

An aerial photograph of a lush green forest. A narrow dirt road or path runs diagonally from the top left towards the bottom center of the frame. The trees are dense and vibrant green, with some variations in shade suggesting different species or light filtering through the canopy.

SUSTAINABILITY & SOCIAL IMPACT REPORT

2022

A NET ZERO FUTURE
for Investor Relations

mediatree⁺

WELCOME TO MEDIATREE'S SECOND IMPACT REPORT

The purpose of this report is to emphasise how Mediatree places sustainability at the heart of its day-to-day operations, long-term strategy, and mission. In the past year, we achieved certification as a B Corporation, expanded our GreenerRoadshows offering, and strengthened our commitment to the community and stakeholders. Mediatree maintains a strict governance framework to create the best possible conditions for our employees to thrive, develop their skills, and contribute to society. Additionally, you will also find a summary of our sustainability performance throughout 2022.

LETTER FROM THE CEO & SUSTAINABILITY TEAM

In the blink of an eye, a year has passed since we released our first Impact Report in 2022. As we look back on our journey, we want to take this opportunity to assess the ambitions we set for ourselves and the results we achieved over the past year. We also want to share our goals for the upcoming year, as we remain committed to holding ourselves accountable for our impact across the ESG spectrum and to our wider stakeholder community.

Through this reflection, we hope to continue to improve and drive progress towards a sustainable future.

Firstly, a quick look back at 2022, where, through our GreenerRoadshows initiative, our clients and team continued to rise to the challenge of achieving carbon neutrality in an emissions-intensive industry. We ran our Carbon Assessment and Offsetting programme for each of our financial roadshows and events in 2022 despite a significant increase in the volume and complexity of the analysis and calculations required to achieve this. Operational efficiency gains were at the core of GreenerRoadshows' success. Development across the analysis, calculation, offset and certification pillars has allowed us to focus even more on refining our mitigation consultancy offering.

We cannot move on from 2022 without focusing on two other significant achievements:

- **Achieving B Corporation Status**
- **Achieving ISO Quality and Sustainability Management Certifications**

These accomplishments embody Mediatree's values and strengthen our resolve as we look ahead to the future incorporating the B Corp mantra "business as a force for good" in everything we do.

In 2023, we focus on further refining our core offering while introducing a pre-event and roadshow mitigation plan. We want CO₂e offsetting to be considered the minimum and would like to drive the uptake in mitigation strategies which are where we see the true difference being made as we look to push ourselves, our clients and our industry beyond carbon neutrality towards net zero.

Without further ado, we are pleased to welcome you on behalf of our team to the Mediatree Impact Report 2022.





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JOURNEY TO GREENERROADSHOWS: DECARBONISING INVESTOR RELATIONS

Timeline

| 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|--|---|--|---|--|--|
|  <p>Creation of GreenerRoadshows™</p>  <p>Creation of GreenerRoadshows™ calculation engine for physical roadshow</p> |  <p>Supply chain assessment</p>  <p>First Carbon Neutral NDR</p> |  <p>Over 21081.695 tonnes CO₂ offset</p>  <p>>68k trees planted in seven countries</p> |  <p>First Carbon Neutral IPO</p>  <p>First Carbon Neutral CMD</p>  <p>First fully electric car roadshow</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 certification</p>  <p>98% of Mediatree's financial roadshows and events projects certified carbon neutral</p> |

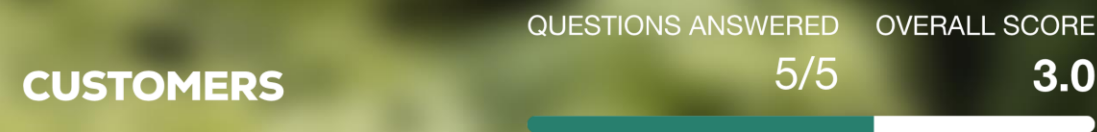
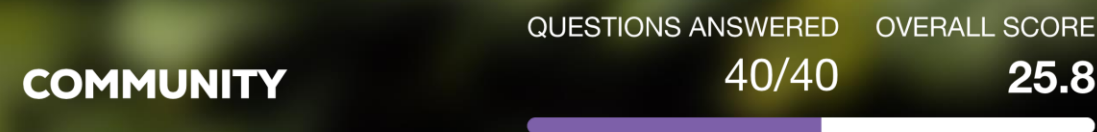
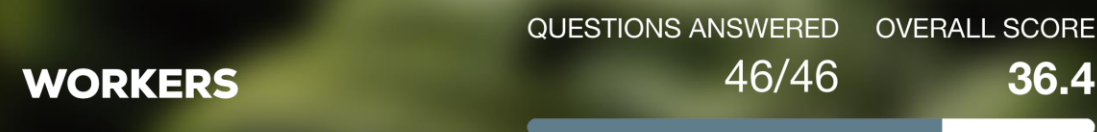
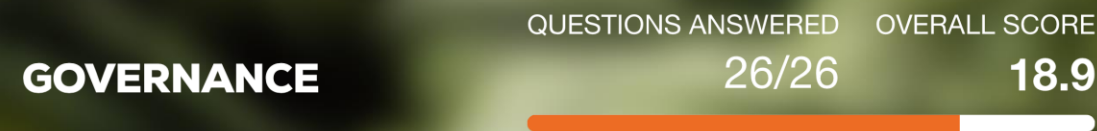
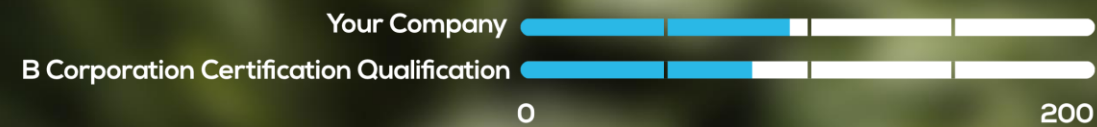
WHAT DOES BEING A B CORP MEAN TO US

