



Impact Report

2024

Table of content

2-4	Introduction	5	Main numbers						
7-10	2024 in a nutshell	Q1 Always connected. Always on course.	Q2 Know what hackers know	Q3 Strengthening our B2B strategy	Q4 Identity theft protection for extra peace of mind				
11-17	NordSecurity	Saily	NordStellar	NordProtect	NordVPN	NordPass	NordLocker	NordLayer	
18	Positive impact	19-21	The double materiality assessment		22	UN SDGs and Global Compact			
23-27	Protecting life online	NordVPN for nonprofits	Emergency VPNs	Community education	Community engagement				
28-41	Unlocking potential for all	Equal opportunities	Growing tech talent	Diversity and inclusion	Work-life balance	Empowering employees through learning		We love sports	
42-48	Bigger steps for a smaller footprint		Carbon emissions	Data centers	Our offices	Employee commuting	From reducing waste to circular economy		
49-57	Transparency is our currency		Advisory team	Code of conduct	Data privacy and cybersecurity	Security audits	Certifications	VPN Trust Initiative	Privacy
			Patents	Accessibility and inclusivity	Working with partners and suppliers				
58-61	Annex 1 on GHG Emissions		62-66	Annex 2 on Our People					

A letter from the co-founders

This isn't just a slogan for us – it's our daily drive and call to action. We believe everyone deserves to feel secure and in control of their digital privacy. Especially in turbulent times like these, words must mean more than just talk.

In this year's Impact Report, we aim to show how we've helped individuals and businesses take back control of their digital lives.

In 2024, we moved closer toward this goal by introducing powerful tools, launching new products, and rolling out key initiatives. We continued to enhance our eSIM solution Saily with advanced cybersecurity features, we launched NordStellar to help companies understand and respond to cyber threats, and we unveiled Nord Protect, which will provide identity-theft prevention.

Combined with our community engagement and educational efforts, we are reaching nearly every aspect of our users' digital lives.

Because for us, the ultimate cybersecurity isn't about protecting a single area – it's about safeguarding users at every step of their digital journey.

Transparency is a core part of that journey, and we believe companies should lead by example. We show our commitment to this not only with independent audits for our products but through our approach to environmental reporting as well.

*Life is Online.
Own it.*





Last year, we also went on a six-month quest in preparation for the new EU CSRD rules by identifying and evaluating our key sustainability impacts, risks, and opportunities through a double materiality assessment.

This process gave us two lenses to examine our operations. The first one focuses on what matters to the bottom line and identifies which environmental, social, or governance issues could affect our revenues, costs, or reputation. The second considers our impact – how our operations affect people and the environment. By combining both perspectives, we’re better prepared for the risks we face and the consequences we create. This year, we engaged internal experts from the finance, legal, risk, infrastructure, human resources, and reputation teams. By building a solid foundation to guide our priorities and risk management, we’re boosting our efforts to ensure digital privacy for our users.

2024 also marked our second year of calculating greenhouse gas (GHG) emissions, and we are proud to expand our reporting to include Scope 3 emissions – covering indirect emissions across our value chain. After evaluating supply chain risks and their emissions, the next big step for us will be efforts to manage these emissions and create a positive impact.

Lastly, Nord Security is defined by a strong company culture – and not just by our workation trips, though they play an important role. In 2024, we made great efforts to strengthen our internal culture, cultivate leadership, and reinforce our core values. By investing in our people, we believe we lay the groundwork for meeting the challenges of the digital world and advancing our vision of a radically better internet.

[Tomas Okmanas and Eimantas Sabaliauskas](#)
Co-founders

481

team members
joined Nord
Security in 2024

62

nationalities
represented

2,611

Nord product
accounts provided
to people and
organizations in
need

32,400+

hours spent on
professional
growth

2024 in a nutshell

Q1 Always connected. **Always on course.**

...

Nord Security kicked off the year with an exciting launch — we entered the ever-growing eSIM market with our easy-to-use eSIM service, Saily. Check it out if you're looking for affordable mobile data for your next vacation abroad.

Saily

Q2 Know what hackers know

...

The second quarter saw another big launch. We introduced NordStellar, a threat expose management platform, relevant to all companies who want to detect and respond to cyberthreats before they escalate. With NordStellar, you'll know what hackers know about your company so you can take action to protect it.

Q2 also marks the achievement of a remarkable milestone — Nord Security reached 300 cyberspace patents, up from its first patent in 2021 and 100 patents in 2023.



Q3 Strengthening our **B2B strategy**



Summer's not just for vacation. In Q3, we took a leap forward and unified our B2B sales teams into a single commercial unit, led by Justas Morkūnas. This integration makes us more efficient and helps us better serve our SMB partners.



NORD SECURITY
Business Suite

Q4 Identity theft protection for **extra peace of mind**

● ● ●

The final launch of the year was NordProtect, a customer-focused identity theft protection service, available to our US users. But before we introduced NordProtect, 12 planes took over 2,500 people from 27 countries to a dream Nord Security workation in the Mediterranean.



NordProtect®



Insights of each brand

It was a great year for Nord Security, with the main products continuing steady growth and three significant launches. In fact, 2024 has been the strongest year on record, which means Nord Security is on course to become the leading consumer cybersecurity group by 2028.

2024 has been the strongest year on record for Nord Security, with record-breaking billings, growing profitability, and increasing scale — an achievement we can all be proud of as we close out the fourth quarter. The strength of our product portfolio, increasing diversification, and world-class talent make us well-positioned to achieve our ambitious goal of Nord and Surfshark becoming the leading consumer cybersecurity group by 2028. As we start the new year, let's hustle together to make this vision a reality.

Laurynas Zabulis | CFO, Nord Security



In less than a year, Saily went from 0 to 900,000 customers and 1.5 million transactions. Saily also released security features, standing out from its competitors by helping its users avoid malware, prevent ads, and change their virtual location.

Releasing security features was the highlight of Q4, from early workation tests to public rollout. Despite the challenges, our customers now enjoy ad and malware blocking and VPN routing — making Saily stand out amongst our competitors.

Matas Čenys | Senior product owner, Saily



After its launch in April, the NordStellar team spent the rest of the year experimenting and adding new features to secure its position in the market. This included partnering with Cloudflare, releasing a vulnerability scanning feature, and introducing a malware exposure detection feature. By the end of the year, NordStellar had clearly established its mission and market position, setting the stage for new goals in the year ahead.

NordStellar was launched only in April, so we were pushing and experimenting throughout the year to identify our place in the market. We are ready for what's next — a focused, yet intense, run and push towards new goals.

Mantas Ulozas | Managing director, NordStellar



The NordProtect team nailed their strategy from the very beginning, successfully acquiring 2,500 new users just a few months after the product's launch in Q4. So, what made this approach so effective? Offering NordProtect as part of NordVPN's Prime Bundle for US users, releasing an engaging TV commercial, and launching a targeted cross-sell campaign.

Thanks to the extraordinary effort of our team, NordProtect is on track to offer standalone plans by mid-2025. We're excited to see how many new users will benefit from our service in the coming year.

NordProtect has had an extraordinarily smooth start since its launch, thanks to the team's tremendous effort. Currently available in the Prime NordVPN bundle for US customers, we're gearing up to expand with standalone plans by mid-2025. This marks the start of our journey to compete — and win — in the growing theft protection market.

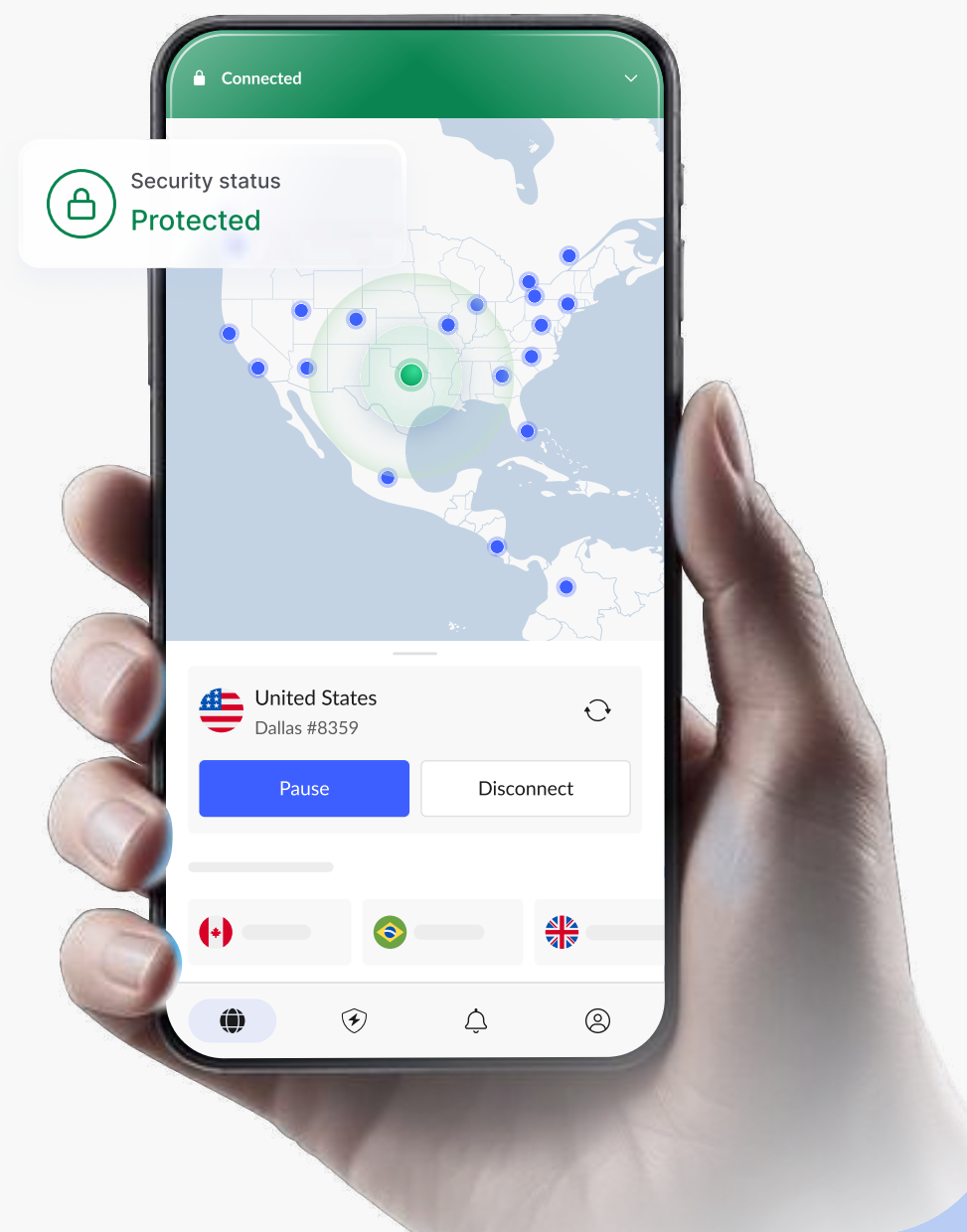
[Tomas Sinicki](#) | Managing director, NordProtect





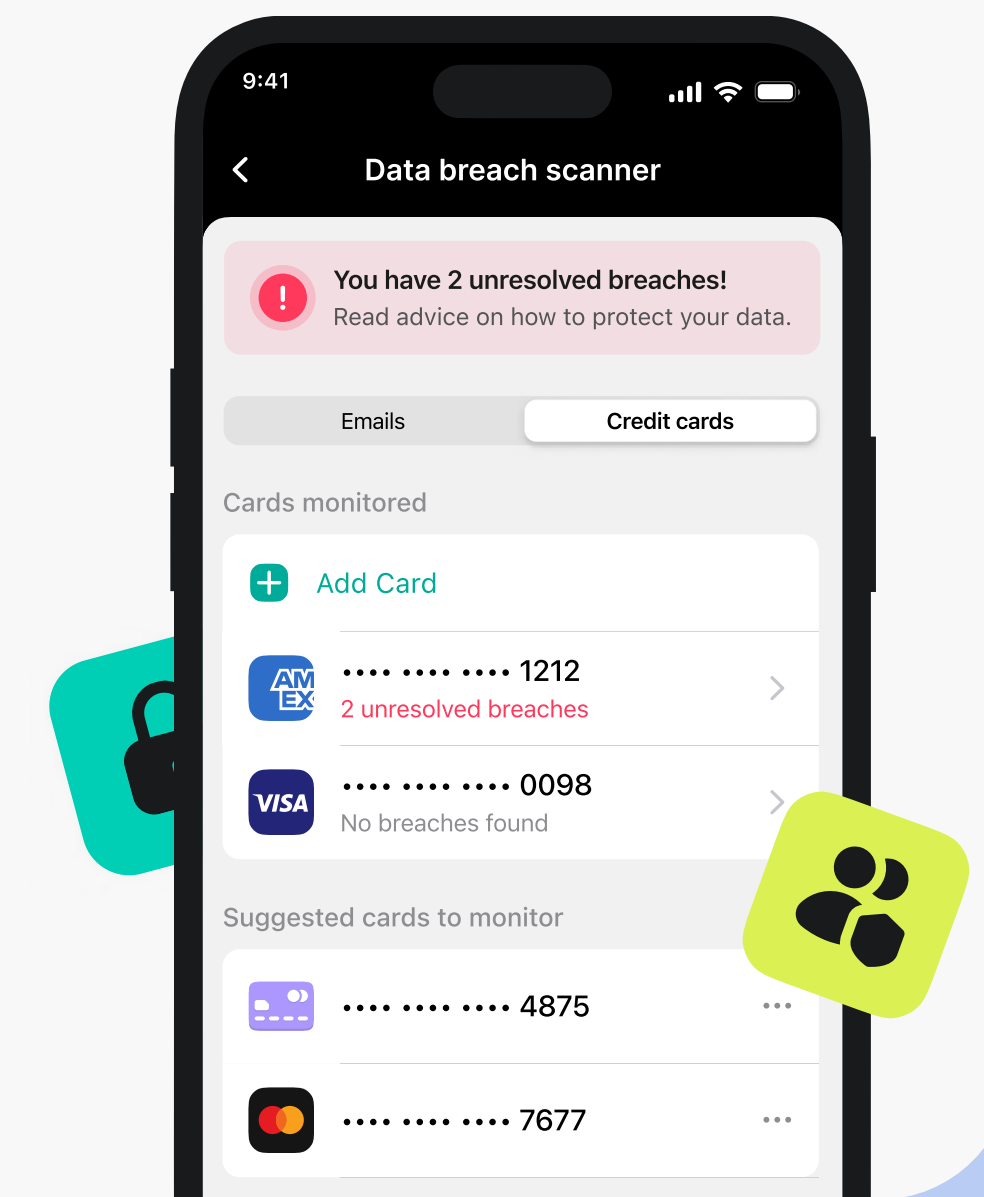
NordVPN remains a leading VPN provider thanks to the unwavering effort of its team, constantly pushing the product to new heights. To stay ahead of the curve and provide users with cutting-edge security, NordVPN has introduced post-quantum encryption across Windows, Android, and Linux to protect against the emerging threats posed by quantum computing.

