



2025

Umbraco Impact Report

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Welcome to the 2025 edition of Umbraco's Impact Report. The year has been marked by focused global expansion and a significant enhancement of Umbraco's "Enterprise Maturity". Our purpose remains to make Umbraco friendly, simpler, and social. This year, we scaled our platform and organization to better serve the world's most complex and demanding digital projects.

The drive for global expansion was a major milestone. We not only scaled and strengthened our teams in core markets (Nordics, UK, Benelux, and USA) but also formally established a strategic foothold in the Asia-Pacific (APAC) region with a new office in Melbourne. To complement this, we boosted our global infrastructure by launching a new Umbraco Cloud region in Canada, ensuring clients can meet regional data residency and performance requirements. The international expansion was recognized and celebrated when Umbraco won the Globetrotter Award at the Monterro Awards.



We officially launched Umbraco for Enterprise, a dedicated offering designed to meet complex security, scalability, and support requirements. This organizational focus was underlined by a rigorous, company-wide preparation for the ISO 27001 certification, which culminated in our official achievement in January 2026, demonstrating our commitment to the highest levels of data security and operational excellence. Our enhanced capabilities now allow us to fully meet the needs of the enterprise segment, alongside our continued commitment to serving mid-sized projects and clients.

Technologically, we solidified Umbraco's position as an AI-ready platform, building upon the core principles of serving an open and flexible foundation for what technology our partners want to bring into their solutions. This strategic evolution, combined with a 32% growth in revenue and a net profit for the year, affirms that Umbraco is financially robust and strategically aligned for long-term global growth.



2025 Highlights:

FINANCIAL & GROWTH

 **129m DKK**

achieved in revenue, driven by a very satisfying growth of 32% compared to 2024, and securing a net profit for the year.

ORGANIZATIONAL EXPANSION

 **150+**

employees, representing 33 different nationalities globally, were part of the team by the end of December 2025.

INDUSTRY RECOGNITION

 **The Monterro
Impact Award**

winner at the Monterro Awards show on January 22nd, 2026. Memberwise #1 in Membership organisations, G2 #1 ranking for both "ROI" and "Ease of Use" within the Enterprise segment.

STRATEGIC SECURITY

 **ISO 27001**

certification achieved in January 2026, following a year of rigorous preparation focused on data security and operational excellence.

GLOBAL REACH

 **24 hour**

support offerings and expansion of cloud infrastructure with a new Canadian Region; Formal establishment in the APAC (Australia) region.

COMMUNITY MILESTONE

 **2 decades**

of open-source innovation were celebrated at the 20th Anniversary Codegarden 2025.

TALENT & DIVERSITY

 **53%**













of new hires in 2025 were female, continuing our commitment to diversity.

CUSTOMER EXCELLENCE

 **82 NPS**

in support throughout the year, maintaining a world-class service.

The UN Sustainable Development Goals

<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>  <p>TARGET 9-4</p>  <p>UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY</p> <p>TARGET 9-5</p>  <p>ENHANCE RESEARCH AND UPGRADE INDUSTRIAL TECHNOLOGIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>  <p>TARGET 12-2</p>  <p>SUSTAINABLE MANAGEMENT AND USE OF NATURAL RESOURCES</p>	<p>13 CLIMATE ACTION</p>  <p>TARGET 13-1</p>  <p>STRENGTHEN RESILIENCE AND ADAPTIVE CAPACITY TO CLIMATE RELATED DISASTERS</p> <p>TARGET 13-2</p>  <p>INTEGRATE CLIMATE CHANGE MEASURES INTO POLICIES AND PLANNING</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>  <p>TARGET 17-17</p>  <p>ENCOURAGE EFFECTIVE PARTNERSHIPS</p>	<p>5 GENDER EQUALITY</p>  <p>TARGET 5-5</p>  <p>ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING</p>
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In 2023, we committed to driving Umbraco toward a more sustainable future by aligning our efforts with the UN Sustainable Development Goals (SDGs). We identified five specific goals with targets directly relevant to our business and industry. Following the launch of these initiatives in 2024, we have moved from commitment to action. Throughout this report, you will find clear indicators of how our ongoing efforts contribute to these goals and updates on new activities that we have started to support the goals. While we are proud of the foundation we’ve built, we remain fully committed to deepening our impact in the crucial years leading up to 2030.

A man with short brown hair and glasses is speaking and gesturing with his hands. He is wearing a dark grey button-down shirt. The background is a blurred industrial or office setting with blue lighting. The text is overlaid on the bottom half of the image.

From Experimentation to Excellence: The AI- Ready Foundation

by Mats Persson, CEO

In 2024, the digital world was defined by the rapid “magic” of Generative AI. At Umbraco, we spent that year listening to our partners and customers to understand where AI provides genuine business impact versus mere novelty. As we look back on 2025, our direction is clear: we have moved beyond experimentation to provide a robust **AI-ready foundation** for the entire Umbraco ecosystem.

As CEO, my focus is on ensuring Umbraco remains the most value-driven platform for our partners. In 2025, that meant building a bridge between the vast potential of AI and the practical reality of enterprise-grade reliability.

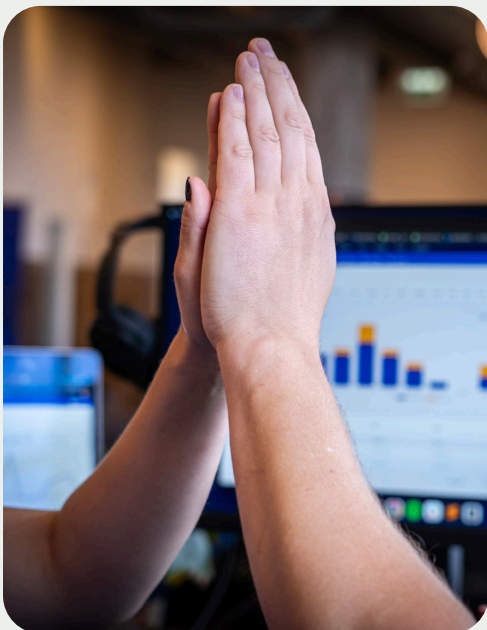




A Strategy Rooted in Ecosystem Growth

Our AI strategy isn't about chasing every trend; it's about applying our core values of transparency and flexibility to the world's most disruptive technology. We've focused on three pillars to drive this growth:

- **Empowering the Ecosystem:** We don't believe in "black box" AI. We provide the architectural "plumbing" that allows our partners to choose the best models for their specific client needs, avoiding vendor lock-in.
- **Data Sovereignty & Trust:** Trust is our most valuable currency. Our foundation ensures that users maintain total control over their data - a non-negotiable requirement for the modern, secure enterprise.
- **The Shift to Agentic AI:** We are enabling a transition toward **Agentic AI** autonomous systems that don't just "chat," but actually perform complex tasks like content orchestration and real-time SEO automation.



Leading by Example: The Umboto Blueprint

To prove that our strategy works at scale, we looked at our own operations. Umboto, our AI support agent, is the living “blueprint” of our AI-ready foundation.

By grounding **Umboto** in our proprietary documentation and ensuring it operates within our strict transparency frameworks, we’ve achieved a **24/7 global service model**.



“Umboto is more than a support tool; it is a demonstration of how a partner can use Umbraco to scale their own business. It proves that with the right foundation, you can deliver high-quality, instant value to a global audience without compromising on data security.”

New Frontiers for Our Partners

In 2025, we've seen our partners undergo a massive transformation. They are no longer just "building websites"; they are becoming **AI Orchestrators**.

STRATEGIC SHIFT

THE PARTNER OPPORTUNITY



Scalable Services

Using AI-ready foundations to offer 24/7 support and maintenance.



