



Sustainability report 2025

Maximising the positive effects of
tourism, exceeding the negative ones

A word from the CEO

► At Apollo, we see travel as a gift - a unique chance to explore, to learn, and build connections around the world. We also recognize that this gift comes with responsibility.

Being part of one of Europe's leading tourism organizations, with a strong presence across destinations, gives us both responsibility and the opportunity to make a difference. We are convinced that travel, when done responsibly, can create jobs, strengthen local economies, and foster understanding between people and cultures. With this belief at our core, we remain committed to long-term and transparent sustainability efforts.

During the year, we have continued to develop our sustainability work in practical ways. Improving the environmental performance of our offices and operations, and continuously helping our customers make more conscious travel choices are important steps forward. Together with our partners in destinations and source markets, we work to ensure that tourism creates value while respecting its limits.

I am particularly proud of our commitment to the DERTOOUR Foundation, which unites the Group's social engagement world-wide. Supporting more than 80 projects, the foundation helps local communities, protects natural habitats, and promotes animal welfare. These initiatives show how

tourism, when done thoughtfully, can leave a positive mark - which is always Apollo's aim: to reduce the negative impacts of travel while amplifying the positive effects. We also continue to support research and new solutions that reduce the climate impact of travel. Our partnership with Renfuel, developing renewable fuel based on forest industry residues, is one example of how innovation can help move our industry forward.

For us, sustainability is non-negotiable. Our ambition is always to keep improving the way we travel and to contribute to a tourism industry that creates value while respecting its limits. But we cannot do it alone. To our employees, partners, and customers - thank you for your continued trust, effort, and support. Together, we make it possible to explore the world with care, respect, and awareness.

Sincerely,



Tobias Jönsson



About the report

► DERTOUR Nordic AB, a part of the DERTOUR Group, has been steadfastly dedicated to sustainability across all its entities for many years. Apollo, a key brand under its umbrella, established its first sustainability strategy in 2009 and achieved Travelife certification, becoming the first tour operator in Scandinavia to do so, in 2015.

This sustainability report encompasses the Apollo organization in Sweden, Denmark, Norway, and Finland, and complements the local Nordic Annual Report for 2025.

The report covers the sustainability strategy and initiatives of DERTOUR Nordic. As Apollo is a part of an international group, its sustainability endeavors also have a global influence, reflected in the group's strategy, code of conduct, policies, and goals.

The report is structured around the three standard pillars of Environment, Social and Governance. Each chapter presents our approach, our initiatives and our results.

The data presented in this report was collected in Q1 of 2026 unless specified otherwise.

apollo 


LIME TRAVEL

DERTOUR
GROUP

Golf Plaisir



Our key achievements in 2025

100%

All Apollo offices utilize 100% renewable electricity, emphasizing environmental responsibility and compliance with EU standards.

Sustainable infrastructure

All four Nordic offices are housed in modern or renovated buildings focused on energy efficiency and environmentally responsible operations.

**65% women
35% men**

Achieved 96% contract load factor and a 65/35 gender split (female/male), highlighting operational efficiency and workforce diversity.

35.585€
to DERTOUR Foundation
and SOS Childrens Village

Apollo employees and Apollo customers donated to global education, wildlife conservation, and children's welfare through significant financial support.

Also small things matter

Our policy is to turn off all computers before leaving the office, but if they are not turned off they will all shut down automatically at 20.30 h.

All printers automatically go into sleep mode when inactive for 30 minutes.

Lights are automatically turned on when entering a room and will turn off again if there is no activity.