NordVPN's marketing team also played a key role in driving growth by developing targeted initiatives and affiliate opportunities. These efforts resulted in several wins, including offering a one-month plan for iOS users and gaining a significant foothold in the French market.



NordPass achieved significant milestones in 2024. It ranked second for “password manager” and third for “business password manager” in Google organic searches in the US. The team also launched new features, including a Sharing Hub for better asset oversight and Time-Based Sharing to improve the security of shared assets, while a unified B2B trial led to a 3.5x increase in enterprise conversions.

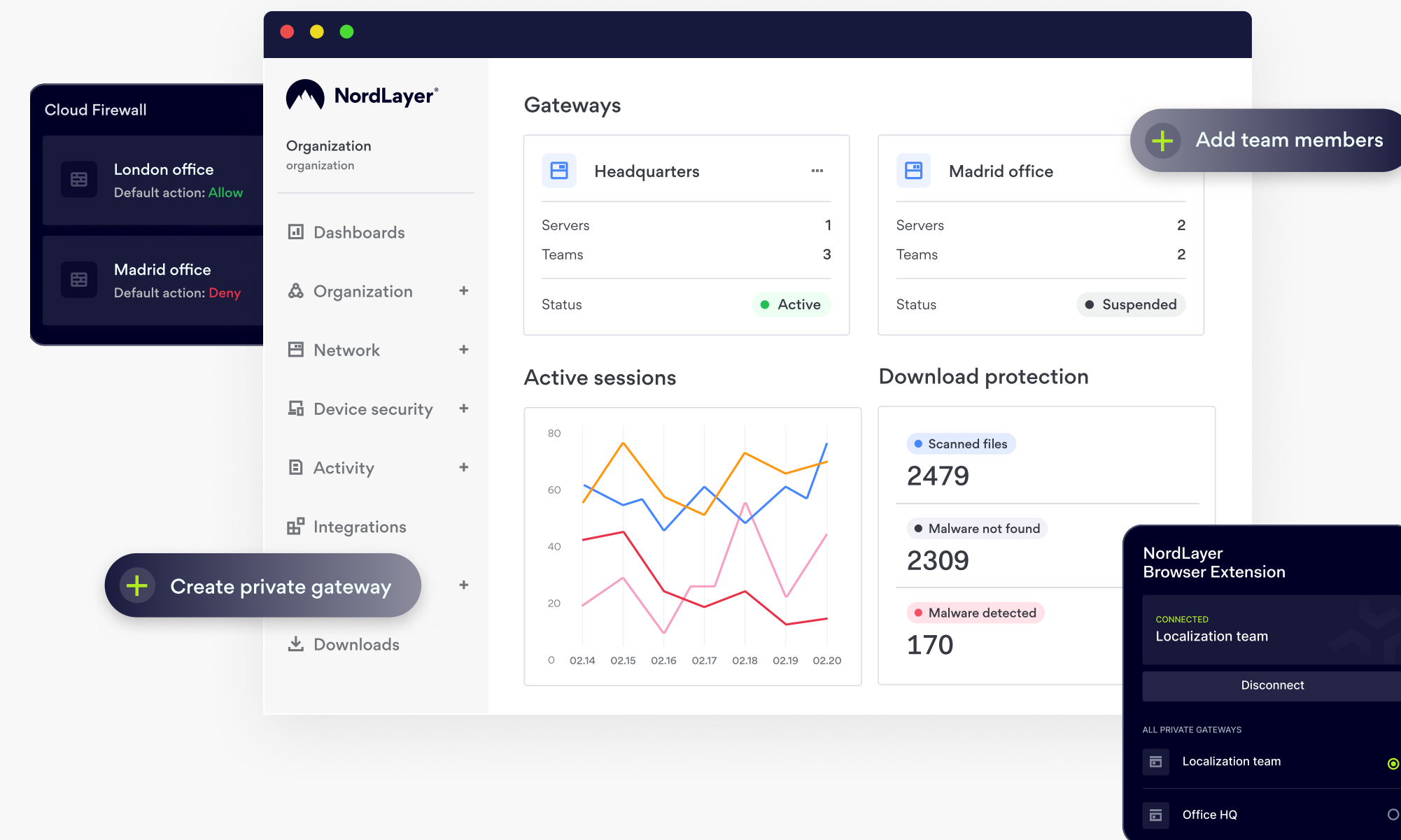
The cherry on top — The Late Show with Stephen Colbert featured NordPass' annual Top 200 Passwords campaign, giving even more visibility to our service.





Our business VPN turned five years old! But the birthday was not the only reason to celebrate — NordLayer launched a new download protection feature that reinforced its status as an SSE and SWG provider and introduced four new dashboards (OS distribution, client versions, 2FA adoption, and browser distribution). The service also expanded its capabilities with two new integrations — with ConnectWise and SentinelOne — giving businesses even more powerful tools to safeguard their connection.

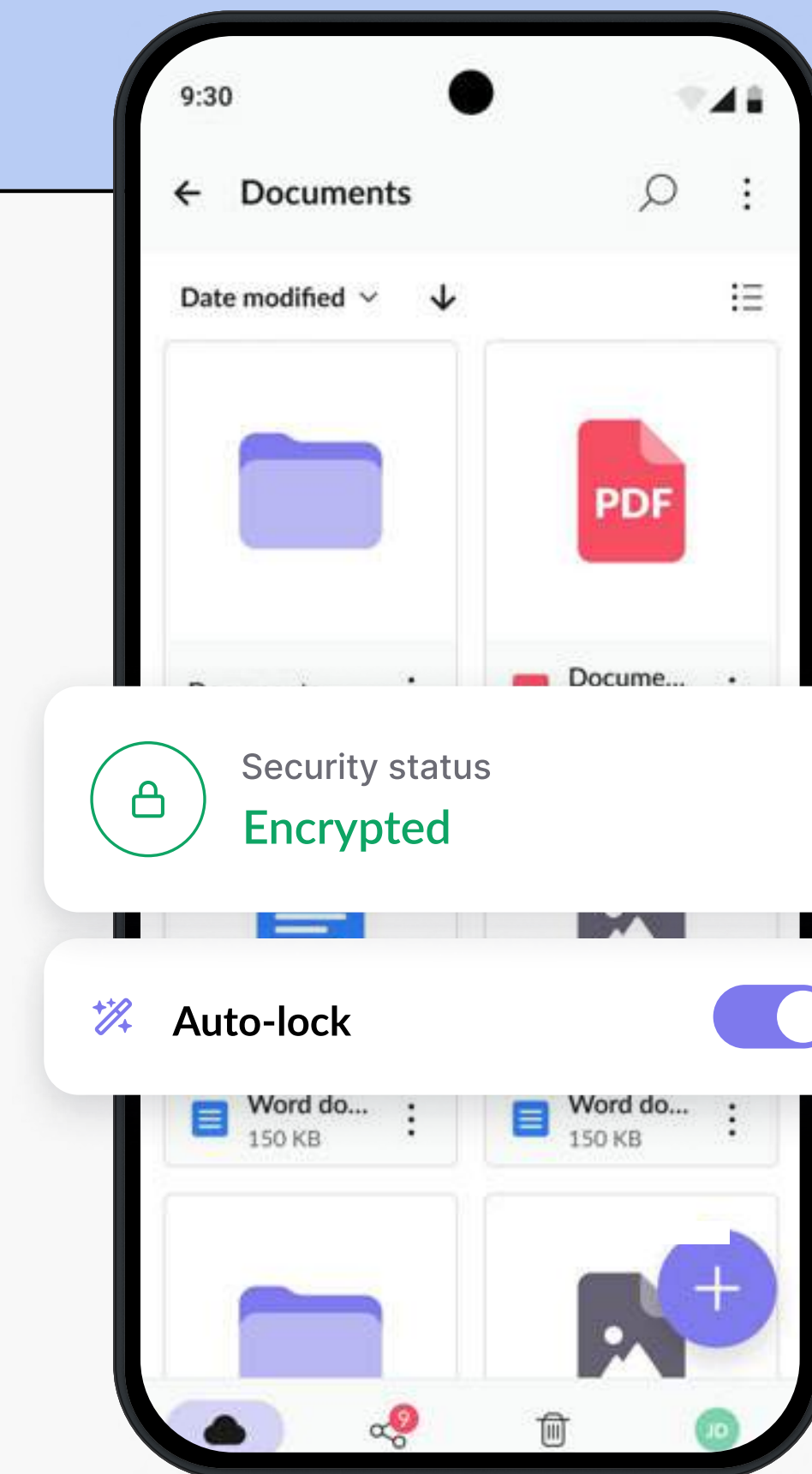
At NordLayer, we are committed to supporting organizations that tirelessly work for the greater good. To help them, we offer a 60% discount on yearly user licenses. One of our key initiatives last year was partnering with the CyberPeace Institute to assist NGOs with their cybersecurity efforts. To that end, NordLayer, the CyberPeace Institute, and Mercy for Animals came together last June to organize a webinar for NGOs to address the challenges they face, empower them with knowledge, and share tools, resources, and tips for improving their cybersecurity.





As an ever-evolving file encryption and storage service, NordLocker had another year of meaningful changes and improvements. This included releasing performance upgrades across all apps and enhancing thumbnails for better file previews on all platforms.

The restless NordLocker team also launched Project Renaissance, which focused on replacing outdated structures, improving file handling, unlocking advanced versioning and recovery features, and preparing the service for the quantum computing era. On top of that, NordLocker phased out old Windows and macOS apps, redirecting users to the new Windows and Web platforms for a seamless experience.



Positive impact



Nord Security is dedicated to making a positive impact through its environmental, social, and governance (ESG) initiatives. In 2024, we conducted an assessment of the factors that are the most important to Nord Security and its stakeholders. Each year, we want to make sure that our actions contribute to positive outcomes for the environment and society.

Led by an ESG manager and collaborating with different departments, we aim to have a positive impact on the most relevant areas. Publishing an impact report annually and promoting continuous dialogue with stakeholders will help us achieve exactly that.

The double materiality assessment

New EU rules under the Corporate Sustainability Reporting Directive (CSRD) require large companies to regularly report on the social and environmental risks they face as well as how their activities impact people and the environment. The CSRD mandates that companies report on environmental, social, and governance (ESG) practices and conduct a double materiality assessment (DMA). To meet these requirements, Nord Security has begun preparations that align with the European Sustainability Reporting Standards (ESRS), developed by the European Financial Reporting Advisory Group (EFRAG).

At Nord Security, our ESG actions are closely linked to ongoing engagement with stakeholders and continuous dialogue on key sustainability issues. Last year, we focused on preparing for the CSRD and aligning with the ESRS. In spring 2024, our finance team launched an ESG development project to ensure we comply with the new sustainable reporting requirements.

A key milestone was conducting our first double materiality assessment (DMA), a process designed to identify and assess our material sustainability-related impacts, risks, and opportunities (IROs). This assessment evaluates both our impact on society and the environment (impact materiality) as well as the sustainability-related financial risks and opportunities we face (financial materiality).

For this first assessment, we used the available EFRAG guidance to develop a clear methodology. This included scoring matrices, a prioritization model, and integration with our existing risk management framework. The assessment we carried out in 2024 focused specifically on internal subject-matter experts, which ensured a more detailed, expert-driven evaluation.

