

SUSTAINABILITY & SOCIAL IMPACT REPORT

2024

mediatree⁺

Striving towards a **Net Zero Future** for Investor Relations

Certified



Corporation

WELCOME TO MEDIATREE'S FOURTH IMPACT REPORT

Mediatree's mission is to deliver **physical, hybrid, and virtual events, roadshows**, and wider investor communication services with precision and in a sustainable manner. We achieve this by working in partnership with our clients and through our thoroughly assessed supply chain, ensuring that the negative externalities of Investor Relations (IR) activity are both mitigated and offset.

The purpose of this 2024 Impact Report is to provide a clear overview of our progress over the past year, structured around the five B Corp pillars: **governance, workers, customers, community, and environment**. Over the last year, we enhanced our GreenerRoadshows offering and continued to strengthen relationships with stakeholders and suppliers.

This report also outlines our organisational footprint and offsetting activities for 2024, together with our objectives for the year ahead. It is intended to demonstrate Mediatree's continued commitment to responsible growth, operational excellence, and sustainable impact within the investor communications sector.

LETTER FROM THE CEO & SUSTAINABILITY TEAM

2024 has been a year defined by complexity. Geopolitical uncertainty and challenging markets tested businesses across industries, yet through it all, Mediatree remained focused on what we do best: building a company grounded in integrity, purpose, and positive impact. Even in uncertain times, we saw opportunities to connect with like-minded organisations and individuals, most notably through our B Corps in Action: Networking for Change event. Bringing together businesses from different sectors reinforced a powerful truth: when companies collaborate, share knowledge, and commit to sustainable practices, they can collectively create a far greater impact than any one organisation could alone.

Looking ahead to 2025, our focus remains clear. We are committed to maintaining a company that prioritises sustainability, resilience, and ethical decision-making at every level. Beyond our internal practices, we aim to influence our clients through the work we do; encouraging them to consider the environmental and social footprint of their projects, make conscious supplier choices, and embed sustainability into their operations.

Our vision is to continue being a proactive voice in the wider business community, pushing forward sustainable messaging and action, and ensuring that Mediatree remains a force for good in all that we do. While the challenges ahead are real, so too are the opportunities to lead with purpose and inspire meaningful change.

Thank you to our team, partners, and clients for helping us make 2024 a year of impact. Together, we look forward to driving progress in 2025 and beyond.

Without further ado, welcome to Mediatree's 2024 Impact Report.

