



GRI Transparency & Sustainability Report 2024–2025

GRI Standards — Core Option

Reporting period: January 2024 – December 2025

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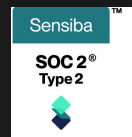


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INTRODUCTION

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 Steinþórsdóttir, 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 in accordance with GRI Standards, Core Option
- Alignment with the UN Sustainable Development Goals (SDGs)
- Alignment with Icelandic government sustainability commitments
- SOC 2 Type 2 attested (May 2026)
- Nasdaq ESG standards where applicable

STATEMENT FROM THE CEO

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. These are not aspirations — they are how we work.

On the sustainability front, we moved into Gróska — one of Reykjavik's most sustainable buildings, powered by Iceland's clean geothermal energy, with green walls, sustainable materials, and a community of innovation around us.

We are also proud to have achieved SOC 2 Type 2 attestation in May 2026 — independently verified by Sensiba. This is the gold standard in SaaS security and reflects our duty to protect our customers' data as rigorously as we protect our own.

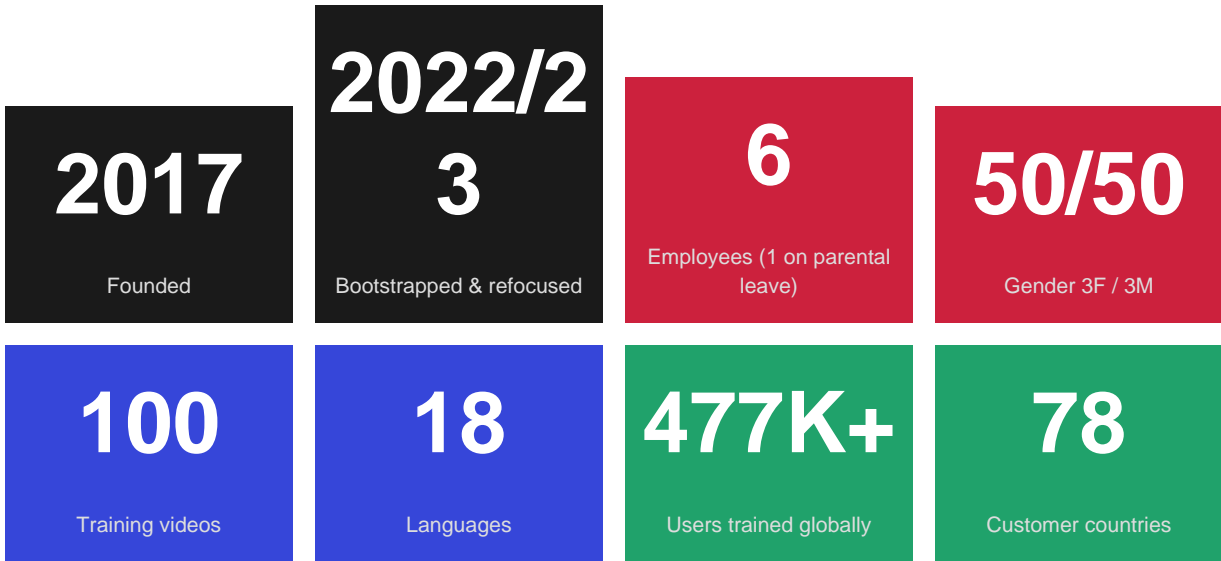
I am proud of this team, this report, and the direction we are heading. I invite you to read it, challenge us, and hold us to account.

Ragnar Sigurdsson

CEO, AwareGO

WHO WE ARE

Company Snapshot



OUR PRODUCTS

Our Products

AwareGO has evolved from a Security Awareness Training provider into a full Human Risk Management platform. We serve organisations in Healthcare, Finance, Hospitality, and Education with six complementary products:

<p>Human Risk Assessment (HRA)</p>	<p>Our flagship product. HRA measures and tracks employees' cybersecurity knowledge and behaviour — identifying who is most at risk and delivering personalised, adaptive training to drive real behaviour change.</p>
<p>Human Risk Insights</p>	<p>Analytics and reporting layer that surfaces deep insights into human risk across an organisation. Gives security leaders clear, actionable data.</p>
<p>Security Awareness Training (SAT)</p>	<p>Behaviour-changing training programmes that build genuine security culture, driving measurable improvement in employee security behaviour.</p>
<p>Security Awareness Videos</p>	<p>100 high-quality micro-learning videos in 18 languages — covering phishing, password hygiene, data protection, deepfakes, and more.</p>
<p>Brand Protection</p>	<p>Monitors and defends against brand impersonation, deepfake threats, and AI-generated fraud targeting your customers and partners.</p>
<p>Managed Cybersecurity Services</p>	<p>Fully managed human risk assessment and awareness services — expert-led implementation without building internal capability.</p>

LOCATION & OFFICE

Location of Operations & Our Office

AwareGO operates from two locations:

Reykjavik, Iceland — Gróska

Our headquarters is located at Gróska, Bjargargata 1, Reykjavik — one of Iceland's most recognised sustainable innovation hubs. Powered by Iceland's clean geothermal energy (100% renewable), with 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 (2020) to two — reflecting our lean, focused approach.

