

Jump

Sustainability Report 2025





“As Jump grows, so does our responsibility to build thoughtfully. In 2025, as we scaled and onboarded our first professional sports team clients, we stayed grounded in a simple belief: sustainability is fundamental to long-term success. It’s not separate from the business. It’s how we build it.”



Jordy Leiser
CO-FOUNDER & CEO

Scaling Sustainability

2025

was a defining year for Jump

As we onboarded our first professional sports clients and began delivering at scale, our focus expanded from setting sustainability commitments to operating against them in real-world conditions.

We had to balance building a world-class business with staying true to our environmental goals. We won't overstate it—this was not always easy. Our approach was to prioritize progress over perfection. We continued with the programs we already have in place like offsetting air travel emissions and planting trees on behalf of employees. We also focused on practical, low-lift, high-impact actions that we could consistently apply as we scaled.

As Jump continues to grow, our focus is to evolve from these foundational actions toward more measurable reductions, better data, and stronger integration of sustainability into how we serve our clients and partners.

Sustainability Framework



Our Sustainability Charter guides the decisions we make and the impact we aim to have across the live events ecosystem.

MISSION

Accelerate climate action in the live events industry.

VISION

Operate sustainably while inspiring climate awareness and responsible practices among employees, partners, vendors, and fans.

CLIMATE PLEDGE

In 2023, Jump signed The Climate Pledge, committing to reach net-zero carbon emissions by 2040—ten years ahead of the goals outlined in the Paris Agreement. This commitment reinforces our Sustainability Charter and holds us accountable to measure progress, continuously improve, and take meaningful action to reduce our environmental impact.

APPROACH

By being intentional in our actions and choices, we believe we can positively influence our entire ecosystem—from the organizations we partner with to the fans who experience live events through our platform. We've established a Green Squad made up of cross-functional team members to drive sustainability efforts and hold ourselves accountable.



“One of our core values is to play like the underdog. To us that means being resourceful and making smart decisions with what we have. That’s exactly how we approach sustainability: focused, accountable, and driven by everyday actions that add up over time.”



Julie Li
CHIEF PEOPLE OFFICER

TRACKING OUR FOOTPRINT

2025 Carbon Emissions

As part of our commitment to The Climate Pledge, we report annually on our emissions. We use an internally developed emissions calculator, aligned with the GHG Protocol, to efficiently track our carbon footprint across Scope 1, 2, and 3 emissions.

As a fully remote company, our emissions primarily fall under Scope 3 - Value Chain Emissions, which come from sources beyond our direct control.

Scope 1

Direct emissions

Scope 2

Emissions from purchased, electricity, or heating

Scope 3

Emissions from employee travel, remote work energy use, software infrastructure, AI computing, and event-related activities

