

# SUSTAINABILITY & SOCIAL IMPACT REPORT

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## 2025

mediatree<sup>+</sup>

Advancing **Sustainable Standards** in Investor Relations

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Certified



Corporation

# WELCOME TO MEDIATREE'S FIFTH IMPACT REPORT

Mediatree's mission is to deliver **physical, hybrid, and virtual events, roadshows, and wider investor communications services** with precision and in a sustainable manner. We work in close partnership with our clients and through a carefully assessed supply chain to prioritise the reduction of environmental and social impacts associated with Investor Relations (IR) activity, supported by mitigation measures and the use of offsets only for residual impacts where reduction is not currently feasible.

In 2025, Mediatree recertified as a B Corporation, achieving a score of 98.4. This recertification reflects our continued focus on strengthening governance, embedding responsible practices across our operations, and delivering measurable impact for our stakeholders.

The purpose of the 2025 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**. During this period, we continued to enhance our sustainability-led services and rebranded GreenerRoadshows as **GreenIR**, reflecting the expansion of our offering to support a broader range of sustainable Investor Relations activities.

This report also outlines our organisational priorities for the period ahead. It is intended to demonstrate Mediatree's ongoing commitment to responsible growth, operational excellence, and the continuous development of sustainable impact within the investor communications sector.

# LETTER FROM THE CEO & SUSTAINABILITY TEAM

2025 has been a year of focus, consolidation, and disciplined progress for Mediatree. In a complex and evolving business landscape, we prioritised quality over scale, sharpening strategic oversight and strengthening the foundations that support our long-term resilience and impact.

ESG considerations remain fully embedded in how we operate. We continue to believe that sustainable value is built on accountability, transparency, and trust; principles that guided our decisions throughout the year.

A key milestone was our successful B Corp recertification in December 2025, reaffirming our commitment to responsible governance and continuous improvement. We also rebranded GreenerRoadshows to GreenIR, reflecting the growing scope of our sustainable investor relations offering, while expanding our presence into the Middle East to better support clients in a strategically important region.

Our people remain at the heart of our success, and we remain committed to fostering a culture grounded in integrity, collaboration, and responsibility.

As we look ahead, our focus remains clear: strengthening what works, advancing our ESG journey with purpose, and continuing to deliver long-term value for our stakeholders.

Thank you to our team, clients, and partners for your continued trust. And with that, welcome to Mediatree's 2025 Impact Report.

Go well, [go greener](#).



**Fallon Painter**  
CEO

**Mia Ramalho da Fonseca**  
Sustainability & Carbon Manager

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# JOURNEY TO GREENIR: DRIVING EMISSIONS REDUCTIONS WITHIN INVESTOR RELATIONS

In 2016, we created GreenerRoadshows™ and its calculation engine for physical roadshows

## Timeline

2017 - 2019	2020	2021	2022	2023	2024	2025
<p> Supply chain assessment</p> <p> <b>First Carbon Neutral:</b></p> <ul style="list-style-type: none"> <li>• Non-Deal Roadshow (NDR)</li> <li>• IPO</li> <li>• Capital Markets Day</li> </ul> <p> Over <b>21,081.7</b> tonnes CO<sub>2</sub> offset</p> <p> <b>&gt;68k</b> trees planted in seven countries</p> <p> First roadshow exclusively using electric vehicles</p>	<p> <b>Virtual</b> roadshows calculation methodology added to the <b>GreenerRoadshows™</b> calculation engine</p> <p> <b>100% of NDR</b> clients certified as Carbon Neutral for their roadshows</p>	<p><b>GreenerRoadshows™</b> partnered with Carbon Footprint to certify PAS2060, ISO 14001:2015 and ISO 9001:2015</p> <p> <b>GreenerRoadshows<sup>++</sup></b></p> <p>Mediatree achieves <b>Carbon Neutral status</b></p> <p> <b>Carbon Neutral Event</b></p> <p><b>GreenerRoadshows™</b></p> <p> <b>ISO 14001:2015</b> and <b>ISO 9001:2015</b> certifications</p> <p> <b>98%</b> of Mediatree's financial roadshows and events projects certified carbon neutral</p>	<p> <b>Certified B Corporation</b></p> <p>Official <b>B Corp.</b> certification</p> <p> <b>ReLearn</b> partnership for improved waste management</p> <p> <b>ISO 14001:2015</b> and <b>ISO 9001:2015</b> certifications</p> <p> Creation of the <b>Mediatree x Climate CDR Portfolio</b> and offset of our annual emissions (59.3 tCO<sub>2</sub>)</p> <p> <b>98%</b> of Mediatree's financial roadshows and events projects certified carbon neutral</p>	<p> Development of the <b>GreenerRoadshows™</b> calculation engine to include a wider range of features and increasing overall Scope 3 inventory</p> <p> Creation of the <b>Mediatree x Climate CDR Portfolio</b> and offset of our annual emissions (59.3 tCO<sub>2</sub>)</p>	<p> Development of the <b>GreenerRoadshows™</b> reports to provide wider range of detail to clients</p> <p> Implementation of the <b>Mediatree x Climate CDR Portfolio</b> offering to all client projects</p> <p> <b>Certified B Corporation</b></p> <p>Hosting of first ever <b>B Corps in Action: Networking for Change</b> event in London</p>	<p> <b>Certified B Corporation</b></p> <p>Official <b>B Corp</b> re-certification, with an increased score of <b>98.4</b>.</p> <p> <b>greenIR</b> by mediatree</p> <p>GreenerRoadshows rebranded to <b>GreenIR</b> and expanded its services.</p> <p> Expansion of business to Middle East markets.</p>