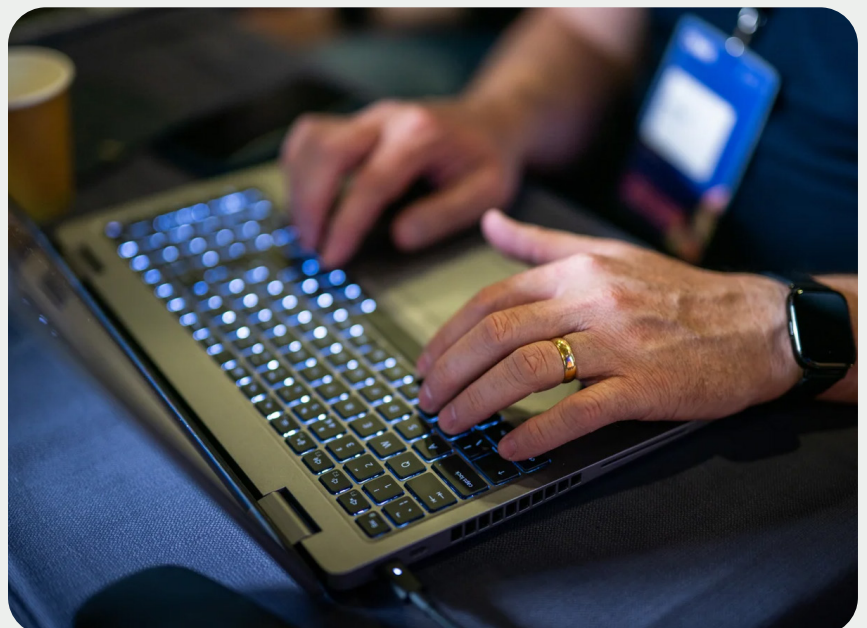
High-Value Consulting

Moving from manual content entry to architecting autonomous agentic workflows.



Global Reach

Leveraging AI to localize and personalize digital experiences at a fraction of the previous cost.

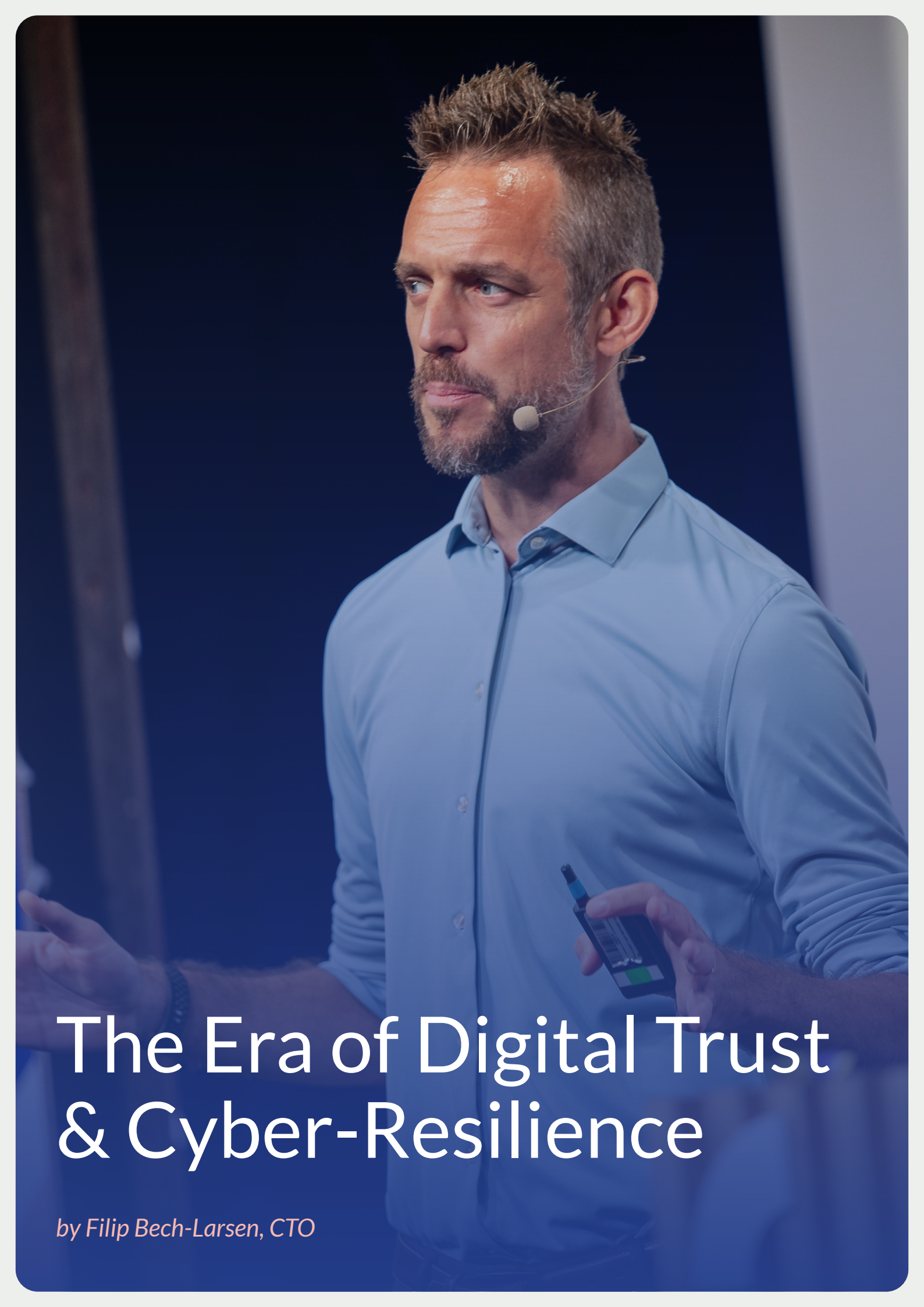




Looking Ahead

As we head into 2026, the “AI-ready foundation” is no longer a goal - it is our standard. We have provided the framework and the blueprint; now, I am excited to see how our partners continue to use these tools to create even greater impact for their clients.





The Era of Digital Trust & Cyber-Resilience

by Filip Bech-Larsen, CTO



In 2025, the digital landscape reached a tipping point. As AI-driven threats became more sophisticated and global regulations tightened, “Security” moved from a technical checklist to a fundamental business requirement. For Umbraco, this hasn’t been a shift in direction, but a doubling down on our core philosophy: **Security by Design.**

Trust is the most fragile currency in the digital economy. To maintain it, a CMS must be more than just functional - it must be a fortress.





Security by Design: Beyond the Perimeter

In a world of “Always-On” connectivity, protecting the perimeter is no longer enough. Our 2025 strategy focused on embedding security into every stage of the development lifecycle. This means:

- **Proactive Vulnerability Management:** Moving from reactive patching to predictive threat modeling.
- **Zero-Trust Architecture:** Ensuring that every integration, every API call, and every user interaction is verified, not just “trusted” by default.
- **Supply Chain Integrity:** As an open-source leader, we take responsibility for the security of our dependencies, ensuring that the “Lego bricks” our partners use to build are as secure as the core itself.

The Milestone: ISO 27001 Certification

While we have always operated with high internal standards, 2025 was the year we formalised our commitment to global excellence. I am proud to share that this journey culminated in Umbraco achieving **ISO 27001 certification in January 2026**.

This isn't just a badge on our website; it is the "gold standard" of Information Security Management Systems (ISMS). Achieving this required a year-long, company-wide focus on operational excellence, data privacy, and risk mitigation. It proves to our enterprise partners and global community that their data, and their customers' data, is managed with the highest level of rigor.







“ISO 27001 is the culmination of our 2025 focus. It signals to the market that Umbraco is not just a creative platform, but a mature, enterprise-grade foundation for the world’s most secure digital experiences.”



Why Resilience is a Business Requirement

Cyber-resilience is no longer just about preventing a breach; it's about the ability to **withstand, recover, and evolve**. For our partners, this translates into tangible business value:

	THE THREAT/MYTH (2025)	THE UMBRACO RESILIENCE RESPONSE	BUSINESS IMPACT
	Sophisticated AI Attacks	AI-powered defense & hardened identity management.	Reduced risk of unauthorized access.
	Regulatory Scrutiny	ISO 27001 compliance and transparent reporting.	Simplified compliance for partners.
	Data Sovereignty Concerns	Regional hosting (Canada, US, APAC).	Full control over where data lives.
	Downtime & Data Loss	Redundant cloud architecture and automated recovery.	Guaranteed business continuity.