BREAKING DOWN OUR CARBON FOOTPRINT

2025 Carbon Emissions

470.6 tCO₂e

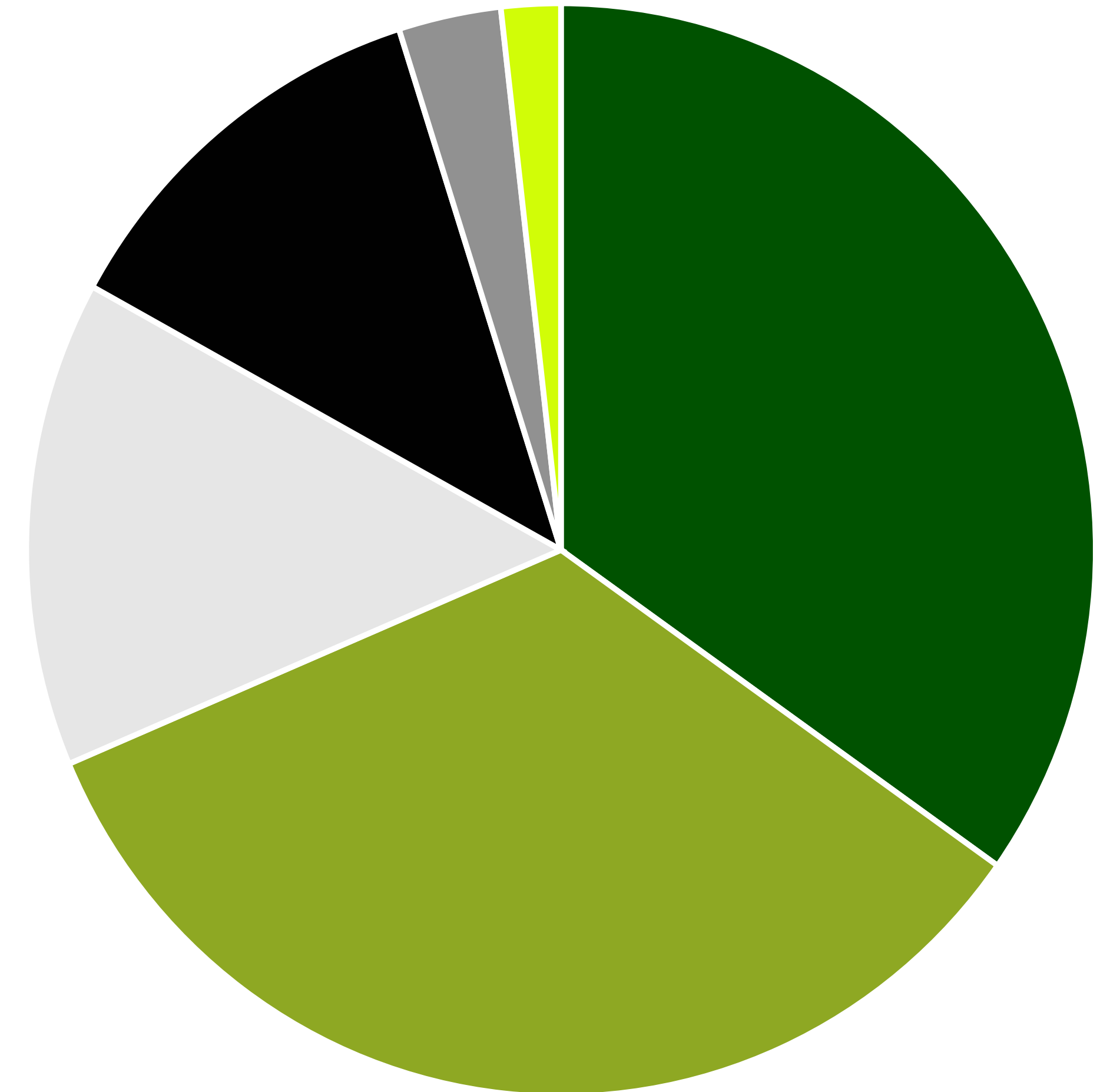
Total Emissions

In 2025, Jump's emissions increased to 470.6 tCO₂e, reflecting a year of significant growth as we onboarded our first professional sports clients, expanded our team, and scaled our operations. Increased travel and greater reliance on third-party software were the primary drivers.

Our emissions remain concentrated in Scope 3. **Business travel is our largest source, accounting for 34.8% of total emissions (163.8 tCO₂e).** As a remote-first company supporting live events and building new client relationships, travel plays a critical role in how we operate—while also representing one of the more challenging areas to reduce in the near term.

In 2025, we purchased 103 mTCO₂e in carbon offsets to help compensate for a portion of business travel emissions, equivalent to approximately 63% of travel-related emissions in 2025. These are reported separately from our gross emissions and are used as a supplementary measure.

Software providers and vendors account for 33.8% of emissions, followed by software hosting and cloud services at 12.1%. Together, these categories reflect the growing footprint of the infrastructure required to build and scale our product.



1 Business Travel (Flights, Cars, Hotels)
34.8% | 163.8 tCO₂e

2 Software Providers / Vendors
33.8% | 159.2 tCO₂e

3 Home Office
14.4% | 67.9 tCO₂e

4 Software / Cloud Services
12.1% | 56.8 tCO₂e

5 Purchased Goods
3.1% | 14.6 tCO₂e

6 AI / ML Usage
1.8% | 8.3 tCO₂e

Measuring AI Emissions

AI is an important part of how we build at Jump—powering our product, improving internal workflows, and helping us scale more effectively. While it represented a small share of our emissions in 2025, we expect it to become a growing contributor over time.

1

Measuring the environmental impact of AI is still evolving. Data is limited, and emissions are often difficult to isolate across tools and platforms. Rather than wait for perfect data, we've chosen to measure what we can today.

At the same time, we're improving how we track AI usage. Looking ahead, we are developing more detailed usage tracking across the AI tools we use, with the goal of moving beyond spend-based estimates toward more precise inputs such as token-level usage.

2

Our approach this year is aligned with the GHG Protocol and based on factor-driven estimation:

- We use spend data as a proxy for AI-related activity
- We apply an emissions factor informed by environmentally extended input-output (EEIO) models, using "data processing, hosting, and related services" as the closest proxy for AI workloads
- We position this factor within a credible range and toward the conservative end to avoid underestimating emissions

This methodology allows us to capture impacts across our value chain, even where direct measurement is not yet available.

From Conversation to Action

At Jump, sustainability is shaped not only by what we do as a company, but by how our team learns, shares, and takes action in their everyday lives.