# WHAT DOES BEING A B CORP MEAN TO US

Overall B Impact Score - 2025



For Fiscal Year End Date: 31 Dec 2024



SEPTEMBER 2022 & DECEMBER 2025

Mediatree recertified as a B Corporation in 2025, **achieving an increased score of 98.4** compared to our initial certified score of 93.4, across the assessment categories. This milestone reflects the sustained, collective effort of our entire team and reaffirms our commitment to using business as a force for good.

Since our initial certification in 2022, we have worked systematically to strengthen our performance across all B Corp categories. We continue to review our impact in detail, implementing targeted actions to improve how we serve our clients, support our employees, engage with our communities, and reduce our environmental footprint. Our shared goal remains clear: to drive meaningful change within our industry and to establish GreenIR as the standard for sustainable Investor Relations.

While recertification represents an important achievement, we recognise that it is not an endpoint. As part of this ongoing evolution, we rebranded GreenerRoadshows as GreenIR, reflecting the expansion of our services to support a broader range of sustainable Investor Relations activities. Looking ahead, we are committed to continued development in the areas where improvement is most needed, with a particular focus on strengthening our environmental performance and deepening our community engagement. In parallel, we continue to track developments in regulation and net zero science, ensuring our solutions remain aligned with best practice.

Through continued measurement, accountability, and transparency within the B Corp framework, we remain focused on building long-term impact and scaling solutions that support the decarbonisation of the Investor Relations industry.

# 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

### GOVERNANCE



### COMMUNITY



### PEOPLE



### ENVIRONMENT



mediatree+



Commit to sustainable and responsible governance to provide support to our team's constant desire to innovate and grow our business.



Support those in poverty and restore communities in need, while identifying new areas where our help is required.



Embody diversity and equality in everything we do. Empower our team to maximise their potential by creating a space where they can thrive, develop and give back to our society.



Drive change in our industry and continue reducing our impact through the continuous improvement of our mitigation methodology.

## STRONG GOVERNANCE FOR SUSTAINABLE GROWTH

At Mediatree, we recognise that **effective governance underpins sustainable leadership**. In 2025, our approach has centred on **consolidation and refinement**; strengthening existing frameworks, prioritising quality over scale, and sharpening strategic oversight.

By embedding ethical governance, transparency, and accountability across the organisation, we enable **responsible innovation and long-term, resilient growth**.

## 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

02

MEN

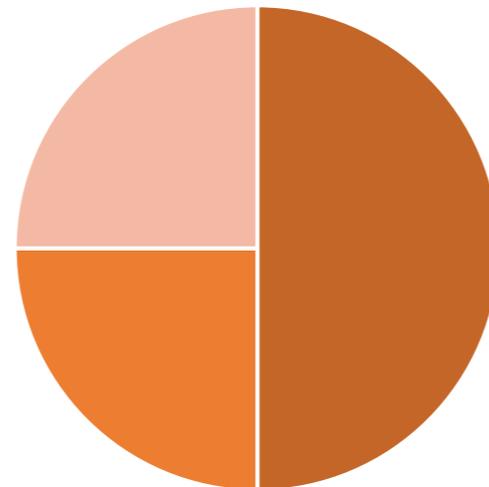
03

NATIONALITIES

01

MINORITY

Board Member Specialisations:



■ Investor Relations ■ Finance ■ Legal

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.
- **Grievance policy** - to enable employees, clients, and stakeholders to raise concerns safely and confidentially, with a structured process for fair and timely resolution.