Conclusion: Trust as a Competitive Advantage

As we move into 2026, the gap between “secure” and “insecure” platforms will only widen. By achieving ISO 27001, we have set a new baseline for the Umbraco ecosystem. We don’t want our partners to worry about the “what ifs” of digital threats; we want them to focus on creating impact, knowing that the foundation they stand on is built for resilience.



Financial Review 2025



Sustaining Momentum and Expanding Strategic Horizons in 2025

In 2025, we continued our trajectory of robust growth, achieving a 32% increase in revenue compared to 2024. This performance is a clear indicator of the successful execution of our long-term strategy and our ability to scale effectively in a competitive landscape.

This year's growth was largely powered by our deepening relationships within the agency ecosystem and the expansion of our enterprise support agreements. These pillars have not only driven our top-line results but have also significantly strengthened the solidity and sustainability of our business model.

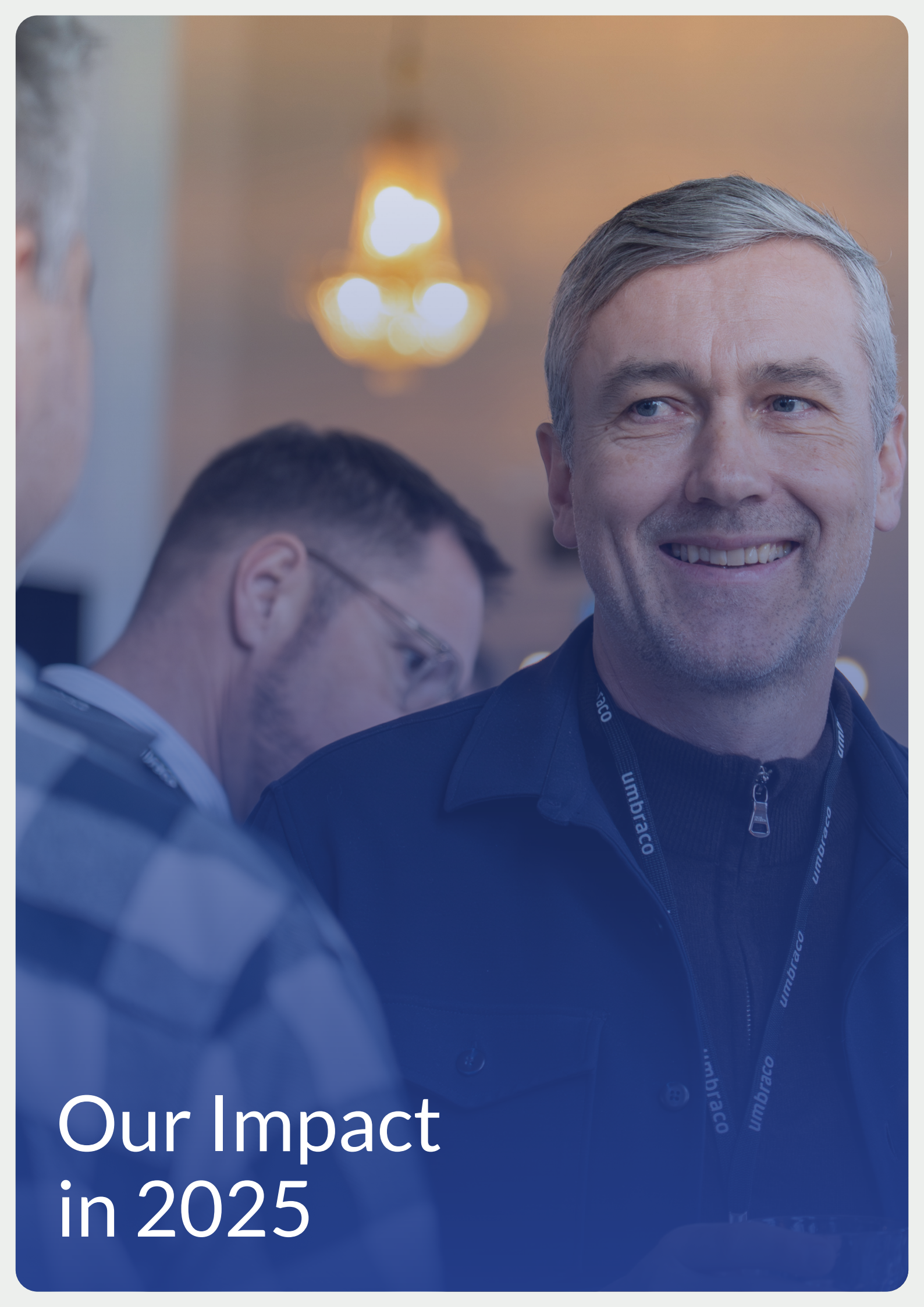
We concluded the year with a net profit of 286 t.EUR and a total equity of 2.327 t.EUR. Management views these results as a strong validation of our operational efficiency and a solid foundation for our continued investment in the future.

Global expansion and Cloud adoption have been key strategic drivers for this year's financial results. Cloud adoption continues to be our "North Star", with the main success criteria being revenue growth from Umbraco Cloud.

We continued our investments in Umbraco Cloud by launching a Cloud region in Canada, ensuring that clients can live up to regional data-residency and performance requirements.

Another significant investment which we expect will further accelerate our growth has been the establishment of our Melbourne office, which creates a strategic foothold in the APAC region.





Our Impact in 2025



Clients & Partners

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Umbraco Community

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The Planet

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The People

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In 2025, our brand strategy matured. We transitioned from building awareness to building authority, ensuring that when a partner recommends Umbraco, the client already recognizes it as a trusted leader. We recognize that for our partners to succeed, the end client needs to feel an immediate sense of confidence when they hear the Umbraco name. Our focus this past year has been on building that global awareness and undisputed market credibility.



Amplifying the Umbraco Brand – Through Proof and Synergy

by Nina Kaad Gade, Head of Brand & Content Strategy

In 2025, our brand strategy matured. We transitioned from building awareness to building authority, ensuring that when a partner recommends Umbraco, the client already recognizes it as a trusted leader. We recognize that for our partners to succeed, the end client needs to feel an immediate sense of confidence when they hear the Umbraco name. Our focus this past year has been on building that global awareness and undisputed market credibility.





Validation Through the Voice of the User

The most powerful marketing doesn't come from us; it comes from the people who use Umbraco every day. In 2025, our commitment to the G2 community reached new heights. We are incredibly proud to have maintained our #1 ranking for both "ROI" and "Ease of Use" within the Enterprise segment.

These aren't just badges; they are signals to IT Directors and CMOs worldwide that Umbraco delivers where it matters most: empowering teams to work faster and ensuring that technology investments pay off. By providing this level of market-leading validation, we give our partners the "social proof" they need to win complex enterprise pitches against far more expensive, rigid competitors.





Dominating the Membership Sector

A standout achievement in 2025 was our ascent to the #1 CMS for Membership Organizations, as recognized by MemberWise UK.

This wasn't a coincidence. It was the result of a concerted effort to position Umbraco as the gold standard for high-engagement, data-sensitive sectors. By winning the "hearts and minds" of specific industries, we create a pre-vetted market where our partners can step in as the expert implementers of a preferred solution.

"Our brand goal is simple: We want to make 'Choosing Umbraco' the easiest decision an end client has to make, so our partners can focus on what they do best - building extraordinary digital experiences."





A Global Trajectory: Monterro's “Globetrotter of the Year”

Our efforts to expand the Umbraco footprint haven't just been noticed by the market; they've been recognized by our partners and owners alike. I am incredibly proud that in 2025, Umbraco was awarded **“Globetrotter of the Year”** by our owners, Monterro.

This award recognizes the company that has shown the most impressive international growth and ambition. For our brand strategy, this is a significant milestone; it validates our push into new territories and our commitment to making Umbraco a household name in the global CMS market. When we win on the global stage, we pave the way for our partners to scale their businesses alongside us, reaching clients from London to New York and beyond.

