

2025 Wrap Up

# A Year of Change

24Slides



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We **care**

We are **ambitious**

We are **brave**

We keep **growing**

We **trust** in each other

# Introduction

2025 has been a year of change, growth, and new opportunities for 24Slides. At our core, we exist to help businesses communicate visually, turning ideas into presentations that are clear, engaging, and impactful. From startups to global enterprises, our work empowers clients to tell their stories with simplicity, creativity, and confidence.

In 2025, we've experienced meaningful transformations. We've all welcomed a new team member, our new CEO, who's bringing fresh perspectives and energy to the company. We've also celebrated the long-awaited opening of our new office in Indonesia, a project years in the making. This milestone is more than just a physical space; it embodies our commitment to creativity, collaboration, and providing an environment where our people can thrive.

Change brings challenges, but it also brings opportunity. Throughout 2025, our teams have shown resilience, adaptability, and dedication - qualities that make us proud to be part of this company. Each accomplishment, whether large or small, reflects the collective effort and passion of everyone - all 277 people - here at 24Slides.

As you read through this Wrap Up, we hope you feel the excitement we share for the future. 2025 has been about laying the foundation for what's to come - in our people, our work, and the solutions we deliver to our customers. We are humbled by what we've achieved so far and inspired by the possibilities ahead.

Happy reading!

# Year in Perspective: Thoughts from the Founder and CEO



## Just 6 months in, and already blown away by the ambition and a strong sense of purpose

My first six months at 24Slides have been some of the most energizing in my career. When I joined, I hoped to find a company with real purpose – and what I found was even stronger. A sense of purpose you can feel the moment you walk into any office. A culture where people genuinely care about each other, about our customers, and about the impact we create. I came here because our purpose inspired me. Now it is what motivates me every single day.

We have aligned our leadership team around a clear direction and a shared belief: Business and purpose grow stronger together. Our new strategy reflects that. We aim to be the leading enterprise presentation design partner, combining AI-powered efficiency with the human creativity and judgement enterprises depend on. Technology will accelerate us, while our people perfect the final 20 percent that creates impact, trust, and quality.

What moved me most this year were the moments where our purpose became personal. Experiencing the work of our CSR partners – ANIQUEM in Peru, KNDJH in Malang, and Sahabat Anak Kanker at the pediatric cancer ward – showed me what Designing a Better Future looks like in real life. It is compassion turned into action. It is creativity bringing comfort, opportunity and hope.

And then there is the community that makes all this possible. The energy in our offices. The openness in every conversation. The 24League with its teams, fans and entrepreneurial spirit. This is what happens when people are empowered not just to design, but to build something meaningful together. I am incredibly proud of what I have seen. And I am more confident than ever in where we are going. Thank you for the passion, the talent and the heart you bring to 24Slides.

Let us keep Designing a Better Future together. - **Nikolaj, CEO**

## I fired myself!

As we close the chapter on 2025, I'm filled with immense pride for a year defined by bold transitions and future-focused growth. It was a year of honest reflection, culminating in a pivotal decision for our journey: I fired myself as CEO.

This wasn't an ending, but a new beginning. After 13 years of bootstrapping 24Slides to a global team of over 277, I realized the leadership we need for our next chapter is one whose core strength is scaling. That clarity led me to welcome Nikolaj Bastiansen, a leader with a proven track record, as our new CEO. This transition allows me to double down on my own superpower - imagining what's next. As owner, I am now fully dedicated to driving our future through Automation and AI, which will be completely transformational for 24Slides. Our goal is clear: to lead this evolution within our industry.

Our leadership team successfully transformed our commercial structure this year, significantly ramping up our competencies to confidently tackle enterprise clients at scale.

A defining milestone this year was the opening of our state-of-the-art, 3,000-square-meter office in Indonesia. From the beginning, we set out in Indonesia with a vision of raising the bar for our employees' workspace. We have finally realized this ambition with an office that stands as one of the best, if not the best, in all of East Java. I am incredibly proud of this achievement.

We fundamentally transformed our commercial structure to scale with enterprise clients. A change that included reshaping our team, launching new products, and retiring older ones. Our intensified commitment to automation, AI, combined with security, new leadership, and a sharper commercial focus, positions us strongly for the future. - **Tobias, Founder**

# Grand Opening in Malang, Indonesia

Our new office was designed and built to prioritize generous space, comfortable workstations, abundant natural light, calming greenery that supports biodiversity, and a strong commitment to reused and recycled building materials throughout.

