

# Social Impact Review

2025

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## About MacPaw

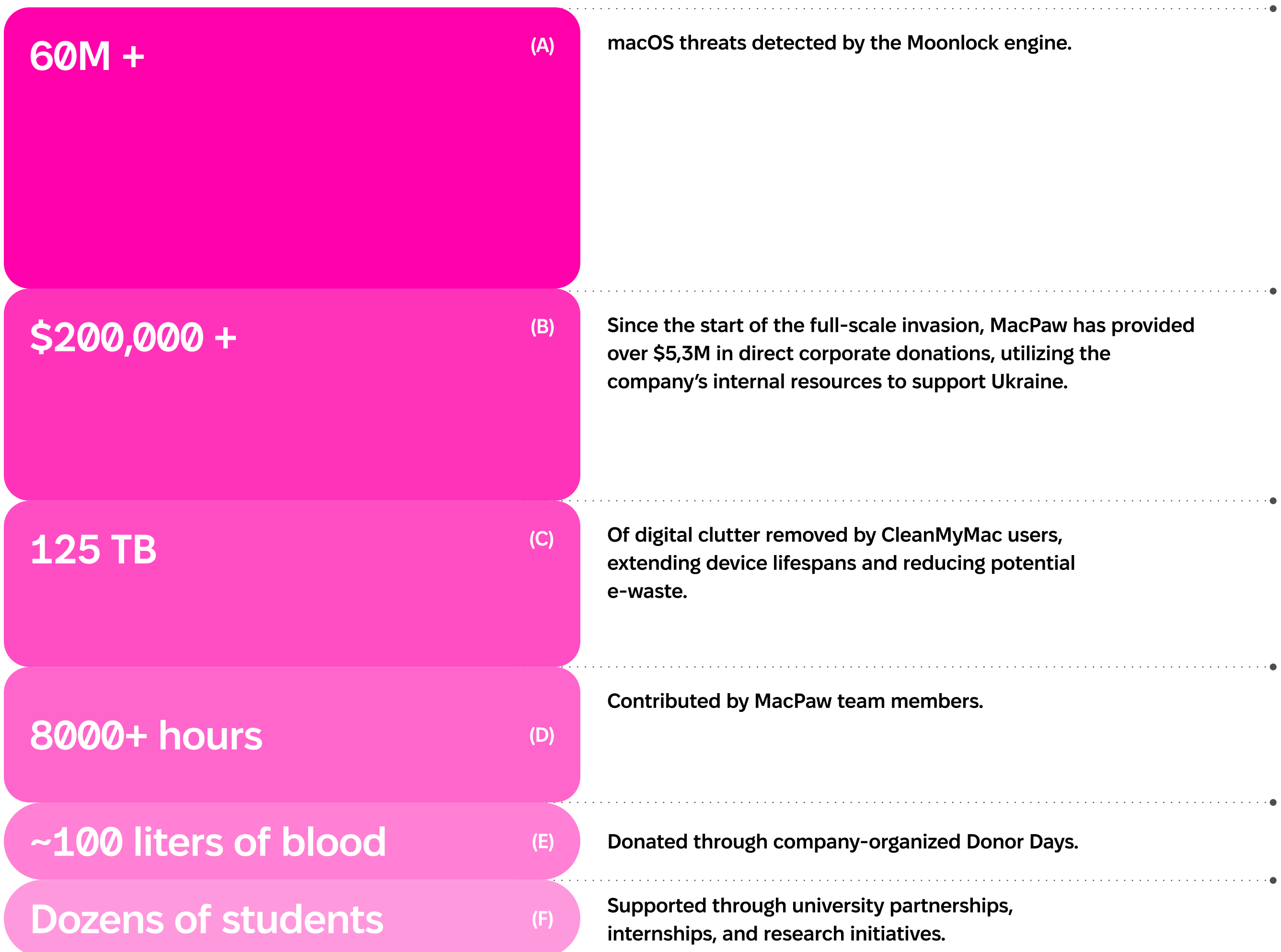
MacPaw is a global technology company founded in Kyiv, Ukraine, with offices in Boston, MA and the EU, creating a digital ecosystem for Mac users. Combining capabilities such as system care, cybersecurity, app discovery and more, the ecosystem is aimed to unite the MacPaw suite of apps, third-party tools and AI solutions to collaborate on behalf of the user. Through Eney, the interface of the ecosystem and an AI-powered assistant, MacPaw aims to help users and developers within their workflows, driving the next generation of human-computer interaction.



# Empowering People, Technology & Communities

2025 was a year of continued impact for MacPaw. Despite the ongoing challenges in Ukraine and globally, we used our technology, resources, and community to deliver measurable results. From extending device lifespans and strengthening cybersecurity awareness to supporting Ukraine's defenders with life-saving equipment, we remained focused on ensuring that technology serves a greater purpose and benefits people's lives. This report presents the results of our work across all areas of social responsibility: Social Responsibility, Responsible Technology, Ukraine Support, and Governance and Accountability.

By the numbers 2025 Highlights:



## Letter from the CEO

In 2025, responsibility meant acting with purpose and responding to urgent needs. As Ukraine continues its fight for freedom, MacPaw remained focused on three priorities: helping save lives, strengthening community resilience, and investing in the future through education and responsible technology.

We are deeply grateful to every team member, partner, and community member who contributed their time, expertise, donations, and care.

In a time of ongoing uncertainty, we believe that technology must not only adapt — it must support resilience. That is why we continued to invest in the evolution of MacPaw's ecosystem as part of our long-term vision for responsible and human-centered innovation. By combining system care, cybersecurity, app discovery, and AI-powered capabilities, we are creating an integrated environment where MacPaw products, third-party tools, and intelligent solutions work seamlessly on behalf of the user.

Through this approach, we aim to make technology more intuitive, secure, and responsive — helping people navigate complexity and uncertainty, and contributing to a more resilient digital future.

This report presents our 2025 results with transparency and respect, focusing on measurable impact and long-term value.



Oleksandr Kosovan,  
Founder and CEO  
of MacPaw

## Impact Pillars

At MacPaw, our social impact work in 2025 is organized around core pillars. These pillars guide our efforts across our company, the tech ecosystem, and Ukraine, aligning our innovation, operations, and sustainability.

