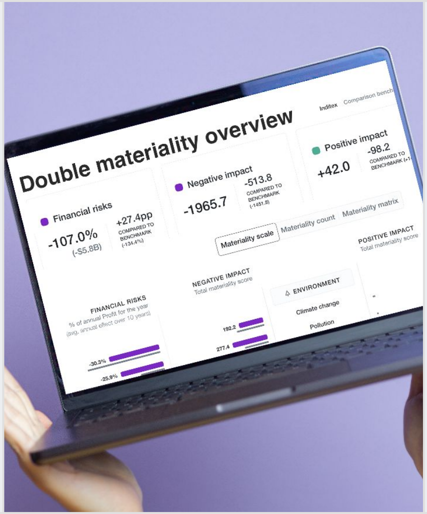
WEBINAR

Upright introduces free double materiality assessment

Countering the EU's sustainability deregulation agenda while preserving competitiveness



September 9, 2025

Speakers today

Practical notes

- The Q&A is open for discussion and questions
- Webinar recording and slides will be shared with participants via email after the webinar

Andreas Rasche
Professor and Associate Dean
Copenhagen Business School

Annu Nieminen
Founder & CEO
Upright

Markus Weckman
VP Corporates
Upright

Agenda

1. Welcome & introductions
2. Introducing Upright's free, science-based double materiality assessment
3. Panel discussion: The effects of the EU's simplification strategy on data availability, comparability, and reliability
4. How can SMEs, large corporations and PE investors start using the data?
5. Closing remarks & how to move forward

Upright in brief: A Finnish technology company quantifying the science-based impacts, risks and opportunities of companies and funds

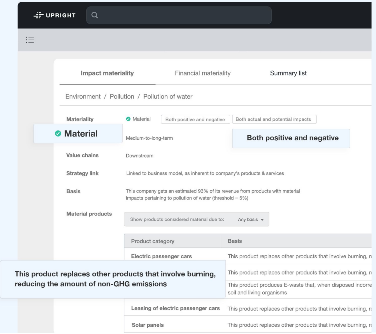
5 datasets covering 57,000+ companies and 35,000+ funds

- Net impact
- UN SDG revenue alignment
- EU SFDR PAI
- EU Taxonomy
- EU CSRD Double materiality & financial effects

Data trusted by 300+ customers, including

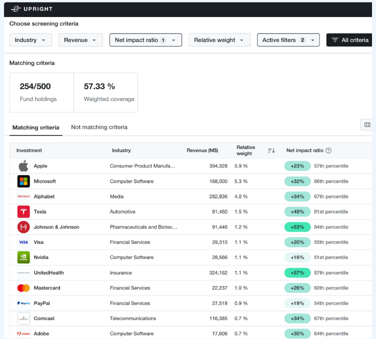
For Corporates

Tool to measure company's impacts, risks and opportunities, e.g., for CSRD Double Materiality Assessment



