Emissions

https://www2.gov.bc.ca/assets/gov/environment/climate-change/cng/methodology/2024_methodology_for_quantifying_greenhouse_gas_emissions.pdf

4. Intergovernmental Panel on Climate Change (Global Warming Potentials)

https://www.ipcc.ch/report/ar6/wg1/downloads/report/IPCC_AR6_WGI_Chapter07.pdf

5. Supply Chain GHG Emission Factors for US Commodities and Industries v1.1

<https://catalog.data.gov/dataset/supply-chain-ghg-emission-factors-for-us-commodities-and-industries-v1-1>

Term	Description
Biogenic	Carbon emissions generated from sources naturally occurring in the carbon cycle (i.e. organic matter), rather than the result of fossil fuel combustion.
Emissions Factor	The volume of emissions created by an emissions producing activity (i.e. fuel combustion), calculated based on the amount of the activity (volume, distance, etc.).
GHG	Greenhouse Gas (emissions): Atmospheric gasses contributing to the greenhouse effect, including Carbon Dioxide (CO ₂), Methane (CH ₄), Nitrous Oxide (N ₂ O), etc.
GJ	Gigajoule: Unit of natural gas equal to 26.137 m ³ or 0.947 MMBtu
kWh	Kilowatt-Hour: Common unit for measuring electrical consumption
WTT	Well to Tank: Upstream emissions from extraction, processing and transport of fuel.
PCR%	Post-Consumer Recycled Content (as a percentage)
psg-km	Passenger-Kilometer: Unit separating total emissions between passengers per km
tCO ₂ e	Tonnes of Carbon Dioxide Equivalent: a combined term capturing the emissions from various GHGs.
t-km	Tonne-kilometer: A unit of measurement used in shipping



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