Each pillar addresses current challenges while contributing to long-term value for people and society:

● ..... **Responsible Technology**

Creating secure, sustainable products designed to serve people and the planet.

● ..... **Environmental Impact**

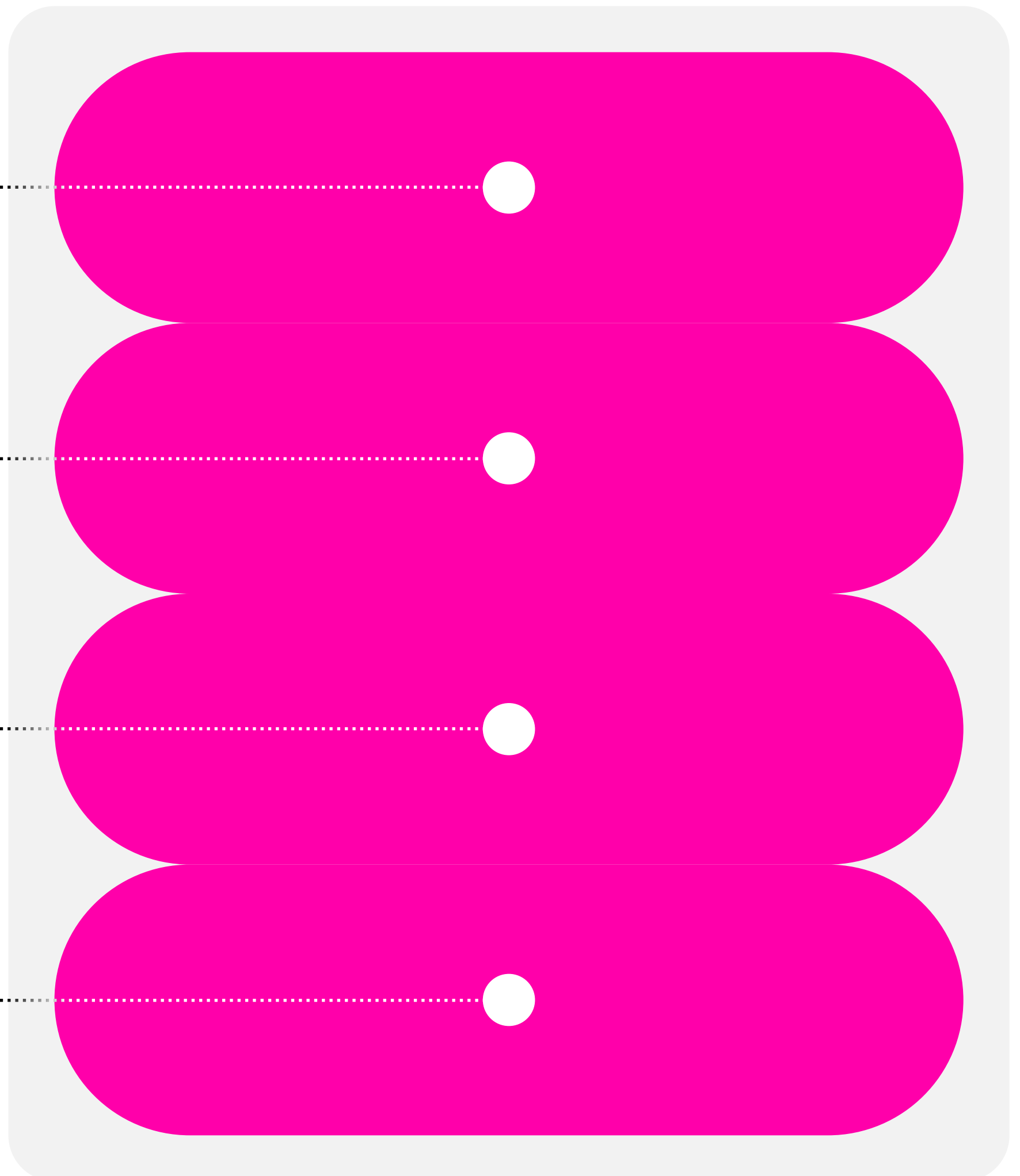
reducing environmental footprint through responsible operations, resource efficiency, and sustainable practices.

● ..... **Social Responsibility**

Fostering an inclusive workplace and uplifting communities through education, equity, and care.

● ..... **Ukraine Support**

supporting defenders, rebuilding communities, and investing in Ukraine's future.



