

GRI Transparency & Sustainability Report

2024–2025

GRI Standards — Core Option

Reporting period: January 2024 – December 2025

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Table of Contents

Introduction	3
Statement from the CEO	4
Who We Are	5
Our Products	6
Location & Office	7
Our Vision & Mission	8
Stakeholders	9
Sustainability Strategy	10
Our People	11
Gender Equality & Diversity	12
Employee Policies & Wellbeing	13
AI Strategy Day 2026	14
Global Impact — Users & Reach	15
Global Goals (UN SDGs)	16
Governance	17
GRI Index	18

Introduction

About This Report

This report is prepared in accordance with the GRI Standards, Core Option, for AwareGO ehf. It covers the reporting period January 2024 through December 2025, and is AwareGO's second GRI sustainability report, following our inaugural 2020 report.

The report is edited by Helga Björg Steinpórsdóttir, Co-Founder, Chief Happiness Officer, Chief Compliance Officer, and AwareGO's GRI Reporting Specialist.

Since our first report in 2020, AwareGO has undergone significant transformation: we bootstrapped the company in 2022–2023, refocused our product suite around Human Risk Management, and moved into a purpose-built sustainable office at Gróska, Reykjavik's leading innovation and sustainability hub.

We have also held our first AI Strategy Day in April 2026, formalising our three AI principles and mapping our team's AI toolset — a milestone that reflects how central responsible AI use has become to how we work.

This report is our commitment to transparency — to our employees, customers, partners, and to the planet.

Reporting standard:	GRI Standards, Core Option
SDG alignment:	UN Sustainable Development Goals
Iceland alignment:	Icelandic government sustainability commitments
SOC 2 Type 2:	In progress — target: May 2026
Nasdaq ESG:	Standards applied where applicable

Statement from the CEO

Ragnar Sigurdsson, CEO — AwareGO

When we set out to rebuild AwareGO in 2022–2023, we made a deliberate choice: to go lean, stay bootstrapped, and build something we deeply believe in. Today we are a team of 6 people — 3 women and 3 men — working out of Reykjavik and Prague, united by one mission: to make the world a more cyber-secure place.

The threat landscape has changed dramatically. Artificial intelligence is now at the heart of both the attacks our customers face and the tools we use to fight them. Deepfakes, AI-generated phishing, and sophisticated social engineering demand a new kind of security awareness — one that is human-centred, adaptive, and rooted in real behaviour change. Our flagship product, Human Risk Assessment, does exactly that.

In April 2026, we held our first AI Strategy Day — a full day where the entire team came together to map our AI tool usage, agree on principles, and prioritise where AI can best enhance our products and our customers' experience. Every single person on our team uses AI daily. We formalised three principles: we are courageous, we are responsible, and we use AI to enhance the end user experience.

On the sustainability front, we moved into Gróska — one of Reykjavik's most sustainable buildings, powered by Iceland's clean geothermal energy. This move aligns perfectly with our values and gives us a physical home that reflects who we are.

We are also progressing toward SOC 2 Type 2 certification, targeting completion by end of May 2026. This is the gold standard in SaaS security and reflects our duty to protect our customers' data as rigorously as we protect our own.

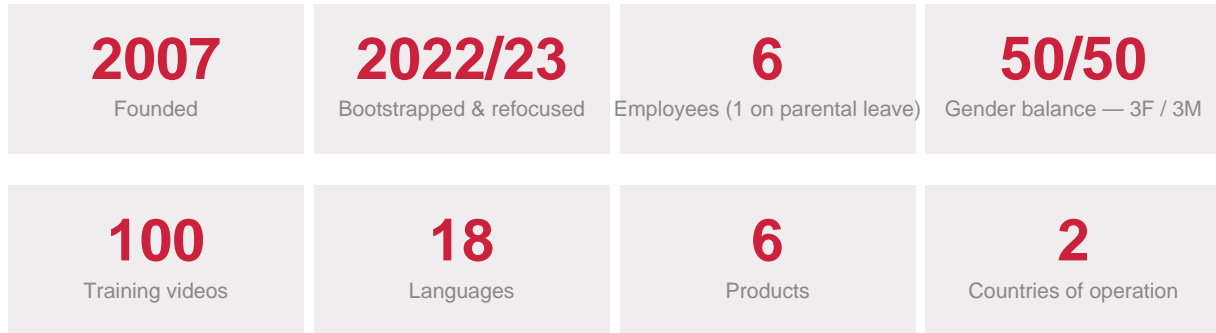
I am proud of this team, this report, and the direction we are heading. I invite you to read it, challenge us, and hold us to account.

