

SUSTAINABILITY & SOCIAL IMPACT REPORT | 2020/21

A NET ZERO FUTURE
for Investor Relations

**OUR MISSION IS TO
CONTRIBUTE
TO DECARBONISING
INVESTOR RELATIONS
& COMMUNICATIONS
ACTIVITIES BY CREATING
AND DELIVERING
FORWARD-THINKING
SUSTAINABLE
SOLUTIONS.**

Mediatree

MISSION STATEMENT

At Mediatree, we are acutely aware that our responsibilities extend far beyond providing seamless Investor Relations and Communications solutions for our global client base. As a veteran financial events agency faced with the current climate emergency and its impact on biodiversity and communities, we commit to immediate action to address the damaging impact Investor Relations and Communications activities have on the environment, raise awareness, and assist other organisations in making positive choices.

Our mission is to deliver seamless physical, hybrid & virtual events and roadshows as well as other investor communication services in a sustainable way.

We achieve this by teaming up with our clients and our ethically assessed supply chain to mitigate and offset the negative externalities of their IR activity. Mediatree reinforces this mission by investing in our people, our brand, and the positive growth of our communities.

Letter from the CEO & Sustainability team

Welcome to the inaugural Mediatree Impact Report. As we transition ourselves towards net zero delivery, we wanted to share with our clients, staff and key stakeholders what our company is accomplishing under the terms of the UN Global Compact and to renew our commitment to addressing the current climate emergency.

2020 was, in many ways, a year of profound change. To Mediatree, this was the year in which we innovated and adapted the tools for investor marketing, enabling the Investor Relations community to reduce their environmental impact whilst maintaining a business-as-usual approach. In 2021, the innovations coupled with the talent of our team enabled Mediatree to construct a solid foundation for long-term success built on the digitisation and decarbonisation of Investor Relations activities.

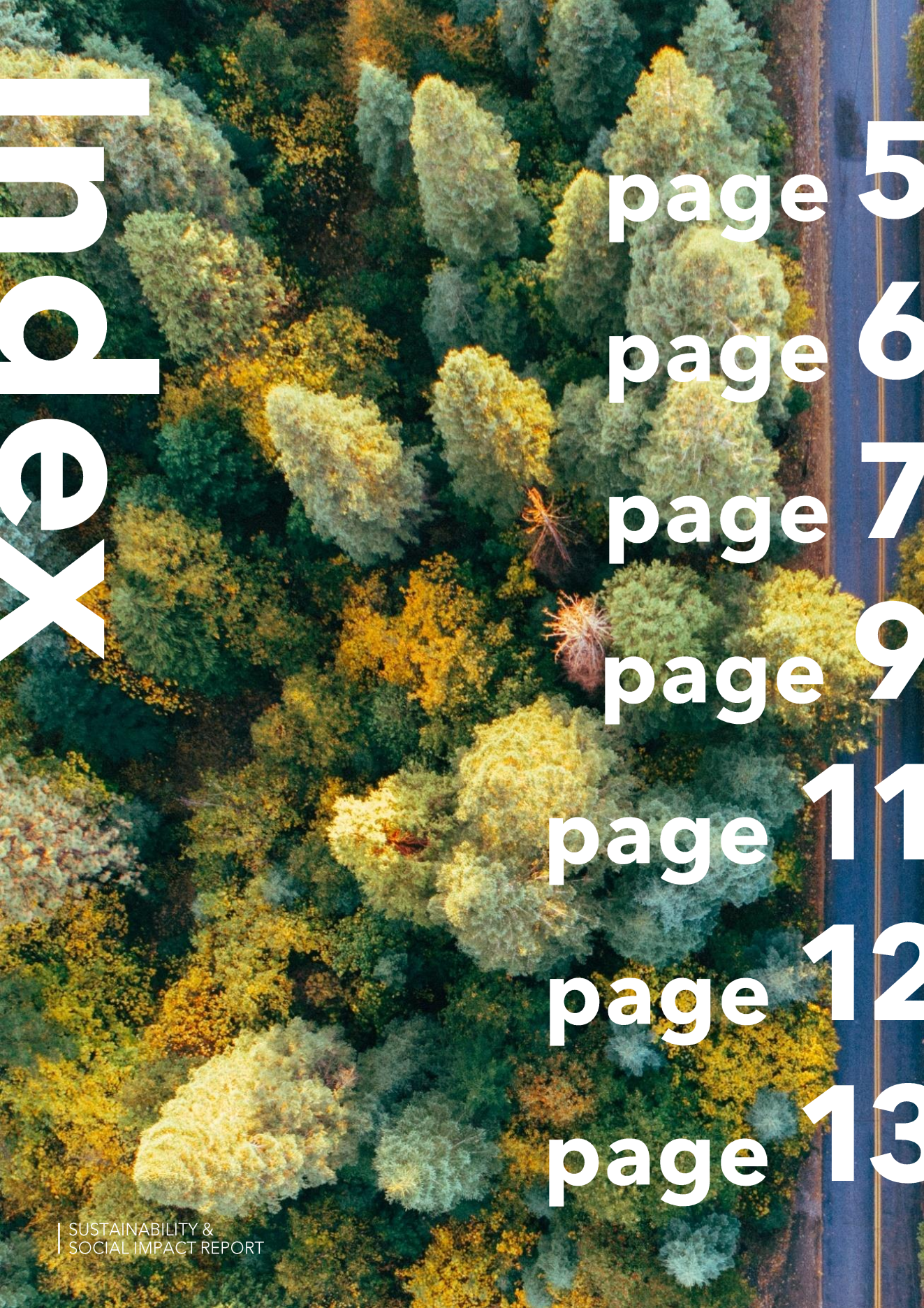
We doubled down on our efforts to create long term value by becoming Carbon Neutral Plus and further developing our GreenerRoadshows™ methodology to track and calculate the virtual activities of our Investor Relations community.