Growing the Pie Together

At the heart of our brand strategy is a commitment to our ecosystem. We aren't just competing for a slice of the CMS market; we are working to grow the pie bigger for everyone involved.

We do this by shifting our positioning from a “developer’s choice” to a “business-critical asset.” In 2025, we increased our investment in:

- **End-Client Awareness:** Targeted campaigns that speak the language of the C-Suite - focusing on agility, security, and total cost of ownership.
- **Vertical Positioning:** Creating the blueprints (like our success in the membership and public sectors) that partners can use to enter new markets.
- **Co-Marketing Initiatives:** Highlighting the incredible work of our partners to a global audience, ensuring their expertise is synonymous with the Umbraco brand.



2025 Market Recognition at a Glance

RECOGNITION	BODY	SIGNIFICANCE
 #1 for ROI (Enterprise)	G2 Grid®	Proves Umbraco offers the fastest time-to-value for large-scale organizations.
 #1 for Ease of Use (Enterprise)	G2 Grid®	Validates that our platform is the most intuitive for enterprise content teams.
 #1 CMS for Membership	MemberWise UK	Deepens our authority in the NFP and Association sectors.
 Globetrotter of the Year	Monterro	Validates our international expansion and global scale.

Looking Ahead: Our Brand as a Catalyst

As we move into 2026, my team’s mission remains unchanged: to ensure that the Umbraco brand acts as a catalyst for our partners’ growth. When we combine unrivaled market proof with our unique ecosystem synergy, we create more opportunities, more security, and more impact for the entire Umbraco community. global audience, ensuring their expertise is synonymous with the Umbraco brand.



Our Impact

Our Partners and Clients



In 2025, Umbraco transitioned from being the “world’s friendliest CMS” to a business-critical foundation for global digital transformation. The friendliness remains but as we look back on the year, our focus was centered around two goals:

- Providing a secure, enterprise-grade platform for clients
- Ensuring our partners have the tools, support, and infrastructure to build high-impact digital experiences without friction.

Enterprise Maturity through Trust and a solid organization

The digital landscape in 2025 was defined by a heightened need for security and governance. For Umbraco, this year marked a significant milestone in formalizing the digital trust.

ISO 27001 certified

After a rigorous process throughout 2025 we successfully achieved ISO 27001 certification at the very start of 2026. For our partners, this isn't just a badge. It is a critical enabler that allows them to pitch Umbraco for highly regulated government, financial, and healthcare projects with absolute confidence in our internal risk management and data protection protocols.



Harmen Visser
Commercial Director - TRES

“We’re seeing, particularly with larger organizations and public tenders, that information security is becoming increasingly critical. This spans availability, integrity, and confidentiality of data, as well as ensuring access is limited to the right people.”

The ISO 27001 certification provides clear, independent proof that Umbraco takes these responsibilities seriously and has a structured, well-managed system in place to support them.

In many cases, the underlying measures were already there, but in tenders the presence of an ISO certification is often a strict requirement, a true knockout criterion. No certification means no participation. It’s that simple.

I’m very pleased to see Umbraco committing to the global standard for information security.”

Umbraco for Enterprise

The Launch of Umbraco for Enterprise: Recognizing that large-scale organizations require more than just software, we officially launched Umbraco for Enterprise. This holistic offering combines our core products with dedicated architectural advisory, enhanced SLAs, and premium support. By providing a clear, top-down framework for complex projects, we have lowered the barrier to entry for global brands seeking a flexible, scalable alternative to monolithic “suite” solutions.

Our commitment to being “close to our partners” took on a literal meaning in 2025 as we expanded our physical and digital footprint to support a 24/7 global economy.





Product Excellence and Longevity

The roadmap for 2025 was designed to provide stability for long-term planning while pushing the boundaries of what a modern CMS can do.

- **Umbraco 16: Editor Efficiency and Accessibility:** This version delivered enhancements to the backoffice user experience, focusing on improvements to accessibility (WCAG 2.1 compliance) boosting content editor efficiency and providing a more inclusive editing environment.
- **Umbraco 17 and .NET 10: Long-Term Support and Enterprise Foundation:** This release is the first Long-Term Support (LTS) version built on .NET 10, which provides a stable, high-performance horizon for enterprise clients. It delivers increased performance, security, and scalability, including a modernized backoffice that can be load balanced for better resilience, consistent UTC date handling for reliable scheduled publishing across global time zones, and the final version of the Umbraco Developer MCP offering full API parity and flexible AI access.



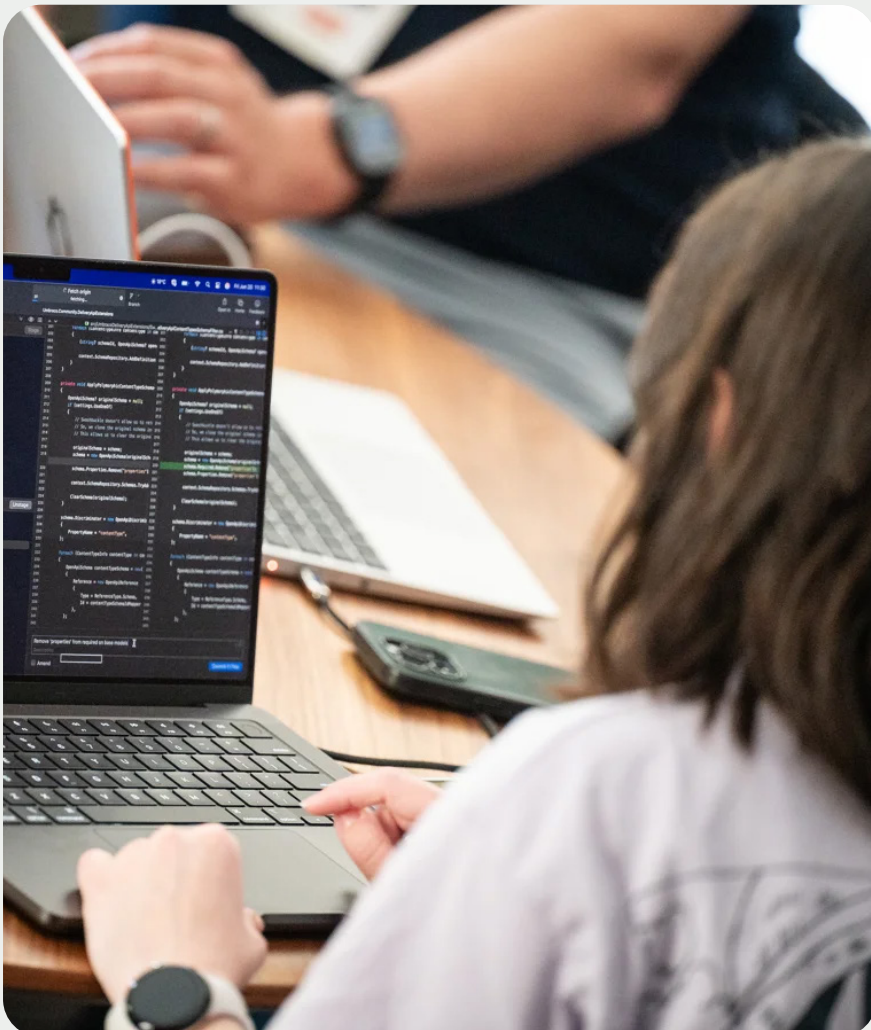
Our Impact

Umbraco Community

In 2025, the Umbraco community proved once again to be our most durable and strategically valuable contributor. It was a year characterized not just by growth, but by a move toward deeper, more operational collaboration between Umbraco HQ and the global ecosystem.

From pioneering AI initiatives to the monumental task of documenting a new major release, our community members acted as an extension of our own teams, reducing delivery risk and accelerating the adoption of our latest technologies.

Importantly, 2025 demonstrated how a mature open-source community can actively reduce delivery risk, accelerate adoption, and amplify major company initiatives when engaged intentionally.





AI and Community-Led Innovation

AI was the defining theme of 2025, with the community serving as a vital experimentation layer.