Go well, **go greener.**



REPORT

P. 05

JOURNEY TO GREENERROADSHOWS™

P. 07

BLUEPRINT FOR SUSTAINABILITY

P. 08

GOVERNANCE

P. 09

WORKERS

P. 10

CUSTOMERS & COMMUNITY

P. 11




















ENVIRONMENT

P. 12

LOOKING AHEAD - 2025

JOURNEY TO GREENERROADSHOWS: DECARBONISING INVESTOR RELATIONS

Timeline

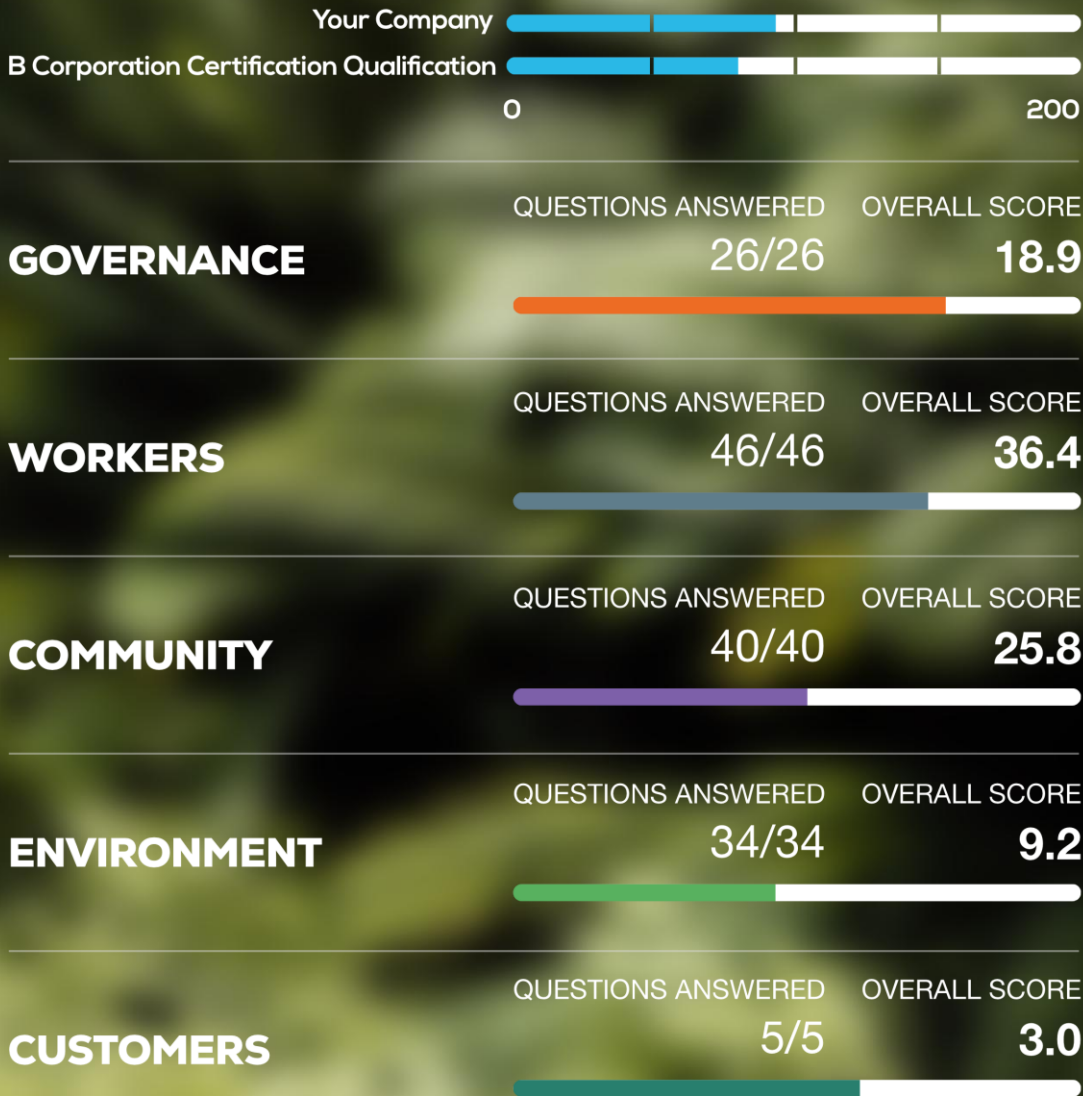
2016	2017 - 2019	2020	2021	2022	2023	2024
 <p>Creation of GreenerRoadshows™ and its calculation engine for physical roadshows</p>	 <p>Supply chain assessment</p>  <p>First Carbon Neutral:</p> <ul style="list-style-type: none"> • Non-Deal Roadshow (NDR) • IPO • Capital Markets Day  <p>Over 21,081.7 tonnes CO₂ offset</p>  <p>>68k trees planted in seven countries</p>  <p>First roadshow exclusively using electric vehicles</p>	 <p>Virtual roadshows calculation methodology added to the GreenerRoadshows™ calculation engine</p>  <p>100% of NDR clients certified as Carbon Neutral for their roadshows</p>	<p>GreenerRoadshows™ partnered with Carbon Footprint to certify PAS2060, ISO 14001:2015 and ISO 9001:2015</p>  <p>Mediatree achieves Carbon neutral status</p> 	 <p>Official B Corp. certification</p>  <p>Re-Learn partnership for improved waste management</p>  <p>ISO 14001:2015 and ISO 9001:2015 certifications</p>  <p>98% of Mediatree's financial roadshows and events projects certified carbon neutral</p>	 <p>Development of the GreenerRoadshows™ calculation engine to include a wider range of features and increasing overall Scope 3 inventory</p>  <p>Creation of the Mediatree x Klimate CDR Portfolio and offset of our annual emissions (59.3 tCO₂)</p>	 <p>Development of the GreenerRoadshows™ reports to provide wider range of detail to clients</p>  <p>Implementation of the Mediatree x Klimate CDR Portfolio offering to all client projects</p>  <p>Hosting of first ever B Corps in Action: Networking for Change event in London</p>

WHAT DOES BEING A B CORP MEAN TO US

Overall B Impact Score - 2022



For Fiscal Year End Date: 31 Dec 2020



mediatree
SEPTEMBER 2022

Mediatree became a certified B Corporation in 2022, achieving a score of 93.4 across the assessment categories. This milestone reflected the collective effort of our entire team and formalised our commitment to using business as a force for good.