As 2022 draws near, Mediatree is working to capitalise on this momentum. Our transformation into a mission-led company has required our team and partners to adhere to an ambitious set of new protocols, and for this, we thank them.

We look forward to sharing the highlights of this journey with you. Go well, go greener.

The Mediatree Sustainability team





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Journey to GreenerRoadshows™

Blueprint for sustainability

Our purpose

Our planet

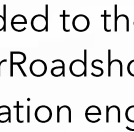
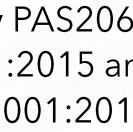
Our people

Our community

Looking ahead

Journey to decarbonising Investor Relations

Timeline

2016	2017	2018	2019	2020	2021
 Creation of GreenerRoadshows™	 Supply chain assessment	 Over 21081.695 tonnes CO₂ offset	 First Carbon Neutral IPO	 Virtual roadshows calculation methodology added to the GreenerRoadshows™ calculation engine	 GreenerRoadshows™ partnership with Carbon Footprint to certify PAS2060, ISO 14001:2015 and ISO 9001:2015
 Creation of GreenerRoadshows™ calculation engine for physical roadshow	 First Carbon Neutral NDR	 >68k trees planted in seven countries	 First Carbon Neutral CMD	 100% NDR clients Carbon Neutral	 Mediatree Carbon Neutral Plus
 First fully electric car roadshow					

Blueprint for Sustainability

Our blueprint ensures we are acting within the key pillars of sustainability in our purpose-driven approach that creates long term value for our people and our planet.

Governance

Commit to sustainable and responsible governance to allow innovation and growth for our business and team



Community

Help those living in poverty and restore communities who need support. Unlock educational and economic potential through employment opportunities