## SDG Alignment

SDG 3

Good Health  
and Well-being

SDG 4

Quality  
Education

SDG 5

Gender  
Equality

SDG 8

Decent Work and  
Economic Growth

SDG 9

Industry, Innovation  
and Infrastructure

SDG 10

Reduced  
Inequalities

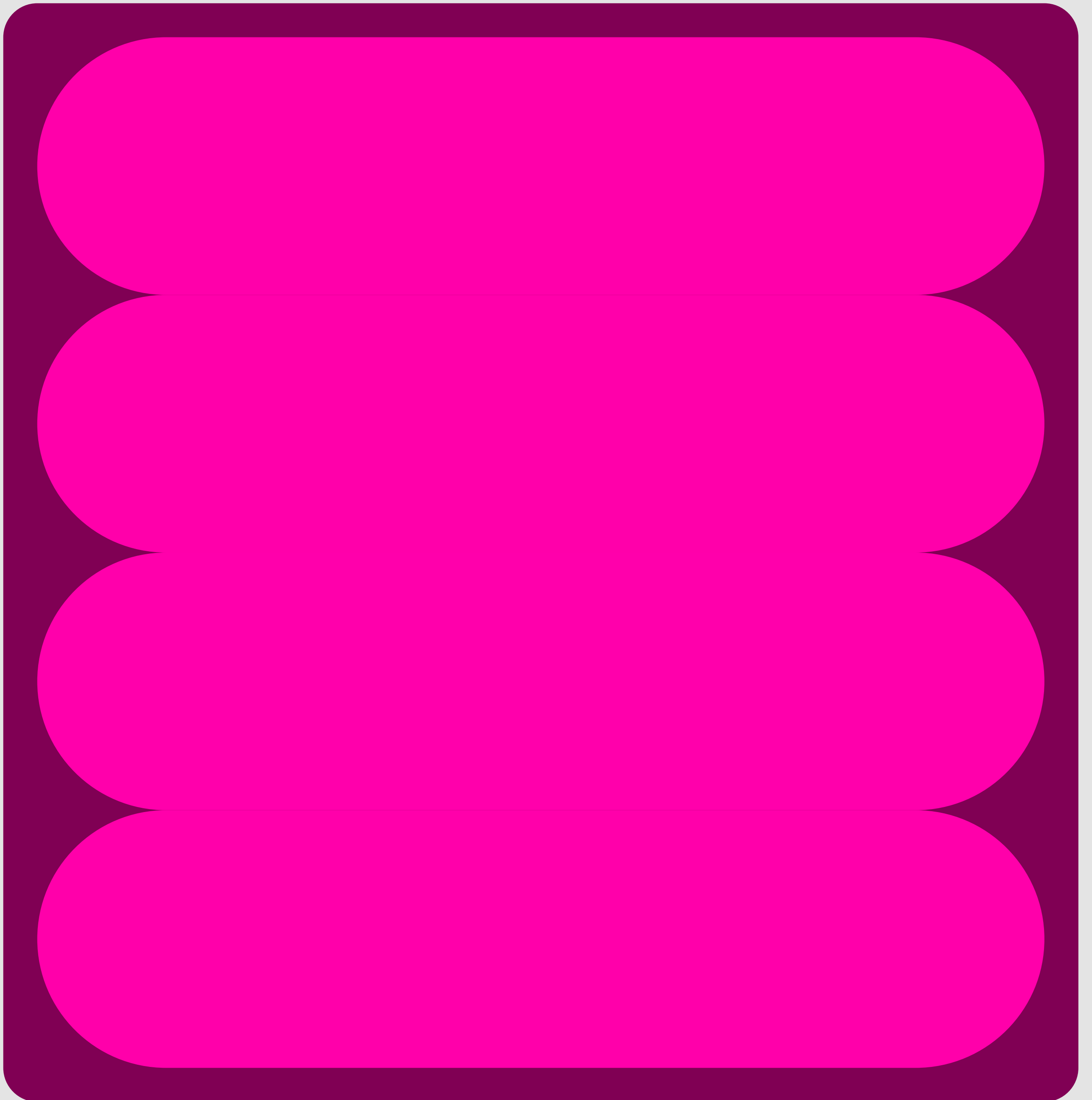
SDG 16

Peace, Justice and  
Strong Institutions

SDG 17

Partnerships  
for the Goals

# Responsible Technology



## Responsible Technology

MacPaw was founded on the belief that technology should be responsible — minimizing harm while maximizing benefit for users. This pillar covers our environmental sustainability efforts, cybersecurity commitments, and ethical product innovation.

In 2025, we strengthened operational sustainability, enhanced cybersecurity protections for our users, and advanced AI-driven features with care and foresight. We also doubled down on ethical business practices to ensure MacPaw’s growth remains aligned with our values every step of the way.

As a global tech company, our primary impact comes from the products we build. We integrate sustainability, privacy, and user well-being into every stage of the product lifecycle. This includes:

**Extending device lifespan through software optimization**

(A)

**Strengthening cybersecurity and digital trust**

(B)

**Promoting data transparency and ethical design**

(C)

**Developing responsible AI with local-first architecture and privacy safeguards**

(D)

## CleanMyMac

In 2025, CleanMyMac supported users in managing digital clutter and making informed decisions about devices and cloud storage.

With the launch of Cloud Cleanup, CleanMyMac expanded to cloud storage platforms, helping users identify unnecessary files and duplicates that increase storage load.

### By the numbers

**125 TB**

of data cleaned across our user base

**114 M**

clutter items removed from Mac laptops

**183 M**

items cleaned using Cloud Cleanup

### Key updates in 2025

**Cloud Cleanup launched, extending support to Google Drive, OneDrive, iCloud Drive, and Dropbox**

(A)

**Space Lens reintroduced, offering a visual breakdown of files by size and type**

(B)

## Moonlock

In 2025, Moonlock Lab, MacPaw's in-house malware research team, expanded its impact beyond the product itself:

- |     |   |
|-----|---|
| (A) | Published <u>30</u> in-depth analyses of emerging macOS threats on X.   |
| (B) | Analyzed new or poorly detected macOS stealer families such as Odyssey, AMOS, and MacSync, and was the first to <u>report</u> on the backdoor added to the Atomic macOS Stealer (AMOS). |
| (C) | Released its annual <u>macOS Threat Report</u> , summarizing key trends and research findings to help security professionals and organizations stay ahead of emerging cyber threats.    |
| (D) | Continued supporting the <u>Objective-See Foundation</u> , contributing to macOS security research and open-source tool development.  |
| (E) | <u>Partnered</u> with Objective-See Foundation to localize the LuLu firewall into Ukrainian, expanding access to free macOS protection tools for the Ukrainian cybersecurity community  |

## Moonlock

By the numbers

**60M+**

macOS threats detected by the Moonlock Engine

**12M+**

people reached through cybersecurity awareness campaigns

**1.6M+**

views of macOS security content



## ClearVPN

Continued to deliver on its social mission in 2025 by ensuring Ukrainians have secure access to free and truthful information, regardless of their location — particularly vital for people in temporarily occupied territories and for the Ukrainian defenders for whom stable and secure internet access remains a critical link to the outside world.

By the numbers

**71,075**

Ukrainians used free access through the Diia subscriptions initiative

(A)

**203,500**

Total Ukrainians have received complimentary access since 2022

(B)

## MacPaw's Commitment to Responsible AI

As MacPaw transitions towards AI-driven products, we apply a Responsible AI framework that prioritizes user privacy, local processing, and controlled data practices. We believe that AI capabilities must not compromise the security and trust of our users.

Our approach is built on four principles:

01

Local-First: Privacy  
by Design

02

Data  
Anonymization  
and Filtering

03

Secure Hybrid  
Infrastructure

04

Transparency and  
User Control

These measures ensure that AI systems remain transparent, while we deliver the benefits of next-generation software without compromising our users' security, privacy, and trust.