The results of the assessment revealed that six ESRS topics are material to Nord Security, five of which meet the criteria for double materiality, which means they have both significant sustainability impacts and financial implications. These topics include:

Consumers and end-users (S4)

Climate change (E1)

Own workforce (S1)

Business conduct (G1)

Affected communities (S3)

These topics are in line with our long-term vision to make the internet safer and more accessible for everyone, reinforcing our commitment to responsible business practices based on our ESG priorities:

Protecting life online

Unlocking potential for all

Bigger steps for a smaller footprint

Transparency is our currency

By collaborating closely with various stakeholders, including internal teams and external partners, we aim to benefit from everyone's expertise and resources. We're also planning to set up monitoring and evaluation mechanisms to track progress and measure the impact of our initiatives.

Looking ahead to 2025, we will refine our DMA process based on the finalized ESRS guidelines and work to better integrate our sustainability risk assessment with our enterprise risk framework. While this assessment marks an important first step, we recognize that ESG reporting is an ongoing process. We are committed to continuous improvement, transparency, and aligning with the highest standards of sustainability.

UN SDGs and Global Compact

Nord Security is committed to the United Nations' Sustainable Development Goals (UN SDGs) and contributes to the eight goals most relevant to our mission. This way, we aim to build a safe, inclusive, and sustainable future both for the physical and digital worlds.

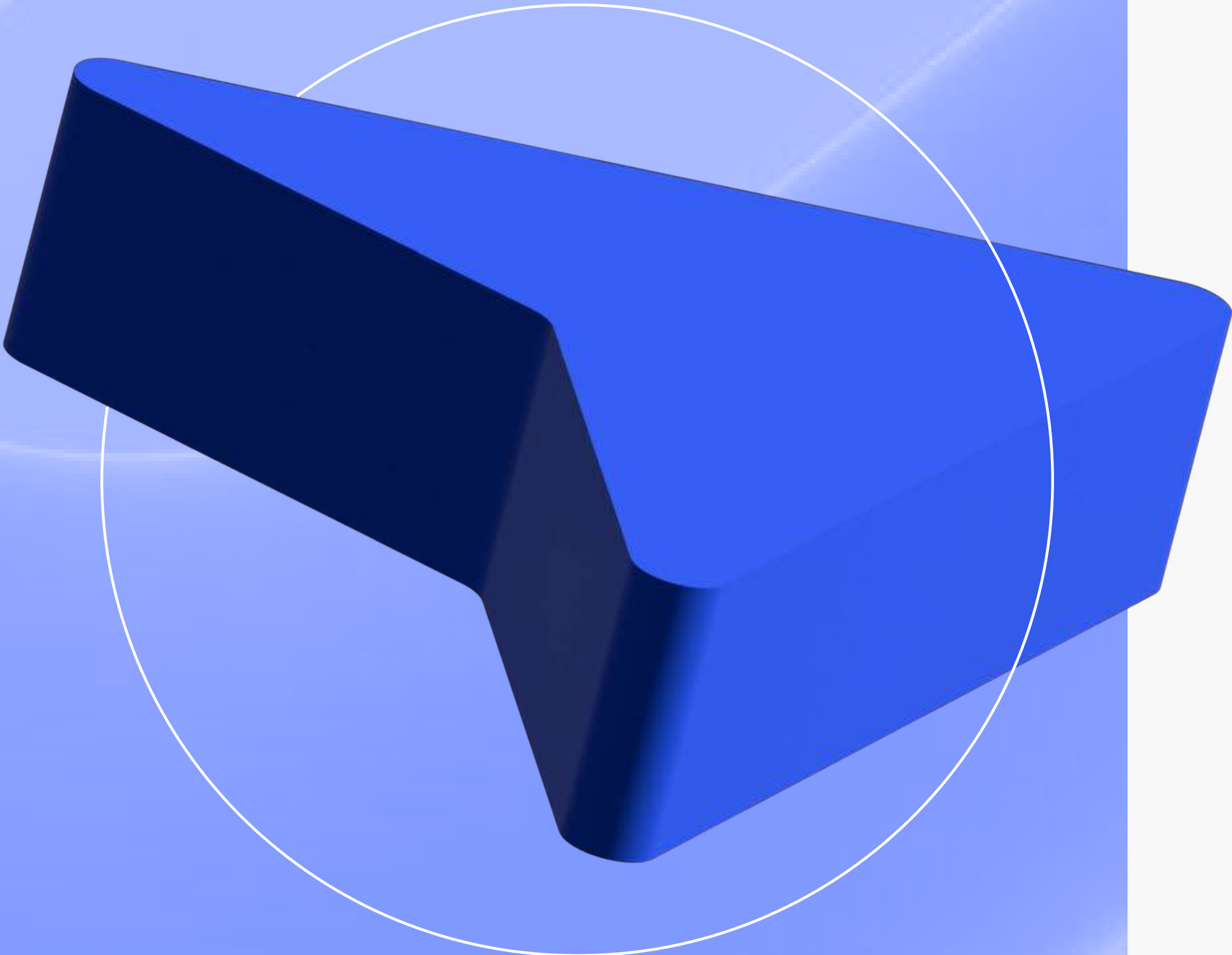


To reaffirm our commitment, we're continuing to be part of the United Nations Global Compact (UNGC) initiative that we joined in 2023. As a signatory of the UNGC, we uphold its principles in the areas of human rights, labor, environment, and anti-corruption.



United Nations
Global Compact

Protecting life online



01 Protecting life online

We've always believed that the internet can be more secure and accessible for all. And this is what we're striving for every day through encouraging community engagement, offering education, and supporting numerous causes.

With the growing number of cyber incidents and the spread of disinformation, in the last year, Nord Security dedicated efforts to spread awareness about various cyber threats and help individuals and organizations stay safe online.

NordVPN for nonprofits

Product donations continue to be one of Nord Security's mechanisms for supporting the nonprofit community. In 2024, over 2,600 accounts were donated to various nonprofit organizations to help protect human rights, fight racism, and stand for inclusion and a safe digital world for all. These include Health In Harmony, LM International, A2SV, Corus International, AAPI Women Lead, CURE Children's Hospital in Uganda, Hindus for Human Rights, Just One Africa, and STEMducate.



Thanks to generous donations of NordVPN licenses, Health In Harmony has been able to protect sensitive data, ensure secure communication across borders, and safeguard our team's digital workspaces. These tools have been essential in helping us operate safely and efficiently, especially in areas with heightened cybersecurity risks. We're deeply grateful for this support — it strengthens our mission and the communities we serve.

Melissa Di Rito | Operations manager at Health In Harmony



Thanks to your support we were able to hold over 400 free virtual camps, 172 free in-person workshops, provide free STEM kits to over 650 students, and more! Due to the wifi restrictions at schools, we always had problems when our volunteers went to schools to work with students and teachers. Thanks to NordVPN we were able to share our resources and provide access to our volunteers/staff to support these students during our workshops and camps!

Jake Okun | Chief operating officer at STEMducate



Emergency VPNs

Everyone should be able to access the internet in private, without the fear of being watched or controlled. However, in some regions people still face internet censorship or surveillance, so having access to secure communication tools can be critical. To help them access the internet and avoid persecution, we donated over 260 emergency VPNs.



Community education

As part of our community education program, we participate in the world's leading events, where we continue to share our cybersecurity knowledge. In 2024, we were proud to participate in numerous panels and round-table discussions at events like the Press Freedom Awards and Web Summit.

In 2024, we donated over €102K to organizations and the world's leading events on human rights in the digital age, including AccessNow, Reporters Without Borders, Open Rights Group, and EDRI.

Each year, Nord Security supports hackathons to encourage innovation and collaboration in cybersecurity. Hackathons are events where people or teams come together to brainstorm, collaborate, and create innovative solutions to cybersecurity problems within a set timeframe. We're proud to have sponsored a total of 65 hackathons across all of our products in 2024, engaging up to 34,000 participants.



Community engagement

In 2024, Nord Security and Tesonet continued to support the people of Ukraine, with a special focus on helping children and the elderly. We also donated over €48K to NGOs working to help soldiers and volunteers in Ukraine.

In keeping with our annual tradition of supporting NGOs and nonprofits in Lithuania, we collected donations for Niekieno Vaikai, an organization that improves the lives of vulnerable children, and Sidabrinė Linija, a non-profit that provides support to the elderly.

In May 2024, Nord Security co-founders Tomas Okmanas and Eimantas Sabaliauskas were honored with the title of National Patrons for their support of Blue/Yellow, an NGO that delivers vital humanitarian aid to Ukraine. This recognition follows Nord Security's significant contribution in 2023, when the company donated €1.08 million to help defend Ukraine's airspace.

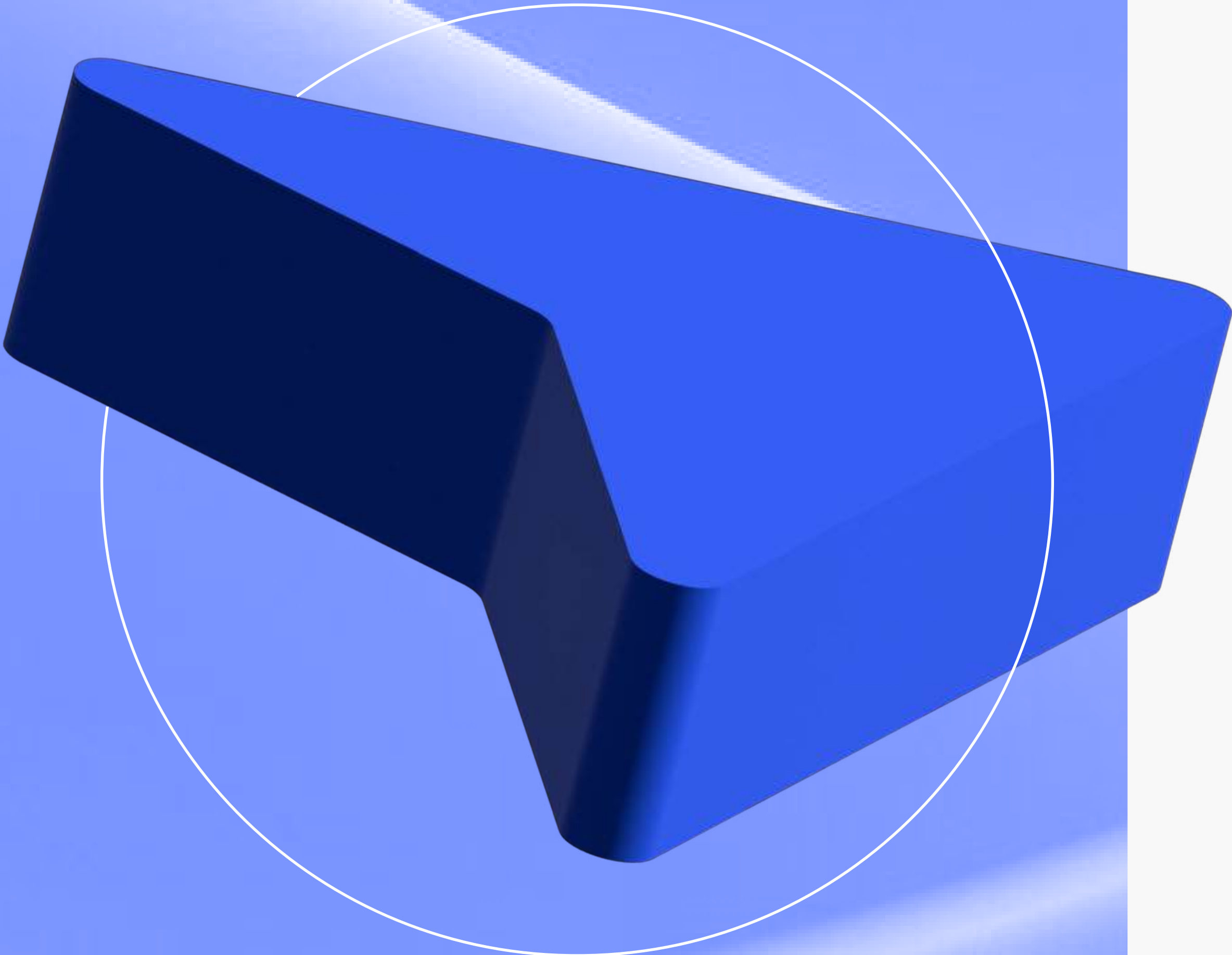


UNLOCKING POTENTIAL FOR ALL

ESG REPORT

2024

Unlocking potential for all



02 Unlocking potential for all

Continuous learning and knowledge sharing are key to our company culture. We provide resources, training, and growth opportunities, including an internal mentorship program to empower employees to develop and succeed. Every person working at Nord Security has access to numerous online courses, a vast book library, and internal workshops.

Key learning and development achievements in 2024

30

internal training programs
available for employees

6

online training platforms for
individual learning

3,859

participants attended
different learning and
development activities

32,400

hours spent in
training

Equal opportunities

Unlocking potential is also about equal opportunity, and we're proud that Nord Security has always been a company where an individual's abilities rise above gender, family status, sexual orientation, age, disability status, ethnicity, religious beliefs, cultural background, country of origin, socio-economic background, perspective, or experience.

2024 in numbers

- 481 new team members joined Nord Security in 2024
- 62 different nationalities were represented
- Gender distribution: 61% male and 39% female employees
- Gender distribution in leadership* roles: 58% male and 42% female

Age of Nord Security employees:

583 — 33.6%

under 30 years old

1,140 — 65.6%

30-50 years old

14 — 0.8%

over 50 years old

*Leadership includes all team members who manage at least one person.