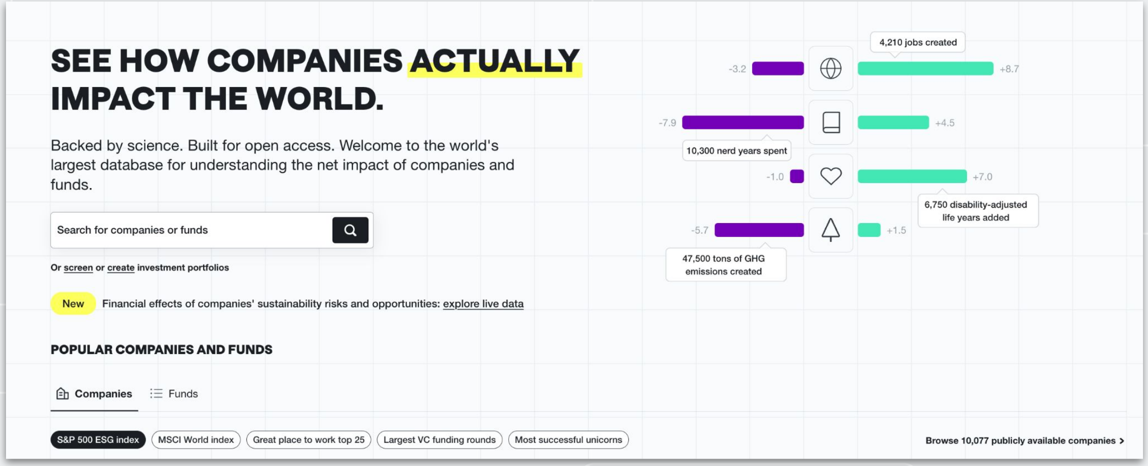
For Financial institutions

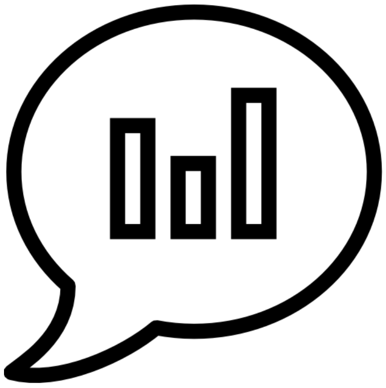
Quantified impact data on companies and funds for investment management and fund reporting & disclosure



For the new audience:

[Upright Platform]() introduced in 2 minutes





Poll:

How would you describe your current situation regarding double materiality assessment (DMA)?

a) We haven't yet conducted a DMA but it's relevant to us
b) We are currently conducting our first DMA
c) We have completed our first DMA but not yet started an update
d) We are currently conducting a DMA update
e) Conducting a DMA is not relevant for us

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What are we launching?

Upright's free, immediate double materiality assessment for any company with European operations

- **What does it include for every user?**
  - ESRS-aligned DMA results for your company covering all 80+ sustainability matters
  - Modelling based on detailed, company-specific input data, not generic industry classifications
  - Ability to iterate results and integrate internal insights on the Upright Platform
- **When will it be live?**
  - September: Early access for users on the waitlist → Last chance to join
  - October: Public access begins

Why are we giving this data for free?

- **The EU is pushing a sustainability deregulation agenda in the name of "competitiveness"**. The guiding principle seems to be: "Too costly, too complex, better to scale back ambition now."

- **Upright's stance:** Europe doesn't have to choose between sustainability and competitiveness.

- As a proud European growth company, **we cannot just sit on our hands** while Europe sinks years of progress in political indecisiveness.

- Given **we have already assessed double materiality for 57,000 companies**, it's time to share it and let any company utilise their DMA data to steer their operations in the right direction, no matter what politicians decide next.