### IN 2025



Mediatree implemented a formal grievance mechanism and enhanced its whistleblower policy by making anonymised reporting publicly available. Both mechanisms are published on our website and are open to all stakeholders, supporting effective oversight and responsible business practices.

## ...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 2025, we shifted our focus from growth in scale to growth in strength. By consolidating our team, we have continued to foster a culture enriched by diverse perspectives, experiences, and voices. We remain committed to creating an inclusive and supportive environment where collaboration is encouraged and individuals feel empowered to contribute with confidence and purpose. Our people are at the heart of Mediatree, and their collective expertise and values continue to shape our long-term success.

## AT MEDIATREE, WE BELIEVE IN THE POWER OF DIVERSITY



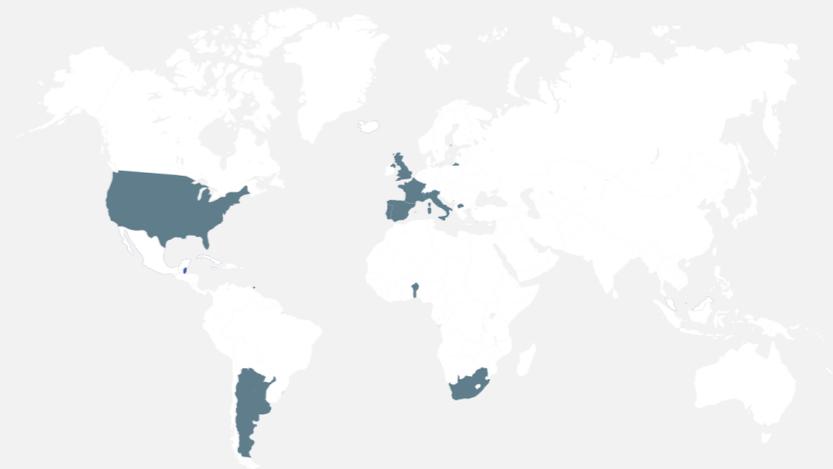
Gender Diversity:



**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

**International Day Quizzes** team competition on knowledge around yearly theme (e.g., Earth Day – Plastics), with prizes for the winner



### 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 2025, our commitment to transparency, accountability, and sustainability has [continued to deepen across all aspects](#) of how we engage with our clients and stakeholders. We recognise that every interaction carries environmental, social, and ethical dimensions, and that understanding and responding to these impacts is [essential to building a responsible and resilient business](#).

While we are still strengthening the data and tools needed to measure customer impact comprehensively, we have continued to take meaningful steps forward. Building on the introduction of post-project feedback sessions with all clients, we have [further embedded mechanisms that support open dialogue and responsible business conduct](#). This year, we established a [formal grievance policy](#) alongside anonymous [public whistleblower forms](#), available to any stakeholder, including clients and employees. These channels provide a clear, accessible way to raise concerns, ensuring issues can be addressed transparently, fairly, and without fear of retaliation.

Looking ahead, incorporating customer and stakeholder impact into our reporting will remain a key focus. By aligning this work with our B Corp values, we are committed to creating a customer journey that is not only [seamless and collaborative](#), but also [grounded in trust, accountability, and positive impact across our value chain](#).

## COMMUNITY

At Mediatree, we believe community is strengthened when [people come together with shared purpose](#). Every member of our team is encouraged to take volunteering days to support causes that matter most to them, reinforcing our commitment to creating positive impact beyond our workplace.

In 2025, we [formally began our partnership with Holborn Community Association \(HCA\)](#), marking an important step in focusing our community efforts closer to home. Early in the year, our team spent an afternoon volunteering with HCA, supporting a messy play session for children under five. This hands-on experience allowed our people [to connect directly with families in the local community](#) and contribute in a meaningful, practical way.

Later in the year, we continued to support HCA [by amplifying their donation campaign](#) across our social media channels, [helping to raise awareness](#) and extend the reach of their vital work. Alongside this, we have remained committed to strengthening connections within the wider B Corp community, [recognising the value of collaboration in driving collective, values-led impact](#).



# ENVIRONMENT

Sustainability has long been embedded in Mediatree's approach to Investor Relations, from the [development of our original GreenerRoadshows tool](#) in 2016 to the reaffirmation of our commitment through [B Corp recertification](#). In 2025, our focus has been [on consolidating and strengthening this foundation](#), prioritising the quality, accuracy, and transparency of how we measure environmental impact.