The Umbraco MCP Server: Originally initiated by community members to explore AI-assisted development workflows, this project demonstrated such technical depth and alignment with our values that Umbraco HQ brought it “in-house” during the year. This transition highlights the community’s role as a high-yield innovation engine, acting as a force-multiplier for our Product and Engineering team.



Community Collaboration on v17: Product, Docs, and Momentum

One of the most impactful examples of community–HQ collaboration in 2025 was around the v17 CMS release. Community involvement went far beyond advocacy or feedback:

- Community contributors were responsible for approximately one third of the contributors whose work was merged into the major release
- The Community Documentation Team worked in close collaboration with the CMS team to address 122 hours of missing documentation, materially improving release readiness and adoption support
- This partnership significantly reduced internal load while improving documentation quality, clarity, and real-world relevance

Alongside the technical work, the community played a major role in launch momentum. Community-run launch parties took place globally, helping turn a major release into a shared global moment rather than a centrally driven announcement. This kind of distributed advocacy continues to be difficult to replicate through traditional marketing channels alone.

Festivals, Meetups, and Global Reach

Community events continued to scale in both size and sophistication throughout 2025.

Umbraco Festivals were held across multiple continents, including a successful festival in **Sydney, Australia**, strengthening Umbraco's presence in APAC. New large-scale community events launched in **Manchester (UK)**, **Frankfurt (Germany)**, and **India**, reflecting increased demand for deeper engagement in both mature and maturing markets.

Meetups continued to grow globally, serving as a critical entry point for new users and a sustained engagement mechanism for existing community members. Umbraco HQ continued to support these efforts through speakers, funding, and coordination, helping ensure long-term sustainability while preserving community ownership.



Community leadership structures - including the 122-person strong **MVP programme**, Community Teams, Advisory Boards, and Guilds - remained active and influential throughout 2025. These groups provided trusted feedback loops, operational support, and governance input across documentation, events, moderation, and ecosystem health.

More broadly, collaboration between HQ and the community became increasingly deliberate and structured, moving toward even clearer pathways for contribution, ownership, and shared responsibility.

Looking Ahead

By the end of 2025, the Umbraco community had demonstrated its value not just as an audience or advocacy channel, but as an active contributor to product delivery, documentation quality, innovation, and global reach.

As Umbraco looks toward 2026 and beyond - including continued AI investment and future major releases - the community remains a critical partner in scaling sustainably, reducing risk, and ensuring that growth stays grounded in real user needs.



A Milestone Year: 20 Years of Codegarden



June 2025 marked **20 years of Codegarden**, Umbraco's flagship community conference and one of the longest-running events of its kind in open source. The milestone was both a celebration of longevity and a clear signal of renewal: nearly **40% of attendees were first-timers**, underlining the continued ability of the community to attract new contributors, developers, and partners alongside long-standing members.





Throughout the event and echoed across meet-ups, Discord, and other community spaces, a recurring theme emerged: people actively wanting to get more involved. This appetite for participation reinforces the strength of the community culture and its relevance to Umbraco's future growth.

Codegarden had a strong attendance, with 620 in-person and 669 online guests. The event featured a total of 60 sessions, delivered by 53 different speakers, 30% of which were non-male.

The upcoming 2026 Codegarden marks a new take on Codegarden. While maintaining the familiar friendly atmosphere and the focus on the latest technology and development knowledge that past attendees will recognize, we are introducing a dual track for both technical and business audiences. The agenda will feature a mix of sessions catering to developers and business-people alike. A new business track will focus on leveraging Umbraco for business growth, exploring product roadmaps, and covering other aspects essential for anyone interested in the commercial side of the Umbraco ecosystem.



umbraco

Our Impact

The Planet

UN SDG
9.4UN SDG
12.2UN SDG
13.2

In 2025, Umbraco further solidified its commitment to sustainability, integrating it as a core part of our business and product strategy. While our company grows, we remain dedicated to a “Sustainability by Design” philosophy, ensuring that our expansion does not come at an unchecked environmental cost. This year was marked by technical innovation, deeper supply chain transparency, and a leadership role in defining the responsible use of AI.

We treat our planet as a key stakeholder in our business and have been working on several fronts to make our business and our products more sustainable. This includes:

Digital Efficiency

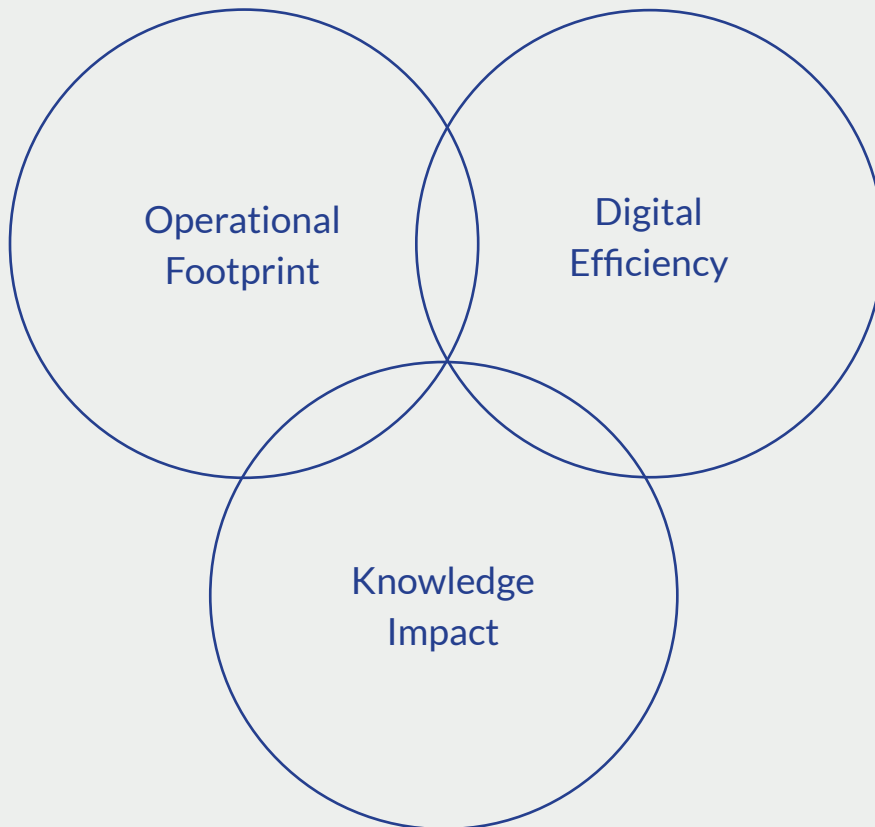
- **Efficient and Sustainable core products** - The foundation for our business and where we have the most control is in improving the efficiency of our products reducing the overall emissions per project.
- **Umbraco 17 & The Sustainability Package** - To ensure sustainability is a “day-one” priority for new builds, we released an updated version of the Umbraco Sustainability Package, (by Rick Butterfield) simultaneously with the launch of Umbraco 17.

Operational Footprint

- **Infrastructure Optimization** - Through strategic refinements in our hosting setup, we have achieved a notable reduction in CO2e emissions from our hosted services this year.

Knowledge Impact

- **Responsible use of AI** - Developing guidelines for AI coding agents to ensure energy-efficient, low-carbon outputs.
- **Combating Digital Waste** - In 2025, we introduced support for “email expiration date headers.” By allowing emails sent via Umbraco to be flagged for automatic deletion, we are actively supporting the “Email Expiration Date” initiative and reducing the long-term energy cost of unnecessary data storage.



Our Three Main Action Areas

Flight Emissions: A Necessary Trade-off in Global Expansion

The expansion into the APAC region in 2025 marked a significant milestone for Umbraco. We recognize that this global growth necessarily increases our flight-related emissions.

While we remain committed to prioritizing online collaboration and rail travel, we also acknowledge that in-person engagement is vital for fostering a thriving global business.

Although we did not achieve our original target for reducing flight emissions, we have adopted a strict policy: we only fly when no other viable option is available.

As a major contributor to our overall emissions, we meticulously monitor flight activity. This reflects our effort to balance the operational necessities of a successful, international business with our ongoing environmental commitments to reduce our emissions as much as possible.

