

Luxembourg, 24.04.2025

Public

Environmental and Social Data Sheet¹

Overview

Project Name:	DANADS II (IEU FT)
Project Number:	2024-0570
Country:	Sweden
Project Description:	The project focuses on the further enhancement of the promoter's self-serve advertising platform by developing and using advanced machine learning algorithms and natural language processing as well as by investing in sales and marketing resources to expand market reach, all in order to improve the advertising experience for media owners, brands, and consumers.

EIA required:	no
Invest EU sustainability proofing required	yes
Project included in Carbon Footprint Exercise ² :	no

Environmental and Social Assessment

Environmental Assessment

The investment will support the promoter in the implementation of its mid-term roadmap with regard to technology and product development, including advanced capabilities in the area of Artificial Intelligence and digital advertising. The project activities do not fall under the Annexes I or II of the EIA Directive 2011/92/EU as amended by the Directive 2014/52/EU. The project will be carried out in existing facilities, already authorised, that will not change their scope due to the project.

Climate Assessment

The project is considered as aligned to the Paris agreement both in terms of i) climate mitigation as the project meets the low-carbon criteria as published in the EIB Climate Bank Roadmap (Annex 2 Table B 'Industry and related RDI') and ii) climate adaptation and resilience with physical climate risks assessed as not material to the activity.

EIB Paris Alignment for Counterparties (PATH) Framework

The PATH framework does not apply to SMEs, such as DanAds.

¹ The information contained in the document reflects the requirement related to the environmental, social and climate information to be provided to Investment Committee as required by the Invest EU Regulation and it represents the equivalent of the information required in the template of the InvestEU sustainability proofing summary

² Only projects that meet the scope of the Carbon Footprint Exercise, as defined in the EIB Carbon Footprint Methodologies, are included, provided estimated emissions exceed the methodology thresholds: 20,000 tonnes CO₂e/year absolute (gross) or 20,000 tonnes CO₂e/year relative (net) – both increases and savings.



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Other Environmental and Social Aspects

The project does not carry any significant labour risks and risk to health and safety is minimal with the overall social risk being low.

Conclusions and Recommendations

Sustainability proofing conclusion: The Project is carried out in compliance with applicable national and EU environmental and social legislation. Based on the environmental, climate and social information and based on the review of the likely significant environmental, climate and social risks and impacts and the mitigation measures and management systems in place, the Project is deemed to have low residual environmental, climate and social risks and impacts. No further sustainability proofing is therefore required.

Considering the above, the investment is acceptable for EIB financing in Environmental, Climate and Social terms.