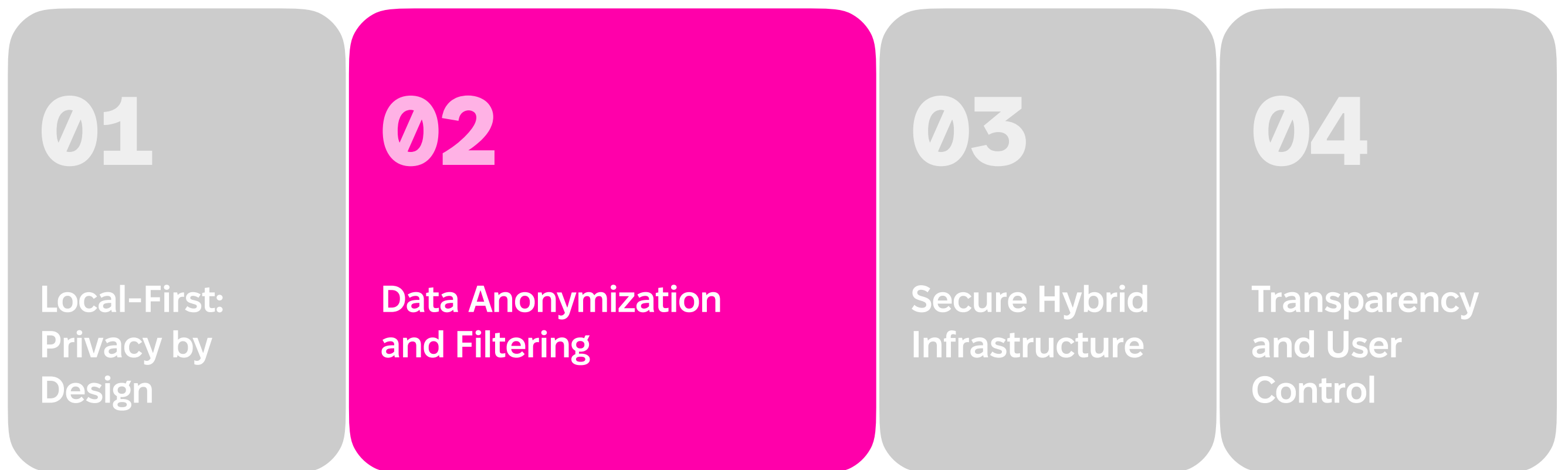
## MacPaw's Commitment to Responsible AI



**Local Intelligence is King.** Whenever possible, AI models run directly on the user's device (Apple Silicon), keeping sensitive data there.

- On-device processing: AI models are optimized for Apple's M chips. This reduces latency and keeps user data on the Mac.
- Minimized data footprint: Preference is given to small models over massive cloud processing. This approach ensures that personal context remains under user control.

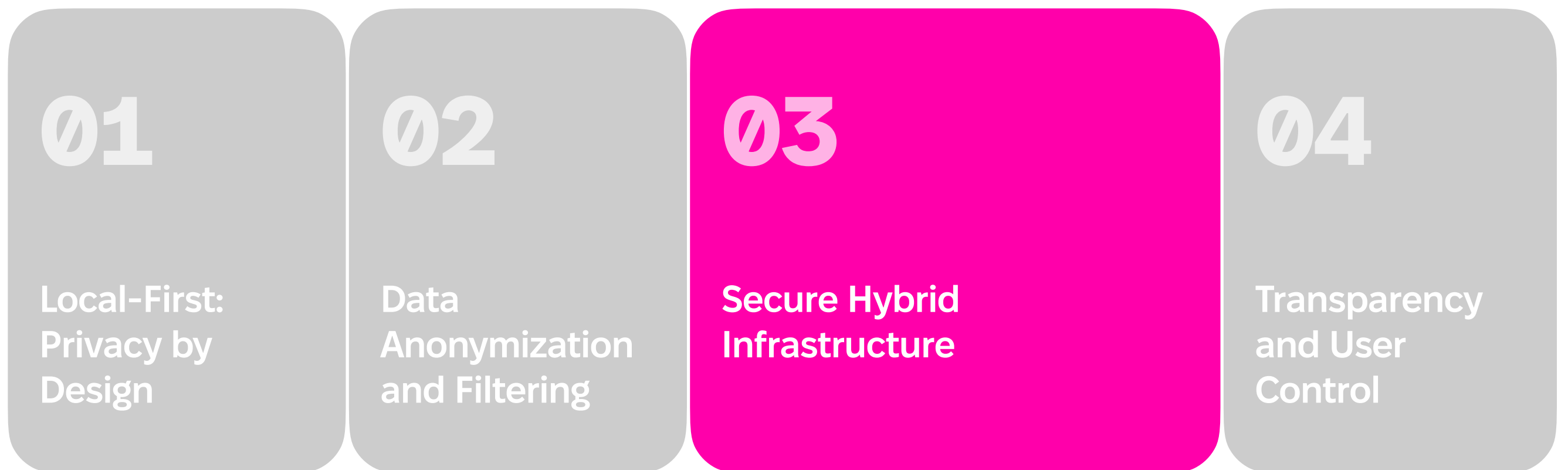
## MacPaw's Commitment to Responsible AI



**When data processing is required to deliver a solution, strict safeguards apply.**

- Zero PII retention: Personally Identifiable Information (PII) is anonymized before analysis.
- Multi-layered filtering: Data is scrubbed and validated through multiple filtering stages before reaching the AI model.

