SHOWHEROES

ShowHeroes Signs Global Partnership with Cedara for Carbon Intelligence Software to Further Extend Media Sustainability Strategy

Berlin, 8 November 2022 - The strategic partnership with Cedara enables ShowHeroes to measure, reduce, report, and share its carbon footprint across the media supply chain.

Cedara, the first end-to-end carbon intelligence platform empowering businesses and their employees to seamlessly take climate action, is announcing its collaboration with ShowHeroes, a global independent leader in digital video content, tech, and advertising solutions. By leveraging Cedara's Enterprise product, ShowHeroes will holistically measure its carbon footprint across business operations, as well as its ad tech and publisher partners, and ultimately share emissions data seamlessly with media buying partners such as brands and advertising agencies.

ShowHeroes provides publishers with valuable content, innovative technology, and sustainable monetization solutions while creating an engaging and brand-safe environment for advertisers. Its high-quality inventory aggregates a wide range of audiences across more than 4,000 websites and 1 billion unique users. The company is an industry leader in promoting sustainability through its employee-led climate projects and its recent launch of **ShowHeroes Green Media**. Through their partnership with Cedara, ShowHeroes will now be able to embark on the advertising industry's collective goal of becoming net zero by 2030 and meet their clients' sustainability objectives.

"Sustainability and being eco-friendly is at the core of our company culture," said Ilhan Zengin, CEO of ShowHeroes Group. "We're excited to work closely with Cedara to

not only decarbonize our own business but also our broader supply chain, across all markets."

"We applaud ShowHeroes for being one of the most forward-thinking companies in the media ecosystem by partnering with Cedara to tackle the climate emergency," said David Shaw, CEO of Cedara. "Through its broad network of agencies and brands, ad tech platform partners, and publishers, ShowHeroes can make a significant impact on emissions transparency and reduction in the media supply chain."

About ShowHeroes

ShowHeroes is a global leader in digital video content, tech, and advertising solutions. The company was founded by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin, and employs more than 400 people worldwide in 28 strategic hubs throughout Europe, the Nordics, LATAM, and the US. Since its inception, ShowHeroes Group has grown both organically and through mergers and acquisitions. According to Deloitte, it is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021.

About Cedara

Cedara, founded in 2021, is on a mission to help businesses decarbonize and to build a more sustainable future. With its end-to-end carbon intelligence software platform, Cedara enables organizations of any size, along with their employees, to measure, reduce, offset and report on all carbon emissions. Cedara adopts a high-impact, data-driven approach to develop transformative solutions for enterprises and their partners to accelerate the shift to a climate-friendly economy. To learn more, please visit cedara.io