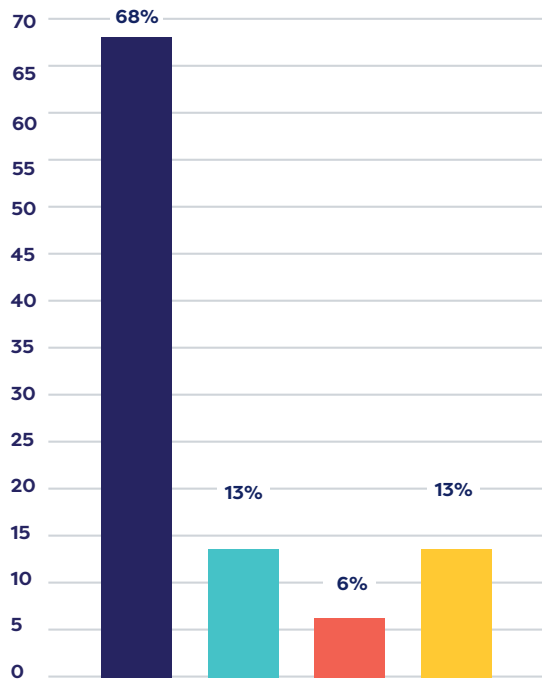


Our Business

▶ Apollo commenced its journey in 1986 as a tour operator specializing in Greece. Today, it has evolved into one of the leading travel companies in the Nordics. Since 2015, Apollo has been a part of the German group REWE, which has over 300,000 employees. The REWE group has a strong tradition of systematically embedding corporate social responsibility into its operations

Apollo offers a diverse range of travel packages, including sun and beach get-aways, fitness trips, cruises, and city breaks. Additionally, Apollo offers self-packaging options, allowing customers the freedom to select the duration of their stay, preferred airlines, and accommodation from a vast selection of hotels worldwide.

275 full time employees across the four Nordic countries.



Apollo, along with the specialist agencies Golf Plaisir, Lime Travel, and Xtravel, as well as the sports resorts Playitas, constitute the DER Touristik Nordic group. Apollo operates in four primary Nordic markets: Sweden, Denmark, Norway, and Finland. In 2025, Apollo served approximately 750,000 travelers annually, reflecting a strong recovery and a more stable operating environment following recent years of disruption.

In the same year, Apollo employs 275 full-time employees across the four Nordic countries. Of these, 68% are based in Sweden (187 employees), while 13% are located in both Norway (35 employees) and Denmark (36 employees), and 6% in Finland (17 employees).

- Sweden
- Denmark
- Finland
- Norway



DERTOUR sustainability strategy

▶ As part of the DERTOUR Group - Europe's second-largest tourism group - we recognize the significant responsibility that accompanies the environmental and social impact of global travel. Safeguarding biodiversity, supporting local communities, and reducing our climate footprint are central to our long-term vision. Our goal is to actively influence the sustainable transformation of the tourism sector, ensuring that future

travel respects both planetary boundaries and the needs of local societies. Tourism has the potential to drive positive development, and we are committed to shaping this potential through responsible product innovation, strategic partnerships, and continuous improvement across our value chain. This approach includes working closely with partners, policy-makers, and industry stakeholders to accelerate the shift toward more sustainable travel patterns.

“DER Welt verpflichtet” – Committed to the World

Our sustainability work is guided by the DERTOUR Group programme “DER Welt verpflichtet” (Committed to the World). The programme consolidates strategic priorities designed to ensure measurable impact across our operations, with four focus areas

- ▶ Conscious Travel – Promoting responsible travel behavior and empowering customers to make informed, sustainable choices.
- ▶ Energy, Climate & Environment – Reducing emissions, resource use, and environmental impact across our value chain.
- ▶ Employees – Ensuring attractive and fair working conditions, employee well-being, and opportunities for development.
- ▶ Social Commitment – Contributing to long-term social progress in the destinations where we operate.

These priorities help us drive meaningful progress - both within the DERTOUR Group and together with the communities and partners who shape our travel experiences.



Apollo, DERTOUR Nordic, sustainability strategy

Our Sustainability Focus

“Apollo, DERTOUR Nordic recognizes its responsibility to shape a more sustainable tourism sector. Our strategic ambition is to minimize negative impacts while strengthening the positive social, cultural, and economic value tourism can create.

We work proactively with partners and destinations to drive this transition and are fully aligned with the DERTOUR Group’s overarching sustainability strategy”.