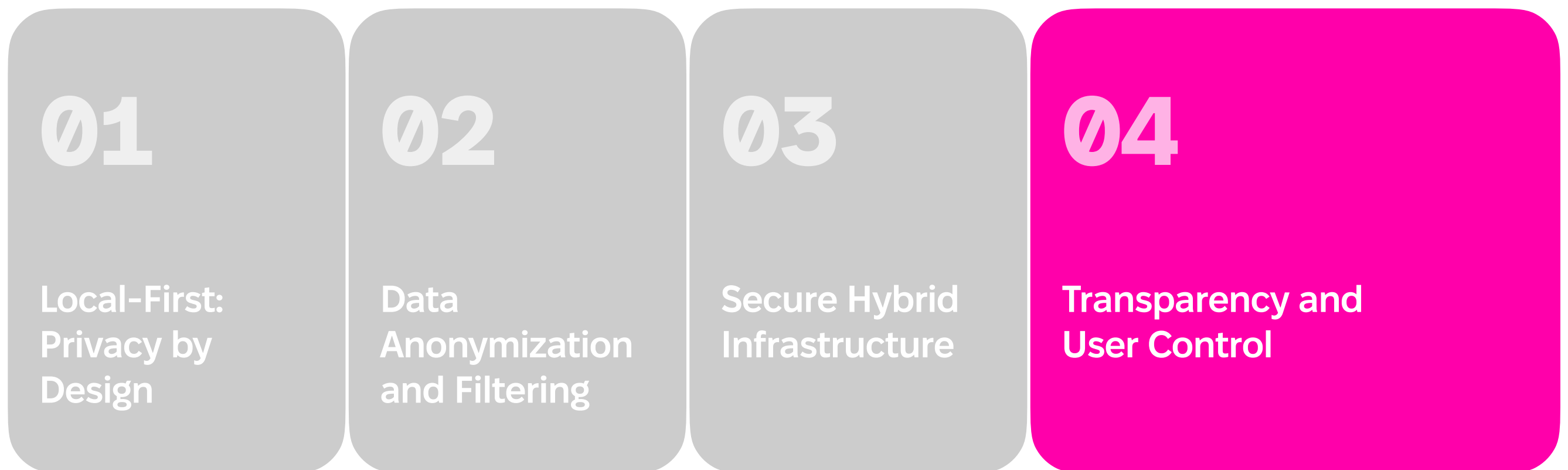
## MacPaw's Commitment to Responsible AI



**For advanced tasks that require external processing, MacPaw uses a controlled hybrid approach.**

- No training on user data: Corporate agreements with AI partners ensure that user data is not stored or used to train external models.
- The "Sealed" Cloud: External providers act solely as processors, without retaining interaction memory.

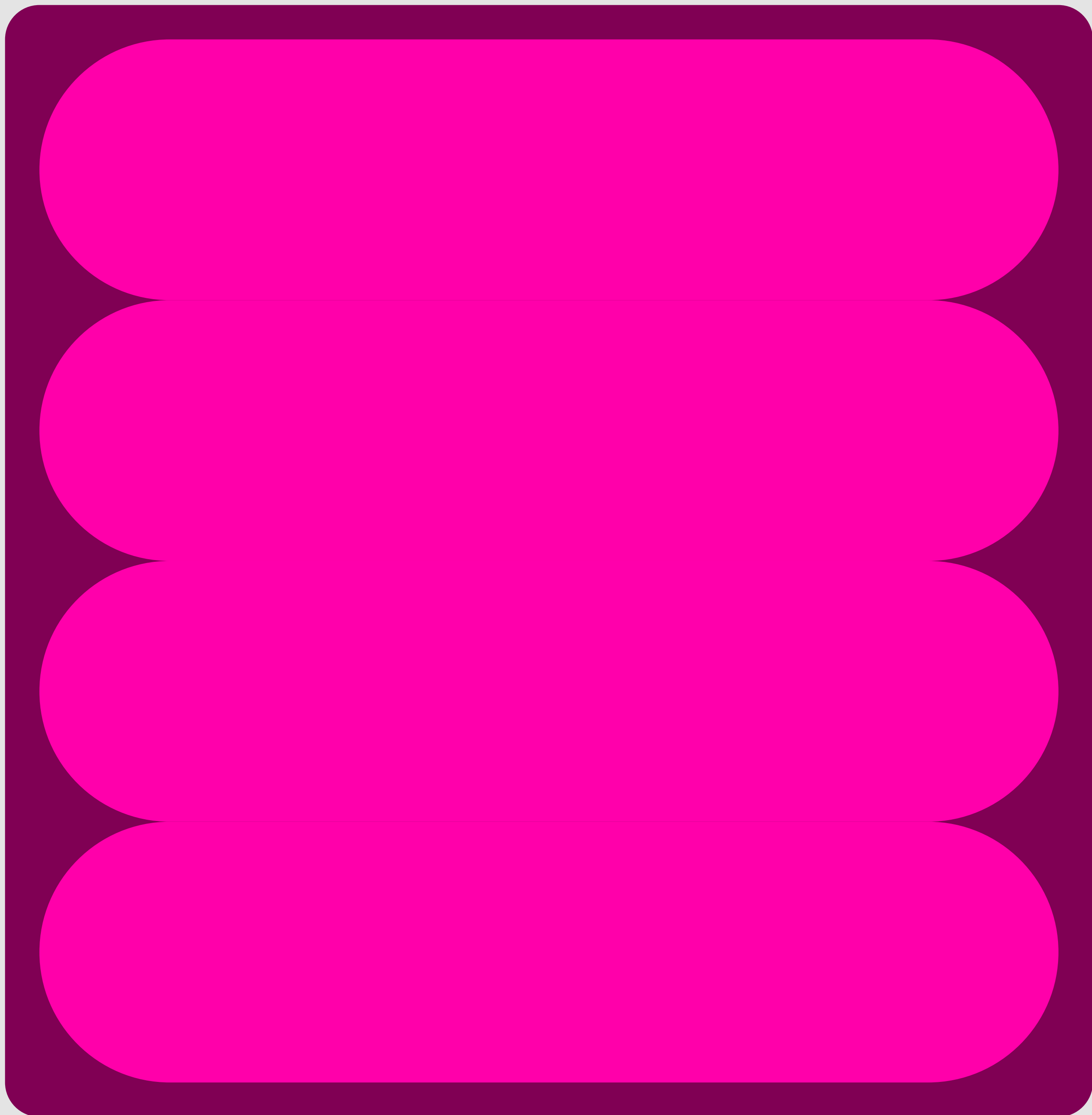
## MacPaw's Commitment to Responsible AI



**MacPaw's "computerbeings," like Eney, are designed to act with user permission and clear boundaries.**

- User-centric ethics: Teams are encouraged to select the safest and most explainable solution — whether AI-enabled or not — for each task.
- Internal governance: An AI Acceptable Use Policy and internal AI Datasets Unit oversee responsible data generation, usage, and compliance.

# Environmental Impact



## Environmental Impact

At MacPaw, environmental responsibility is reflected in operational practices and product impact.