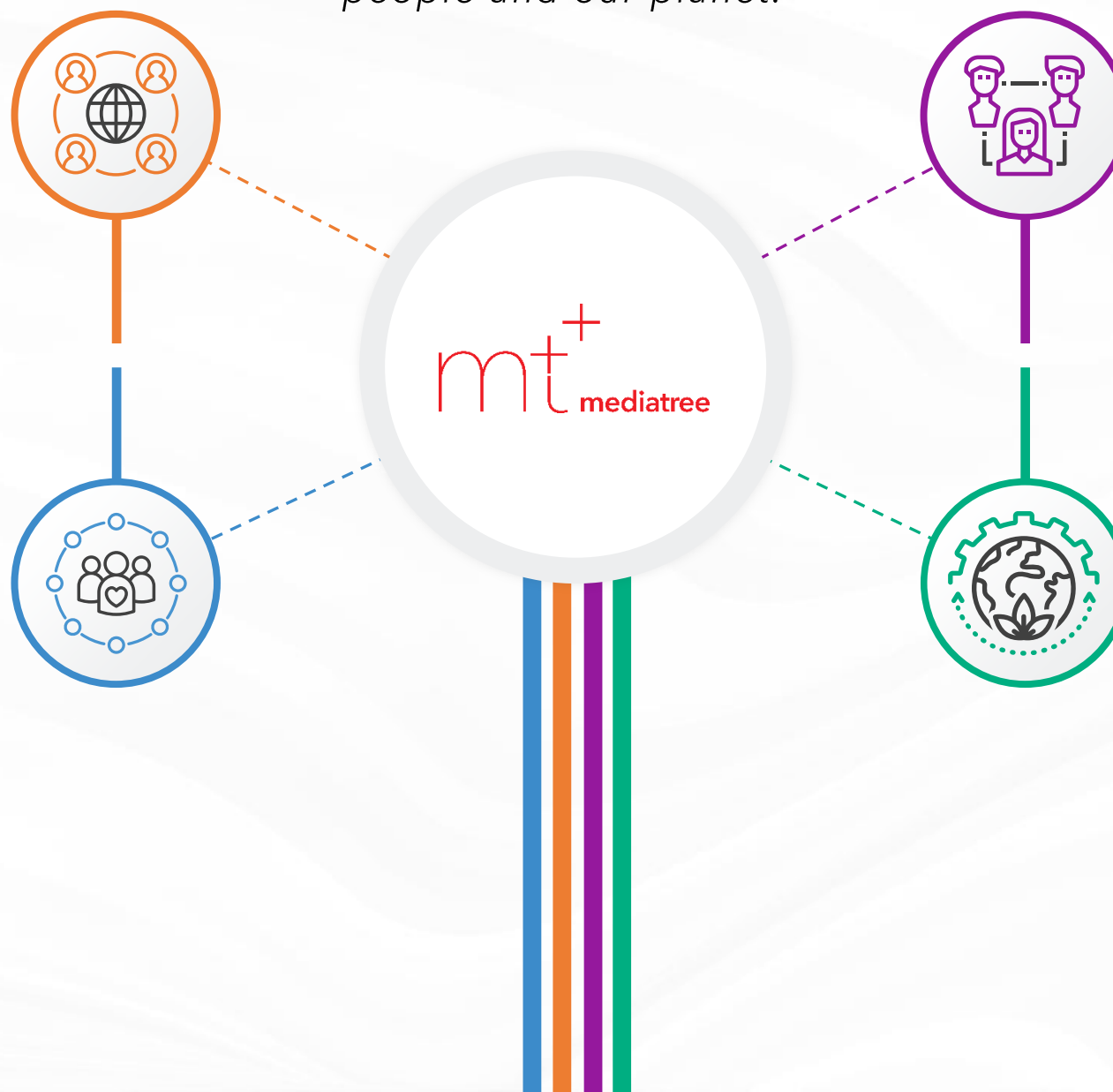
People

Enable diversity and equality in everything we do. Empower our team to achieve the best by fostering a supportive environment



Sustainability

Protect our planet by changing the way we do business. Implement sustainable environmental practices at all levels of the business



Our purpose

Our purpose is to deliver seamless physical, hybrid & virtual events and roadshows as well as other investor communication services sustainably.

For over two decades, our team has accompanied **hundreds of companies** around **5 continents** in delivering their equity story to thousands of buy-side investors worldwide. Our experience in the IR industry allowed us to innovate with how roadshows and financial events are delivered, expanding upon our existing services to incorporate greater sustainability through GreenerRoadshows™.

GreenerRoadshows™

We are powering new solutions to the climate crisis and supporting the transition to a low-carbon future.

In 2016 we created GreenerRoadshows™ to push for greater sustainability in the Investor Relations space. By identifying sustainable alternatives to the main elements of a roadshow, calculating its carbon emissions, and then offsetting, we can offer a green solution to financial events and a viable response to the climate crisis.

Several iterations were made in 2020 to improve the accuracy of the GreenerRoadshows™ engine and adapt it to our everchanging world. Year on year it continues to grow and 2021 was no exception.