Employee satisfaction

Employee satisfaction and willingness to recommend Nord Security as a great working place increased even further as proven by the employee net promoter score (eNPS). On a scale from -100 to +100, Nord Security hit 50, which is considered “great.”

The 2024 survey results highlight a strong team spirit at Nord Security, with 93% of employees reporting that they enjoy working with their teammates. Employee satisfaction appears to be further supported by consistent, trustworthy leadership — 89% of employees trust their team leads, and 87% feel valued by them. Additionally, there was a notable increase in employee confidence, with 93% of our people feeling confident in their roles at Nord Security.



Growing tech talent

At Nord Security, we're all about creating opportunities and supporting growth in the tech industry. Through initiatives like TesoXchange, NordSwitch, and NordIn as well as our partnership with Women Go Tech, we're helping people build their careers, transition into tech, and close the gender gap, all while providing the skills and support needed for success.

tesoXchange

NORD
SWITCH

NORD in

WOMEN
GO TECH

TesoXchange: Growing together through mentorship

At Nord Security, we believe mentorship is a two-way street — mentors guide, mentees grow, and everyone gains something valuable. That's why TesoXchange, our internal mentorship program, continues to thrive, creating meaningful connections and fostering professional growth across teams.

2024 in numbers

- Spring: 48 mentees, 40 mentors
- Autumn: 60 mentees, 48 mentors
- Countless insights, career breakthroughs, and shared experiences

These numbers reflect only the officially matched participants, but the program's impact reaches far beyond, sparking ongoing learning and collaboration.



Mentoring at TesoXchange was a tremendously fun experience. My mentees helped me revisit challenges I had long overcome and reflect on my own journey. One of the mentees was even promoted this year — it's amazing to witness and support this kind of growth.

[Kevin Sekin | Engineering manager](#)

NordSwitch

For another consecutive year, NordSwitch provided a unique opportunity for tech-savvy, driven individuals to transition into the tech world and get their dream-job with Nord Security. The six-month program offered participants the chance to work alongside our expert teams on real tasks and gain valuable knowledge, hands-on experience, and fresh ideas. In 2024, nine non-tech talents joined the NordSwitch reskilling program.



It was quite a dramatic change from teaching English to solving technical problems! Although I had gone through a 6-month data engineering course beforehand, in the first few months at times I felt like I was stumbling in the dark. Fortunately, I had fantastic leaders and teammates to show me the ropes and provide valuable guidance, as did a fellow NordSwitcher. We have supported each other and shared knowledge ever since.

[Kristina Kudriašova](#) | [Data engineer](#)
(apps data)

NordIn

Last year, we launched NordIn, a one-day hiring initiative designed to help young accounting professionals land their first job. The program offered paid internships, a chance to gain expert skills, a valuable resume boost, and performance-based rewards.

Scholarships

In 2024, Nord Security partnered with Mykolas Romeris University and provided two one-time scholarships to the most promising first-year students in the Faculty of Human and Social Studies and the Public Security Academy.

Women Go Tech

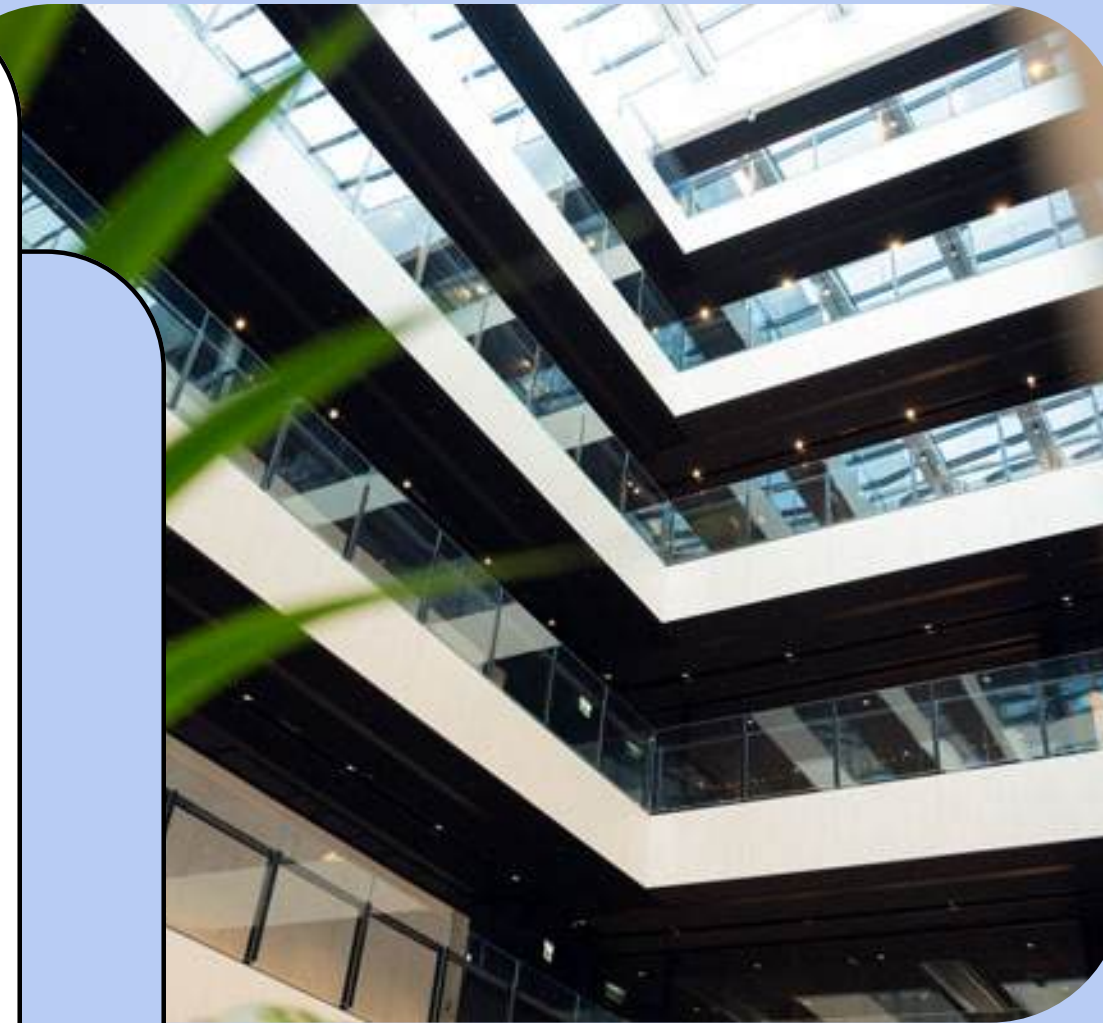
In 2024, Nord Security partnered with Women Go Tech, a Lithuanian initiative aimed at empowering women to pursue careers in the technology sector. As part of the partnership, Nord Security representatives participated in Career Day and organized a dedicated webinar on the topic of career change, helping to encourage more women to enter the tech field and narrow the talent gap in the industry.

Diversity and inclusion

Diversity means recognizing and respecting the differences among us, while inclusion is about valuing and embracing those differences so that everyone feels acknowledged and welcomed. In June 2024, Nord Security hosted an online workshop with a partnering NGO, Forbidden Colours, to explore the security threats faced by human rights supporters. We also participated in the LT Pride Parade, an event that celebrates LGBTQ+ social acceptance, achievements, legal rights, and pride.

Equal benefits for all families

Last year, Nord Security made a significant upgrade to its "Time Off" policy to better align with our commitment to diversity and inclusivity. Starting in June 2024, all employees, regardless of family structure or gender, can access parental care days and leave. Additionally, employees are now entitled to extra time off for special occasions and life events, such as marriage and partnerships.



Work-life balance

To help maintain a healthy work-life balance, we offer flexible work arrangements, up to four additional vacation days based on tenure, and paid time off for special occasions. Nord Security employees can enjoy several additional perks:



At the office

- A fully stocked fridge, healthy snacks, and Friday treats
- On-site entertainment

Time off with the team

- A set budget for team-building activities
- Themed company events
- An unforgettable workation abroad with the whole company

Special occasions

- Anniversary gifts for each team member celebrating a birthday or work anniversary
- Additional payouts on the occasion of weddings, birth of a child, graduation from college or university, and funeral of a close relative

Wellbeing

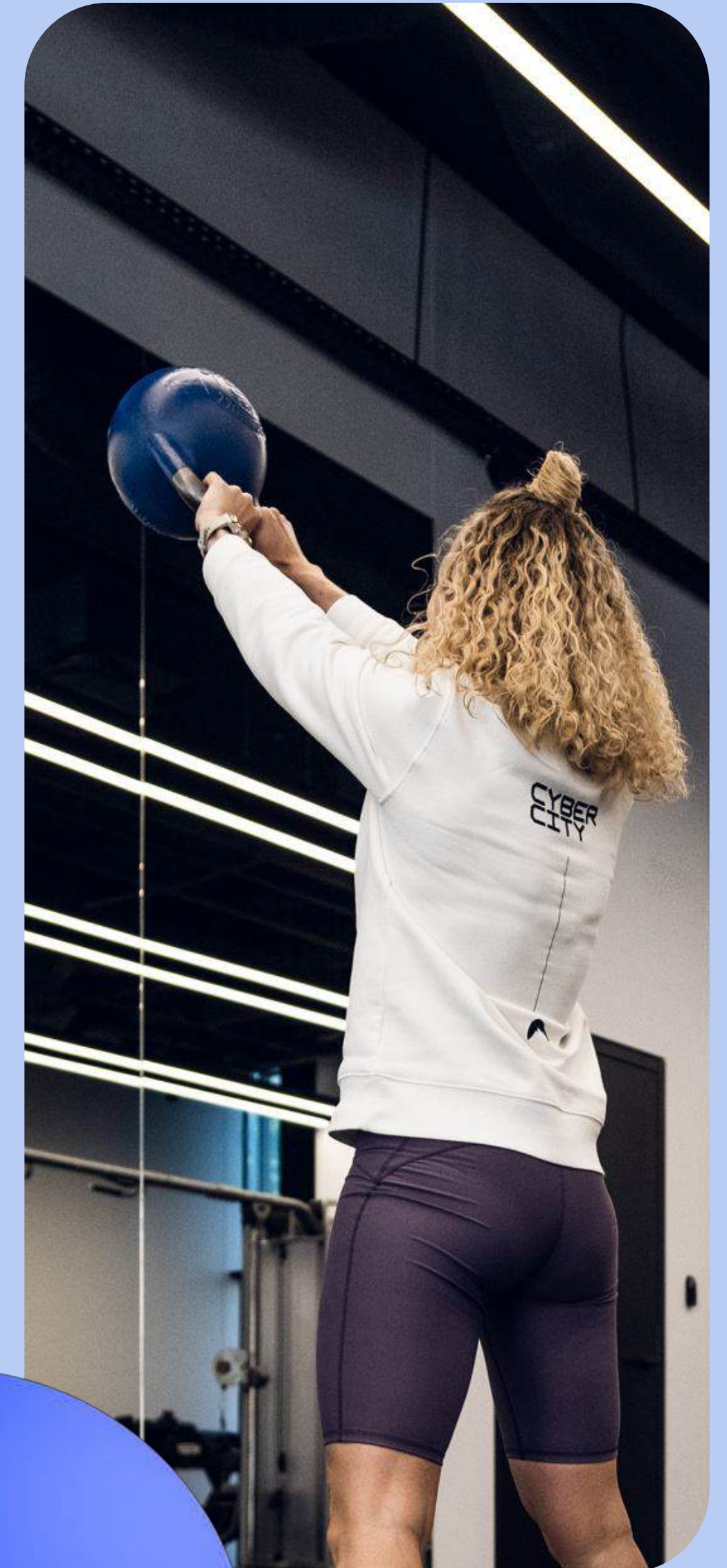
- **Healthcare.** Nord Security provides additional health insurance.
- **Paid sick days and time off on other occasions.** If an employee falls sick, is preparing for their wedding, or welcoming their child into the world, they can simply take a paid day off.
- **Physical wellbeing.** Consultations with in-house specialists, group live and online workouts. In 2024, 603 colleagues joined the group workout sessions.
- **Mental health.** Mental well-being apps and coverage for up to 25 psychotherapy sessions by our health insurance (in Lithuania only).
- **Flexible working hours.** We have set working hours, but flexibility is available. Employees can adjust their hours by agreement with their manager.
- **A hybrid work model.** Working from the office is encouraged, but employees have the option to work from home up to two days a week.

Mind and body wellness initiatives

Our Mind & Body Wellness initiatives, which began as a month-long focus on well-being, have evolved into a year-round series of activities aimed at nurturing our physical, mental, and emotional health. We're thrilled that 603 colleagues participated in these programs.