Ragnar Sigurdsson

CEO, AwareGO

Who We Are

Company Snapshot



Our Products

Human Risk Assessment (HRA)

Flagship product. Measures and tracks employees' cybersecurity knowledge — identifying who is most at risk and delivering personalised, adaptive training.

Human Risk Insights

Analytics layer surfacing deep insights into human risk across an organisation. Gives security leaders clear, actionable data.

Security Awareness Training

Behaviour-changing training programmes that build genuine security culture. Structured learning paths with world-class content.

Security Awareness Videos

100 high-quality micro-learning videos in 18 languages — phishing, deepfakes, social engineering, and more.

Brand Protection

Monitors and defends against brand impersonation, deepfake threats, and AI-generated fraud targeting customers.

Managed Cybersecurity Services

Fully managed services for human risk assessment and awareness training. Expert-led, ongoing management.

Industries served: Healthcare · Finance · Hospitality · Education — and organisations of all sizes globally.

Location of Operations & Our Office

Location	Details
Reykjavik, Iceland — Gróska	Our headquarters at Gróska, Bjargargata 1, Reykjavik — one of Iceland's most recognised sustainable innovation hubs. Powered by Iceland's clean geothermal energy (100% renewable), featuring a living green wall, sustainable building materials, and natural wood cladding.
Prague, Czech Republic	Our European development office, supporting product development and technical operations. Consolidated from four locations (Iceland, USA, Czech Republic, Croatia) to two since our 2020 report.

Iceland's geothermal energy system heats 99% of buildings in the capital area — including Gróska — eliminating fossil fuels from our office energy entirely. By choosing Gróska, AwareGO's operational carbon footprint from office energy is effectively zero.



Gróðurhús — Gróska entrance



Living green wall inside Gróska



Gróska atrium — natural light & wood

Our Vision & Mission

VISION

AwareGO's vision is to make the world a more cyber-secure place — and to do so in a way that empowers people rather than frightening them.

MISSION

Our mission is to help every company, large or small, build a strong security culture by turning every employee into a cybersecurity asset. We make security awareness simple, engaging, and effective.

Stakeholders

Stakeholder	How we engage
Employees	Our 6-person team is our most important stakeholder. Continuous engagement through 1:1 check-ins, weekly company meetings, and our open, no-blame culture.
Customers	Organisations using AwareGO's products globally — 78 customer countries, ~85 organisations. Engaged through account reviews, product feedback, and customer success programmes.
Partners & Resellers	Channel and technology partners extending AwareGO's reach globally.
Board of Directors	Thordur Magnusson (Chairman), Sigrun Inga Ævarsdottir, Ingvar Petursson (former EVP Nintendo of America). Active strategic partners — not just governance.
Regulators & Standards Bodies	GDPR compliance, GRI Standards, SOC 2 Type 2 (target May 2026), EU AI Act.
Suppliers & Vendors	We require all suppliers and vendors to share our sustainability and ethical business commitments.
Society & Planet	As a digital company based in Iceland, running on 100% geothermal energy, our environmental footprint is small and we take our responsibility to the broader community seriously.