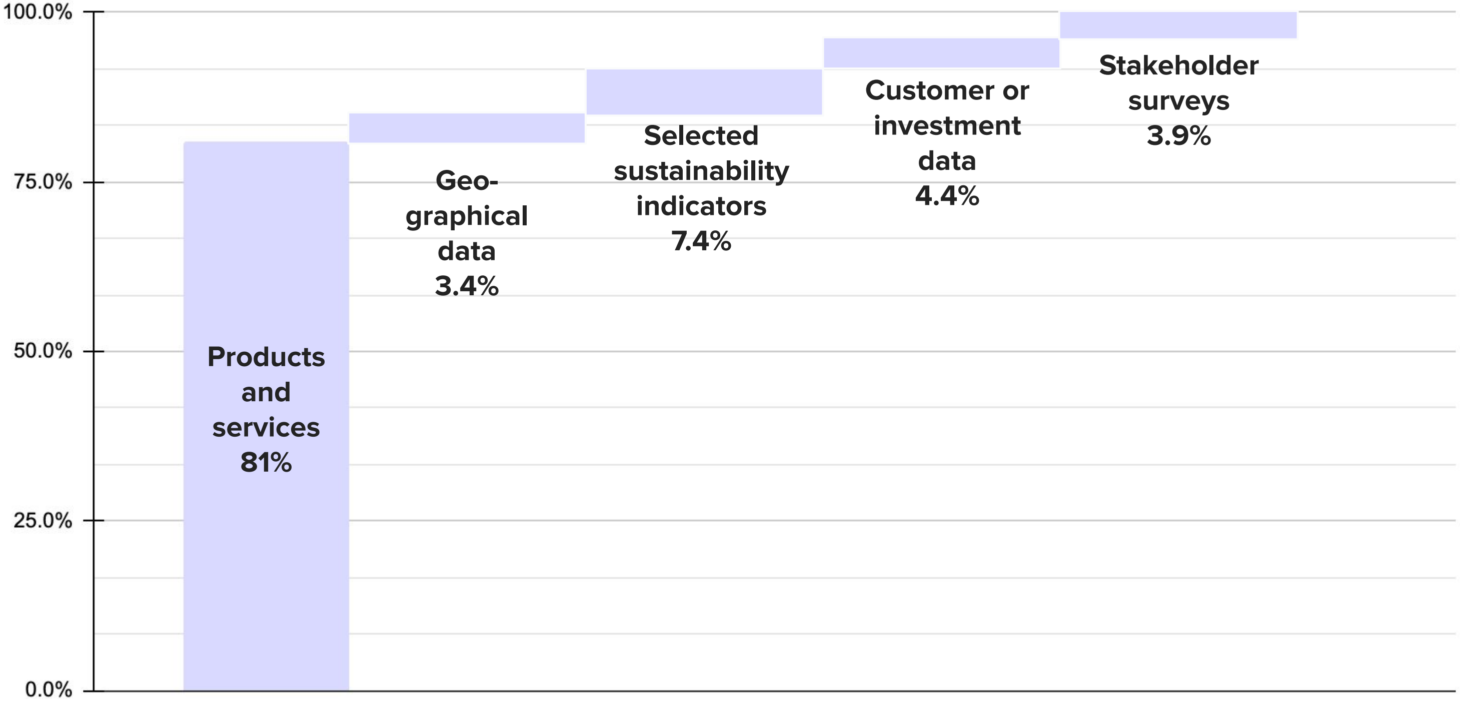
How can Upright produce DMA data at such a scale?

- In 2023, Upright started to test a wild hypothesis using the world's leading LLM-enabled impact data engine we've built since 2017:

  Could granular information of a company's products and services dictate the majority of materiality in each of the 80+ ESRS sustainability matters?