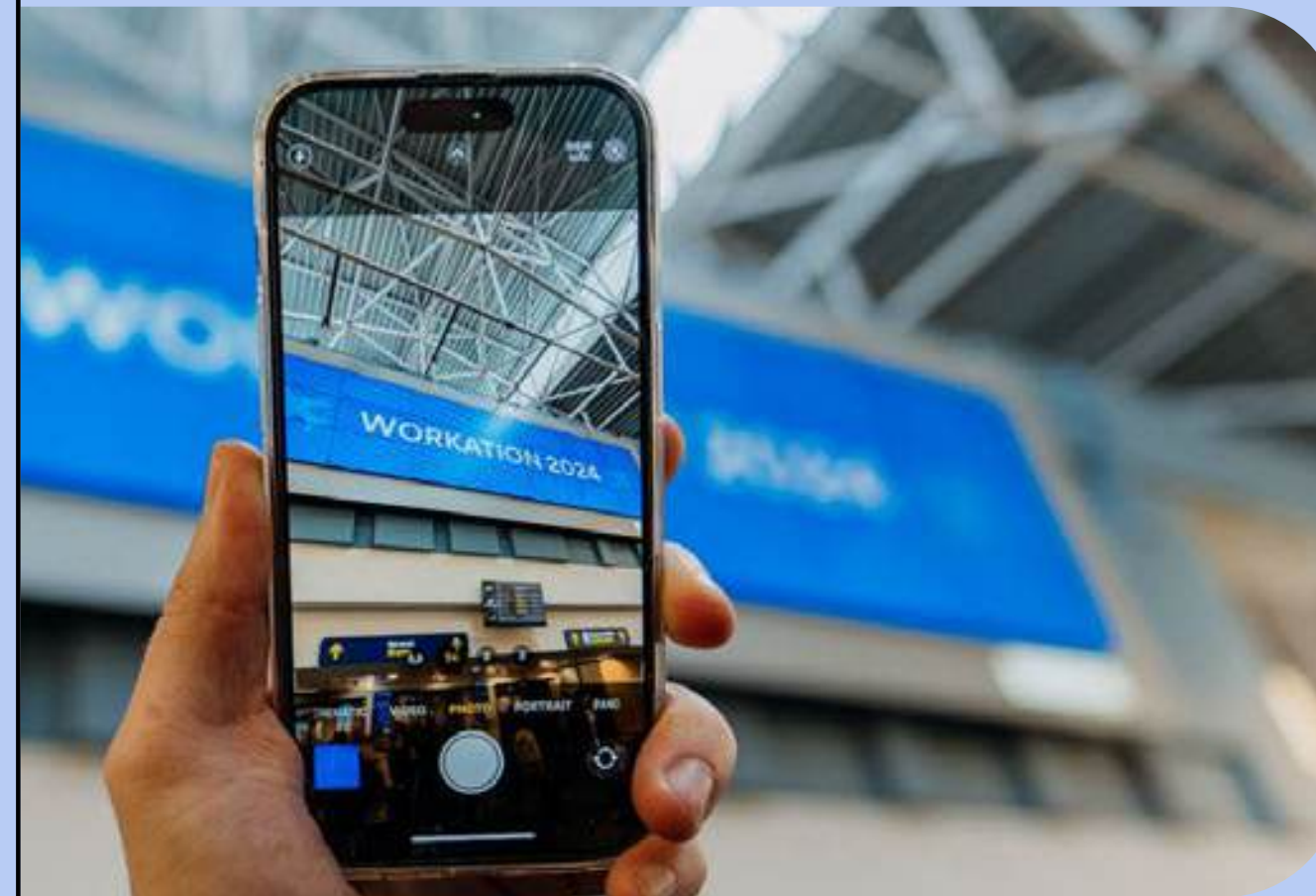
Throughout the year, we explored a range of activities, including learning about burnout and how to manage it in sessions with psychologists Eugenijus Laurinaitis and Artūras Deltuva. We also engaged in workshops on recognizing and supporting emotional difficulties, addressing emotional fatigue and burnout, and incorporating “deskercise” routines into our workday.

To help us relax and recharge, we enjoyed yoga, sound meditation, and gong sessions. Additionally, we equipped 107 colleagues with life-saving first aid skills, ensuring they're prepared to make a difference in critical moments.



Workation

The Nord Security workation has become a legendary tradition, something our employees look forward to and that people talk about beyond the company. In November 2024, as many as 1,319 employees set off on an unforgettable five-day getaway to sunny Turkey. The dream resort offered the perfect chance to swap desks for beach views while enjoying a mix of relaxation, travel, team-building activities, and exciting group events. From concerts and dancing to enjoying great food, the experience mixed work and fun, creating lasting memories and bringing our teams closer together.



Empowering employees through learning

In 2024, the risk team took the lead in keeping employees informed about cybersecurity through several key initiatives.

Cybermonth'24

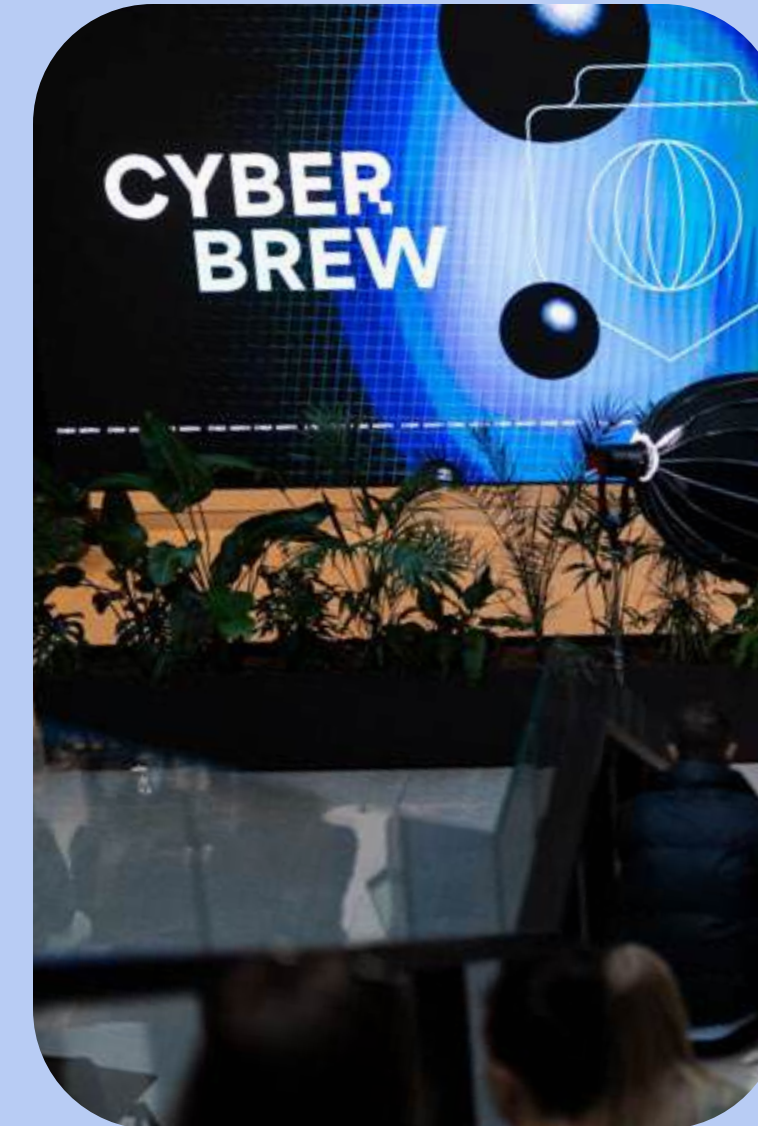
Cybersecurity Awareness Month (Cybermonth'24), held in October, focused on boosting cybersecurity knowledge and celebrating the industry.

CyberBrew

CyberBrew sessions took place throughout the year, where our in-house cybersecurity experts shared their insights with the team.

Cybersecurity Academy

We also launched the Cybersecurity Academy Online, offering seven online lectures on essential cybersecurity topics such as information, web, and network security, cybersecurity tools, risk management, and crypto.



Spring Cleaning

Our Spring Cleaning initiative helped employees declutter their digital lives and reduce environmental impact. Key focus areas included:

- Ensuring proper access for the right individuals.
- Removing unused emails, files, and apps to cut down on data storage and energy use.
- Updating passwords, enabling 2FA, and securing personal devices.
- Reviewing app permissions, securing routers, and using tools like VPNs, ad-blockers, and antivirus software.
- Backing up important files and controlling online visibility.

Privacy Awareness Month

In June, the privacy legal team hosted Privacy Awareness Month. As a leading cybersecurity company, we're dedicated to protecting personal data, whether it's our own or our users'. Our goal is to raise awareness about what data contains and how to better protect it. To help, the privacy legal team shared bite-sized privacy tips with our employees throughout the month.

National Privacy Test

August 19 is International VPN Day, which celebrates digital privacy, security, and freedom, highlighting the importance of VPNs. To mark the occasion, we host the annual National Privacy Test to assess cybersecurity knowledge. In 2024, as many as 33,562 respondents from 181 countries took the test to measure their online privacy skills. The results showed that global privacy and cybersecurity awareness dropped from 61% to 57% compared to previous year.



We love sports

At Nord Security, we're all about staying active — whether it's reaching goals at work or getting moving in our personal lives. That's why in 2024, we supported a variety of events that celebrate both physical activity and community engagement.

Our team participated in multiple races at the Vilnius Marathon, covering a total of 1,233.4 km, with 96 runners across various categories, including the marathon, 10 km, 5 km, half-marathon, and even a children's race. We also continued our strong support for the Lietuvos Moksleivių Krepšinio Lyga (Lithuanian School Basketball League), an organization that inspires young people to stay active and engaged in sports. Additionally, Nord Security sponsored Minam 100, a charity cycling event, further demonstrating our commitment to promoting wellness and community involvement.



603

While we organize exciting outdoor events, we also offer regular in-house sports activities to keep our teams active and healthy. Our physical well-being team of experienced physiotherapists offers regular consultations and group workouts, both live and online. These training sessions happen in our office gyms and online, with several workouts throughout the day to fit into different schedules.

In 2024, 603 colleagues joined the group workouts, taking advantage of the chance to stay active and recharge during the workday.

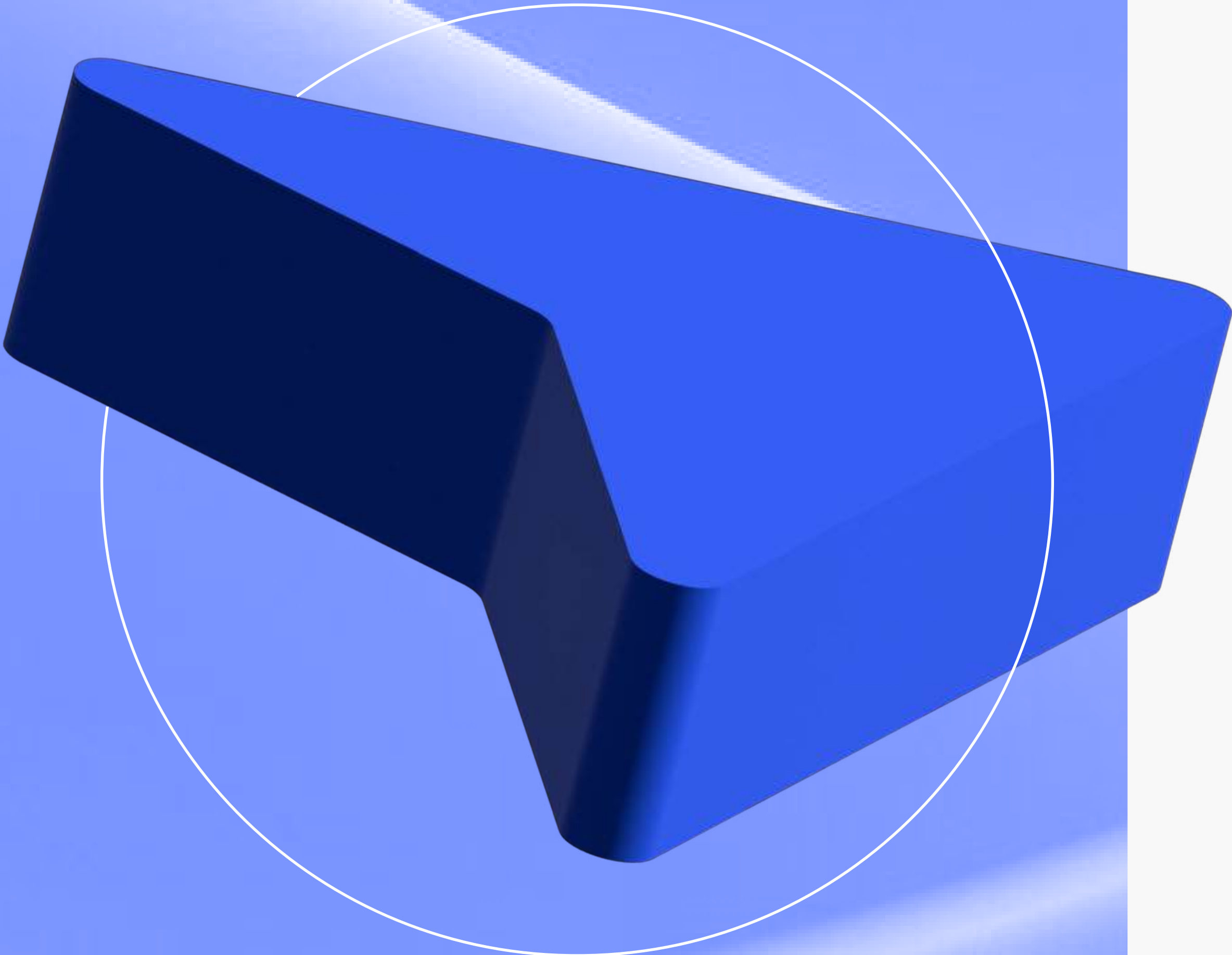


We love breaking records

In September 2024, Nord Security powered the ultimate test of endurance — the national 100 km ultramarathon. Featuring 50 km, 50 mi, and 100 km tracks, this race is certified by World Athletics and recognized by both the International Association of Ultrarunners and the Athletics Federation of Lithuania. Organized by VšĮ Ultramarathon, the Athletics Federation of Lithuania, and the Vilnius Municipality, this event is set to push every runner to their limits.