At Apollo, sustainability is embedded into our operations through the three pillars of Environment, Social, and Governance (ESG). These form the foundation of our procedures, partnerships, and long-term strategic decisions - across the Nordic region and in all destinations where we operate.

Our Sustainability Vision

Apollo’s vision is clear: **“To minimize the negative and maximize the positive impacts of tourism.”**

To translate this into action, we implement an annual sustainability action plan covering all Nordic markets. The plan combines group-wide objectives with local targets for flights, accommodation, supply chains, DMC partnerships, social initiatives, and employee engagement – ensuring that sustainability is integrated from our offices to our destinations.

► Apollo’s vision is clear: **“minimize the adverse effects and maximize the positive impacts of tourism.”**



UN Sustainable Development Goals (SDGs)

In 2015, the United Nations introduced the 17 Sustainable Development Goals (SDGs). These goals serve as an important framework for prioritizing and evaluating our sustainability work. Apollo has chosen to focus on four SDGs where our operations and partnerships can create the greatest impact along the customer journey:



Environment, nature & material risks

► “DERTOUR Group has intensified its work on identifying and managing sustainability risks across the value chain. Key risk areas include climate impact, biodiversity loss, working conditions, human rights, and animal welfare. These risks are continuously monitored to ensure responsible operations and proactive mitigation”.

Environment and nature

Tourism relies on healthy natural environments, and we are committed to protecting these ecosystems while continuously reducing the environmental footprint of our operations. Our ambition is to ensure that customers experience destinations that are both authentic and responsibly managed.

Customers and products

We aim to embed sustainable practices into our product development, ensuring that our customer experiences support responsible travel. In 2024,

we began measuring customer perceptions of our sustainability work in order to strengthen transparency, awareness, and continuous improvement.

Local partners

As a global tour operator, we acknowledge the importance of strong local partnerships. We work closely with suppliers and service providers to ensure that economic, ecological, and social factors are integrated into local operations. Local employment conditions, environmental performance, and community engagement are core evaluation criteria.

Employees

Tourism is driven by people. Our employees' expertise, motivation, and well-being are key to delivering memorable and responsible holiday experiences. We therefore prioritize training, knowledge sharing, and safe working environments across all markets. Committed employees are our greatest asset.

Society

We aim to contribute positively to the communities in which we operate. Through tourism, we support local economic development, job creation, and long-term social perspectives.





Social

Caring for people and communicate it, is in the DNA of Apollo. Among many things we aim to bring out the best of the people working in Apollo, we invest in local communicates and programmes around the world and we actively work to protect vulnerable children and animals.

Inclusive workplace

Our people

Apollo's people are an important part of our ability to deliver safe, high-quality and memorable travel experiences. Our workforce spans the Nordic markets as well as destination operations and includes employees in product, digital, operational and support functions. In addition to our office-based organization, destination staff continue to play an important role in customer delivery and local presence.

Apollo seeks to be a responsible employer with fair and secure employment conditions. Women continued to represent the majority of the workforce in

2025, while men accounted for 35% of employees. Women represented 51% of all managers. Apollo has collective agreements in place in Sweden, Denmark, Norway and Finland, and all employees are covered by pension plans and insurance. Continuous dialogue is maintained with both employees and local trade unions.

We also work to create a workplace where employees can contribute, develop and feel supported over time. Structured dialogue, leadership development, individual development planning and regular follow-up of employee engagement are all part of this approach. Together, these efforts support an

inclusive and sustainable working environment and help Apollo attract, retain and develop talent across the organisation.

Health, Safety and Work Environment

Apollo works to maintain a work environment where wellbeing is an integral part of working life and where health risks are identified and managed in a structured way. Our work environment efforts are carried out in dialogue with employees, and working conditions are adapted where needed to support a healthy, safe and sustainable organisation.



There were no major incidents or work-related accidents among Apollo staff in the Nordics in 2025. Sick leave, both short-term and long-term, is monitored continuously to enable early action and proactive follow-up. Sick leave levels remained within a normal range compared with benchmark. Annual safety reviews are conducted across all Nordic offices, where potential risks are assessed systematically.