We continue to offset unavoidable emissions through the support of projects that have a verified impact on carbon avoidance through our supplier Ecologi.

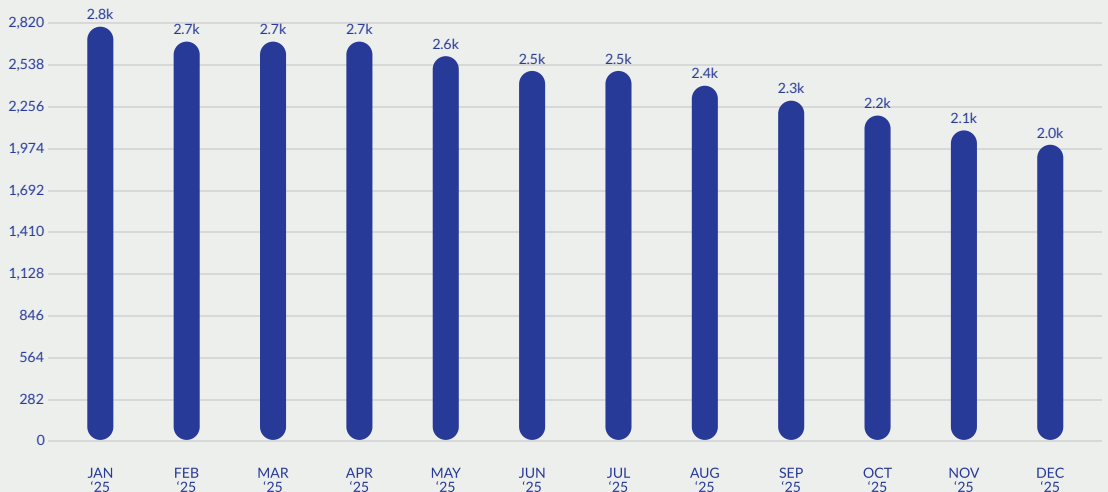
Monthly Azure Emissions 2025

TOTAL CARBON EMISSIONS
29,546.2kg CO²e

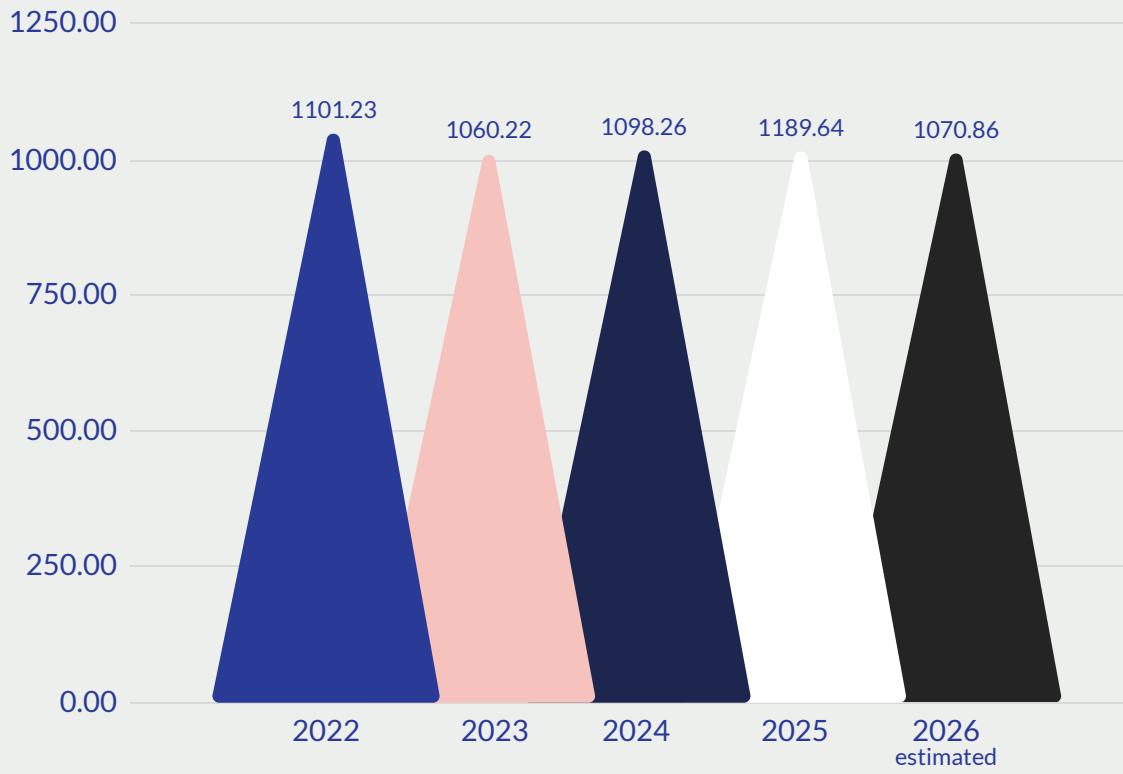
CARBON EMISSIONS FOR THE LAST MONTH
2,036.6kg CO²e

↓ -1.4%

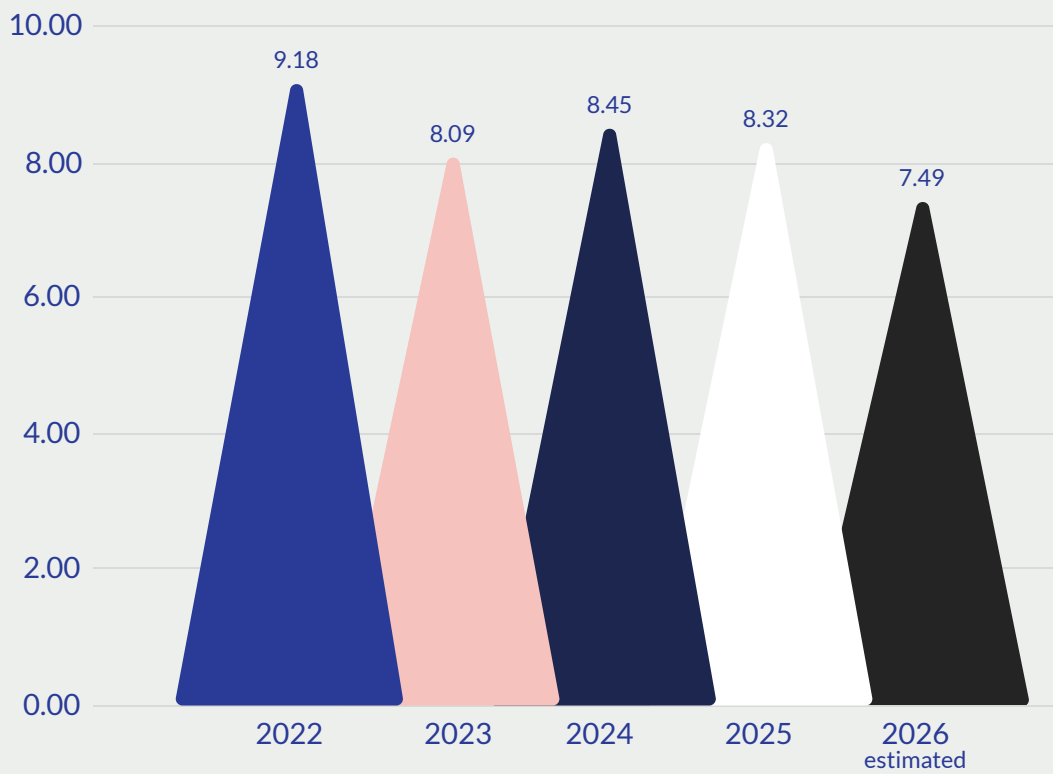
POTENTIAL MONTHLY EMISSIONS REDUCTIONS LAST MONTH
0kg CO²e