## A few facts

Square  
meters:

**2.320m<sup>2</sup>**

Working stations:

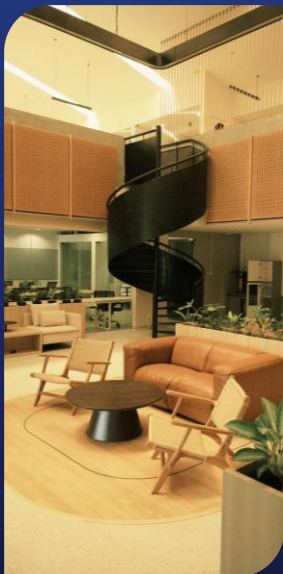
**462**

Windows:

**162**

Plants:

**246**



*"This year has reminded me how far we have come and how much we have grown together. I am deeply grateful to the Malang team for their valuable input, to our colleagues in Denmark for their steady support, and to all vendors who helped bring this vision to life. Most importantly, I thank our Office Team, Finance Team, and everyone who contributed, both visibly and quietly in the background. This office is more than a building. It is a reflection of who we are - a group that listens, collaborates, learns, and grows with purpose." - Sartika, Office Governance Manager, Indonesia*



# Our Purpose:

# We want to be **Designing** a **Better Future**

We empower our people, communities, and customers with unparalleled opportunities, creating impact within and beyond the company. We demonstrate how running a socially responsible business leads to long-term sustainable success.



## Our People:

We believe talent exists everywhere, yet opportunities are not always equally distributed. Through a combination of training, leadership development, and extensive benefits, we create opportunities for our people to grow — both personally and professionally.

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## Our Communities:

Our commitment encompasses the local communities in which we operate. By supporting local communities, fostering local partnerships, and engaging with educational institutions, we create a positive ripple effect that benefits everyone involved.

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## Our Customers:

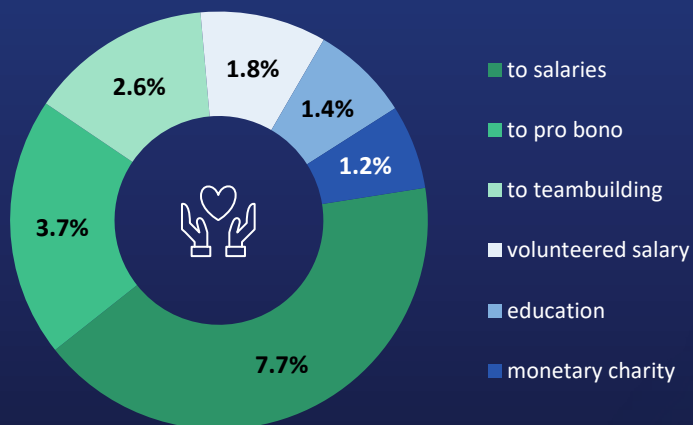
We enhance our customers' daily experiences through impactful and compelling design presentations. By choosing to partner with us, our customers not only enjoy this elevated experience but actively contribute to creating positive change in the world.

# Investing in Impact

Each year, we commit resources to the initiatives that bring our purpose to life - supporting the communities we work with, empowering our team, and driving positive change through design.

Our 2025 impact investments include donations, employee-driven activities, development courses, internal monetary support programs such as our Educational Support Program, and a portion of the salaries for colleagues dedicated - and directly involved in making our purpose happen.

Together, these efforts reflect our belief that doing good must be built into how we grow - not added on top.



In 2025, a total of 18.4% of our profits went directly into our purpose of Designing a Better Future!

# Our people in numbers



*4 Locations*

**277**

Total number  
of **FTEs**

**11**

New hires

**98.2**

Retention rate

**78**

Engagement Rate

**40%**

FEMALE

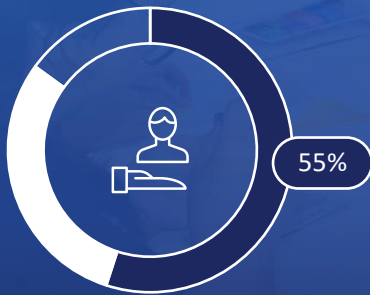


MALE

**60%**



# Investing in Young Talents – globally.



- FTEs below 30: **141 (55%)**
- Average age: **30**

Interns in Indonesia – a part of our commitment to empower young talents.