### Hybrid work:

Flexible remote and hybrid work options help reduce commuting-related emissions while supporting work–life balance.

(A)

### Responsible e-waste handling:

Used electronics are donated, recycled, or repurposed through trusted local partners to reduce landfill waste.

(B)

### Reforestation efforts:

Regular tree-planting initiatives support biodiversity and help offset our environmental impact.

(C)

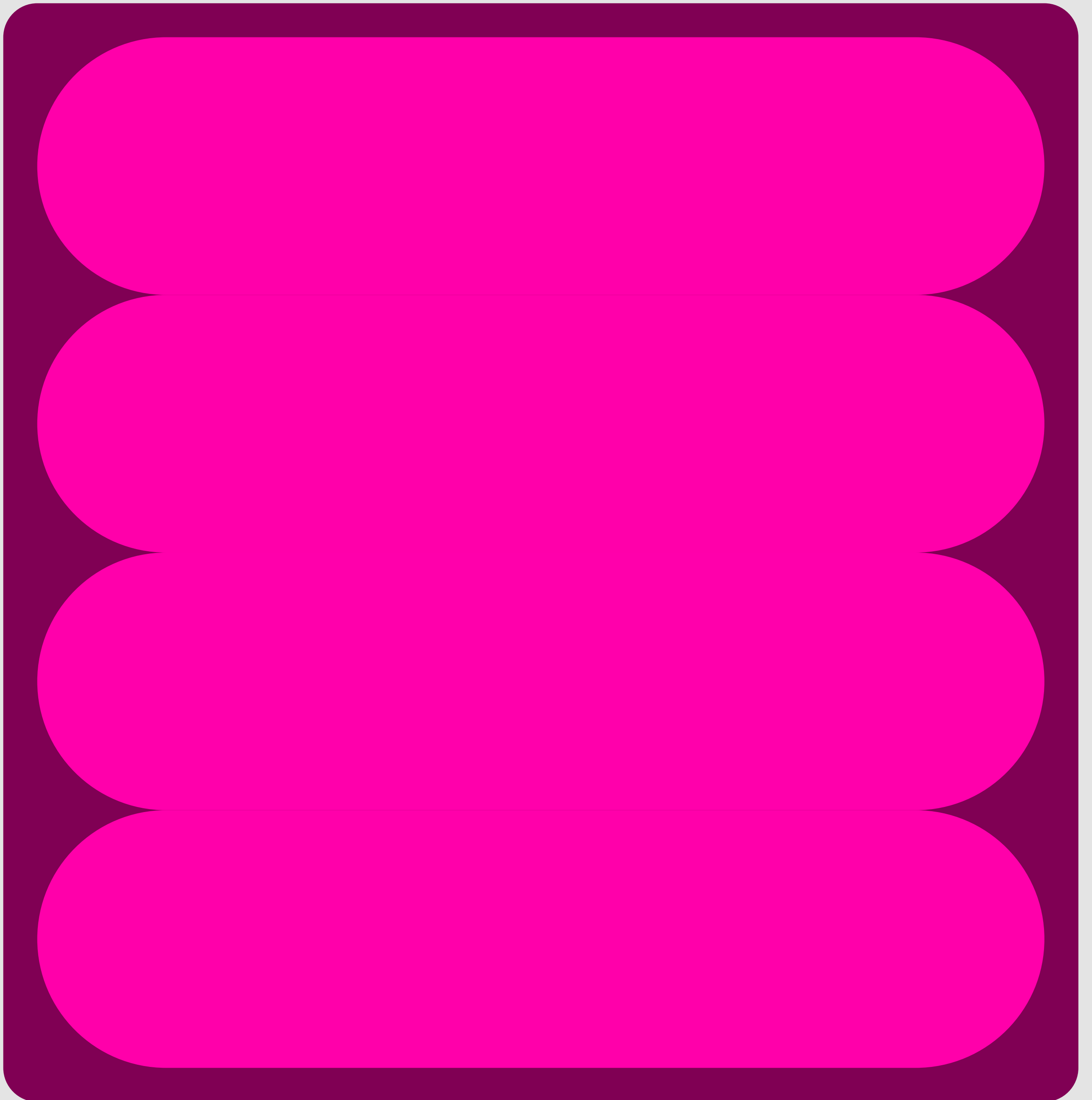
### Office recycling systems:

Waste separation is implemented in our Kyiv and Boston offices to ensure proper recycling of paper, plastic, glass, and other materials.

(D)

**Social**

**Responsibility**



## Social Responsibility

Social responsibility at MacPaw includes supporting our team, advancing education, and contributing to community resilience initiatives.



### Empowering Our People

We foster a workplace grounded in diversity, equity, inclusion, and well-being. This includes mental health programs, talent development, and structured support for mobilized specialists and veterans.



### Supporting Education

We partner with leading universities, including UCU, NaUKMA, Igor Sikorsky Kyiv Polytechnic Institute, and MIT-Ukraine. Through research collaborations and mentorship programs, we contribute to developing the next generation of tech leaders.



### Strengthening Communities

MacPaw supports local and national initiatives that build civic engagement and resilience. These efforts include blood donation drives, exhibitions, volunteering initiatives, and game-based learning projects like Social Agent, which connect tech with social responsibility.

## Key achievements:

### Ukrainian Catholic University

MacPaw supported the launch of the Center for Data, AI and Society — an interdisciplinary hub focused on responsible AI and the societal impact of digital technologies. The center unites scholars, policymakers, and industry to advance ethical, human-centered tech in Ukraine.

(A)

### National University of Kyiv-Mohyla Academy

MacPaw co-organized and supported the 16th TAAPSD conference, enabling student participation and hands-on workshops in applied research and development. The event connected students, researchers, and industry experts to exchange knowledge and push forward computer science innovation.

(B)

### Internship & Mentorship Programs

MacPaw provides hands-on internship opportunities for students from leading Ukrainian universities, enabling them to work on real product and R&D projects under the guidance of company mentors. The program also engages MacPaw specialists as guest lecturers, mentors, and hackathon jury members, strengthening ties between academia and industry.