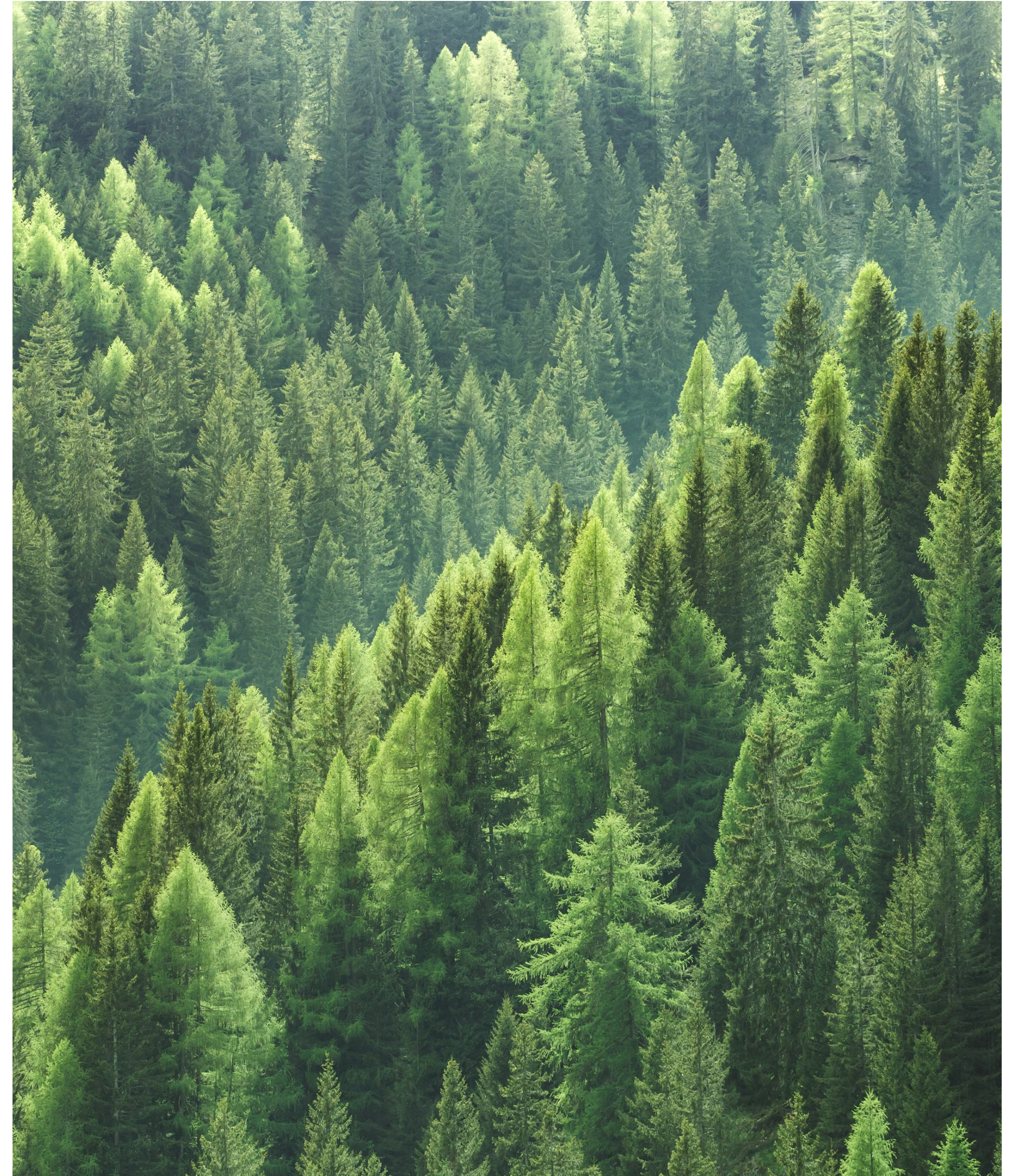
We create space for these conversations intentionally. During our annual offsite, team members gathered to discuss *Jane*, a documentary about Dr. Jane Goodall's life and work. The conversation focused on a simple but powerful idea: meaningful change often starts with individual action, sustained over time and shared with others.

Moments like these help connect global challenges to personal decisions—and reinforce that sustainability is something we all participate in.

That mindset is increasingly reflected across our team. Over the past year, several employees shared their own experiences improving energy efficiency at home, including adopting solar energy—often driven by a mix of environmental considerations, resilience, and rising energy costs.

One example comes from Nina, a member of our team based in Hawaii, where energy reliability and climate risks are part of daily life. In 2025, she installed a solar and battery system designed to reduce grid reliance and maintain power during severe weather.