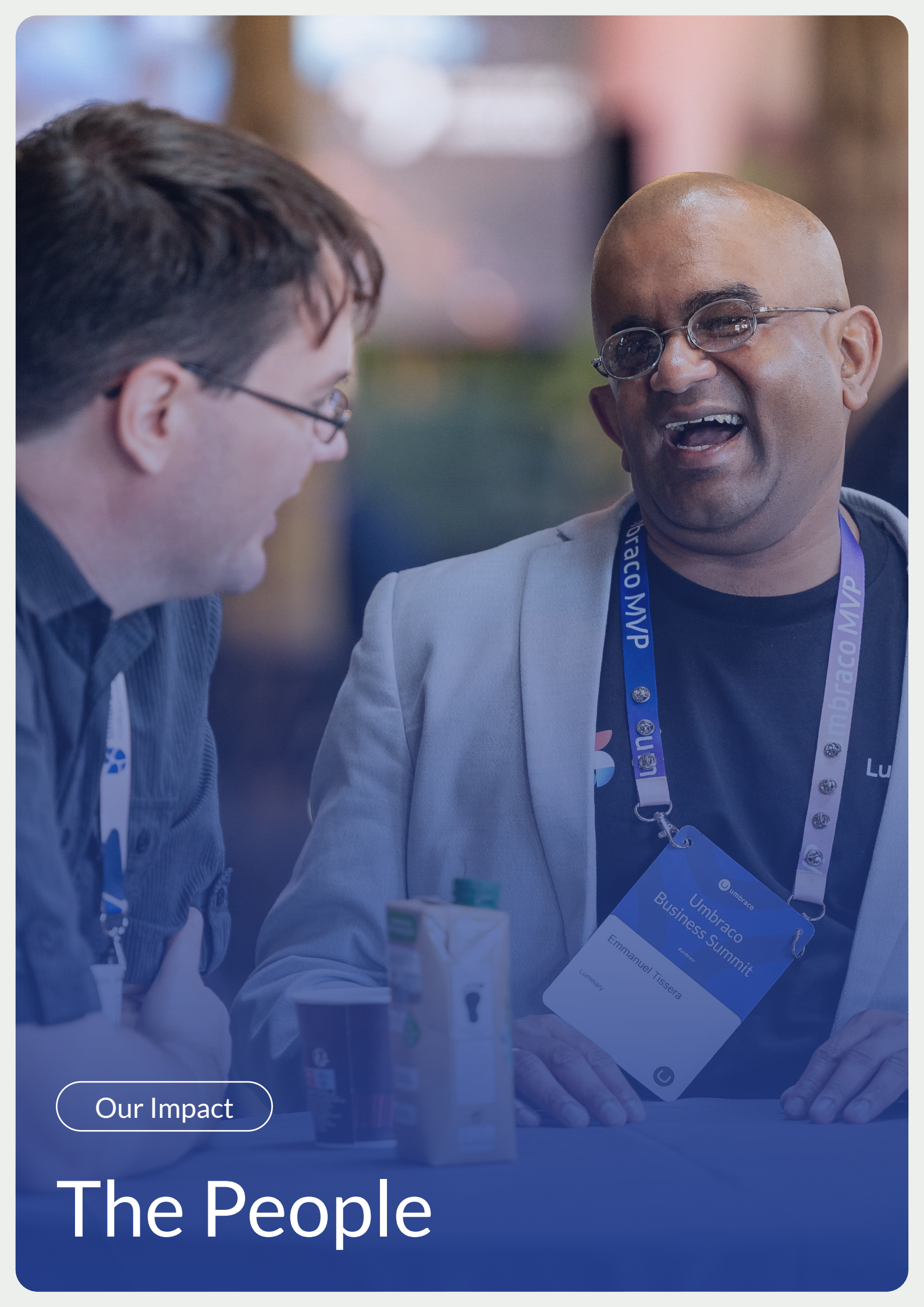
We are observing a decrease in emissions associated with Cloud hosting on Azure, despite the increase in clients utilizing the platform. This positive trend is a result of Azure's ongoing efforts to reduce the carbon intensity of their hosting services, coupled with our own initiatives to minimize the wasteful utilization of unnecessary hardware.



Company CO₂e Emissions in Total



CO₂e Emissions per Employee



Our Impact

The People



UN SDG
5.5



At Umbraco, sustainable growth is rooted in the well-being and diversity of our people. In an increasingly divided world, we are doubling down on our commitment to making Umbraco a welcoming home for everyone, regardless of background.

2025 was a landmark year for our internal community as we crossed the milestone of 150 employees. While our roots remain in Odense, our branches now reach further than ever, with offices and staff spanning the UK, USA, Netherlands, Scandinavia, Vietnam, and most recently Australia.

Our “Work from Anywhere” policy, established in 2020, continues to be a cornerstone of our culture. It allows us to prioritize talent over

geography, resulting in a vibrant tapestry of 35 different nationalities and people working from multiple other locations than our established offices.

We host international theme events that represent the various cultures our employees are from which provide, often entertaining, insights into how we are similar and different across our many cultures.

This global mindset ensures that while we do business in over 100 countries, we do so with a team that truly understands and respects the diverse cultures of our users.

Ownership and Shared Success

We don't just want our employees to work for Umbraco; we want them to own a piece of it. Since the introduction of our employee shareholding program in 2021, we have seen incredible engagement. Today, 45% of eligible staff members are shareholders, aligning our collective success with the long-term health of the company.



Tackling an industry-specific challenge

In the tech industry, words like “diversity” are often used, but we prefer to let our data do the talking. We recognize that women are traditionally underrepresented in IT, and we have made it our mission to not only meet but exceed industry standards.

By utilizing gender-neutral recruitment and focusing on “value-add” over traditional skill sets, we achieved a major milestone in 2025: 53% of our new hires were female. This commitment ensures we remain well above the Danish IT industry average (IT Industry average ≈30%, Umbraco average: 35%), bringing a broader range of perspectives to the “Friendly CMS” and helping us better understand the global markets we serve.



Leadership is key

We continue to invest in our leaders. Four annual workshops with external consultants training in various leadership topics, resulting in a company-wide average leadership satisfaction rating of 4.53 out of 5.



The Umbraco Awards
2025: Innovation with
Purpose



The Umbraco Awards 2025 at Codegarden showcased a pivotal shift in our ecosystem. As the digital landscape becomes more complex, our partners are proving that “innovation” is no longer just about flashy features - it is about creating digital experiences that are responsible, accessible, and strategically future-proof.





A New Standard for Sustainability and Efficiency

A major theme this year was operational and environmental efficiency. By leveraging the Umbraco Cloud and our “AI-ready” architecture, our partners are drastically reducing the carbon footprint and manual overhead of global digital presences.









From **PicoPublish’s** massive consolidation of 70 sites into a single instance to **Speak B.V.’s** high-performance commerce engines, we are seeing a new era of “Lean Green” digital engineering.

Inclusion and Experience as a Core Philosophy

In 2025, accessibility and the “Editing Experience” moved from checkboxes to competitive advantages. Our winners proved that the “Friendly CMS” is at its best when it empowers every user, regardless of their technical ability or physical constraints. Whether it’s **DEPT®** bringing the zoo experience to life digitally or **Ecreo** making complex multilingual workflows feel effortless, these projects set the global benchmark for inclusive design.



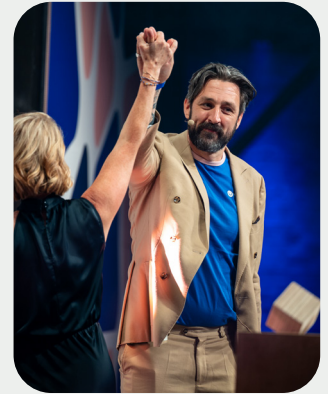
2025 Hall of Fame: Category Winners

	CATEGORY	PARTNER	PROJECT	THE IMPACT ACHIEVEMENT
	Best Cloud Solution	PicoPublish	Danish Agro	Consolidated 70 sites into one instance; reduced CMS costs by 60% and content management time by 47%.
	Most Innovative Solution	Perplex Digital	Elize	A blueprint for the AI-ready foundation, blending AI and personalization to drive autonomous customer engagement.
	Best Editing Experience	Ecreo	Dansani	Transformed complex multilingual workflows into an empowering, real-time preview experience for global editors.
	Best Designed Site	DEPT®	ARTIS	A masterclass in accessible design, blending three distinct content areas into one cohesive, intuitive visitor experience.
	Best Umbraco Commerce Solution	Speak B.V.	Isolatiehandel.nl	A robust, high-efficiency B2B/B2C hybrid that proves commerce can be both powerful and user-friendly.
	Best Partner Solution	Bonsai Media Group	Regulator Marine	A visually rich, Cloud-powered digital transformation that sets a new standard for luxury brand storytelling.
	Jury's Choice	TSD	Bond Jewellery	Technically ambitious commerce integration featuring real-time data feeds and seamless user journeys.
	Package Award	Patrick de Mooij	SeoToolkit	Empowering the entire ecosystem with automated, friendly SEO tools that scale across any Umbraco project.