Bigger steps for a smaller footprint



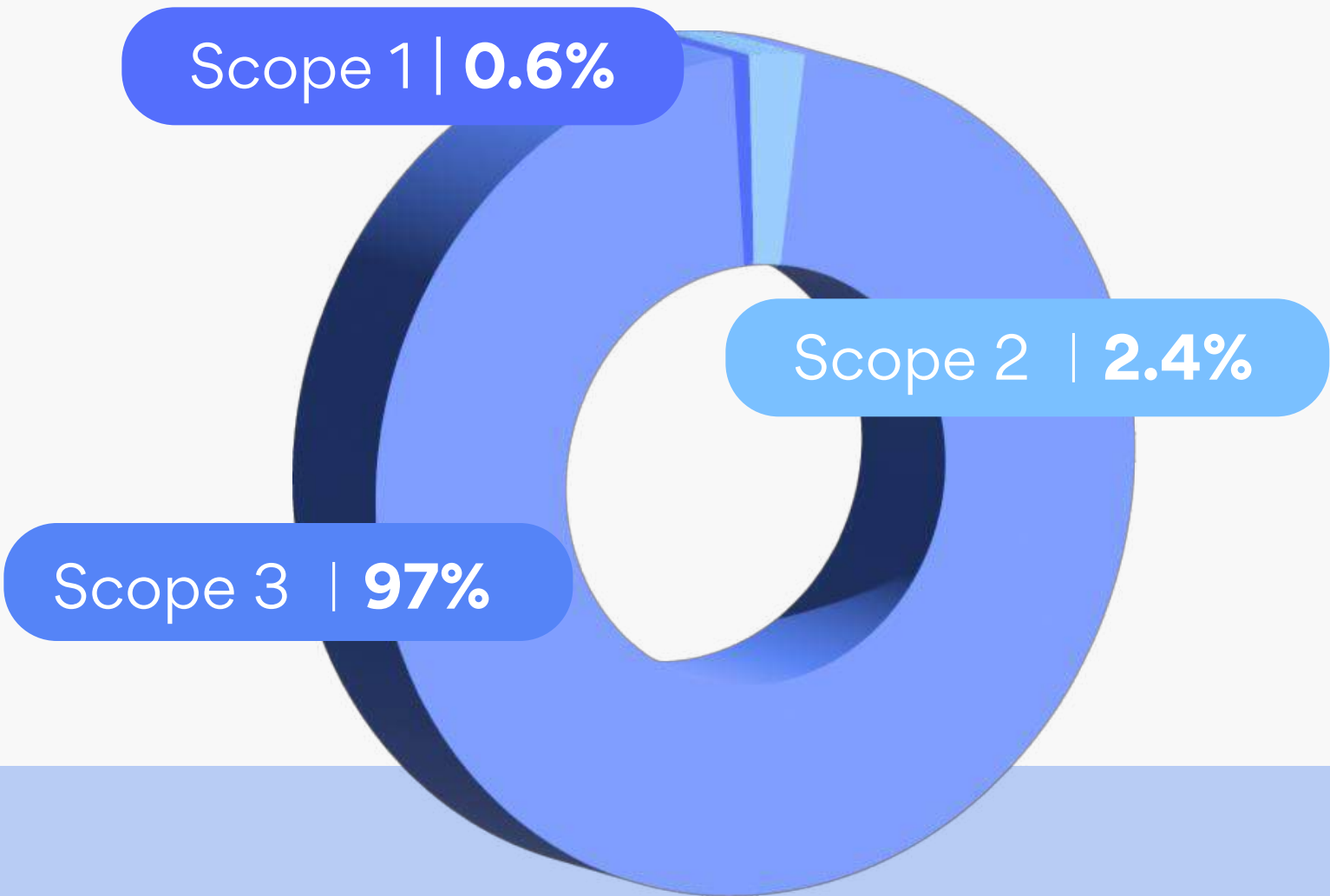
03 Bigger steps for a smaller footprint

We feel the need to strive for environment-friendly, sustainable development and always look for ways to add to our efforts. Last year, we started with small steps in our everyday activities.

Carbon emissions

This is our second year of calculating greenhouse gas (GHG) emissions. In 2023, we covered both direct emissions, such as those from leased vehicles and fuel consumption, and indirect emissions stemming from energy usage to power and heat our office spaces and colocated servers in data centers. In 2024, we started expanding the calculations to include information on our Scope 3 emissions — those that occur outside our direct control across the upstream and downstream value chain.

We’ve been following the GHG protocol for calculations and the advice of the climate professionals team. In 2024, Nord Security’s total market-based GHG emissions were 23,014 metric tons of CO₂e.



GHG scope	tCO2e	%	Description
Scope 1	151	0.6%	From sources directly owned or controlled.
Scope 1 (market-based)	548	2.4%	Caused by the electricity or energy purchased for heating and cooling our offices and colocated servers.
Scope 3	22,315	97%	Created outside the company’s direct control in the value chain.
Total	23,014	100%	

Scope 3 split by categories

1 - Purchased goods and services	83.5%
2 - Capital goods	1.4%
3 - Fuel and energy-related activities (market-based)	0.8%
4 - Upstream transportation and distribution	0.04%
5 - Waste generated in operations	0.00004%
6 - Business travel	2.9%
7 - Employee commuting	1.9%
11 - Use of sold products	9.6%

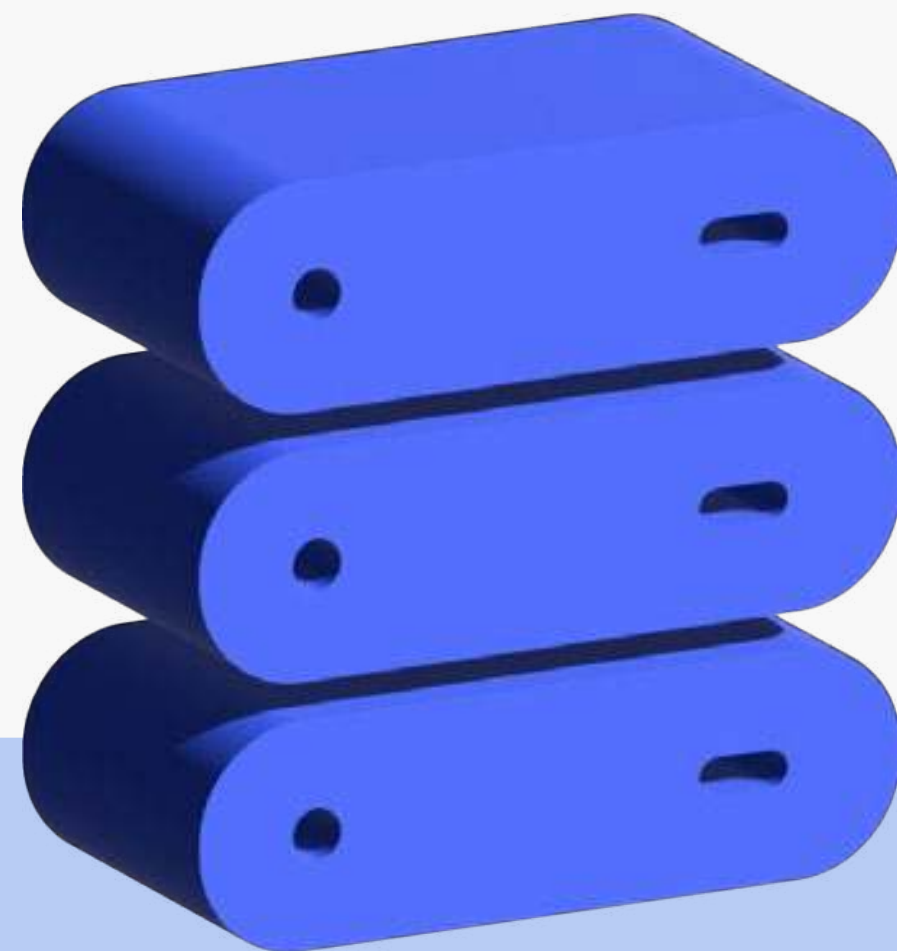
Through this assessment, we have been able to identify opportunities to reduce emissions from our own operations and make better decisions about energy procurement and efficiency measures. As we progress on our climate journey, we are committed to continually refining our data and methodologies for measuring climate impacts. As emissions accounting evolves, we may revise historical data to reflect improved knowledge or updated calculation standards. Our focus will be on incorporating more activity-based data as it becomes available and improving data granularity.



Data centers

In 2024, Nord Security colocated servers in 37 data centers (DCs) around the world. We use low-power servers, which offer sufficient computing power with low power consumption and are ideal for energy-saving operation. The emissions resulting from the energy use in data centers is included in our Scope 2 calculations.

Thirty-two out of 37 DCs utilized renewable energy to some extent, making 50% of our colocated servers energy renewable. We will explore options to further increase the use of renewable energy in our server infrastructure.

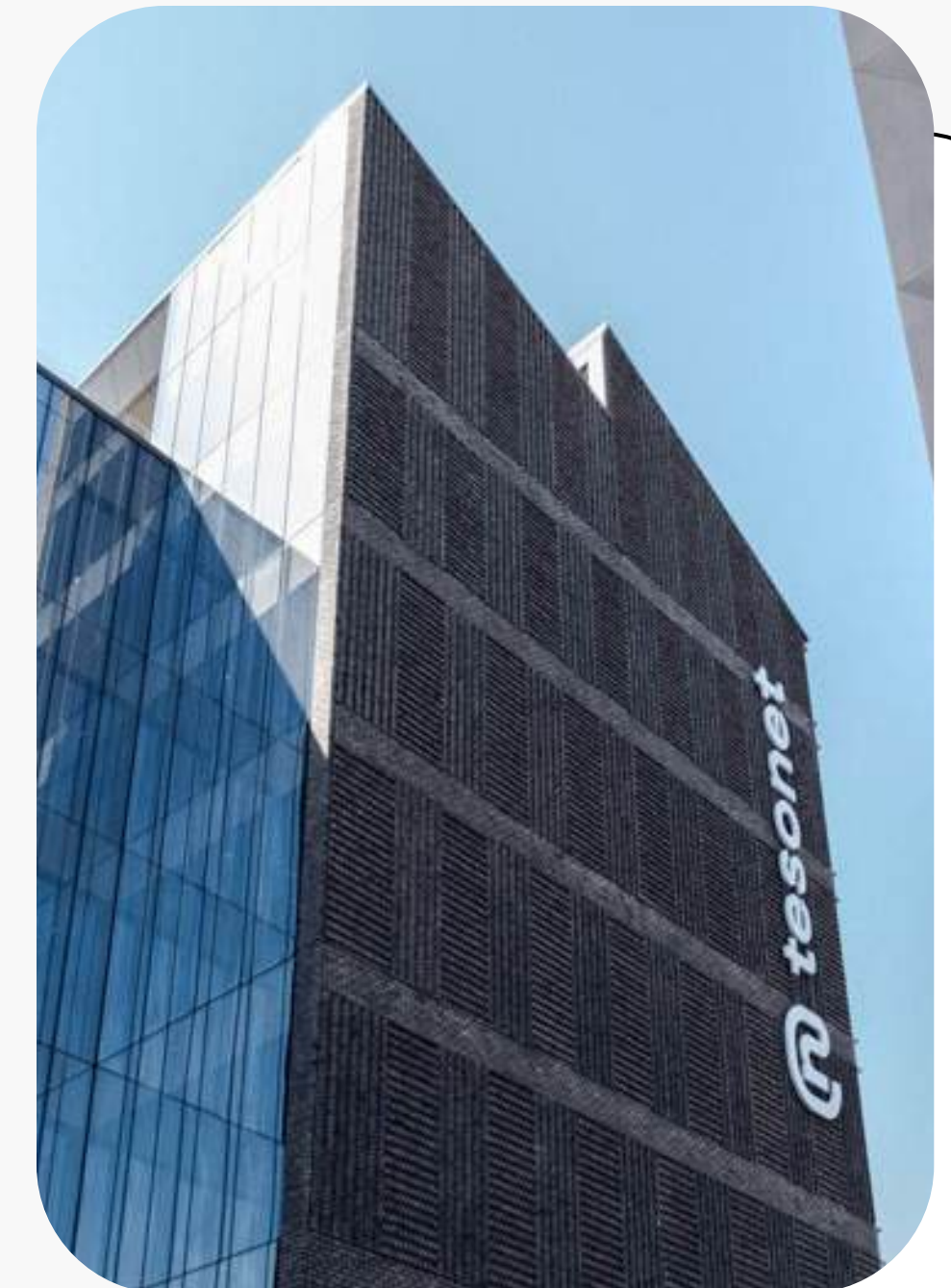


Our offices

At Nord Security, we continuously strive to mitigate the adverse effects our day-to-day operations may have on the environment. Around 73% of our office staff are working in BREEAM-certified offices. Energy-saving measures, such as temperature control via blind automation as well as time and motion-based lighting, are implemented across all buildings. These measures also include recycling and time-adjusted ventilation modes.

