

# Fruggr acquires CarbonScore: a strategic alliance to create a leader in Sustainable IT

**Paris, January 14, 2025** — Fruggr, a SaaS solution specializing in IT performance optimization with an ESG approach, announces the acquisition of CarbonScore, a recognized leader in promoting digital sustainability. This strategic move aims to achieve a dual objective: offering a comprehensive platform to measure, manage, and transform the digital impacts of businesses while actively engaging employees in this process.

In a world where the digital sector accounts for over 4% of global greenhouse gas emissions, this alliance marks a significant milestone for the sustainable IT market, reinforcing Fruggr's ambition to become a global leader in the sector.

## An acquisition supported by a shared vision

Fruggr and CarbonScore share a common vision: leveraging digital technology as a driver of sustainable transformation. Already adopted by one-third of CAC40 companies, Fruggr's solution excels in analyzing and optimizing the environmental and social impacts of digital ecosystems.

With the integration of CarbonScore, Fruggr enhances its offering with engaging awareness features, including micro-learning modules, collaborative dashboards, and motivational challenges. This approach has already won over organizations like Bordeaux Métropole, EDF, Rémy Cointreau, and Vinci.

"The success of a Sustainable IT transition relies on the involvement of all employees, not just impact measurement," says Frédéric Marchand, CEO of Digital4Better, Fruggr's parent company. *"With CarbonScore, we combine analytical rigor with collective engagement to deeply transform corporate digital practices."*

## Concrete solutions to address digital challenges

Amid exponential growth in data volumes (+33% annually) and rising IT costs, Fruggr and CarbonScore provide a unique solution. It combines robust ESG indicators with an engaging awareness dynamic, enabling companies to meet increasing investor and regulatory demands while achieving their sustainability goals.

A concrete example: Monnaie de Paris, facing a 30% annual increase in data volumes, successfully reduced its carbon footprint while achieving an employee engagement rate of 87% thanks to CarbonScore.

*"The massive storage of data and the growing use of technologies like artificial intelligence significantly increase environmental impacts,"* reminds Jean-Christophe Bories, CEO of TechUpClimate, CarbonScore's parent company. *"Our tools not only measure these impacts but also provide actionable ways to reduce them."*

## **A market in consolidation**

The ESG solutions sector is currently experiencing a phase of consolidation, marked by a wave of mergers and acquisitions. These developments reflect the market's growing maturity and companies' desire to move beyond simple compliance reporting to implement actionable plans for improving their impact.

The acquisition of CarbonScore by Fruggr aligns perfectly with this trend, strengthening their ability to meet the demands of a market seeking comprehensive solutions that combine analytical rigor with employee engagement.

## **An international ambition for the French GreenTech Fruggr**

This acquisition also represents a key milestone in Fruggr's international growth strategy. With its recent expansion into Canada, the French GreenTech company continues to scale its operations to support large organizations in achieving sustainable digital transformation.

The goal is ambitious: to prevent 70,000 tons of CO<sub>2</sub> emissions by 2030 through optimized digital practices.

### **About Fruggr**

Fruggr is a SaaS solution dedicated to managing and optimizing IT performance with ESG criteria. Trusted by leading companies like EDF, L'Oréal, BPCE, Accor, and ADEME, Fruggr delivers precise analyses and actionable recommendations to improve the environmental and social impact of digital infrastructures. Certified B Corp and labeled GreenTech Innovation by the French Ministry of Ecological Transition, Fruggr is renowned for its innovative and responsible approach.

### **About CarbonScore**

Founded in 2019, CarbonScore is a French startup committed to driving sustainable digital practices through technological solutions. Believing that employees are key to successful ecological transitions, the platform measures employees' daily digital impact using real data. Through gamification, the platform fosters learning and engages employees long-term, achieving significant reductions in their footprint.