- ✓ 12 interns across 7 departments
- ✓ Enjoyment score: 75%
- ✓ Learning and skill development score: 100%
- ✓ Personal development score: 98%

“The culture at 24Slides was incredibly supportive and inspiring. From day one, I felt welcomed and appreciated, which made it easy to open up, ask questions, and grow. What really stood out to me was how much the team trusted and encouraged us as interns. We weren’t treated like outsiders or just “temporary help.” Instead, we were given real responsibilities and chances to contribute to actual projects.” - **Former Intern in Indonesia.**



# Upskilling our people

## Skills and competence booster

Over the past year, our employees have completed a wide range of courses through our internal learning platform, covering everything from compliance and sustainable responsibility to professional development and leadership skills. This reflects our commitment to continuous learning and ensuring that our team has the knowledge and tools to make a positive impact on both the business and society.



Completed  
courses

# 173

*“From online classes to workshops, our teammates have been leveling up their technical skills, soft skills, and leadership skills. It’s awesome to see how everyone keeps learning and leveling up together. This kind of learning spirit is what keeps us moving forward and creating real impact across the company.”*

– **Bryan**, People Development Manager

## Leadership forum

Our Leadership Forum brings together team leaders regularly for knowledge sharing, training, and discussions on a variety of topics to strengthen leadership skills and foster effective, supportive management.

We have monthly forums with team leads and managers, covering topics like emotional intelligence, performance management, decision making and strategic thinking.

# Connecting, Creating, and Having Fun

At 24Slides, being social is not just about having fun - it's about challenging ourselves, learning new skills, maintaining creativity, and strengthening our bonds across the globe. Over the past year, our teams have connected across the globe, from visits to new offices by our CEO and founder to colleagues traveling between Peru and Indonesia.

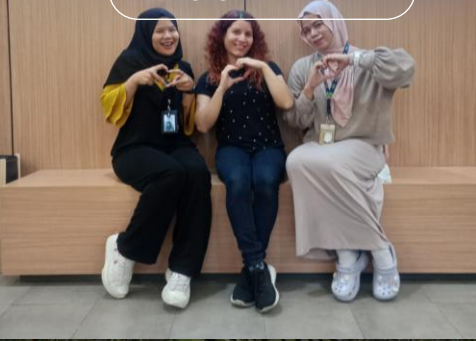
Closer to home, employees have taken part in a rich mix of local events and activities: celebrating Halloween and Peruvian Independence Day, crafting charms and chains, joining the book club, playing FIFA, Dungeons & Dragons, and board games, solving puzzles, practicing yoga, making music, playing football and badminton, trying archery, taking dance classes, cleaning beaches, and going on excursions.

These activities reflect the vibrant and inclusive culture we foster at 24Slides - where work and play go hand in hand, creativity is celebrated, and connections are built across teams, departments, and continents.



# 24Slides

2025 WRAP UP



# Our Communities in Numbers



**7,716.31\$**

## Monetary donations

*To support our local communities*



**19,718\$**

## Pro bono

*an increase by 48,5% since 2024*



**1,080 hours**

## Hours volunteered

*an increase by 62,5% since 2024*



# 24Academy

## Our commitment to growth

24Academy is 24Slides' free online learning platform, designed to give back and support the growth of opportunities in our local communities. Through accessible courses on skills like presentation design, AI tools, and English, 24Academy helps learners gain practical knowledge to advance their education and career prospects.

By sharing our expertise, we aim to empower individuals, reduce inequality, and create lasting positive impact in the communities where we operate.

### In 2025

Courses

5

Students

86

Score

9,2/10

Since its launch, 24Academy has reached over **163 students** in Indonesia and Peru, empowering learners in our local communities to gain new skills and create opportunities for a brighter future.

*"Contributing to 24Academy isn't just about giving, it's about growing. Every time someone leads a session, shares their story, or joins an impact activity, they gain new insights, confidence, and stronger skills. The positive energy we put out through 24Academy always comes back, making us more connected and ready to grow together" - Rizal*

*"It's my pleasure to assist the CSR team in organizing and making this wonderful program. I had great times when I was doing it as well." - Giska, English Teacher, Indonesia*



# SlideAid

SlideAid is our Pro Bono program offering free presentation redesign services to NGOs and non-profit organizations, helping them elevate their messages with high-quality design.