Since certification, we have worked systematically to strengthen our performance. In 2023, we analysed each B Corp category in detail and developed targeted plans to increase our impact on our clients, our communities, and the wider environment. Our shared goal remains clear: to drive meaningful change within our industry and establish GreenerRoadshows as the standard for sustainable Investor Relations.

Looking ahead to our 2025 recertification, we are prioritising the areas where improvement is most needed. Our focus includes deepening community engagement, advancing our GreenerRoadshows offering, and reinforcing both our governance structures and our engagement with employees and customers. In parallel, we continue to track developments in regulation and net zero science, ensuring our solutions remain aligned with best practice.

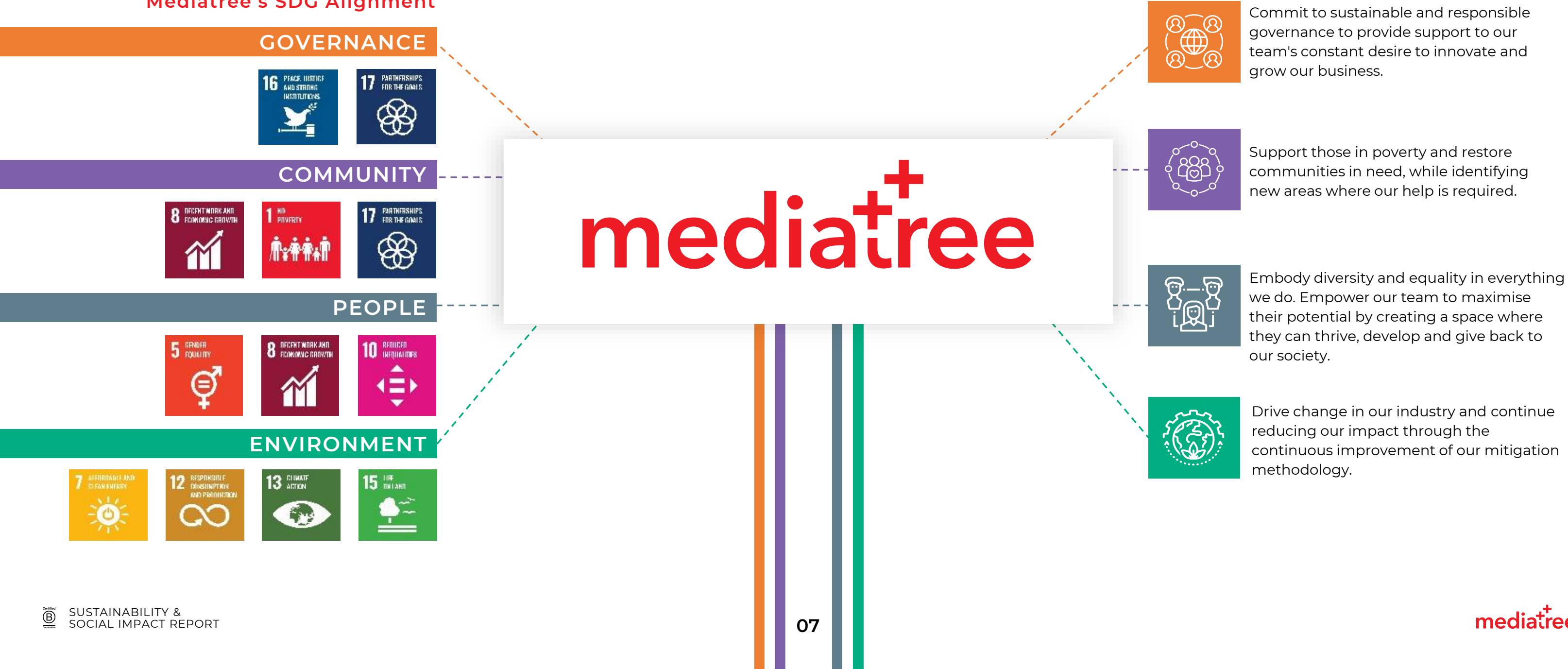
In 2023, we also enhanced our tools for capturing Scope 3 data related to investor-facing activities and expanded charitable opportunities for our team, strengthening our impact beyond our core services.