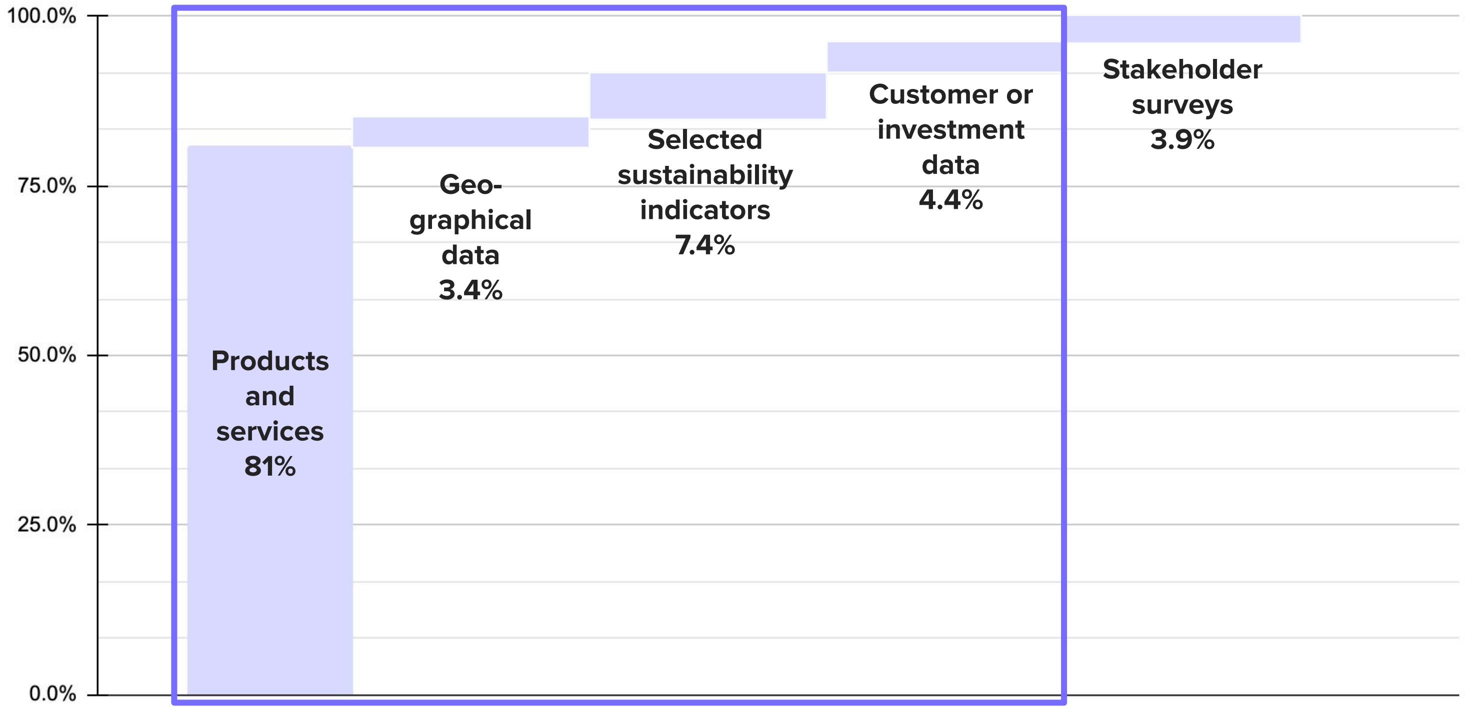
- Turns out, it can. →

Company's product and service split reveals over 80% of material IROs



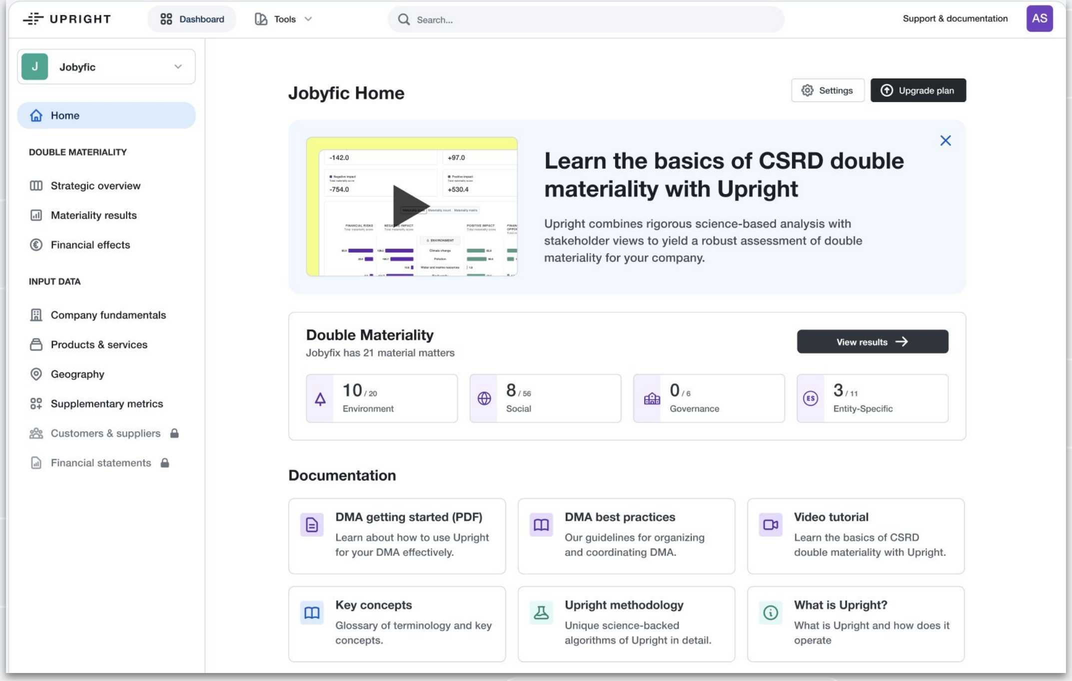
Unit: % of material IROs identified by input data type

96 % of result accuracy achieved with Upright's macro-model before stakeholder surveys



Unit: % of material IROs identified by input data type

How does Upright's free double materiality assessment work in practice?