Her experience reflects a broader shift across Jump: turning awareness into practical, everyday action.





“It’s been incredible to see our energy usage and solar production in real time—how much we’re generating, storing, and sending back to the grid. We sized our system to get through multi-day storms on solar alone, and sending energy back helps strengthen resilience across our island community.”



Nina Chaubal

ENGINEERING MANAGER

Growing a Jump Forest



We've designed our tree planting program to scale alongside our team. For every employee, every month, we plant a tree through our partnership with One Tree Planted—creating a growing "Jump Forest" that reflects our collective impact.

Where possible, we prioritize planting in regions connected to our sports partners, supporting restoration efforts in the communities where we operate. As of EOY 2025, we've planted 1,460 trees.

Tree planting is one part of our broader approach to sustainability—focused on restoration, engagement, and building a culture of shared responsibility. As our team grows, so does our contribution.

1

TREE PLANTED PER EMPLOYEE, PER MONTH

1,460

TOTAL TREES PLANTED BY EOY 2025

What's Next

As Jump continues to grow, so does the scope—and responsibility—of our impact. We're focused on building sustainability into the areas that will matter most next.



Defining Our Pathway to Net Zero

We are in the early stages of defining our pathway to net zero, including setting emissions reduction targets and understanding how our footprint will evolve as we scale.

We are also evaluating the role of carbon removal in addressing residual emissions, with a focus on building a credible, reduction-first approach over time.

Scaling AI Responsibly

AI is foundational to how we build at Jump.

As we roll out new AI-powered features in 2026 and accelerate adoption across our development workflows, we expect AI to play a significantly larger role in both our product and our emissions footprint.

Our focus is to scale AI intentionally—improving how we measure its impact, making informed choices about the tools we use, and embedding sustainability considerations into how we build from the start.

Extending Our Impact

As our client roster grows, so does our opportunity to drive impact beyond our own operations.

We're exploring how to better integrate sustainability into our platform and partnerships—supporting teams, leagues, and brands in connecting with fans around climate and community initiatives.

Over time, we see an opportunity to make sustainability a more visible and actionable part of the fan experience—extending our impact across the broader live events ecosystem.

Appendix: Methodology & Limitations

METHODOLOGY FOR CALCULATING CARBON EMISSIONS

Our 2025 emissions inventory reflects a comprehensive assessment of both direct and indirect emissions across our business activities.

As a remote-first company, the majority of our emissions fall within Scope 3. Our methodology incorporates the following key categories:

- **Business travel:** Emissions from flights are categorized by distance (short, medium, and long haul) and calculated using UK Government DESNZ/DEFRA 2025 Greenhouse Gas Conversion Factors. These include radiative forcing (RF) and well-to-tank (WTT) emissions, in line with GHG Protocol Scope 3 Category 6 (Business Travel).
- **Accommodation and ground transport:** Emissions from hotel stays and car rentals are estimated using industry-standard emissions factors.
- **Home office energy use:** Estimated at 3,500 kWh per employee per year to reflect remote work energy consumption.
- **Purchased goods:** Includes emissions associated with laptops and office equipment.
- **Software and digital infrastructure:** Covers software vendors, cloud hosting, and AI/ML-related computation.
- **Cloud and hosting:** Emissions are calculated using supplier-specific data where available. For AWS, we apply location-based method (LBM) emissions data, reflecting the average carbon intensity of electricity used across relevant data center regions.

For factor-based calculations, we apply emissions multipliers derived from reputable industry sources to activity data (such as spend or usage). This approach allows us to capture a broad view of Scope 3 emissions, which represent the majority of our footprint.

LIMITATIONS & ASSUMPTIONS

Our methodology is designed to provide a comprehensive estimate of our emissions, but it includes inherent limitations:

- **Limited primary data:** While we incorporate supplier-specific data where available (e.g., AWS), most categories rely on industry-average emissions factors rather than vendor-specific disclosures.
- **Use of proxies:** In several categories, including software, cloud services, and AI usage, spend or generalized usage data is used as a proxy for actual consumption.
- **Evolving methodologies:** Measurement approaches for emerging areas such as AI and cloud computing are still developing and lack standardized frameworks.
- **Estimation assumptions:** Certain inputs, such as home office energy use, are based on standardized assumptions rather than measured data.
- **Data variability:** Location-based emissions factors (including those used for cloud infrastructure) reflect average grid intensity and may not capture real-time or market-based energy sourcing by providers.

We view this methodology as a starting point. Improving data quality, increasing supplier transparency, and refining our approach over time are key priorities as our reporting matures.