To support individual wellbeing, Apollo offers employee health benefits such as a wellness allowance, discounts on fitness facilities, and access to occupational health care services. These measures form part of Apollo's efforts to support a healthy and sustainable working life.

During 2025, Apollo updated its Work Environment Policy and continued to strengthen managers' knowledge and responsibilities in this area. Managers with people responsibility received training on work environment obligations, practical responsibilities and formal delegation structures in order to support compliance with applicable legislation.

Apollo also introduced a workation policy during the year. This allows employees to combine work with travel for a limited period, provided that business needs are met. The policy supports flexibility and work-life balance while maintaining business continuity.

Employee Engagement

Apollo works actively to strengthen employee engagement through continuous dialogue, regular feedback and structured

follow-up. We use a digital employee listening tool that enables us to measure employee experience in real time and from a holistic perspective, giving employees frequent opportunities to share their views and enabling the organisation to respond more quickly at both team and company level.



87% of our employees are engaged and participate in employee surveys

In 2025, we followed a broad set of engagement indicators via our survey tool, reflecting the areas we consider most important for our culture, behaviors and long-term development. These included leadership, work situation, participation, personal development, team spirit, commitment and eNPS, as well as self-leadership, transparency, psychological safety and cross-functional collaboration.

During the year, we also refined parts of the survey framework to strengthen the measurement of several of these priority areas. The survey response rate remained high at 87% of our employees are engaged and participate in employee surveys, underscoring a strong culture of ownership, engagement, and involvement. The high participation rate also provides a solid basis for relevant and reliable data, supporting follow-up, prioritisation and organizational improvement. Regular temperature meetings are held to review results, share insights and discuss both strengths and areas for improvement.



In 2025, the eNPS score remained high and above benchmark with an enps of 20. Results also showed strong commitment and team spirit, while feedback highlighted a continued desire for more personal development opportunities. Employee insight is therefore used not only to understand engagement levels, but also to guide leadership, learning and development priorities across the organization.

Leadership, Performance and Development

Leadership development remained a focus area during 2025. Together with an external partner, Apollo continued to invest in leadership capability through individual coaching, a learning platform, peer learning groups and seminars on leadership-relevant topics. These initiatives supported leaders in strengthening clarity, accountability and trust in their leadership. In addition, selected leaders were given the opportunity to participate in an international leadership programme together with manager colleagues from across DERTOUR Group. This contributes to both individual development and stronger collaboration across the wider organisation. Apollo also adjusted its Performance & Development approach during the year. A

new process was implemented to ensure that all employees have clear individual goals linked to business priorities, an individual development plan focused on growth, and regular conversations with managers to reflect on performance, goal achievement and learning. Continuous 1:1 meetings between managers and employees are encouraged as a natural part of the way we work. During the year, shorter Learning sessions named Learning Nuggets were also introduced to support continuous and practical learning in everyday work.

Equality, Inclusion and Fair Employment

Apollo emphasise equal rights and equal opportunities for all employees. The equal value of every individual forms the foundation of our workplace culture, and we have zero tolerance for discrimination, harassment and degrading treatment. Our Equality Plan supports the equal rights of all employees, regardless of gender, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation or age. We believe that an inclusive workplace supports both employee wellbeing and Apollo's ability to attract, develop and retain talent.

Apollo is also preparing its pay processes for the EU Pay Transparency Directive, which will come into effect in 2026. During the year, pay equity analyses were carried out across the Nordic companies, potential pay gaps were reviewed and internal procedures began to be adapted to support greater transparency, structure and fairness. The ambition is for salaries to be objective, equitable and based on clear criteria, and for employees to understand how pay is determined and developed.

Responsible Employment Practices

Responsible employment practices are an important part of Apollo's sustainability agenda. This includes fair working conditions, transparent dialogue with employees and trade unions, structured people processes, continuous learning and a workplace culture built on respect and accountability. Our people-related work is supported by clear internal policies and guidelines, including our Code of Conduct, Work Environment Policy, Equality Plan and development-related processes. Together, these frameworks support Apollo's work as a responsible employer and help create a workplace where employees can contribute, develop and feel supported over time.