Sustainability Strategy

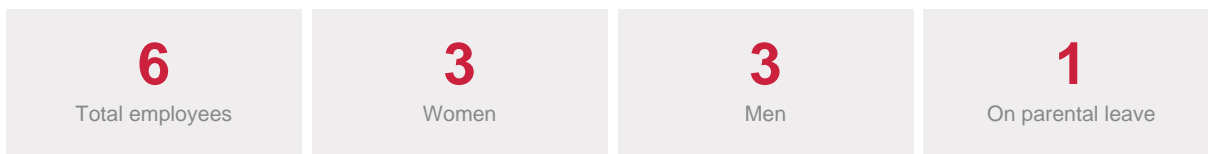
Materiality Assessment Process

AwareGO identified its material sustainability topics through a structured process: mapping our value chain, reviewing stakeholder feedback from employees, customers, and board members, and assessing both the significance of our economic, environmental, and social impacts and the substantive influence these topics have on our stakeholders' decisions. The resulting material topics reflect what matters most to AwareGO and those we serve.

Material Topics

Topic	Why it matters
Data Protection & Privacy	As a cybersecurity company, data protection is both our core business and our core responsibility. SOC 2 Type 2 certification in progress.
Employee Wellbeing	Our team of 6 is our greatest asset. Psychological safety, work-life balance, parental leave, and professional development are non-negotiable.
Ethical AI Use	All 6 team members use AI tools daily. Three core AI principles published following our April 2026 AI Strategy Day.
Gender Equality & Diversity	50/50 gender balance (3F/3M). Committed to maintaining this across hiring, leadership, and pay.
Climate & Office Environment	Gróska — powered by 100% geothermal energy — means our office carbon footprint from energy is effectively zero.
Digital Sustainability	We help organisations reduce cyber risk and improve security culture — contributing to a safer, more trustworthy digital economy.

Our People



AwareGO is a team of 6 people — 3 women and 3 men — working from Reykjavik and Prague. One team member is currently on parental leave, reflecting our commitment to genuine family-friendly policies.

AwareGO follows Icelandic parental leave law in full. Under Iceland's Parental Leave Act, parents are entitled to up to 12 months of government-paid parental leave at 80% of salary.

Gender Equality & Diversity

Metric	Value
Total employees	6
Gender ratio	50% female / 50% male
Female employees	3
Male employees	3
Leadership (female)	Co-Founder / CHO / CCO: Helga Björg Steinþórsdóttir
Leadership (male)	CEO: Ragnar Sigurdsson

Company Culture & Values

No Blame, No Shame

It is more important to empower people and learn from mistakes than to find someone to blame.

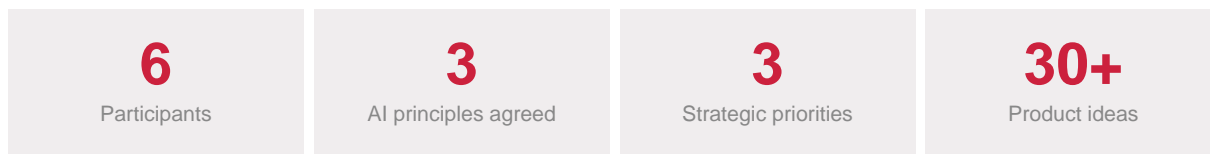
-- The AwareGO Way

Value	In practice
Courage	We try new tools and approaches, including AI, with care and openness.
Responsibility	We own our outcomes, including AI outputs.
Transparency	Honest with each other, our customers, and our stakeholders.
Empathy	We meet employees and customers as equals.
Innovation	We continuously improve through AI tools, our products, and our culture.

Employee Policies & Wellbeing

Policy	Details
Maternity & Parental Leave	Icelandic Parental Leave Act in full — up to 12 months government-paid parental leave at 80% of salary. 1 team member currently on leave.
Flexible Working	Remote and flexible working available to all team members.
Professional Development	Access to learning resources, conferences, and structured development time for everyone.
Mental Health	Regular 1:1 check-ins, psychological safety, and an open culture that surfaces issues before they become problems.
AI Tools Access	All team members use AI tools as part of daily work, guided by our three published AI principles.
Office Environment	Our Gróska office features natural materials, a living green wall, and a vibrant innovation community.

AI Strategy Day — April 7, 2026



On April 7, 2026, AwareGO held its first AI Strategy Day — a full-team session to map our AI tool usage, agree on principles, and prioritise where AI can best serve our customers and our mission. Every member of our team already uses AI tools daily.