(C)

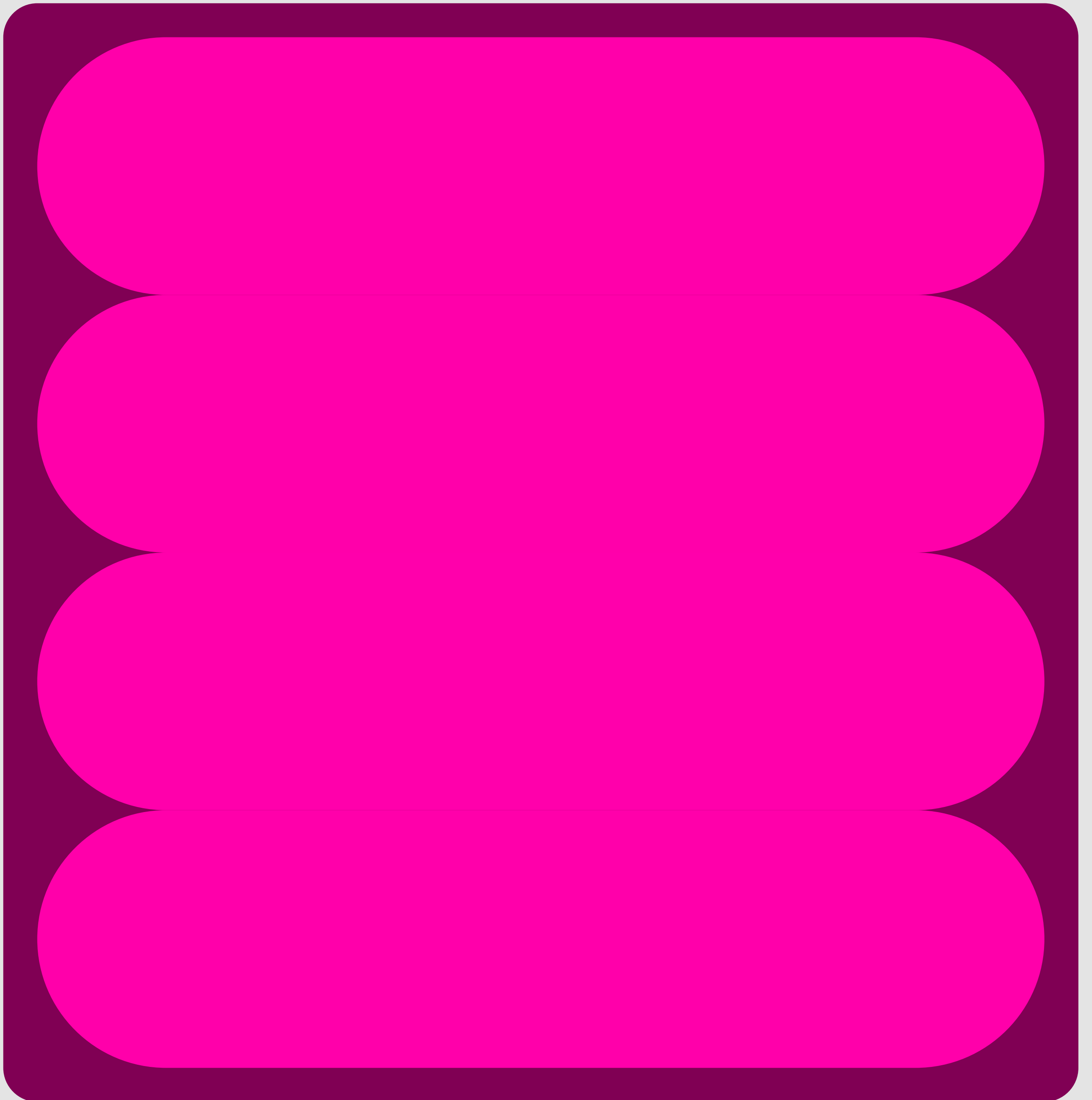
### MacPaw AI Lab

Launched in partnership with Igor Sikorsky Kyiv Polytechnic Institute, the MacPaw AI Lab is an open space for AI and machine learning research. The lab hosts lectures, workshops, and hackathons, supporting applied research and developing talent through industry-academia collaboration.

(D)

# Ukraine

# Support



## Key achievements:

In the fourth year of Russia's full-scale war against Ukraine, MacPaw continued structured support for defenders with life-saving equipment, veterans, and affected communities. Ukraine Support remains a dedicated pillar of our social impact strategy, combining direct assistance with long-term reintegration initiatives.

### By the numbers

**Hundreds of shipments**

to Ukrainian defenders and civilians, including critical medical supplies such as first aid kits, combat medic backpacks, blood refrigerators, and portable ICU equipment

**1000+**

life-saving shipments delivered since 2022

**100+**

CleanMyMac licenses provided to journalists and media organizations reporting on Ukraine

**~7%**

of MacPaw specialists are currently serving in the Armed Forces or hold veteran status

## Veterans' Reintegration & Support

In 2025, MacPaw developed its approach to supporting veterans, including:

|   |  |   |
|---|--|---|
| <p><b>100% job retention guarantee for mobilized specialists</b></p> <p>(A)</p> | <p><b>"Safe Landing" re-onboarding paths for returning veterans</b></p> <p>(B)</p> | <p><b>Mental health support for mobilised specialists and veterans</b></p> <p>(C)</p> |
|---|--|---|

### A "Veteran-to-Veteran" Buddy Program to support reintegration

(01)

100% of returning veterans have access to the "Intensive Professional Short Training" program to bridge technical gaps

(02)