Strategic social partnerships

Apollo has during the last years created several strategic partnerships, selected to cover the different areas of the company sustainability work, such as human rights, sexual exploitation of children, animal welfare etc. The partnerships include a lot of dimensions such as training, seminars, donations, lectures, and customer activities. Each year an activity plan for each partner is developed.

SOS children villages

Since 2004, Apollo has a cooperation with SOS Children's Villages in the Swedish market. As part of the company's CSR strategy, the protection of children and children's right is prioritized and the commitment to give children the opportunity to a safe childhood and education is strong. 2015 Apollo became a partner company of SOS Children's Villages on a Nordic level. Every year money is

donated directly to the work for children's right to a safe upbringing. Apollo's customers can chose to donate money in when they book a trip. Apollo's employees have been able to contribute by an internal lottery held every year. In 2025 customers wand employees together donated approximately 35.585 €. Both donations and collecting funds from customers are parts of the agreement and Apollo leaves it up to SOS to decide how to allocate the donations within their organisation.

World animal protection

Since 2014, Apollo has maintained a long-term collaboration with World Animal Protection (WAP), dedicated to the welfare of animals and nature. Our partnership with WAP focuses on preventing unnecessary involvement of animals in excursions, preventing animal abuse, and

avoiding the exploitation of nature in tour activities. WAP provides guidance and expertise in these areas to ensure our practices align with these commitments.



Customers and employees together donated approximately 35.585 €

ECPAT

In 2001 Apollo signed the Code of Conduct. This means that Apollo is committed to have a policy against child sex trafficking, that all staff are trained and that customers are informed on sex trafficking and how to prevent it.



DERTOUR Foundation

The DERTOUR Foundation was founded in 2014 by DERTOUR, and since Apollo was bought by REWE in 2015, we have since then worked alongside our colleagues throughout Europe to bring together the group's social commitments. Today, the foundation funds more than 120 projects in 31 countries across five continents, the majority of which aim to empower local communities to reduce poverty and inequality, protect natural habitats, and promote animal welfare.

Education plays an important role, and since 2014, more than 76 schools have been built. Additionally, the foundation supports several projects that ensure education and practical vocational training, for example in Cambodia, Vietnam, India, Thailand, Egypt, and Tanzania.

Environmental issues, animal protection, and the conservation of natural habitats are also among the DERTOUR Foundation's priority areas. The foundation supports various projects worldwide that either work directly on these issues or aim to raise awareness about them.

Purpose of the DERTOUR Foundation

- ▶ Promoting youth welfare
- ▶ Promoting education for children, adults, and vocational training
- ▶ Promoting development & education
- ▶ Promoting nature conservation and environmental protection
- ▶ Promoting animal welfare



120

School construction projects have been carried out in 31 countries across five continents.





Environmental

Climate change is one of the most critical challenges our world faces today. Tourism accounts for approximately 8-9 % of the global carbon emissions, with flights, boats, accommodations, and various activities all contributing to tourism's carbon footprint. As a leading leisure travel provider in the Nordic region, Apollo recognizes the importance of addressing climate change. We acknowledge our role in contributing to the global climate challenge, and we are committed to being a part of the solution. Our focus is to make a positive impact together with our partners, customers and employees.

Charter Flights & Climate Actions

Charter Flights and Climate Efficiency

Air travel has an environmental impact, but the charter model remains one of the most resource-efficient ways to fly. High cabin occupancy and direct routes enable lower emissions per passenger. In 2025, Apollo reached an average cabin factor of 96%, reflecting an efficient use of available capacity. We carefully select our airline partners based on their ability to operate modern, fuel-efficient fleets and their commitment to shared sustainability ambitions. Our primary partners include SAS, Finnair, Norwegian, Atlantic Airways, Jettime and Emirates.

96% Apollo reached an average cabin factor of 96%, reflecting an efficient use of available capacity.