Our 3 AI Principles

Principle	What it means
1. We are courageous	We try new AI tools with care. We actively adopt tools that make us more effective, but evaluate them thoughtfully before any customer-facing deployment.
2. We are responsible	We are responsible for the output, not the AI. Every team member takes full ownership of AI-assisted work. We always review, verify, and take accountability.
3. We use AI to enhance	We use AI as a tool to enhance the end user experience. AI is a means to an end — better products, better training, better outcomes for our customers.

Strategic Priorities from AI Day

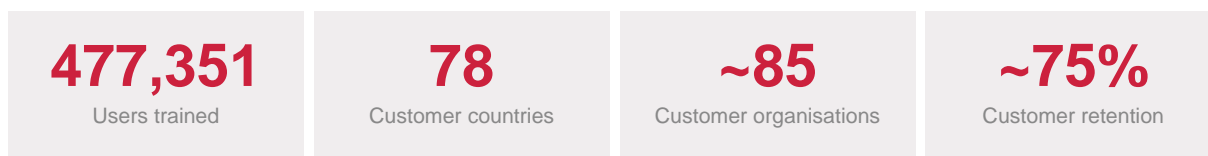
Priority	Focus	Why
1	Training Content & Threat Awareness	Deepfake awareness, AI HRA scenarios, phishing simulation, AI Act training — clear market need.
2	Safe AI Usage & Guidelines	Help companies understand what AI tools they can and cannot use. Customer-facing, company-configured.
3	Platform Features & Personalisation	AI personalisation of HRA, role-based risk analysis, customer-created scenarios. Longer play.

AI Ethics Guardrails

AI Ethics Guardrails

Rule	Status
AI within paid enterprise services (HubSpot, Office 365)	Always permitted
Research using open, non-confidential data	Always permitted
All AI-generated content reviewed by a human before publication	Required
Free AI services with confidential customer data	Never permitted
Secrets, keys, or tokens shared with AI tools	Never permitted
AI deployed to customers without their knowledge and consent	Never permitted

Global Impact — Users & Reach



AwareGO's platform has trained 477,351 users across 78 countries worldwide. The data below shows user distribution across our top 30 markets. Denmark and Iceland lead as our primary markets, reflecting our Nordic roots and strong enterprise presence in the region.

Top 30 Markets by Users Trained

Country	Users	Country	Users
Denmark	66,801	Bosnia & Herzegovina	597
Iceland	30,322	Romania	586
Canada	7,781	Colombia	547
Finland	4,035	India	523
Germany	3,885	France	438
Poland	2,646	Switzerland	365
Sweden	2,493	Latvia	316
Netherlands	1,813	Lithuania	316
United Kingdom	1,761	Hungary	304
Australia	1,693	Czechia	294
Estonia	1,309	Thailand	275
South Africa	944	Costa Rica	265
Norway	881	Ireland	262
Brazil	771	Italy	235
Belgium	743	Japan	220

Full platform data covers 120 countries. The GRI report uses 78 countries filtered for meaningful customer presence. Complete country list available in Confluence.

Global Goals — UN Sustainable Development Goals

AwareGO aligns its sustainability strategy with the following UN Sustainable Development Goals, linked to the Icelandic government's sustainability commitments.



SDG 4 — Quality Education

100 training videos in 18 languages make cybersecurity education accessible worldwide.



SDG 5 — Gender Equality

50/50 gender balance (3F/3M). Equal pay, equal opportunity, full parental leave support.



SDG 7 — Affordable & Clean Energy

Gróska office powered by Iceland's 100% geothermal energy — fossil-fuel-free operations.



SDG 8 — Decent Work & Growth

Flexible, family-friendly employment. Professional development for all. Full parental leave compliance.



SDG 9 — Industry & Innovation

AI-powered Human Risk Management platform — making organisations smarter and safer.



SDG 13 — Climate Action

Office carbon footprint from energy effectively zero. AWS Ireland renewable energy.



SDG 16 — Peace & Institutions

We help organisations protect against cybercrime, fraud, and digital exploitation globally.



SDG 17 — Partnerships for Goals

Our partner and reseller network extends our mission globally. Partners required to share sustainability commitments.