Through various activities, such as our summer campaign and partnership with SOS Children's Villages, we redesign slide decks for free, enhancing their visual communication and helping them secure funding for impactful projects.

Number of slides redesigned:

734

Value of slides redesigned:

19,718\$

Satisfaction Score:

4,5/5



## *I use 24slides and I am hooked*

*I use 24slides and I am hooked! It saves me a vast amount of time and the slides look so crisp after their excellent work. I usually work under quite tight deadline and 24slides have delivered well before time – every time. Fully recommend!*

SlideAid started back in 2022 and has since managed to redesign **1,585 slides** for free to support NGOs - adding up to a value of **47,580\$**.

# SOS Children's Villages partnership

In June 2024 we entered a pro-bono partnership with SOS Children's Villages Denmark, one of the world's largest organizations dedicated to supporting vulnerable children and strengthening families. What began as a shared belief in the power of communication soon evolved into a partnership founded on purpose, collaboration, and tangible impact. In 2025 the partnership truly took off and have now generated:

Number of slides redesigned

327

Value of slides redesigned

7,038\$



# Volunteering with 24Slides

In 2025, our 24Volunteer program continued to empower employees across all our offices to support the causes that matter most to them. Through three paid volunteer days a year, colleagues took part in a wide range of meaningful activities - some initiated by 24Slides, others entirely self-driven.

This year's efforts included painting and brightening the walls of a children's cancer ward, distributing food to families during Ramadan, supporting elderly community members through sports and movement activities, and many more local initiatives that brought real impact to the places where we live and work. Together, these diverse projects reflect the spirit of our team and our commitment to giving back.



Hours volunteered  
in 2025

**1.080**



“Giving to others teaches us just as much as it helps them. Every volunteer activity is a chance for our employees to grow, connect, and bring renewed energy and insight back into their work.” - **Holk, Chief Impact Officer**

Ramadan, Malang



Visual Healing, Malang



Blood donations, Malang



Mural Painting, Lima



Retirement Center Olympics,  
Copenhagen

# Global activities

At 24Slides, our global initiatives are designed not only to create impact in the communities we serve but also to connect our colleagues across the world around shared goals and values. Among the many activities in 2025, our annual **Global Challenge** continues to be a highlight, fostering the highest participation and engagement of the year. This year, **238 colleagues** took part, committing to get active for at least six hours over the course of a week. To amplify the impact, a donation of **\$4,760** was made to charity on behalf of all participants — a powerful reminder that personal effort can translate into real-world change.



“This annual initiative transforms personal dedication - be it walking, running, or working out - into tangible support, showing every team member their direct role in providing vital aid to community in need.” - **Bayu, CSR Manager, Indonesia**

“Fun as usual! It’s always meaningful — healthier body, and helping others, double benefit!” - **Global Challenge Participant**



Beyond the Global Challenge, we run a variety of initiatives aimed at promoting sustainability and well-being across our offices. During **Green Awareness Month**, we highlighted our global waste management policy, shared practical tips for recycling and reducing waste, tracked commuting patterns, and promoted courses on sustainable practices — encouraging everyone to think about the environmental impact of their daily choices.

As a first in 2025, we introduced the two-week **“Less Scroll”** Challenge, encouraging colleagues to reduce screen time, conserve energy, and prioritize mental health. By combining environmental mindfulness with personal well-being, we aimed to create habits that benefit both individuals and the planet.

# Local activities

Alongside our global initiatives, 24Slides colleagues actively contribute to local projects that strengthen communities and make a tangible difference where we live and work.

In 2025, these initiatives spanned a variety of causes and geographies: in **Denmark**, employees organized a clothing collection for homeless people in Copenhagen; 83,72 kg donated, plus more to come from fellow B Corps who we invited to join this activity. In **Indonesia**, colleagues did blood donations with the Red Cross and supported co-driving initiatives to improve environmental awareness and reduce commute pollution.

In **Peru**, we also partnered with ANIQUEM, supporting children who are burn victims through both waste-reduction initiatives and donations, while engaging in local collaborations with educational institutions to provide guidance, mentorship, and creative support. Each of these activities reflects our commitment to acting locally, addressing specific community needs, and empowering colleagues to take initiative.