More than that, we can now better accommodate the diverse needs of every employee. Rest areas, an open gym, as well as onsite food and onsite game areas all help our cyber citizens achieve a better work-life balance.

Our offices have also implemented various measures to save energy and reduce waste. For example, air conditioning in the Kaunas office relies on geothermal energy, while the German office, powered entirely by green energy, prioritizes leasing equipment and even plants to encourage reuse and reduce waste.



Employee commuting

With 160 secure bicycle lockers and 15 e-charging stations in our Vilnius HQ office, we encourage the use of environmentally friendly transportation. Our employees and contractors are also eligible for compensation for city public transport.

By fully compensating train travel between offices, Nord Security encourages employees to choose more sustainable transportation options over cars. Each month, approximately 150 colleagues travel by train between our Vilnius and Kaunas offices.

Nearly 400 employees across our offices in Vilnius, Kaunas, Berlin, Amsterdam, and Warsaw regularly choose public transportation for their daily commute.

In 2024, we conducted a survey to better understand employee commuting habits in Lithuania, Poland, and Germany.

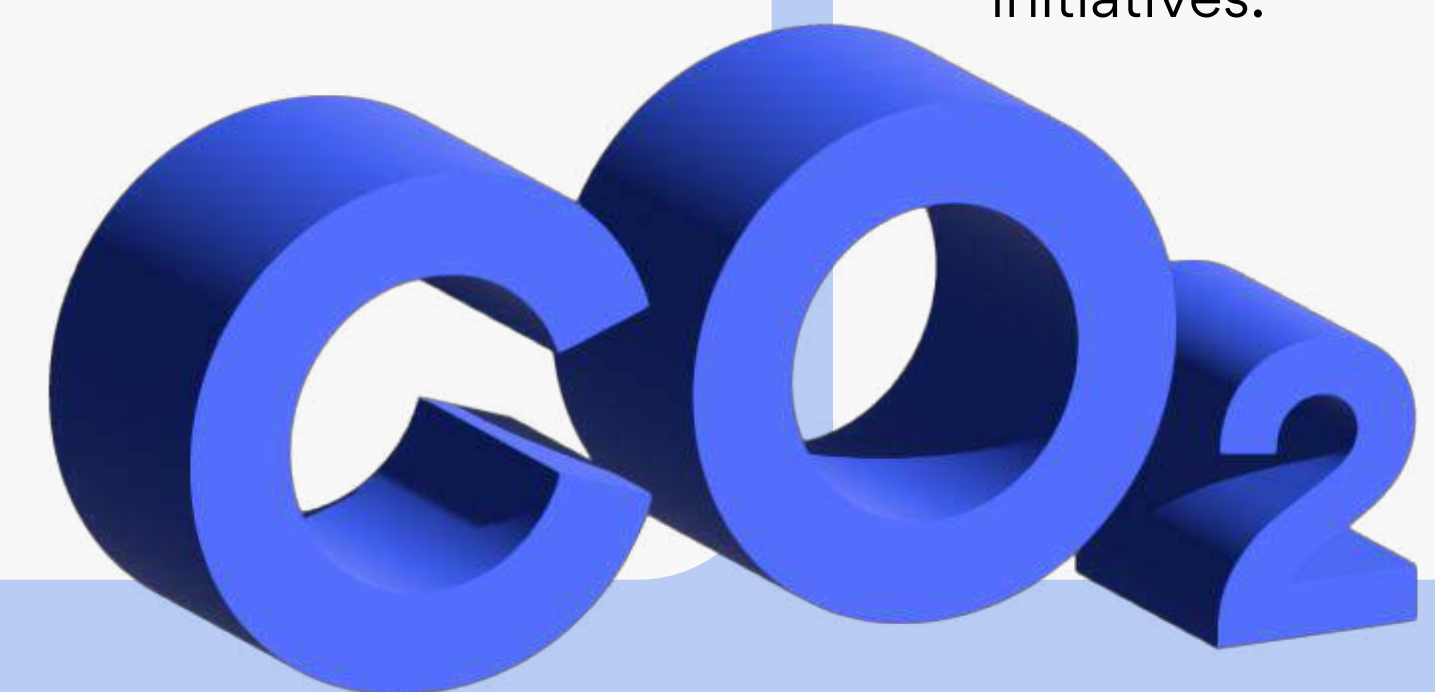


commute sustainably (walk, bike, or scooter).

commute by car (78% petrol/diesel), with nearly half of LT employees commuting by car.

commute by public transport, favored in Poland and Germany, with trains being particularly popular in Germany.

Altogether, employee commuting currently accounts for approximately 569 tons of CO₂ per year, a figure we are working to reduce through more sustainable commuting initiatives.



From reducing waste to circular economy

Paper use

We use various tools supporting digital signature functionality to sign agreements electronically and maintain document databases. Such tools allowed Nord Security to become almost paperless, typically only printing documents required by local laws and regulations, while our packaged products use FSC-certified paper.

E-waste

To reduce e-waste, we've implemented a number of ways to optimize the use of resources, extend the lifespan of the devices we already use, and make sure our equipment is disposed of properly at the end of its lifecycle. For example, company employees are encouraged to take over used electronic equipment, extending the lifespan of the products and reducing electronic waste. Some of it is donated to charitable organizations as well.

We've also partnered with responsible IT asset disposition services to increase the amount of electronic parts that are recycled and ensure we adhere to all regulations.



Organic waste

Starting in January 2024, we introduced organic waste recycling in our Vilnius HQ office. Partnering with Green Genius, a renewable energy company, we are turning our leftovers into biogas energy. Any profits generated from this initiative are donated to the charitable organization Maisto bankas, helping cover their electricity expenses.

Flea market

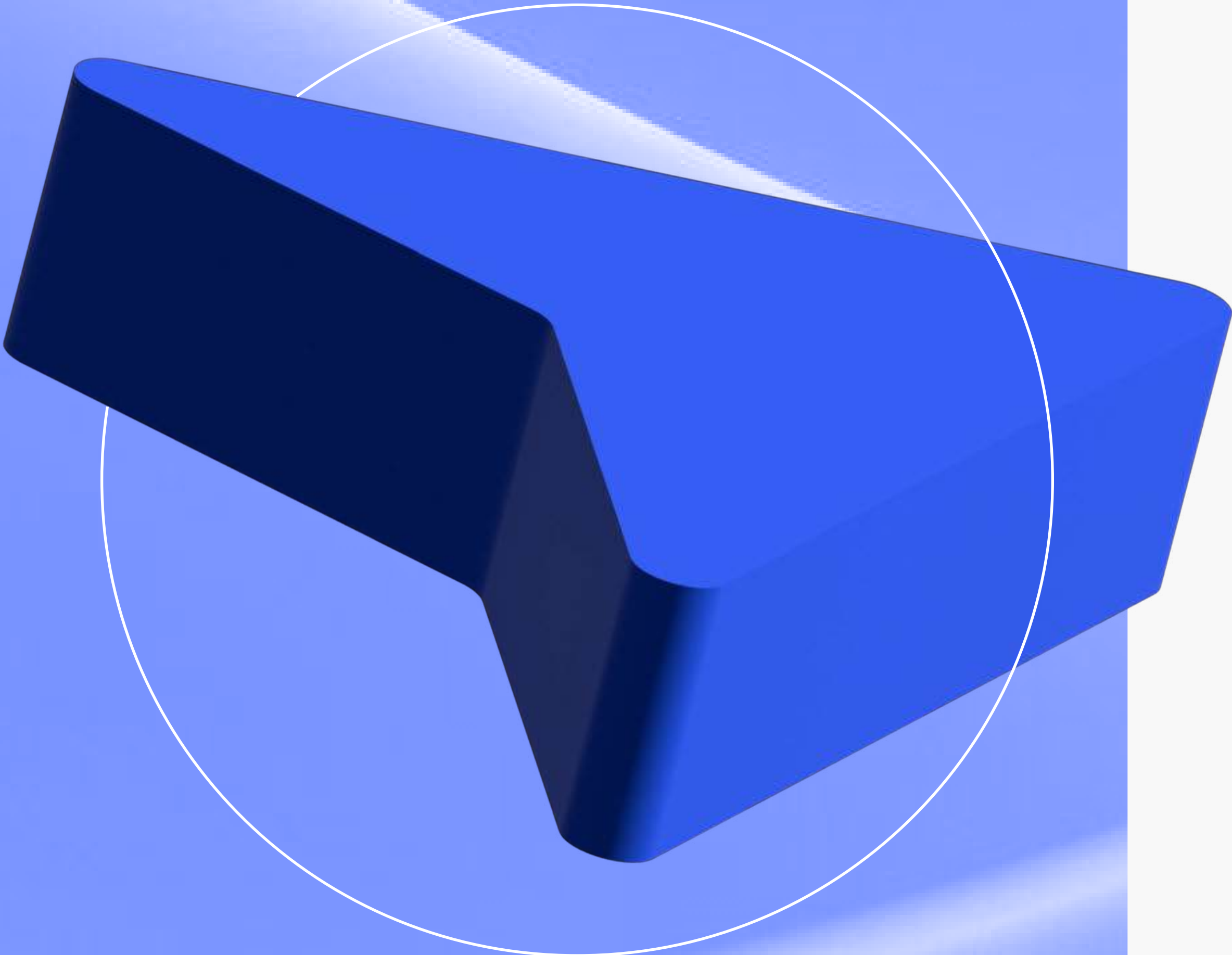
This year, we hosted an employee flea market to promote the principles of reducing, reusing, and recycling. It was a great way for our staff to buy, sell, or exchange items they no longer need and help to nurture a sustainability culture in the workplace.

TRANSPARENCY IS OUR CURRENCY

ESG REPORT

2024

Transparency is our currency



04 Transparency is our currency

We are committed to following policies that help us make effective decisions and conform to local laws and regulations. At the same time, we focus on meeting the needs of our users and adhering to ethical business practices.

To ensure our policies are clear and taken well into account, all our employees are requested to review and sign our internal policies regarding equal opportunity, anti-harassment, violence prevention, and whistle-blowing protection. To foster a positive, inclusive environment, we've rolled out a Violence and Harassment Prevention at Work training course. And we are not stopping here — we have introduced a company code of conduct and expect the values declared in it to be respected by our suppliers and partners.

Advisory team

Our advisory board, consisting of leading figures in security and tech, helps us further support our commitment to innovation.

The team of advisors includes:



Rytis Vitkauskas,
entrepreneur and investor.



Adrianus Warmenhovem,
technical product owner of
Zerocopter, a hacker platform.



Dennis-Kenji Kipker,
a professor in IT security law
at the University of Applied
Sciences Bremen.

Code of conduct

In 2024, we finalized our code of conduct, which serves as a guide for our employees, suppliers, and partners to understand and uphold our values and principles. It covers topics such as respect for privacy, anti-corruption and anti-bribery, dealing with partners fairly, diversity and inclusion, anti-harassment, nondiscrimination, equal opportunity employment, and environmental responsibility.

Nord Security aims to operate in line with the highest standards of respectful and ethical business conduct. Our code of conduct reflects our commitment to:

Respect for privacy

We aim to ensure lawful and transparent data processing, data minimization, the use of a risk-based approach, and the implementation of proper security measures.

Business ethics

We are against any dishonest behavior by those in positions of power, be they managers or government officials.

Workplace expectations

We value diversity, treat others with respect, and foster an inclusive environment where everyone feels welcome and valued.

Corporate responsibility

We strive to minimize our environmental impact by adopting sustainable practices, contributing to the communities we operate in, and ensuring the right to free speech is upheld in our operations and practices.



Data privacy and cybersecurity

Our bug bounty program allows anyone to report bugs for a reward to further improve our service and help build a safer online world. Launched in 2019, the program greatly benefits the security and integrity of our systems. In 2024, we received 116 reports, 29 of which were informative, and paid out almost \$29,100 in bounties.

Security audits

Since 2019, security audits have been integral to our transparency measures, and 2024 was no exception. Our NordPass B2B and NordLayer successfully passed the ISO/IEC 27001 and SOC 2 Type 2 audits, while NordStellar passed the SOC 2 Type 1 audit. External auditors also confirmed that these products comply with HIPAA privacy rules.

Certifications

In 2024, Nord Security continued to uphold industry standards by successfully passing our annual ISO 27001 compliance audits. Both NordPass Business and NordLayer maintained their ISO 27001 certification, with no non-conformities identified in the 2023 audit either. This ongoing achievement underscores our commitment to safeguarding information through active risk assessments, policies, and controls so that we meet the highest security standards year after year.



VPN Trust Initiative

The Internet Infrastructure Coalition is on a mission to keep the internet open as an engine for growth and innovation. It works with the internet infrastructure community to advocate for sensible policies, design and reinforce best practices, help create industry standards, and build awareness of how the internet works.