Governance

Board of Directors

Name	Role
Thordur Magnusson	Chairman of the Board — Co-founder & Chairman, Eyrir Invest
Sigrun Inga Ævarsdóttir	Board Member — Legal Counsel
Ingvar Petursson	Board Member — Former EVP Technology & Finance, Nintendo of America

Ethics & Compliance

- Honest and transparent relationships with all stakeholders
- No tolerance for bribery, corruption, or conflicts of interest
- GDPR compliance across all systems and processes
- Responsible AI use governed by our three published AI principles
- Supplier due diligence for ethical and sustainable practices

SOC 2 Type 2

SOC 2 Type 2 target: End of May 2026. Covering Security, Availability, and Confidentiality across all AwareGO systems and processes. We apply the same data protection standards internally that we teach our customers.

GRI Index

AwareGO reports in accordance with the GRI Standards, Core Option, for the period January 2024 – December 2025.

GRI Disclosure	Response
GRI 101: Foundation	Prepared in accordance with GRI Standards, Core Option.
GRI 102-1	AwareGO ehf.
GRI 102-2	Human Risk Assessment, Brand Protection, SAT (100 videos, 18 languages)
GRI 102-3	Gróska, Bjargargata 1, 102 Reykjavik, Iceland
GRI 102-4	Iceland and Czech Republic
GRI 102-5	Private limited company (ehf), bootstrapped since 2022/23
GRI 102-6	Global — enterprise and SME customers in 78 countries
GRI 102-7	6 employees (3F/3M, 1 on parental leave), Iceland and Prague
GRI 102-8	6 employees — 3 female (50%), 3 male (50%)
GRI 102-9	Cloud infrastructure, content production partners, technology vendors
GRI 102-10	Bootstrapped 2022/23; consolidated to 2 countries; launched HRA and Brand Protection; moved to Gróska; held first AI Strategy Day (April 2026)
GRI 102-11	AwareGO applies the precautionary principle in product development and AI deployment. We do not release AI-assisted features to customers without human review and explicit consent.
GRI 102-13	AwareGO is not currently a member of national or international industry associations. We engage with the broader cybersecurity and sustainability community through partnerships and published content.
GRI 102-14	CEO Statement: Ragnar Sigurdsson — see page 4
GRI 102-15	Key risks: evolving cyber threat landscape (AI-generated attacks), talent retention in a small team, and data privacy obligations across 78 customer countries. These are actively managed through our products, HR policies, and SOC 2 programme.
GRI 102-18	Board: Thordur Magnusson (Chairman), Sigrun Inga Ævarsdottir, Ingvar Petursson. Active strategic partners.
GRI 102-40	Employees, customers, partners, board, regulators, suppliers, society
GRI 102-42	Value chain mapping and materiality assessment
GRI 102-43	Continuous — weekly team meetings, 1:1 check-ins, customer reviews, board sessions
GRI 102-46	Data protection, employee wellbeing, AI ethics, gender equality, climate/office, digital sustainability
GRI 102-50	January 2024 – December 2025
GRI 102-51	2020 (inaugural GRI report)

GRI 102-52	Annual reporting planned going forward
GRI 102-53	Helga Björg Steinþórsdóttir — helga@awarego.com
GRI 102-54	GRI Standards, Core Option
GRI 302 — Energy	Office: 100% geothermal (Gróska). Cloud: AWS Ireland (eu-west-1), wind/renewable energy, 100% matched since 2023.
GRI 403 — Health & Safety	Flexible working, mental health support, no-blame culture, regular 1:1 wellbeing check-ins
GRI 405-1 — Diversity	3 female (50%), 3 male (50%). Leadership: female co-founder (CHO/CCO), male CEO.
GRI 406 — Non-discrimination	Equal pay and opportunity policy. Inclusive hiring practices.
GRI 401-3 — Parental leave	Icelandic Parental Leave Act in full — up to 12 months at 80% salary. 1 team member on parental leave.
GRI 418 — Customer Privacy	GDPR compliant. SOC 2 Type 2 in progress (target May 2026). No data breaches reported in period.

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