This has included further refinement of our environmental calculation methodology and the rebrand of GreenerRoadshows to [GreenIR](#), reflecting both the [maturity of the tool](#) and [its broader integration into our services](#). Together, these developments support more informed, climate-conscious investor engagement while reinforcing our [commitment to continuous improvement and responsible environmental stewardship](#) across our operations and client projects.

## MEDIATREE IS CURRENTLY ASSESSING ITS ANNUAL CARBON FOOTPRINT FOR 2025

# 2025

**Total to be confirmed post verification tCO<sub>2</sub>**  
Total Annual Emissions

**Total to be confirmed post verification tCO<sub>2</sub>**  
Reduction Goal for 2026 (SBTi Aligned)

### Process Improvement Plan:

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

EMISSION  
SCOPE  
BREAKDOWN

*Information and data to be updated when third-party verification results come back*

## MEDIATREE ALSO REFINED ITS GREENERROADSHOWS CARBON ASSESSMENT METHODOLOGY.

### UPDATED METHODOLOGY VERIFICATION

In 2025, we enhanced our environmental calculation engine by [expanding the range of metrics captured](#), improving both the efficiency and inclusiveness of our impact assessments. Alongside these updates, we [revised our methodology documentation](#) and submitted it to Carbon Footprint for independent third-party verification, reinforcing the robustness and credibility of our approach.

We also [updated our emissions factors](#) in line with the latest 2025 DEFRA conversion factors and IEA data, ensuring our calculations remain accurate, current, and aligned with recognised best practice.

### GREENIR: EXPANDED SERVICES

Last year, we rebranded GreenerRoadshows to [GreenIR](#) to better reflect [the full breadth of investor relations activities](#) we support and the evolving scope of our sustainability offering. Alongside this repositioning, we expanded our services to include more comprehensive event and roadshow impact assessments, as well as the [introduction of supplier sustainability assessments](#). This new capability allows us to evaluate environmental and responsible business practices across the supply chain, helping clients make more informed, sustainability-aligned decisions and further [embedding transparency throughout investor engagement activities](#).

# LOOKING AHEAD - 2026

Satisfied with the 2025 achievements for age diversity, racial diversity and particularly gender diversity, our aim is to maintain the performance level over time and continuously improve in team development and awareness.

METRICS	SDGs	2025 RESULTS	2026 GOALS
<b>PEOPLE</b>			
<b>Diversity in senior roles</b>		60% of senior roles were male and 40% were female	Restabilise gender diversity in senior roles
<b>Age diversity</b>		A 20+ year age range	Maintain current standards
<b>Racial diversity</b>		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
<b>Gender diversity</b>		Ratio improved: 46% male and 54% female.	Maintain current standards
<b>Flexible work arrangement</b>		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
<b>Unconscious bias training</b>		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
<b>Mentorship</b>		Consolidated the team	Maintain current standards
<b>Personal awareness</b>		Continued training team on our employee assistance program (EAP) app – Wisdom, and celebrated our first Mental Health Awareness Week	Continue to develop diverse awareness engagement initiatives
<b>Personal development</b>	 	Mediatree focused on consolidation of our workforce and individual employee goals	Put training plans in place to align with our career development framework

# LOOKING AHEAD – 2026\*

A strong 2025 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 2026.

METRICS	SDGS	2025 RESULTS	2026 GOALS
<b>ENVIRONMENT</b>			
<b>Total Scope 2 GHG emissions</b>		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.
<b>Total energy consumption</b>		Continued to liase with facilities management to reduce building energy consumption. Held annual energy efficiency training session to team	Continue to liase with landlord and facilities management to collect better data. Have annual reminder training sessions with the team
<b>Total distance travelled (GR)</b>		Created monthly data collection forms to begin to gather data for this robustly	Maintain current standards
<b>Total distance travelled by plane</b>		Created monthly data collection forms to begin to gather data for this robustly	Maintain current standards
<b>Total number of flights</b>		Created monthly data collection forms to begin to gather data for this robustly	Maintain current standards
<b>Total scope 3 GHG emissions</b>		Created monthly data collection forms to begin to gather data for this robustly	Maintain current standards

*\* This page will be updated once we finalise third-party annual footprint calculations and verification processes*

# LOOKING AHEAD - 2026

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 2026.

## METRICS

## SDGS

## 2025 RESULTS

## 2026 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**



0.18% of per capita working time was donated as volunteer for Holborn Community Association (HCA)

Increase collaboration with HCA as much as needed/possible throughout the year



**FOR QUESTIONS AND FEEDBACK,  
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