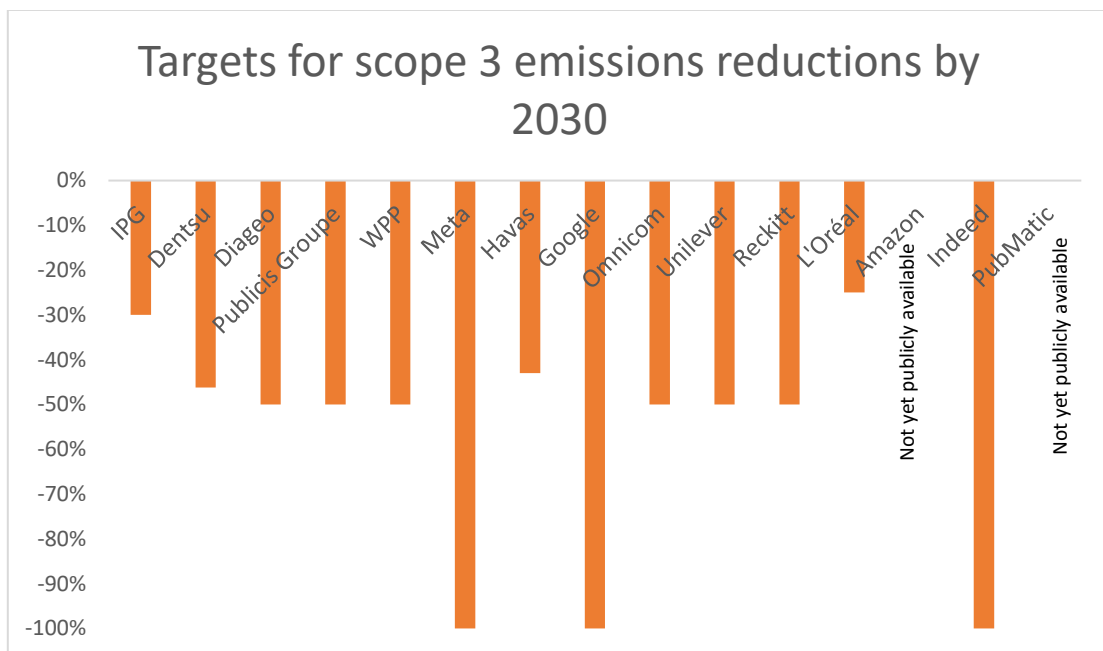
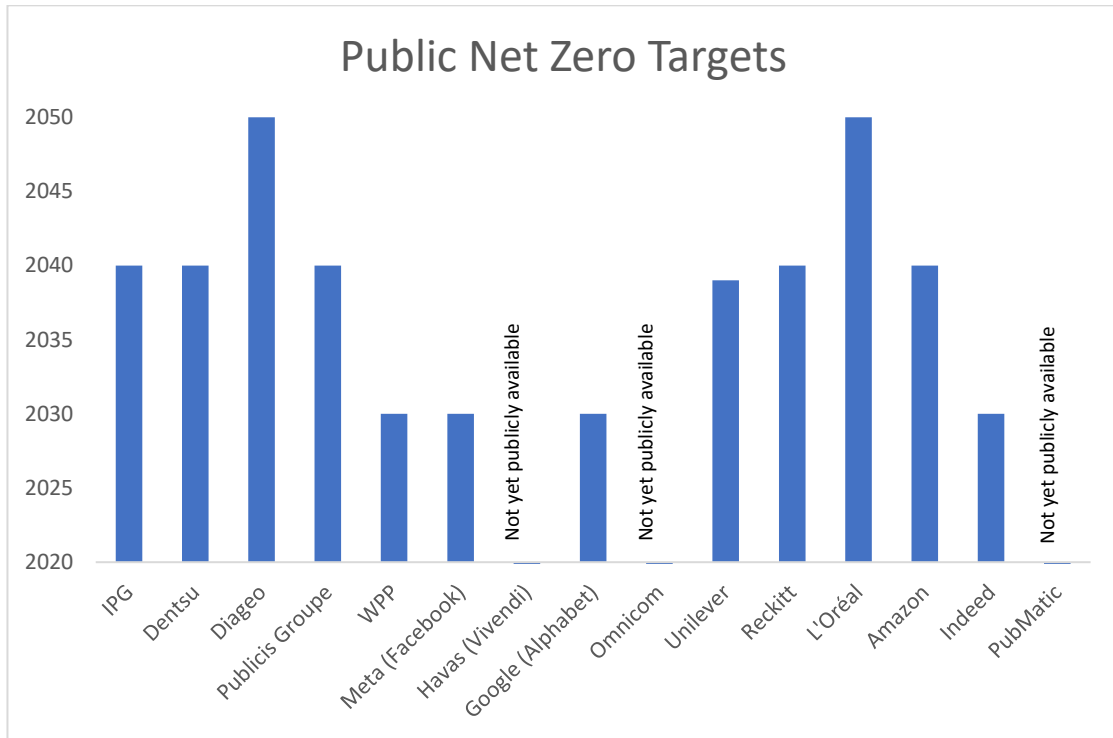
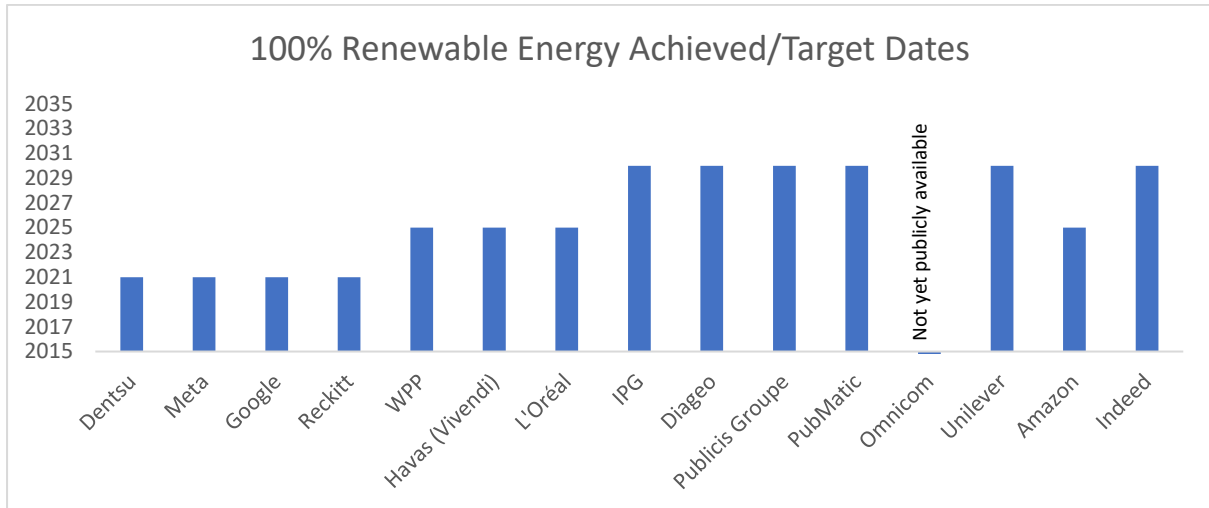


Tracking Ad Net Zero's Global supporters paths to net zero - June 2023

Ad Net Zero has reviewed the publicly released plans of its Global Group to establish a more informed view of how and when Ad Net Zero Global supporters can be expected to reach net zero for their emissions. The following charts show several commitments that have been made public by each of the commercial organisations in the Global Group. This information is based on materials found in the public domain as of June 2023.





Key points to note:

- Ad Net Zero is now operating in territories collectively representing 45% of the world's ad market by spend (WARC 2022).
- Overall Ad Net Zero Global supporters, when weighted by 2022 revenue, have a 2030 scope 3 emissions reduction target of -46.8% by 2030.
- Of the world's ten largest advertising companies, 80% of them are Ad Net Zero supporters through their holding companies (*Source: Zippia*).
 - 4 of these holding companies have net zero targets publicly announced of 2040 or sooner.
- Three of the world's three largest tech companies are Ad Net Zero supporters, in 2021 these provided advertising services representing 74% of online advertising spend, and 47% of all money spent on advertising.
 - All of them have net zero targets publicly announced of 2040 or sooner.
- Three of the world's largest brand advertisers are Ad Net Zero supporters.
 - All of them have net zero targets publicly announced of 2050 or sooner.