In **Ukraine**, our colleagues came together to bring a little extra joy to children who have had to leave their homes because of the nearby frontline. They joined the “St. Mykola’s Oleni” initiative, where children write letters to Santa and caring adults help make their wishes come true.

Our team collected funds to buy a gift for a 6-year-old boy who was recently evacuated, and 24Slides matched their donation - meaning another child’s holiday wish will also be fulfilled. A small gesture, but one filled with heart, hope, and the spirit of the season.



24League:

# Sponsoring sports, fun & community

24League is an independent, employee-initiated football club supported by 24Slides as a sponsor. Run by its own committee, the club promotes football, community, fun, and health, while aiming to engage not only our colleagues but also the wider local community. We are proud that the club has chosen to carry the '24' name.



#### Number of games in 2025:

**108 matches** - a mix of football, futsal and mini soccer matches



#### Club members:

**80** (20% of the players are represented by non-colleagues)

“

The 24 League isn't just about football - it's about connection, teamwork, and shared energy. Huge thanks to 24Slides for making it possible!" - **Vian, 24Slides**

"24League turns fans into players. What I once thought was only for the pros on TV is now real - and I'm experiencing it myself. I hope that I can experience the same things next year" - **Amon, 24Slides**





# Our customers

Slides produced

276,482

Hours saved our customers



145,971

Satisfaction



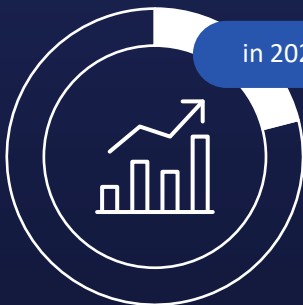
score

4,5/5

Customer growth

+ 23%

in 2025



Countries served

69

Since 2013, we've redesigned more than **1,927,888** million slides and saved our customers **1,061,303** million hours of work (and frustrations).

# Introducing

# Premium

With our Premium service, our customers can become slide experts. 24/7 access to world-class slide design ensures your content is transformed into stunning presentations.

## Scale expert slide design across your business:



Work with a team that knows your brand inside and out



Mutual commitment to training and skill development



Guaranteed capacity, every time



Dedicated design team and account manager



10 hour turnaround



*“The partnership with 24Slides has allowed us to scale our marketing operations with quality and efficiency. The service we receive is extremely responsive, tailored to our needs and allows us to smoothly manage workload fluctuation throughout projects. Exactly what we need!”*

# AI as an integrated tool!

This year also marked the beginning of our most ambitious push into AI & automation. We see enormous potential to rethink how we work, elevate our creativity, and deliver a sharper, more impactful experience for our customers. To accelerate this shift, our founder, who transitioned away from the CEO role, now leads this agenda with full focus.

We are investing heavily in this area and have already integrated several AI-driven tools that automate key processes, enabling our designers to focus on what they do best: creating exceptional work. This transformation directly supports our purpose of designing a better future for our customers, our communities, and our people, by elevating the value of what humans can deliver. And our customers will feel a significant leap forward as this evolution continues.

# Expanding our commercial activities in our emerging markets

In 2025, 24Slides has continued to expand its commercial presence in emerging markets, strengthening our sales operations in Indonesia and enhancing marketing efforts in Peru. These initiatives reflect our commitment to growth, local engagement, and providing tailored solutions to meet the needs of clients in diverse regions.



*“Building our Customer Success team right here in Indonesia is a dual investment: it streamlines efficiency by embedding commercial access directly within all local functions, ensuring smoother service and communication across the board, and, critically, it establishes a robust new ladder for career advancement that recognizes and elevates our exceptional Indonesian talent.”* - **Yudha, Customer Success Manager, Indonesia**

*“By expanding our CS team in Indonesia, we’re strengthening the global commercial structure behind our strategy and tapping into the amazing talent across 24Slides. More capacity in Indonesia means better support for our global enterprise customers, tighter cross-market collaboration, and a stronger foundation for sustainable growth. All in service of designing a better future in emerging markets.”* - **Christian, Head of Sales, Denmark**

*“Over the past years, customer understanding and team synergies have grown enormously, and the demand for deeper, more impactful content has only increased. Expanding our teams in Indonesia and Peru is something we truly look forward to, and we’re excited for the impact this will create”* - **Dan, Chief Commercial Officer, Denmark**

# Environmental Responsibility

In 2025, environmental responsibility has become an increasingly important focus for 24Slides. While we are a fully digital company with no production lines, we recognize that we still have a responsibility to reduce our environmental impact. Beyond initiatives like Green Awareness Month, the Carbon Hero campaign, and the Less Scroll Challenge, we've taken the next step by implementing our first Environmental Management System (EMS) — laying the foundation for structured action and transparency, which will be detailed further in this report.