50+

Financial events and Roadshows with GreenerRoadshows™ since 2018

We've implemented the following changes to our governance:

1. Updating our company statutes and inscribing our mission to be a force for good into our constitutional documents to begin our journey as a mission-led company.
2. Changing all client-facing procedures which includes our letter of engagement, making sustainability and responsible stewardship as key parts.
3. Reinforcing our Business Model with digital and decarbonizing solutions.
4. Entering a joint venture to develop a digital scheduler.

Policies

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

COVID-19

In a year that was heavily impacted by COVID-19 we focused on protecting our employees and creating lasting, positive change for the planet, our people, and the communities where we live, work, and do business.

We made it a priority to transform to virtual in order to offer our clients a continuity of service and innovative solutions for their IR efforts

Our planet

We continue to set foundations for a sustainable transition



Our environmental impact is important to us, and we are taking active steps to becoming a net zero company. Through our partnership with Carbon Footprint™, we record and audit our carbon footprint annually and offset accordingly to become carbon neutral. Over the next years, we will mitigate our environmental impact and ensure no new emissions are generated.

GreenerRoadshows™

Our partnership allowed us to verify our methodology and the accuracy of our data sources. GreenerRoadshows™ now allows us to certify our client's events as PAS 2060 carbon neutral and enables us to add a layer of reliability and validity to sustainable Investor Relations.

All our offsetting is done via high-quality CDM Gold Standard climate protection projects.



Our certifications



Methodology

Every project is calculated using the GreenerRoadshows™ methodology to provide an accurate and reliable carbon footprint. Each element of a roadshow or financial event is included in the calculation, ensuring that all scope 3 emissions are included in the final CO₂e value.



Analyse

Define the objectives, estimate the footprint of the project, establish key mitigation areas and explore offsetting options.



Mitigate

Lower the carbon footprint of the Roadshow through a bespoke action plan without compromising the IR objective.



Calculate

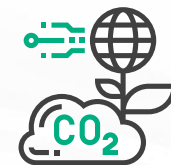
The calculation will take into account all aspects of the project to arrive at a total amount of carbon dioxide emitted.



Offset

The final figure will be offset at the market rate on the final day of the project. This amount will be donated this to a Gold Standard approved offsetting programme.

GreenerRoadshows™



+10,000

Tonnes CO₂e offset so far



100%

Total roadshows offset with a certified carbon offset project in 2021



100%

Of 2021 financial events certified as carbon neutral

Our supply chain

To align with our refocused purpose, we carried out a complete review of our supply chain, enacting fundamental changes in our processes to address the impact point. Our pivot to a mission-led company means that we must hold our partners and our suppliers to the same ethical and environmental standard that we hold for ourselves.



80%

Of our supply chain is ethically assessed

Our people

Mediatree strives to have an authentic, inclusive culture where employees and freelancers can bring themselves to work and feel comfortable with a sense of belonging.

We want our colleagues to feel safe, respected and valued for who they are as individuals and as a diverse group.

At the heart of our service are people from all over the world. The mix of cultures, languages and backgrounds brings fresh perspectives, solutions and new ideas to our clients and our business.



>60%

Females in senior positions



8+

Nationalities at the company



100%

Employees offered an Assistance program which includes support for mental health



100%

Of staff enrolled into digital training courses

Our community

Working on such a global scale and with significant financial deals, it can be easy to lose sight of what is important. We have an obligation to give back to our communities and reduce the wealth gap that exists in our society.

The pandemic put a big pause on our community activities, but we still managed to donate resources to a local charity at the beginning of the year and began forging partnerships towards the end of 2020.



>75%

Of employees took paid time off for volunteer service



108

Volunteering hours donated to FoodCycle to help cook meals for the homeless and disadvantaged

Partnerships

Catch22 is a social business, a not-for-profit business with a social mission. Our partnership has created an internship programme (as part of Bright Lights) to provide skills and experience to disadvantaged young people.

First Love Foundation focuses on breaking the cycle of poverty and we are proud to partner with them to see a Britain without poverty.