Overall B Impact Score

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For Fiscal Year End Date: 31 Dec 2020

93.4



Last year, Mediatree published its inaugural Impact Report and set the foundations of what sustainability means to us. A year has passed, and it is time to assess our progress, review our objectives and reaffirm our commitment to playing our part in addressing the current climate emergency. And what a year 2022 has been!

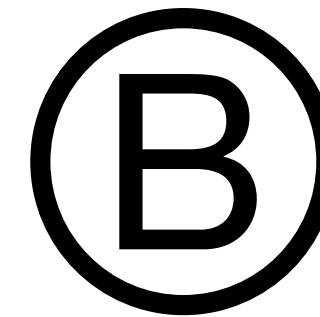
Following almost two years of assessment, Mediatree has been certified as a B Corporation, a reward for a huge amount of hard work and hours put in by the whole team.

Aligned with Freeman's Stakeholder theory, the B Corp movement believes that a successful business should create value not only for its customers and financiers, but also for its suppliers, employees, and the communities it operates in. As a result, a B Corp is a company that adheres to high standards of social and environmental performance, accountability, and transparency. In this 2022 report, we are proud to share our scores for each of these categories and highlight how Mediatree has always prioritised people and community

Thanks to our shared vision and strong internal cohesion, we have been able to use our business as a force for good, in line with the goals of the B Corp movement. The B Corp movement advocates for collective action to tackle society's most pressing challenges and transform the behaviour, structure, and culture of capitalism. By ensuring that 98% of the financial roadshows and event projects we organised in 2022 were certified as carbon-neutral, forging new strategic partnerships, and refining our calculation engine with GreenerRoadshows certification, we are embracing and championing the B Corp movement in our industry and beyond.

Our goal is clear: we want to drive change in our industry and make GreenerRoadshows the norm. To achieve this, we will continue to challenge ourselves to improve our offerings and prioritise our people. Our target is to increase our score in our 2025 B Corp reassessment from 93.4 to 100. To achieve this, we will focus on improving our community engagement, further developing GreenerRoadshows, and strengthening our governance and engagement with our employees and customers.

Certified



Corporation

mediatree⁺
SEPTEMBER 2022

BLUEPRINT FOR SUSTAINABILITY

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

GOVERNANCE



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.



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.

PEOPLE



COMMUNITY

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



ENVIRONMENT

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

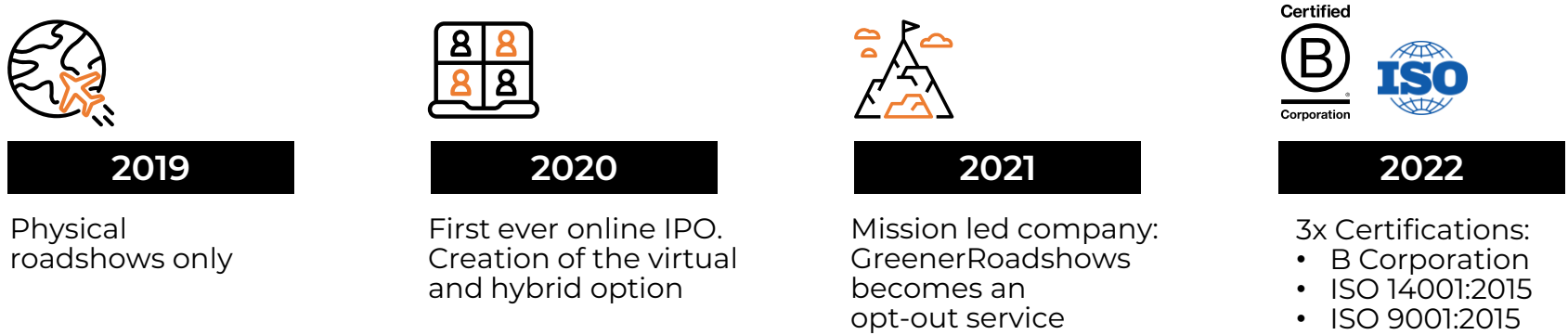


GOVERNANCE

To coordinate the action plan set for our community, our people and the environment, governance is key. Responsible governance must create the right environment to unlock creativity, drive innovation and ultimately allow for the **organic growth** of our company.