We are also proud to support environmental action through partnerships with local organizations, including ANIQUEM in Peru and ILitterLess in Indonesia, helping us extend our positive impact beyond the office and into the communities where we operate. **If you want to learn more about our EMS, feel free to reach out!**

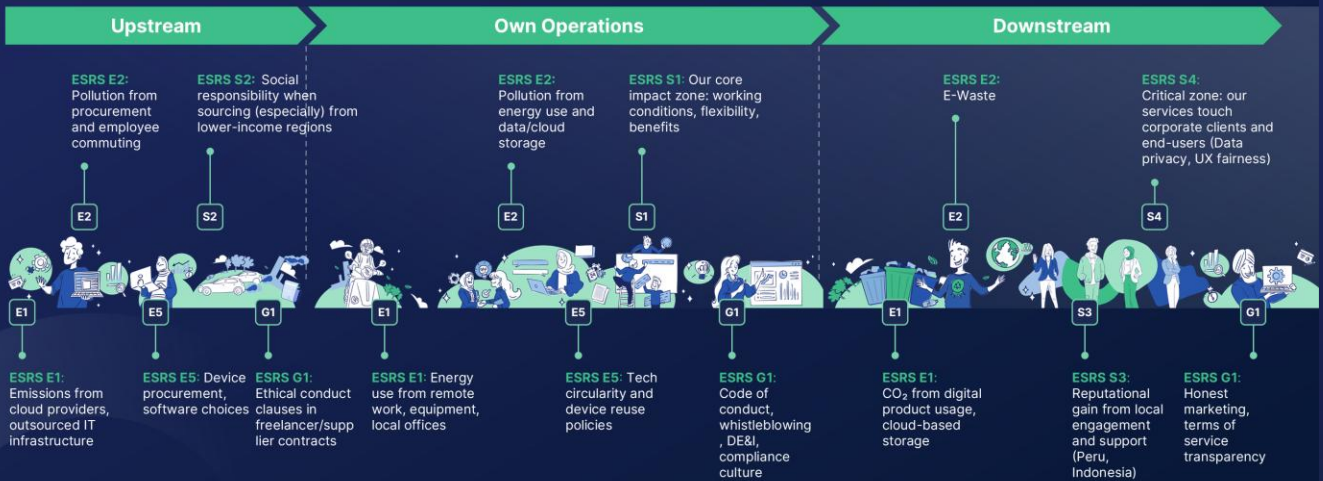


# Our First Double Materiality Assessment

In 2025, we also took important steps to strengthen our sustainability governance. We conducted a light Double Materiality Assessment (DMA) to identify the environmental, social, and governance topics most relevant to our business and its stakeholders.

We are happy to share our DMA and learnings upon request.

## Our Value Chain



*“We are continuously learning how we can reduce our emissions and take responsibility for our environmental impact. At the same time, our social initiatives will always remain our top priority, as we believe this is where we can create the most meaningful and lasting impact for our people and communities.” - Holk, Chief Impact Officer, Denmark.*

# A big thank you to our Impact Ambassadors!

Our Impact Ambassadors are recognized for doing an extraordinary job with our CSR activities. They are key to taking our initiatives to the next level, going above and beyond in volunteering and representing our purpose: Designing a Better Future.

And, directly to our impact ambassadors: You go the extra mile, are deeply engaged, and make sure our impact activities reach every corner of our offices and colleagues. Your efforts help ensure that our purpose isn't just driven top-down, but lived and implemented by everyone across the organization. Thank you!



Sheeta



Amon



Vania



Karen



Oliver





# Certifications

24Slides is proud to uphold the highest standards of responsibility and trust. We are a certified B Corp, reflecting our commitment to social and environmental impact, and hold SOC 2 Type 2 certification, demonstrating our dedication to security, privacy, and operational excellence.



# Leading Enterprise Design – Powered by AI, Perfected by People, Driven by Purpose

24Slides

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