Biofuel as a Climate Initiative

Our airline partners applied 2% Sustainable Aviation Fuel (SAF) on our charter flights in 2025. The use of SAF contributes to a direct reduction in lifecycle CO₂ emissions compared to conventional fossil jet fuel and supports the broader transition toward more sustainable aviation.



Certified hotels

During 2025 many hotels with a sustainable approach and operation got Travelife and/or Green Key (re-)certified. Apollo today offers more than 230 Travelife and Green Key certified hotels.

230 Travelife and Green Key certified hotels

During this year Apollo started a process to automatically be able to review certified hotels – to ensure that all hotels are in our system and will also during 2026 increase the number of approved

certifications to include for example Biosphere and Earthcheck. We also constantly focus on motivating and rewarding our hotel partners to obtain sustainability certifications. Strickt sustainability requirements are applied to Apollo’s conceptualized hotels, which must either hold a certiciaftion or be in the porcess of obtaining one. In 2025 almost 28% of our customers stayed in certified hotels.

Local partners and DMCs

Local partners and destination management companies (DMCs) are also included in this work and a significant number of Apollo local DMCs managed during the last two years to get the acknowledgement of a Travelife certificate or partnership. Our

main DMC in Greece and Spain, DTS, has during 2025 again been awarded with Travelife Partner level award. The award recognizes long term efforts of DTS Hellas SA and DTS Spain regarding sustianability and corporate social responsibility. Our DMC partners Go Vacation (GV) in Asia and South Africa holds either a Travelife Certficiation or Partnership certification. Initiatives to motivate noncertified DMC’s and local partners through the Travelife Platform continue.

28% of our customers stayed in certified hotels



Apollo offices

Clear guidelines are set to reduce the impact on the environment. Areas that are covered: office material, cleaning material, coffee/tea and fruits, printing and copying, service agreements etc. All corporate agreements have compulsory clauses on the necessity of having a functioning sustainability work. All cans and tins are recycled as well as paper and plastics. Batteries and bulbs are collected separately. Low energy lamps are a must. Unnecessary

traveling is avoided, and Teams meetings are widely used within the company. There has been a lot of focus on paper reduction over the years and due to the digital environment the use of paper is at a minimum.

As of July 2025 100% of the electricity used in all four of the Apollo offices comes from renewable sources.

The company has five company cars where as four of them are electric.



Apollo's strategic Environmental partnerships

Renfuel

Apollo partners with Renfuel to support the development of sustainable fuels made from forestry and paper industry residues. Research from Lund University shows that lignin extracted from Kraft black liquor can be efficiently processed into bio-oil and biobased chemicals using advanced filtration techniques. Renfuel applies this principle to produce Lignol®, a bio-oil that can be refined into renewable gasoline, diesel, and aviation fuel without requiring new refinery infrastructure.

Through a collaboration funded by the Swedish Energy Agency, Apollo provides strategic support and industry networks to help accelerate Renfuel's path from research to scalable, climate-friendly fuel solutions.





Governance

Our governance framework is the foundation of our work. It ensures we always act responsibly and transparently. It also helps us track our progress and measure our impact, so we can keep improving. This fiscal year, we have developed our measurement to include customer perceptions of our sustainability work.

Governance

▶ A strong governance framework is fundamental to responsible business practices. It ensures transparency, accountability, and continuous progress in our sustainability work. Since 2024, we expanded our governance structure to include measurements of customer perceptions related to sustainability - providing valuable insights for improving communication and performance.

Our governance approach includes:

- ▶ Robust policies and codes of conduct covering ethics, compliance, human rights, environmental standards, and supplier requirements
- ▶ External verification through audits and certifications such as Travelife
- ▶ Integration of sustainability principles throughout decision-making processes

This framework enables us to document progress, meet stakeholder expectations, and strengthen trust with customers, partners, and employees.