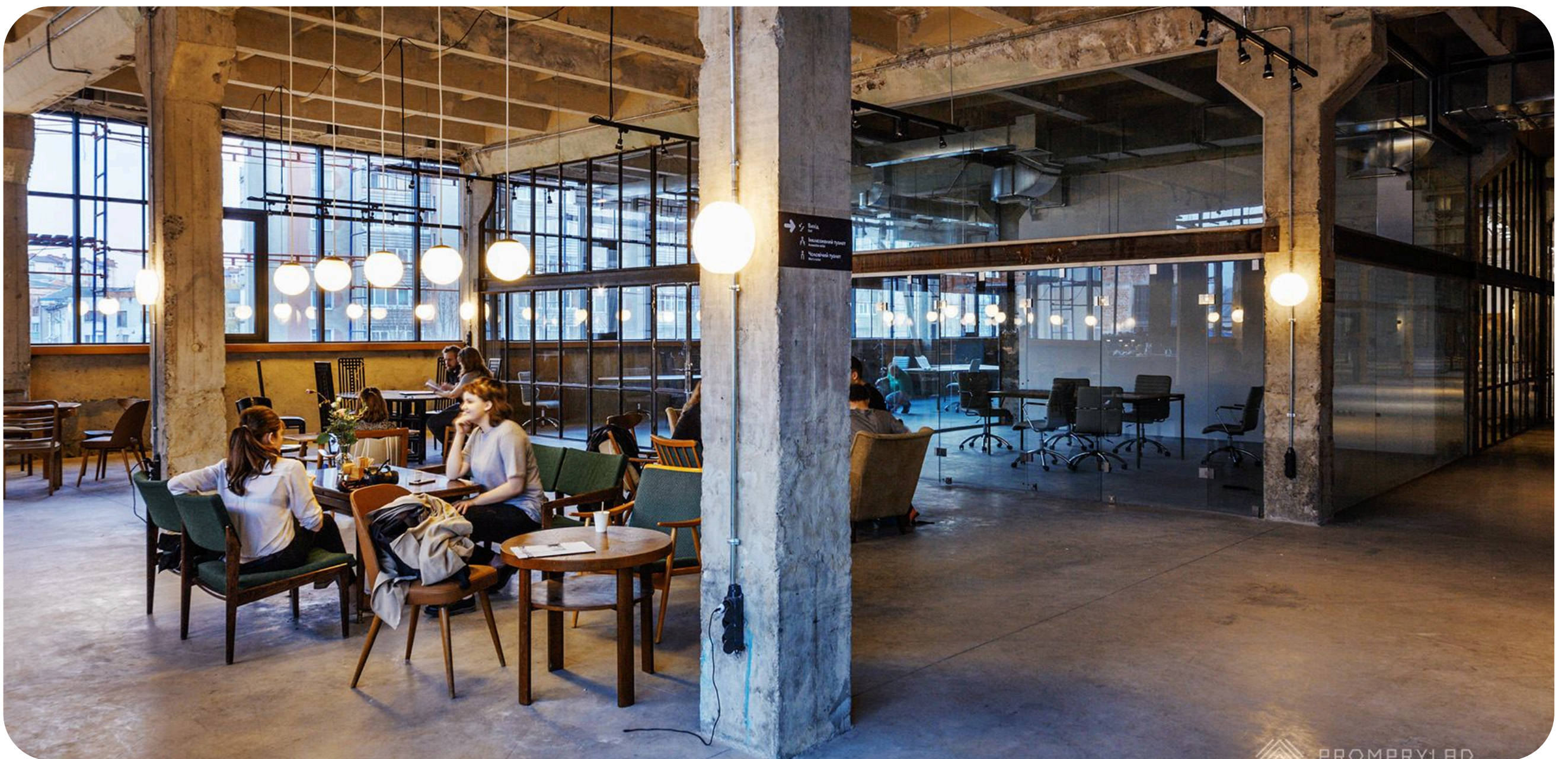
Completed an accessibility audit of the MacPaw office to ensure a barrier-free environment

Beyond internal initiatives, MacPaw collaborated with veteran-focused NGOs to support national reintegration frameworks.

## Community Revitalization. Promprylad. Renovation

MacPaw's ongoing support for Promprylad.Renovation in Ivano-Frankivsk – entered a new phase. Since 2019, MacPaw has invested \$1.5 M in transforming the former industrial site into a hub for business, education, and art.

In 2025, newly renovated spaces — including a co-working center, a creative arts wing, and a start-up incubator — opened to displaced entrepreneurs and community organizations, contributing to local economic resilience.



## Public Engagement. Atlas Festival

In 2025, MacPaw partnered with Atlas Festival — the largest music festival in Ukraine — to support charitable causes. At our booth, attendees engaged with our initiatives, contributed to fundraising efforts, and received charity merchandise. In collaboration with partners, the festival raised a total of **₹121 million**, all of which was directed toward socially impactful causes.



## Civic Engagement & Volunteering

In 2025, the MacPaw team continued to volunteer their time and professional skills across a range of initiatives, including blood donations. We also introduced new tools and events to encourage civic engagement beyond the company, supporting broader participation in volunteer efforts.



"Social Agent"  
Board Game

Co-created by MacPaw and N-iX to teach volunteerism, charity, and corporate social responsibility (CSR) in a fun, interactive way. We've donated **30 copies** to educational institutions, community centres, and NGOs for their workshops.



Volunteer Hours

Through the MacPawCares program, macpawians contributed **over 4,000 hours** to community and educational initiatives.














Donor Days

Four company-organized blood drives were held in partnership with a local blood bank, collecting **~100 liters of blood** to support hospitals facing a shortage.

## Awards & Recognition

In 2025, MacPaw received numerous awards recognizing our commitment to excellence across various domains, including our role as an employer, impactful CSR initiatives, cybersecurity efforts, and innovative product design.

|     |   |   |
|-----|---|---|
| 1.  | Most Innovative Companies                       |  |
| 2.  | Stevie Awards                                   |  |
| 3.  | Stevie Awards                                   |  |
| 4.  | Global Infosec Award                            |  |
| 5.  | Global Infosec Award                            |  |
| 6.  | Global Infosec Award                            |  |
| 7.  | Gold Globee® Award                              |  |
| 8.  | Cybersecurity Excellence Awards                 |  |
| 9.  | Cybersecurity Excellence Awards                 |  |
| 10. | Cybersecurity Excellence Awards                 |  |
| 11. | DOU Award (shortlist) Most Innovative Companies |  |
| 12. | UN Partnership for Sustainability Award         |  |

# Partners



## Looking Ahead to 2026

In 2025, MacPaw demonstrated what we can achieve even in the toughest of times: support communities, transform lives, and inspire change while building great products. In 2026, we'll continue scaling these impacts and exploring new frontiers of social innovation. We carry forward the lessons of this year and continue building on what we've achieved.

**Together, let's make 2026 a year defined by creativity, resilience, and positive impact.**

Thank you for reading our Social Impact Review 2025.

— The MacPaw Team