Looking ahead - 2022

Metrics	SDGs	2020/21 actions	2022 goals
People			
Diversity in senior roles		34% of senior roles were male and 66% were female, this ratio was maintained through the year.	Continue empowering our team and enable opportunities for male and female employees.
Age diversity		Introduced more accommodating flexible working arrangements. Developed an internship programme aimed towards young people from disadvantaged backgrounds.	Continue fostering an inclusive work environment and an age-inclusive culture across all areas of business.
Racial diversity		Maintained our diverse team with 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.	To continue fostering diversity in the workplace and strengthening the culture of representation and inclusion. Build diversity targets into KPIs.
Gender diversity		Maintained the company's percentage of male to female employees.	To maintain the current percentage of 43% male and 57% female or target a 1:1 balance.
Community			
% of revenue donated to charity	  	Donated over £1,200.00 to local charity FoodCycle at beginning of 2020 but further community interactions constrained by effects of pandemic. Collectively raised over £12,000.00 for First Love Foundation in Asics London 10k Run.	Create partnerships with local NGOs and charities to provide higher % of resources. Target donations growth by 10%.
% paid time off for volunteer service	 	Volunteer hours given to FoodCycle beginning of 2020 but community interactions limited by COVID for the rest of the year. In 2021, volunteer hours given for Asics London 10k Run and Love Christmas for First Love Foundation.	Continue creating partnerships with local NGOs and charities to provide resources and donations. Depending on restrictions, continue to organise volunteering days. New company policy of 2 days pro bono to volunteer.
% of per capita worker time donated as volunteer, community service	 	< 1% of volunteer hours given to FoodCycle beginning of 2020, community interactions limited due to COVID.	Create partnerships with local NGOs and charities to provide resources and donations. Offering pro bono work to our NGO partners. New company policy of adding pro bono work of 2 volunteering days thus aiming to grow the % per capita > 1%.

Looking ahead - 2022

Metrics	SDGs	2020/21 actions	2022 goals
Sustainability			
Total Scope 2 GHG emissions		Reduced waste in the office, management of lighting systems. Making Mediatree carbon neutral by 2021	On return to office, reduce amount of single use plastics, purchase electricity from suppliers with higher share of renewables. A No-Printing policy in the office. >50% of office supplies should be locally sourced.
Renewable share of electricity		Reviewed current electricity use to identify areas to improve.	Purchase electricity from suppliers with higher share of renewables.
Total energy consumption		Management of lighting systems, control air conditioner use.	Continue with practices and maintain our efficient use of lighting and electronics in the office.
% of roadshows were offset		Certified our methodology and grow GreenerRoadshows™ to international markets. Grew the capabilities of GreenerRoadshows™ and implemented a focus on sustainability in company strategy. 100% of NDR and deal roadshows were offset in 2021.	Achieve > 90% offset of all our services.
Total distance travelled (GR)		Development of Virtual Roadshows reduced amount of client and internal travel.	Continued development of Virtual Roadshows and hybrid events to reduce the impact of financial roadshows.
Total distance travelled by plane		Development of Virtual Roadshows reduced amount of client and internal travel.	Continued development of Virtual Roadshows and hybrid events to reduce the impact of financial roadshows.
Total number of flights		Development of Virtual Roadshows reduced amount of client and internal travel.	Continued development of Virtual Roadshows and hybrid events to reduce the impact of financial roadshows.
Total distance travelled by car (GR)		Development of digital solutions and Virtual Roadshows to reduce the need for client and internal travel. The implementation of public transport and electric cars as alternative to conventional ICE car transport over short journeys where applicable.	Continued development of Virtual Roadshows and hybrid events to reduce the impact of financial roadshows. Develop strategic partnership with certified chauffeur services to ensure carbon neutral roadshows and vehicle travel.
Total number of car journeys		Development of digital solutions and Virtual Roadshows to reduce the need for client and internal travel. The implementation of public transport as alternative to car transport over short journeys where applicable.	Continued development of Virtual Roadshows and hybrid events to reduce the impact of financial roadshows. Implement further services to digitise roadshows and to decarbonise physical roadshows.
Total scope 3 GHG emissions		Grew the capabilities of GreenerRoadshows™ and helped to mitigate the roadshows of several clients.	Continued development of Virtual Roadshows and hybrid events to reduce the impact of financial roadshows.
Percentage of GRs offset	 	In 2020, >50% of roadshows offset. In 2021, 100% of roadshows offset.	Introduction of GreenerRoadshows™ to new international markets. Achieve > 90% offset of all our services.

**For questions and feedback,
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