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

VISION & MISSION

Our Vision & Mission

Our Vision

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

Our Mission

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.

"We believe that humans — when educated and empowered — are the best possible defence against cyber threats."

STAKEHOLDERS

Stakeholders

AwareGO's stakeholders were identified by mapping our value chain and considering all those who affect — or are affected by — our operations and products.

Employees

Our 6-person team is our most important stakeholder. We engage continuously through 1:1 check-ins, weekly company meetings, and our open, no-blame culture.

Customers

Organisations using AwareGO's products globally. Engaged through account reviews, product feedback, and customer success programmes.

Partners & Resellers

Channel and technology partners extending AwareGO's reach — engaged through joint planning, training, and co-marketing.

Board of Directors

The board meets regularly with the full team — not just for governance, but as active strategic partners who co-develop direction with the team.

Regulators & Standards Bodies

We comply with GDPR, Icelandic employment law, GRI Standards, and hold SOC 2 Type 2 attestation (achieved May 2026).

Society & Planet

As a digital company based in Iceland — running on 100% geothermal energy — our environmental footprint is small, and we take our responsibility seriously.

SUSTAINABILITY STRATEGY

AwareGO Sustainability Strategy

Material Topics

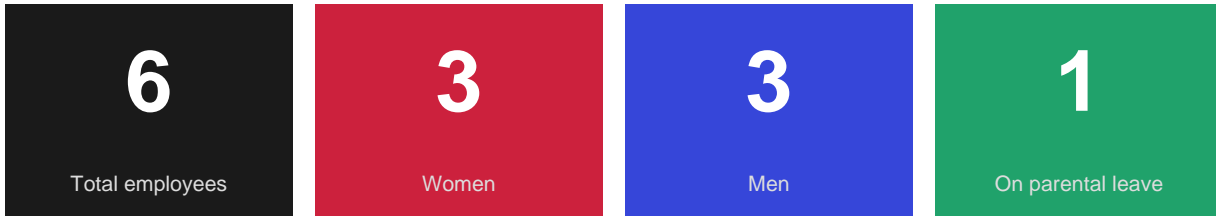
Through stakeholder engagement and materiality assessment, AwareGO has identified the following material sustainability topics for 2024–2025:

Data Protection & Privacy	As a cybersecurity company, data protection is both our core business and our core responsibility. SOC 2 Type 2 attested May 2026.
Employee Wellbeing	Our team of 6 is our greatest asset. Psychological safety, work-life balance, parental leave, and professional development are non-negotiable priorities.
Ethical AI Use	All 6 team members use AI tools daily. We have established 3 core AI principles following our April 2026 AI Strategy Day.
Gender Equality & Diversity	50/50 gender balance (3F/3M) — maintained across hiring, leadership, and pay.
Climate & Office Environment	Our move to Gróska — powered by 100% geothermal energy — means our office is fossil-fuel-free.
Digital Sustainability	We help organisations reduce cyber risk — contributing to a safer, more trustworthy digital economy.

OUR PEOPLE

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

Total employees	6 (3 female, 3 male)
Gender ratio	50% female / 50% male
Leadership	Co-founder / GRI Reporting Specialist: Helga Björg Steinþórsdóttir (female) · CEO: Rag

Company Culture & Values

No Blame, No Shame — it is more important to empower people and learn from mistakes than to find someone to blame.