The score of **18.9/25** reflects the strength of our governance structure over the **past four years**.

MEDIATREE PROVIDES A PLATFORM FOR CREATIVITY AND INNOVATION...



ENABLED BY A BALANCED BOARD OF DIRECTORS...



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

Our ethics policy outlines our responsibility to good corporate governance, insider training, bribery, discrimination, corporate social responsibility and fiduciary responsibilities. We have Antibribery and Corruption policies in place to ensure we only work with ethical companies. We also have a whistle-blower policy to protect the rights of employees.

...PROVIDING TOTAL SUPPORT TO ITS PEOPLE

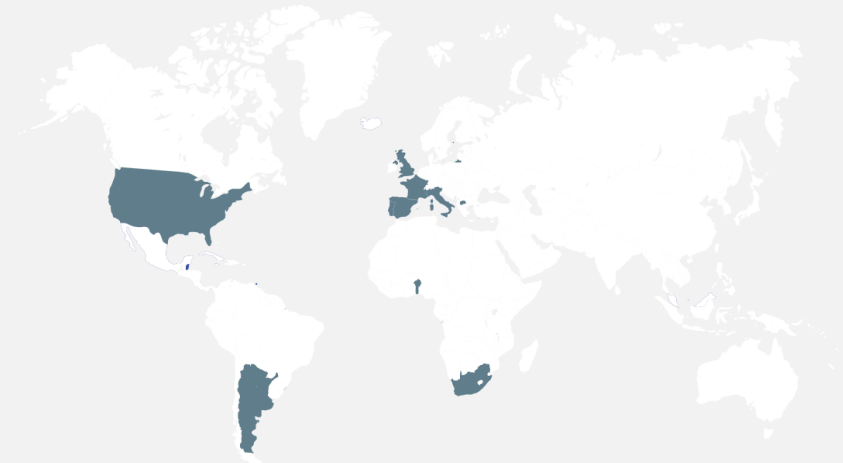


Mediatree is its people. Allowing for a diverse, equalitarian and supportive environment empowers our people to express themselves, to thrive as a team, which in turn enables Mediatree to flourish.

AT MEDIATREE, WE BELIEVE IN THE POWER OF DIVERSITY



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



WELLBEING

2 personal feedback interviews / year

Weekly anonymous feedback forms to have an overview of mental health and well-being

Group Life Cover



EDUCATION

20 workshops organised yearly

4 sponsored training courses

QUESTIONS ANSWERED
40/40

OVERALL SCORE
25.8



With a score of 25.8/50, community is an area of improvement for Mediatree. It is thus a top priority for us in 2023.

KEY
COMMUNITY

Without society, there wouldn't be a place for Mediatree to operate. This is why it is imperative for us to give back to our community, regardless of the country's socio-economic situation. However, the current cost of living crisis felt nationwide and beyond reminds us of the need for more robust and comprehensive support for our community.

IN 2022 WE ENGAGED WITH FIRST LOVE FOUNDATION IN THE FOLLOWING WAYS

£ 22K

RAISED THROUGH THE LONDON 10K

Took part to the London 10k for the second year running, beating last years fund raise

154 hours

VOLUNTEERED FOR LOVE CHRISTMAS

Packed and distributed warm packs & participated to the Love Christmas Calls program

32 hours

PRO-BONO TO WORK ON MARKETING, GRAPHIC & VIDEO CONTENT

Supported the FLF team with their Love Christmas marketing campaign: image design, text creation, social media engagement; designed the vests and banners for the Asics London 10k fund raiser.





In an industry that has yet to fully align with sustainable practices, we see our score of 9.2/20 as highly encouraging.

We are proud to have opened the door to a much-needed change, but we know that there is still much more we can do have a greater positive impact. Fortunately, we have a clear roadmap and the tools to achieve our goals. Our growing commitment to sustainability is reflected in our overall customer score, which confirms our confidence in our vision of the future.