In 2024, we built on this progress by continuing to innovate and scale solutions that accelerate the decarbonisation of the Investor Relations industry, while maintaining accountability and transparency through the B Corp framework.

BLUEPRINT FOR SUSTAINABILITY

Our blueprint ensures we are acting on the key pillars of sustainability in all areas of our business while creating long-term value for every one of our stakeholders.

Mediatree's SDG Alignment



STRONG GOVERNANCE FOR SUSTAINABLE GROWTH

At Mediatree, we recognise that governance is the **backbone of sustainable leadership**. By embedding ethical oversight, transparency, and accountability into every level of our decision-making, we foster a culture where responsible **innovation thrives and long-term value flourishes**.

KEY GOVERNANCE HIGHLIGHTS

MISSION LOCK

Mediatree legally embeds its mission into governance documents to guard against mission drift.

ENABLED BY A BALANCED BOARD OF DIRECTORS

02

WOMEN

01

MEN

03

NATIONALITIES

01

MINORITIES

2 IR Specialists

1 Finance Specialist

It goes without saying that, despite its organic adoption within our organisation, ethical behaviour is framed by **strict written company-wide policies**:

We have the following policies in place:

- **Ethics policy** - outlines our responsibility to good corporate governance, insider training, bribery, discrimination, corporate social responsibility and fiduciary responsibilities.
- **Antibribery and Corruption policies** - to ensure we only work with ethical companies.
- **Whistle-blower policy** - to protect the rights of employees.

IN 2024



Mediatree further developed the GreenerRoadshows offering to improve its reporting abilities and better inform clients on their impact and opportunities for improvement in the future.

We also extended our Klimate x Mediatree CDR portfolio to our clients for their offsetting needs.

...PROVIDING TOTAL SUPPORT TO ITS PEOPLE

Our governance approach ensures we're not just compliant, but **purpose-led**, **transparent**, and **accountable** to everyone we impact.

People

MEDIATREE IS BUILT ON ITS PEOPLE.

In 2024, our team has continued to grow. Not only in numbers but also in perspectives, experiences, and voices that enrich our culture. We remain committed to cultivating an environment that is diverse, inclusive, and supportive at every level of the organisation. By valuing individuality and encouraging collaboration, we create space where our people feel empowered to contribute, innovate, and thrive together. Our team is, and will always be, the foundation of our success and the driving force of our future.

AT MEDIATREE, WE BELIEVE IN THE POWER OF DIVERSITY



Gender Diversity:

50% **50%**

WOMEN

MEN

10

Nationalities

7+

Languages Spoken

FOUNDED BY A FRENCH AMERICAN WOMAN IN THE UK AND LED BY A SOUTH AFRICAN SPANISH WOMAN, MEDIATREE HAS DIVERSITY AT ITS CORE.



DIVERSITY MEANS MEETING A WIDE VARIETY OF NEEDS TO ALLOW FOR PERSONAL GROWTH



SOCIAL

Quarterly team building lunches and afternoon activities (e.g. arcade and bowling)

Sustainability Pioneer of the Year company competition. Monthly challenges with prizes for the sustainable winners.



WELLBEING

2 personal feedback interviews / year

Group Life Cover

Private **Health & Dental** Insurance



EDUCATION

20 workshops organised yearly

4 sponsored training courses

Monthly company townhalls for learning and development

CUSTOMERS & COMMUNITY

CUSTOMERS

In 2024, our commitment to transparency and sustainability has extended more deeply into how we engage with our clients. We recognise that every customer interaction carries both environmental and social dimensions, and understanding this impact is [essential to building a responsible and resilient business](#).