- 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 our AI tools, products, and culture

EMPLOYEE POLICIES & WELLBEING

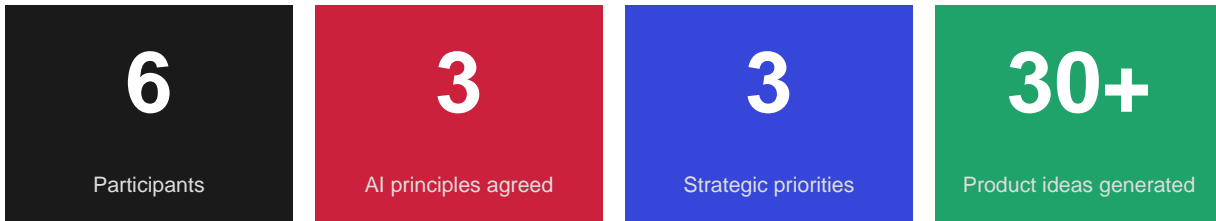
Employee Policies & Wellbeing

Maternity & Parental Leave	AwareGO follows Icelandic parental leave law in full. Up to 12 months of government-paid parental leave at 80% of salary.
Flexible Working	Remote and flexible working available to all team members.
Professional Development	Access to learning resources, conferences, and structured development time.
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 2026

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.



Our 3 AI Principles

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 — always review, verify, and take accountability.
3. We use AI to enhance	We use AI 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 1	Training Content & Threat Awareness — Deepfake awareness, AI HRA scenarios, phishing simulation, AI Act training.
Priority 2	Safe AI Usage & Guidelines — Help companies understand what AI tools they can and cannot use. Customer-facing, company-configured.
Priority 3	Platform Features & Personalisation — AI personalisation of HRA, role-based risk analysis, customer-created scenarios.

GLOBAL GOALS — UN SDGS

Global Goals — UN SDGs

AwareGO aligns its sustainability strategy with the 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, and full parental leave support.
SDG 7 — Clean Energy	Our Gróska office is powered by Iceland's 100% geothermal energy — fossil-fuel-free.
SDG 8 — Decent Work	Flexible, family-friendly employment. Professional development for all. One team member on parental leave.
SDG 9 — Innovation	Our AI-powered Human Risk Management platform represents genuine innovation in cybersecurity.
SDG 13 — Climate Action	Operating from Iceland's geothermal energy grid — our office carbon footprint from energy is effectively zero.
SDG 16 — Peace & Institutions	We help organisations protect against cybercrime, fraud, and digital exploitation — contributing to safer institutions globally.
SDG 17 — Partnerships	Our partner and reseller network extends our mission globally. All partners share our sustainability commitments.

GOVERNANCE

Governance

Board Structure

AwareGO's board provides strategic oversight and governance. The board meets regularly and is actively involved in sustainability, SOC 2 compliance, and AI governance.

Name	Role
Thordur Magnusson	Chairman — Co-founder and Chairman of 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 — Attested

Independently verified by Sensiba. Audit period: 1 February – 30 April 2026. Report signed: 31 May 2026. Covering Security, Availability, and Confidentiality Trust Services Criteria.



Verified by Sensiba LLP · SOC 2[®] Type 2 Audit period: 1 February – 30 April 2026 · Report signed: 31 May 2026

WHITE PAPERS 2026

White Papers 2026

The GRI Report 2024–2025 is accompanied by three updated white papers — AwareGO's thought leadership on the three core pillars of this report. All papers have been updated with human risk and AI perspectives, backed by verified industry sources.

■ Cyber Hygiene in the Age of Human Risk & AI	Updated with AI threat landscape, human risk framing, and AwareGO's HRA approach. Sources: Verizon DBIR 2025, IBM Cost of a Data Breach 2024.
■ Digital Sustainability in the Age of AI	Explores the environmental and ethical dimensions of AI adoption in cybersecurity. Sources: IEA Energy and AI Report 2024/2025.
■ Data Protection in the Age of AI & Human Risk	Updated with GDPR developments, AI Act implications, and AwareGO's data protection principles. Sources: DLA Piper GDPR Survey 2025/2026.

All three white papers are available in full on request via helga@awarego.com

GRI INDEX

GRI Index

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

GRI Disclosure	Description / 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, Security Awareness Training (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
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; he
GRI 102-14	CEO Statement: Ragnar Sigurdsson — see page 4
GRI 102-18	Board: Thordur Magnusson (Chairman, Eyfir Invest), Sigrun Inga Ævarsdóttir (Legal Counsel), Ingvar Petursson
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 wellbeing check-ins, customer reviews, partner meetings
GRI 102-46	Material topics: data protection, employee wellbeing, AI ethics, gender equality, climate/office, digital sustainab
GRI 102-50	January 2024 – December 2025
GRI 102-51	2020 (inaugural GRI report)
GRI 102-52	This report covers 2024–2025; 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, renewable energy). Effectively zero fossil-
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	Complies fully with Icelandic parental leave law. Up to 12 months government-paid at 80% salary. 1 team mem

GRI 418 — Customer Privacy	GDPR compliant. SOC 2 Type 2 attested (May 2026). No data breaches reported in period.
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