Celebrating Our Partner Synergy

The magic of Umbraco doesn't happen in a vacuum. It happens when world-class agencies take our foundation and push it to its limits. This year's winners - from DEPT® to Perplex Digital - show that the Umbraco partner ecosystem is the primary engine of digital transformation today.

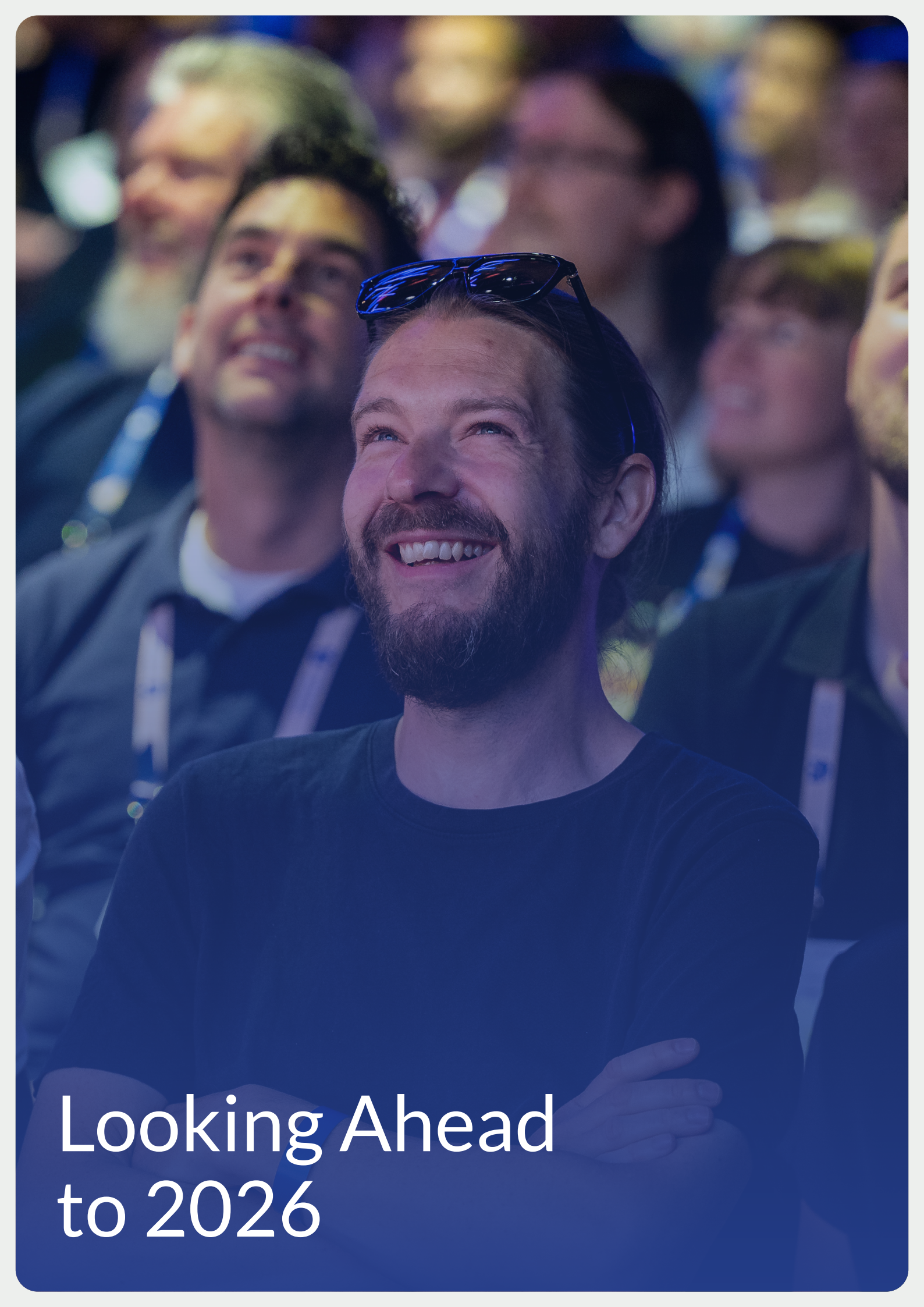
By highlighting these winners, we celebrate the collective growth that makes Umbraco a global powerhouse. These agencies aren't just building websites; they are engineering a better, more inclusive, and more efficient web.



Looking Ahead

The Umbraco Awards 2025 have shown us that our ecosystem is driving positive change through technical excellence. As we move into 2026, we will continue to celebrate the partners who use our platform to create a lasting, positive impact on the world.

To everyone signing up for the Umbraco Awards: thank you for showing us what is possible. You and your great work are the reason we keep building.



Looking Ahead
to 2026

As we look toward 2026, our mission is to empower our partners, clients and the community with the most flexible, friendly, and sustainable digital foundation.



Orchestration for complexity at scale

Launching in 2026, Umbraco Compose is our pathway to high-performing, large-scale digital solutions. By acting as a managed orchestration layer, it simplifies complex architectures while drastically reducing resource consumption.

Advanced caching ensures that only the exact data required is delivered. This eliminates “over-fetching,” resulting in faster load times and reduced server strain.

For high-complexity builds, this efficiency translates into lower energy requirements per request. By streamlining how external data from e.g. CRMs or PIMs are consumed, we enable our partners to build enterprise-grade solutions that are inherently more energy-efficient and scalable by design.



Enterprise grade Governance and Security

Our ongoing commitment to ISO 27001 certification remains a cornerstone of our governance strategy. This ensures that as we scale into deeper enterprise markets, our security and data management processes meet the highest global standards.





Bolette Kern
Product Manager,
CMS & AI - Umbraco

“AI isn’t a feature. And it’s definitely not finished.

Our goal isn’t to predict exactly how everyone will use AI. It’s to build a platform that still works when those predictions change. We’re not optimising for the loudest AI features. We’re optimising for choice, longevity, and real-world use. Because when the hype moves on, and AI becomes everyday infrastructure, that’s what partners and end clients will rely on.

We’re excited about what we’re building, but the real impact comes from what the Umbraco ecosystem builds next.”



AI, Intentionally: A Strategy of Choice and Context

In 2026, our AI strategy is built on the principle of Intentionality. We believe AI should be a “friendly” partner to digital craftsmanship, not a closed “black box.” Our strategy follows two distinct tracks:

- **AI in Umbraco** - We provide a modular, model-agnostic foundation (Umbraco.AI) that gives organizations total control over which LLMs they use. This ensures transparency, predictable costs, and strict governance over brand tone and data privacy, keeping the “human in the loop” by design.
- **Umbraco in AI** - We are making Umbraco the “Agent-Ready CMS.” By utilizing the Model Context Protocol (MCP) and Agent Skills, we enable external AI agents to understand and interact with Umbraco’s structured data. This allows developers and editors to work within AI-native environments while Umbraco acts as the trusted source of truth.

By leveraging the structured data provided by our core architecture and now also Umbraco Compose, we provide the essential context that AI needs to be accurate and effective.

In 2026, Umbraco isn't just adding AI features. We are providing the framework that turns AI potential into scalable, responsible, and high-impact digital outcomes.

And we want you to be in the driver's seat, making the important decisions on which AI or other technology you want to bring into your projects.

We're not optimizing for lock-in. We're optimizing for longevity.



Mats Persson
CEO, *Umbraco*



umbraco