External audits – Travelife

▶ Operated by ECEAT-projects, the Travelife system provides online training and practical tools for sustainability planning, management, and reporting. Upon compliance with the Travelife standard for tour operators and travel agencies, the travel company can obtain the “Travelife Certified” status. The

Travelife management requirements comply with ISO 14001 and EMAS III standards. The performance requirements include the full set of ISO 26000 and OECD Corporate Social Responsibility guidelines which include labour conditions, human rights, environment, biodiversity, and fair business practices.



2014 a decision was taken to strive for a Travelife certificate for tour operators.

in early **2015** Apollo was acknowledged for its work with the certificate.

2017 the Travelife certificate was renewed and thus valid for another three years.

2021 a new Travelife evaluation round has been initiated and so far in every round the criteria and requirements have increased in number and severeness.

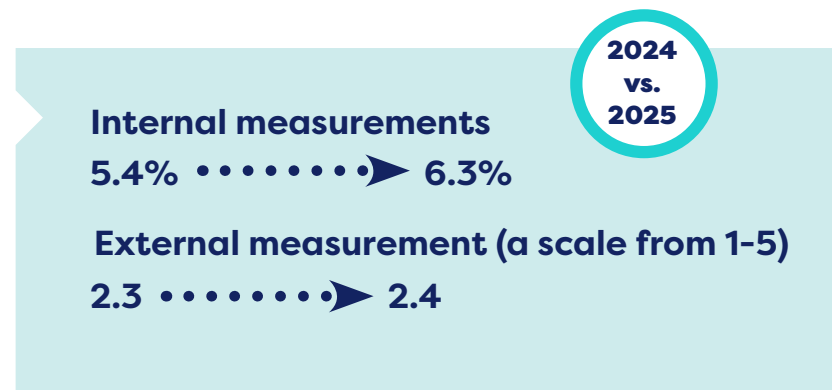
2022, Apollo was audited by Travelife and certificate was renewed again and thus valid for an additional three years.

In March **2026** it was finally time to renew the wows and Apollo was rewarded with another recertification.

Customer feedback and measurements

In the second half of 2024, we started measuring customer awareness and associations regarding Apollo and sustainability. We tracked this through external assessments in our brand tracking, where customers could rate how sustainable they perceive

Apollo as a brand. The results from the external measurement in 2024 was 5.4 % and we were happy to see that this number had gone up to 6.3 % in 2025. We also did internal measurements after the customers had travelled with us and asked about their familiarity with our sustainability efforts. The internal survey revealed that customer awareness of our sustainability efforts still is quite low. In 2024 it was 2.3 on a scale from 1-5 and for 2025 this number was 2.4.



Anti-bribery and corruption policy

Apollo Code of Conduct for employees contains guidelines of how to behave and act in relation to business partners, suppliers and customers. Apollo expects all its suppliers to comply with all international, national and local laws, regulations and codes relating to anti-bribery and anti-corruption. This is stated in the DER Code of Conduct for employees and the Supplier Code of Conduct for partners. Apollo had no cases of corruption reported 2025.

Supplier Code of Conduct

At the destinations Apollo encourages all partners to work with sustainability in a structured and organized way. All partners in the destinations, hotels and destination management companies are bound to follow and respect the Supplier Code of Conduct. It is part of the commercial agreement and any breach can lead to a termination of the cooperation. The code of conduct contains clauses and rules on everything from human rights to references to international and national laws. The Code of Conduct also includes environmental requirements on all partners regarding energy and water consumption, handling and disposal of chemicals and animal welfare. Basically, all hotels are checked by the responsible Contracting Manager prior to going into cooperation and the Suppliers Code of Conduct is gone through thoroughly on spot.

IT Policy

Apollo Nordic is following the Rewe Group policy on Secure Handling of IT Systems and Information as well as the Group Policy on the Protection of Personal Data (GDPR).

The Nordic IT department is also working dedicatedly to promote sustainability internally. Among several things:

- ▶ We are reusing laptops, phones and hardware with assistance of 3StepIT.
- ▶ We have migrated the majority of our data storage to cloud storage. While it is not immediately evident as a more sustainable alternative, it should be, as the servers of cloud providers are used more efficiently due to capacity being shared among many users.