While we are still in the process of developing the data and tools needed to measure customer impact comprehensively, we have taken meaningful steps forward. Last year, we introduced [post-project feedback sessions](#) with all of our clients, ensuring that we capture valuable insights to [maximise the customer experience](#) and integrate learnings into future work.

Looking ahead, incorporating customer impact into our reporting will remain a key focus. By aligning this effort with our B Corp values, we are working to create a customer journey that is [not only seamless and collaborative](#) but also [contributes positively across our value chain](#).

CUSTOMERS

At Mediatree, we believe that community is strengthened when [people come together with purpose](#). Every member of our team is encouraged to take volunteering days to support causes that matter most to them. In 2024, this saw our people contributing their time and energy to several causes, [helping create positive change beyond our workplace](#). These are the following:



Towards the end of 2024, we turned our attention [closer to home](#). As a team, we gathered to review and shortlist local charities and associations we could support more deeply. Together, we selected [Holborn Community Association \(HCA\)](#) as our new community partner, a relationship we are proud to begin in 2025.

We also focused on [building stronger connections](#) within the B Corp movement. To bring values-driven businesses closer together, we hosted our first B Corps in Action Networking Event, collaborating with several fellow B Corps to [share knowledge, celebrate progress](#), and explore ways of [driving collective impact](#). This event included:

11

B Corp Partners

47

Event attendees

4

Keynote Speakers



ENVIRONMENT

Since the development of our GreenerRoadshows tool in 2016, highlighted again by our B Corp certification in 2022, we have focused on [aligning Investor Relations with sustainable practices](#). As such, we have continuously developed our calculation engine, helping to make investor-facing activities more [transparent](#) and [climate-conscious](#).

That momentum continued in 2024. Our commitment to sustainability has remained [central to our work](#), and we are actively tracking and refining our environmental impact across operations and client projects. Although our 2024 carbon footprint assessment is still being verified, we are confident that the results, alongside those of 2025, will [be included in next year's impact report](#). By publishing these insights together, we aim to provide a [clearer picture](#) of our progress over time and [hold ourselves accountable](#) to the continuous improvements we are making.

IN 2023, MEDIATREE ASSESSED ITS ANNUAL CARBON FOOTPRINT AND REDUCTION PLAN GOALS

2023

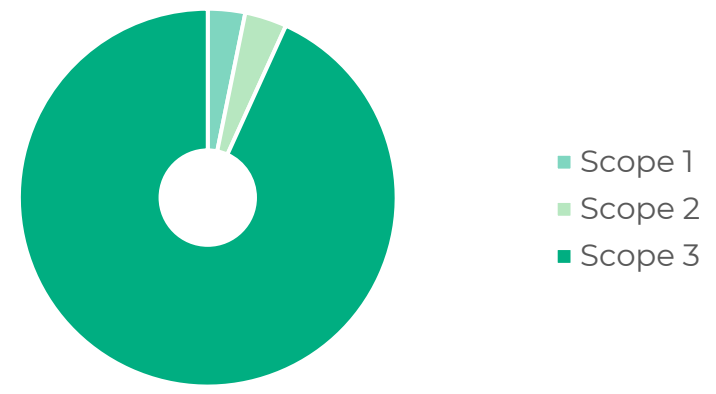
59.3 tCO₂
Total Annual Emissions

2.5 tCO₂
Reduction Goal for 2024 (SBTi Aligned)

Process Improvement Plan:

- Smarter travel
- Energy-efficient office operations
- Increase data tracking

EMISSION
SCOPE
BREAKDOWN



MEDIATREE ALSO REFINED ITS GREENERROADSHOWS CARBON ASSESSMENT AND OFFSETTING METHODOLOGY.

KLIMATE

In 2023, Mediatree [strengthened its climate action](#) by partnering with Klimate to create a dedicated Carbon Dioxide Removal (CDR) portfolio built around projects that align with our values and operations. This commitment underscores our [long-term ambition](#) to [contribute to a net zero future](#) in ways that are both [credible](#) and [impactful](#).











This year, we also extended our Klimate portfolio to all GreenerRoadshow clients, positioning it as our [primary offsetting recommendation](#). By doing so, we not only support best practice in offsetting plans but also spread awareness of emerging CDR technologies, helping our clients join us in amplifying impact across the value chain.