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Panel discussion:

The effects of the EU's simplification strategy on data availability, comparability, and reliability

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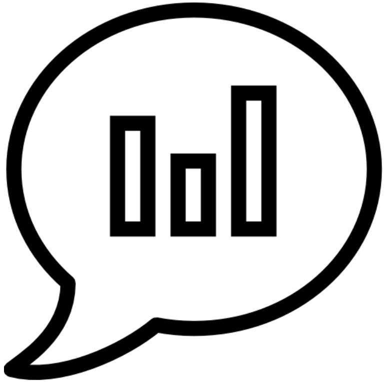
How can different user groups benefit from Upright's DMA data for free?

SMEs	• Get a robust starting point for the first DMA • Prepare for voluntary sustainability reporting (e.g., GRI, VSME) • Justify focus topics of sustainability strategy • Respond to data requests from customers, investors, or other external stakeholders
Large corporations	• Receive a science-based second opinion or validation for our existing DMA • Get an immediate starting point for assurance-ready DMA results for CSRD reporting
PE investors	• Guide portfolio companies in the focus areas of their sustainability strategy • Get a comparable understanding of each portfolio company's sustainability impacts, risks and opportunities
Regulators	• Enhance supervision of the objectivity and completeness of reported sustainability data (e.g., ESMA) • Reduce companies' reporting burden by preparing sector-specific guidance in an efficient and data-driven manner (e.g., EFRAG, GRI)

How does the free version differ from Upright's full solution?

Plan	Starter (free)	Enterprise (contact sales)
Description	**Immediate starting point or 2nd opinion for DMA**	**Assurance-ready DMA results for regulatory reporting**
Usage rights	● Personal use	● External reporting and sharing, unlimited users
Data features	● Robust DMA starting point covering all ESRS sustainability matters	● Assurance-ready DMA results ● Transparent audit trail and science-based reasonings ● Quantified financial effects of risks and opportunities ● List of relevant data points for CSRD reporting ● Optional: Benchmarking database
Input data	● Product & service data	● Product & service data, geographical data, sustainability indicators, supplier data, financial statements, stakeholder perspectives
Support	● Self-service	● Dedicated CSRD expert support ● Hands-on data onboarding with Upright experts ● Assurance support
Choose this if you:	● Want to benefit from Upright's DMA data engine without commitments ● Want to get a quick 2nd opinion for your existing DMA	● Need an assurance-ready DMA with enterprise-level support ● Want further visibility to IROs and science-based reasonings ● Want to connect DMA results to financial planning or ERM



Poll:

Which of the following use cases for Upright's DMA data are relevant for you?

a) Getting a robust starting point for our first DMA
b) Receiving a science-based second opinion or validation for our existing DMA
c) Responding to data requests from customers, investors, or other stakeholders
d) Preparing for voluntary sustainability reporting
e) Getting assurance-ready DMA results for CSRD reporting

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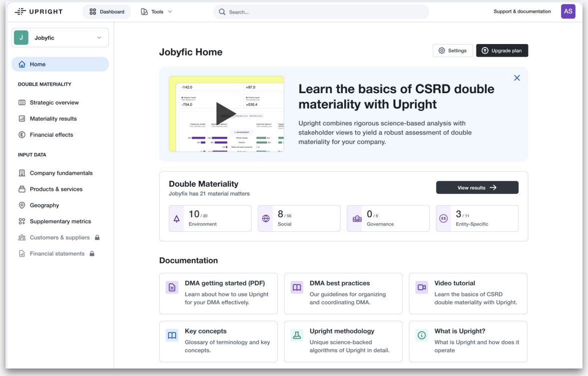
How to move forward?

Want to start using Upright's DMA data for free?

→ Join the waitlist to secure early access later this month (*spots are limited).*



Interested in Upright's full, CSRD-compliant solution used by 150+ companies?

→ Book a discovery call with one of our experts.

Orkla SWAROVSKI elisa pwc ORION PHARMA MEDICOVER PICTET 1805 European Investment Bank Nasdaq

Thank you for joining!

UPRIGHT PROJECT