IN 2022 MEDIATREE REFINED ITS CARBON ASSESSMENT AND OFFSETTING METHODOLOGY & CALCULATED ITS ANNUAL FOOTPRINT

2022

AUTONOMY

Passed the ISO 9001 & 14001 audit

REFINED OUR CALCULATION ENGINE

Increased its performance and scope

98%

Successfully offset 98% of carbon assessed financial roadshows and event projects

EMISSION SCOPE
BREAKDOWN



Scope 1
Scope 2
Scope 3

2023 WILL BE THE YEAR FOR MEDIATREE TO PUSH ITS MITIGATION STRATEGY TO REDUCE EVENT RELATED EMISSIONS WITH REGARDS TO 2022.

RE-LEARN

We proudly announce that Mediatree will be entering into a **strategic partnership with Re-learn**.

This strategic partnership will allow us to **measure, analyse and understand the impact of the waste we generate** during our internal and external operations.

Thanks to the data gathered, we will **increase our awareness** and make **better informed decisions regarding operational efficiencies** both internally and for our clients.

SUSTAINABLE DATABASE

After 25 years of market leadership, Mediatree has had time to **consolidate a robust supplier database**.

Our ambition is to refine it by **assessing our suppliers' ESG performance** and adding new suppliers through a **negative screening system**.

This effort will enable us to reduce the impact of our projects and supports our ambition to influence our industry to readily adopt sustainable practices.

LOOKING AHEAD - 2023

Extremely satisfied with the 2022 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 | 2022 RESULTS | 2023 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 maintained: 46% male and 54% female. | Maintain current standards |
|------------------|--|--|----------------------------|



| | | | |
|---------------------------|---|----------------|--|
| Flexible work arrangement |  | New as of 2023 | 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 |
|---------------------------|---|----------------|--|



| | | | |
|---------------------------|--|----------------|---|
| Unconscious bias training |  | New as of 2023 | Those in management and leadership roles to receive periodic training on identifying potential bias in the workplace and in our recruitment process |
|---------------------------|--|----------------|---|



| | | | |
|------------|--|---|--|
| Mentorship |  | Hired 2 interns throughout the year and converted one into a full-time employee | Aim to provide at least one internship opportunity in the year |
|------------|--|---|--|



| | | | |
|--------------------|--|----------------|--|
| Personal awareness |  | New as of 2023 | Develop diverse awareness engagement initiatives |
|--------------------|--|----------------|--|








| | | | |
|----------------------|--|----------------|---|
| Personal development |   | New as of 2023 | Commit to fostering an environment for learning by developing a training plan for staff |
|----------------------|--|----------------|---|



LOOKING AHEAD - 2023

A strong 2022 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 2023.

| METRICS | SDGS | 2022 RESULTS | 2023 GOALS |
|-----------------------------------|--|---|--|
| ENVIRONMENT | | | |
| Total Scope 2 GHG emissions |  | No printing policy in the office and flexible remote working policy. Carbon Neutrality process started | Continue paperless office policy. Monitor and review office waste via the Re-learn partnership Achieve carbon neutrality |
| Renewable share of electricity |  | Reviewed current electricity use to identify areas to improve | Create data gathering process to set 2023 as a benchmark for future improvements |
| Total energy consumption |  | Management of lighting systems, control air conditioner use | Incentivise the Mediatree team to improve energy efficiency at home Roll out office Energy Conservation Policy to reduce our carbon footprint and minimise energy waste Create data gathering process to set 2023 as a benchmark for future improvements |
| Total distance travelled (GR) |  | Development of Virtual Roadshows reduced amount of client and internal travel | Create data gathering process to set 2023 as a benchmark for future improvements |
| Total distance travelled by plane |  | Development of Virtual Roadshows reduced amount of client and internal travel | Create data gathering process to set 2023 as a benchmark for future improvements |
| Total number of flights |  | Development of Virtual Roadshows reduced amount of client and internal travel | Create data gathering process to set 2023 as a benchmark for future improvements |
| Total scope 3 GHG emissions |  | Grew the capabilities of GreenerRoadshows and helped to mitigate the roadshows of several clients. | Define the depth of our scope 3 emissions to create a data gathering process that will set 2023 as a benchmark for future improvements |
| Percentage of GRs offset |   | 98% of the financial roadshows and event projects we have organised in 2022 certified as carbon neutral | 100% of projects certified carbon neutral |

LOOKING AHEAD - 2023

We have partnered with Matchable to help our employees maximise the impact of their paid volunteering leave and our aim is to work on at least 25 projects as a team in 2023.

METRICS

SDGS

2022 RESULTS

2023 GOALS

COMMUNITY

% paid time off for volunteer service



13% paid time off for volunteer service

% paid time off > 1.5% x total working hours

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



3% of per capita worker time donated as volunteering through the companywide participation in the Love Christmas campaign organised by the First love Foundation:

- Hamper packing and distribution
- Marketing content creation
- Christmas phone line

Maintain current standard



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**FOR QUESTIONS AND FEEDBACK,
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