LOOKING AHEAD

We know that meaningful change does not happen overnight, but we are encouraged by the steps we've already taken and motivated by the opportunities ahead. With a clear plan, innovative tools, and a growing commitment across our team, we remain determined to [reduce our footprint](#) and [expand the positive impact of our work](#).







LOOKING AHEAD - 2025

Extremely satisfied with the 2023 achievements for diversity in senior roles, age diversity, racial diversity, gender diversity and % of per capita worker time donated as volunteer, community service our aim is to maintain the performance level over time.

METRICS	SDGs	2024 RESULTS	2025 GOALS
PEOPLE			
Diversity in senior roles		Ratio maintained: 33% of senior roles were male and 67% were female	Maintain current standards
Age diversity		A 20+ year age range	Maintain current standards
Racial diversity		Ratio maintained: 20-29% of employees from a racial or ethnic minority. We do not discriminate in race, gender or religion in all areas of the business	Maintain current standards
Gender diversity		Ratio balanced: 50% male and 50% female.	Maintain current standards
Flexible work arrangement		Allowing staff access to flexible working which includes the freedom to choose working format for at least 40% of the working week. These arrangements will continue to help employees better manage their work-life balance and support diverse needs	Maintain current standards
Unconscious bias training		Provided training on identifying potential bias in the workplace to our employees in management and leadership roles and implemented these into our recruitment process	Maintain current standards
Mentorship		Onboarded three full-time employees – one in a sustainability focused role. Also provided one internship opportunity who was with us over the summer months.	Aim to provide at least one internship opportunity in the year
Personal awareness		Introduced and trained team on our new employee assistance program (EAP) app - Wisdom	Continue to develop diverse awareness engagement initiatives
Personal development	 	Developed a career development framework to demonstrate key steps and skills each employee can apply to be able to achieve their career progression goals.	Put training plans in place to align with our career development framework

LOOKING AHEAD - 2025

A strong 2024 for sustainability with many notable achievements. We are continuing to prioritise this in our company strategy and so envisage continued growth and acceleration across all metrics in 2025.

METRICS	SDGS	2024 RESULTS	2025 GOALS
ENVIRONMENT			
Total Scope 2 GHG emissions		Maintained no printing policy in the office and flexible remote working policy. Annual footprint assessment undertaken. Liased with facilities manager in attempts to improve management processes and data collection for scope 2 emissions.	Continue to liase with landlord and facilities management to collect better data.
Total energy consumption		Rolled out energy efficiency plans to all employees to employ during office hours and working from home. Held 3 team training sessions on energy efficiency.	Continue to liase with landlord and facilities management to collect better data. Have annual reminder training sessions with the team
Total distance travelled (GR)		Implementation of mitigation measures	Gather this data via monthly data forms to be completed by all employees
Total distance travelled by plane		Implementation of mitigation measures	Gather this data via monthly data forms to be completed by all employees
Total number of flights		Implementation of mitigation measures	Gather this data via monthly data forms to be completed by all employees
Total scope 3 GHG emissions		Implementation of mitigation measures	Gather this data via monthly data forms to be completed by all employees

LOOKING AHEAD - 2025

We have partnered with Holborn Community Association to help our employees maximise the impact of their paid volunteering leave and our aim is to collaborate with them as much as possible in 2025.

METRICS

SDGS

2024 RESULTS

2025 GOALS

COMMUNITY

% paid time off for volunteer service



13% paid time off for volunteer service maintained

Incentivise all employees to take their volunteer days

% of per capita worker time donated as volunteer, community service



% not calculated for 2024. Selected Holborn Community Association (HCA) as charitable partner for 2025

Collaborate with HCA as much as needed/possible throughout the year



CONTACT

**FOR QUESTIONS AND FEEDBACK,
PLEASE CONTACT US AT:**

fallon.painter@media-tree.com
mia.ramalhodafonseca@media-tree.com

ADDRESS

4 Great James Street,
London, WC1N 3DB, UK

TELEPHONE

+44 20 7437 3322

WEBSITE

www.media-tree.com
www.greenerroadshows.com

LINKEDIN

[Mediatree LinkedIn](#)