As founding members of the VPN Trust Initiative — an Internet Infrastructure Coalition project — Nord Security is dedicated to serving as the voice of the VPN industry and collaboratively strengthening public trust in VPNs, promoting appropriate guidelines, and helping consumers make informed choices.



In an environment where policy discussions increasingly intersect with matters relevant to the VPN industry, we are committed to developing ethical industry principles and engaging with policymakers and stakeholders to shape balanced, effective strategies. A key part of this effort is advocating for the importance of encryption — it's essential to protecting user privacy online. Weakening encryption standards undermines consumer trust and introduces serious cybersecurity risks to individuals, businesses, and society as a whole.

[Emilija Berzanskaite](#) | Co-chair of VTI

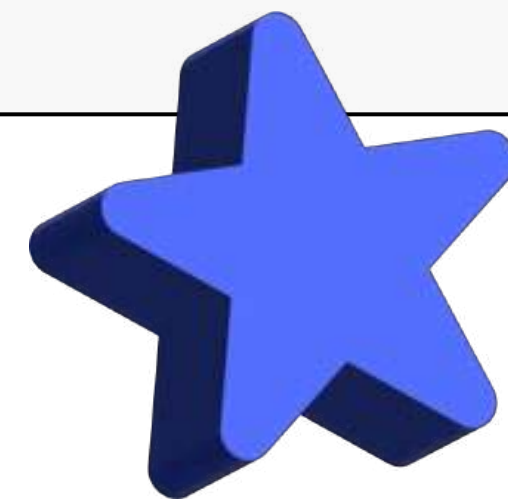


Privacy

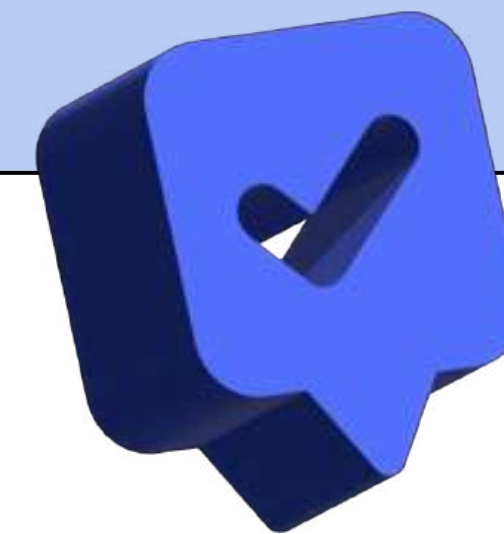
In 2024, our patents team achieved an impressive milestone — 300 US patents in just three years! Starting with our first cyberspace patent granted in 2021, Nord Security reached 100 patents by Q2 of 2023. Then, just one year later, we tripled that number! We're not only maintaining this momentum but also actively managing these patents, with many more applications still pending. Looking ahead, we expect to have exceeded 300 patents by Q1 2025.

As the No.1 cyberspace patent holder in the Baltic states, Nord Security is also proud to be boosting Lithuania's standing in the Global Innovation Index.

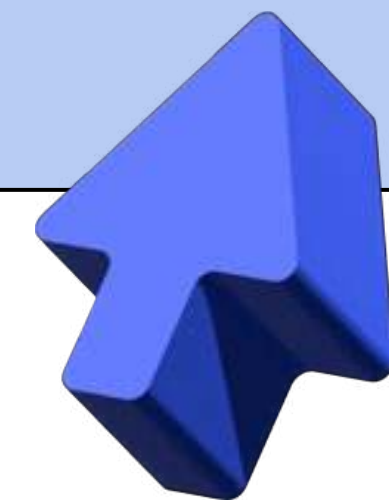
Impact



No.1 in Baltic States



A pioneer in the
Nordic region



Boosting Lithuania's
GII

Accessibility and inclusivity

People from diverse backgrounds and abilities around the world use our products. That's why we strive to make our websites and apps as accessible as possible. We're proud that our products' websites already meet the AA level of the WCAG standards, but will keep working to improve accessibility further. In 2024, the NordVPN website has expanded to support 26 languages, and we're also planning to conduct external accessibility audits in 2025 to help us recognize areas for improvement and reinforce our commitment to inclusivity.

Working with partners and suppliers

Nord Security does not tolerate any type of discrimination, hate speech, or other behaviors that could have a negative impact on the tech community. We expect our partners to behave in a respectful manner and always put integrity first when it comes to any type of communication with Nord Security or acting on its behalf. Our company strongly opposes dishonest behavior, such as bribery and double-dealing, inside Nord Security and from our partners.

Nord Security selects its suppliers based on fair and robust selection processes, taking into account quality and cost-effectiveness. We employ additional measures to ensure that we are not working with sanctioned or otherwise restricted counterparties, convicted tax evaders, money launderers, or others involved in criminal activities, modern slavery, or unethical business practices.



2024

Thank you!

We will continue to innovate and support free speech and digital security around the world in 2025.

If you would like to know more about the topics covered in this impact report, please get in touch with our ESG manager, Akvile Liudziene, at nonprofit@nordsec.com.

Annex 1

GHG emissions calculation methodology

The climate impact associated with Nord Security activities was quantified through an organizational carbon footprint assessment, which followed the world's most widely used methodology developed by the Greenhouse Gas (GHG) Protocol (namely, the Corporate Standard and Corporate Value Chain Standard).

The operational control approach was chosen as the consolidation approach. Cyberspace's climate impact was measured through global warming potential (GWP100) and expressed as metric tons of carbon dioxide equivalent (tCO₂eq), which considers seven greenhouse gases covered by the Kyoto Protocol.

The methodology divides the organization's GHG inventory between three scopes:

- **Scope 1 emissions** | Direct GHG emissions that occur from company-owned or -controlled sources. Scope 1 emissions are generated from resource-use to power company-owned vehicles.
- **Scope 2 emissions** | Indirect emissions associated with purchased energy. Following the GHG Protocol, we report our Scope 2 emissions using two approaches — market-based and location-based. The market-based approach calculates the emissions from the electricity that the company has chosen to use. In our case, Vilnius, the Warsaw, and Berlin offices and several data centers are powered by renewable energy, resulting in 0 tCO₂e. Therefore, total Scope 2 emissions calculated using a market-based approach were 548 tCO₂e. While the location-based method accounts for average emission intensity of energy consumption, regardless of whether it is renewable or not, resulting in 585 tCO₂e.
- **Scope 3 emissions** | Indirect emissions that occur in the value chain of the reporting company, including both upstream and downstream emissions.

Carbon emissions (tCO₂eq) | Total –

23,100

Scope	Category	2024	% (Total carbon footprint – market-based)
Scope 1	Company vehicles / facilities	118	0.49%
	F-gas leakage / refill	33	0.14%
	Scope 1	151	0.62%
Scope 2	Purchased electricity - Market-based	397	1.63%
	Purchased electricity - Location-based	435	1.79%
	Heating	151	0.62%
	Scope 2 - Market-based	548	2.25%
	Scope 2 - Location-based	585	-
Scope 3	1 - Purchased goods and services	18,633	76.67%
	2 - Capital goods	315	1.30%
	3 - Fuel- and energy-related activities (market-based)	170	0.70%
	3 - Fuel- and energy-related activities (location-based)	220	-
	4 - Upstream Transportation and Distribution	8	0,03%
	5 - Waste generated in operations	0	0.00%
	6 - Business travel	644	2.65%
	7 - Employee commuting	413	1.70%
	11 - Use of sold products	2,132	14.08%
	Scope 3 - Market-based	22,315	97%
	Scope 3 - Location-based	22,364	-
Total carbon footprint – market-based (tCO2eq)		23,014	100%
Total carbon footprint – location-based (tCO2eq)		23,100	

To estimate emissions, various public and private, globally recognized databases (also suggested by GHG Protocol) were used. Emission factors were selected for the most recent year available, where possible, from publicly available or licenced databases. We strived to utilize representative emission factors to provide an accurate disclosure according to the GHG Protocol guidance.

For emission factors, we used an internationally recognized Ecoinvent database and other sources such as specific Environmental Product Declarations (EPD) or various scientific articles were used. For spend-based calculations, emission factors were gathered from US EPA Supply Chain Factors Dataset v1.3 and v.1.1.2, BEIS/DEFRA 2021 EEIO factors.

This year we are disclosing Scope 3 emissions that reflect all other indirect emissions across our value chain. These emissions come from sources that are not owned and not directly controlled by the company but for which the company is still responsible. Scope 3 emissions are usually generated by vendors within the company's supply chain, outsourced activities, and employee travel and commuting. The table below summarizes the GHG Protocol's emission categories of the Scope 3 and indicates whether they were included in the assessment (Y) or if they are not relevant to the company (N) and their share of the total Scope 3 emissions:

Scope 3 emissions were primarily calculated using an activity-based approach, and where data was not available, emissions were estimated using financial spend data. Purchased Goods & Services (Category 1) includes emissions from marketing, professional services, and IT infrastructure. Capital Goods (Category 2) covers IT equipment, office supplies, and vehicles. Fuel- and Energy-Related Activities (Category 3) account for upstream emissions from energy use, including transmission losses. Upstream Transportation & Distribution (Category 4) reflects third-party logistics emissions, calculated using freight emission factors. Waste Generated in Operations (Category 5) is estimated by waste type and volume. Business Travel (Category 6) includes emissions from flights, trains, cars, and buses. Employee Commuting & Homeworking (Category 7) is based on survey data and includes energy use for remote work. Finally, Use of Sold Products (Category 11) estimates emissions from end-user energy consumption.

Scope 3 split by categories	Inclusion in the assessment (Y/N)	% of total Scope 3
1 - Purchased goods and services	Y	83.5%
2 - Capital goods	Y	1.4%
3 - Fuel- and energy-related activities (Market-based)	Y	0.8%
4 - Upstream transportation and distribution	Y	0.04%
5 - Waste generated in operations	Y	0.00004%
6 - Business travel	Y	2.9%
7 - Employee commuting	Y	1.9%
8 - Upstream leased assets	N	-
9 - Downstream transportation and distribution	N	-
10 - Processing of sold products	N	-
11 - Use of sold products	Y	9.6%
12 - End-of-life treatment of sold products	N	-
13 - Downstream leased assets	N	-
14 - Franchises	N	-
15 - Investments	N	-

Annex 2

Our People

Method(s) for data collection

Employee data is collected and stored in the Nord Security HR system. The data is compiled on an annual basis. Figures include permanent and fixed-term contracted (FTC) employees as well as those on parental leave as of December 31, 2024.

All employees

Employee Distribution (%)	Gender			
Age group	Female	Male	Other	Grand total
19-25	3.80%	4.32%		8.12%
26-35	26.77%	38.11%	0.12%	65.00%
36-45	8.00%	16.52%	0.06%	24.58%
46-55	0.69%	1.38%		2.07%
56-70	0.06%	0.17%		0.23%
Grand Total	39.32%	60.51%	0.17%	100%

Employee Distribution (%)	Gender			
Contract type	Female	Male	Other	Grand total
Fixed-term	0.52%	0.06%		0.58%
Permanent	38.80%	60.45%	0.17%	99.42%
Grand Total	39.32%	60.51%	0.17%	100%

Employee Distribution (%)	Gender			
Employment contract	Female	Male	Other	Grand total
Full time	38.86%	59.82%	0.17%	98.85%
Part time	0.46%	0.69%		1.15%
Grand Total	39.32%	60.51%	0.17%	100%

Employee Distribution (%)	Gender			
Country by Site	Female	Male	Other	Grand total
Germany	1.21%	7.66%		8.87%
Lithuania	34.95%	39.67%	0.06%	74.67%
Poland	2.36%	11.74%	0.12%	14.22%
Remote	0.81%	1.44%		2.25%
Grand Total	39.32%	60.51%	0.17%	100%

New employee data (that started working at Nord Security in 2024)

Employee Distribution (%)	Gender			
Age group	Female	Male	Other	Grand total
19-25	6.41%	8.08%		14.49%
26-35	28.27%	37.77%	0.24%	66.27%
36-45	6.18%	11.88%		18.05%
46-55	0.48%	0.48%		0.95%
56-70		0.24%		0.24%
Grand Total	41.33%	58.43%	0.17%	100%

Employee Distribution (%)	Gender			
Country by Site	Female	Male	Other	Grand total
Germany	0.48%	0.48%		0.95%
Lithuania	36.10%	36.10%		72.21%
Poland	3.56%	19.95%	0.24%	23.75%
Remote	1.19%	1.90%		3.09%
Grand Total	41.33%	58.43%	0.17%	100%

Managing employees

Employee Distribution (%)	Gender		
Contract type	Female	Male	Grand total
Fixes-term	0.65%	0.65%	0.65%
Permanent	41.23%	58.12%	99.35%
Grand Total	41.88%	58.12%	100%

Employee Distribution (%)	Gender		
Employment contract	Female	Male	Grand total
Full time	41.56%	56.82%	98.38%
Part time	0.32%	1.30%	1.62%
Grand Total	41.88%	58.12%	100%

Employee Distribution (%)	Gender		
Country by Site	Female	Male	Grand total
Germany	1.30%	7.47%	8.77%
Lithuania	39.29%	44.16%	83.44%
Poland	1.30%	5.19%	6.49%
Remote		1.30%	1.30%
Grand Total	41.88%	58.12%	100%