



Carbon Reduction Plan

Supplier name:	VCCP Group Holdings Limited, its parent (Chime Communications Limited), and their subsidiaries and affiliates including VCCP Group LLP, VCCP USA LLC, VCCP Health Limited, Teamspirit Ltd, inEvidence Ltd, Harvard Public Relations Ltd, The Agency of SomeOne Ltd, Good Relations Ltd, Method Communications LLC, Cowry Consulting Ltd, Watermelon Research Ltd and Sling & Stone Pty and all affiliated companies with the same branding as the foregoing.
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Commitment to achieving Net Zero

Through our creativity, relationships and our work, VCCP is committed to using communications to create social cohesion, encourage kind and responsible actions for ourselves and our planet and share our skills to deliver social good.

We recognise that urgent action is necessary to limit global temperature increase to prevent irreparable damage to our planet due to climate change and have committed to achieving net zero emissions across our value chain by 2040 (scope 1, 2, 3). In advance of this, we are committed to achieving and maintaining Net Zero for our scope 1 and 2 emissions from 2035.

Net zero refers to achieving an overall balance between the emissions produced and emissions removed from the atmosphere. We will achieve this by reducing our emission within our own operations and throughout our value chain, including our suppliers, as much as possible and then taking the remaining residual emissions out of the atmosphere through carbon removal and storage projects (up to a maximum of 10%). Our definition of net zero aligns with the Corporate Net-Zero Standard of the Science Based Targets Initiative (SBTi) and we plan to submit this target for validation during 2025.



Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured. VCCP's main GHG impacts are through its supply chain (including production activity and media buying) and through office-based activities and travel. The Group manages no vehicles as part of its operations.

GHG emissions are calculated according to the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (revised edition) and UK Government SECR guidelines. An operational control boundary has been applied.

Baseline Year: 2019	
Baseline year emissions	Total (tCO₂e)
Scope 1	155
Scope 2 (market-based)	657
Scope 3	24,988
<i>Included sources*:</i>	
Purchased goods and services	20,103
Capital goods	245
Fuel-and energy-related-activities	153
Upstream transportation and distribution	949
Waste generated in operations	65
Business travel	2,369
Employee commuting	1,104
Downstream transportation and distribution	N/A – we do not sell physical products
Total Emissions (scope 1, 2 & 3)	25,800

* Note that the other categories of the GHG Protocol that are not listed are not deemed to be relevant to us

Current Emissions Reporting

We are committed to reporting on our environmental performance in our annual reports and accounts and Carbon Reduction Plan (this document). In addition, we disclose voluntarily to the CDP Climate Change questionnaire. This includes reporting our scope 1, 2 and 3 GHG inventory, most recently disclosed for reporting year 2023.

Reporting Year: 2023	
Reporting year emissions	Total (tCO₂e)
Scope 1	153
Scope 2 (market-based)	234
Scope 3	27,018
<i>Included sources:</i>	
Purchased goods and services	20,654
Capital goods	324
Fuel-and energy-related-activities	132
Upstream transport and distribution	1,555
Waste generated in operations	79



Business travel	3,071
Employee commuting	1,202
Total emissions (scope 1, 2 & 3)	27,405

Emissions reduction targets

In 2022, we adopted the following science-based carbon reduction targets. These serve to focus our near-term efforts, putting us on a pathway to net zero. Note that these consider our full scope 1, 2 and 3 GHG inventory, not only the minimum sources required by PN 06/21.

- To reduce scope 1 and 2 emissions by 46.2% against the 2019 baseline.
- To reduce scope 3 emissions by 27.5% by 2030 against the 2019 baseline.

These targets have been validated by the Science-Based Targets initiative. Our scope 1 and 2 target is aligned with the level of action required to limit global temperature rise to 1.5°C by 2100, while our scope 3 target is aligned with a well-below 2°C pathway.

Progress to-date against these targets is as follows:

Emissions (tCO₂e)	2019 (baseline)	2023 progress	Comment
Scope 1 & 2 (market-based)	812	387	VCCP has made considerable progress in reducing its Scope 1 and 2 emissions compared to the target baseline, achieving a reduction of 52% as of 2023. These advances have been achieved through a range of measures (described in this plan), including renewable energy procurement for our UK offices and consideration of environmental criteria when selecting and fitting out new premises.
Scope 3	24,988	27,018	VCCP's Scope 3 emissions have risen by 8% compared to the target baseline. While we have implemented initiatives to reduce our Scope 3 emissions, such as the roll-out of a Responsible Travel Policy and use of tools to encourage sustainable choices on productions, we face data quality challenges to be better able to track and manage our footprint and are working with suppliers to lower supply chain-related emissions

Carbon Reduction Projects

VCCP contributes to the reduction of GHG emissions in three ways:

1. By reducing our own, direct carbon footprint (Scope 1 & 2)
2. By working with our supply chain to reduce our indirect emissions (Scope 3)
3. By influencing the environmental practices of both clients and consumers through our work (beyond our value chain and not covered by this Carbon Reduction Plan)

This includes general environmental management commitments and measures implemented in our offices, as well as initiatives around how we engage with clients and suppliers in the delivery of our services, around production, media buying, and business travel.

Completed Carbon Reduction Initiatives



The following environmental management measures and projects have been completed or implemented since the 2019 baseline. The measures will remain in effect during the performance of the contracted services.

Business Area	Carbon Reduction Initiative
General	<ul style="list-style-type: none"> • Environmental Policy: Through our Environmental Policy, we have formally recognized our GHG reduction targets. This is supported by commitments to continually improve our environmental performance and integrate recognised environmental management best practice in our operations.
Properties	<ul style="list-style-type: none"> • Renewable energy procurement: To reduce VCCP’s scope 2 emissions, all UK offices have transitioned to renewable energy contracts. These sites are now covered under Renewable Energy Guarantees of Origin (REGO) contracts, leading to a significant reduction in emissions compared to the 2019 baseline. In 2023, the renewable energy consumed at these sites represented 72% of our global electricity consumption. • Energy efficiency measures: For all UK sites, VCCP has implemented efficiency measures such as low-energy LED lighting and the use of sustainable materials for flooring and carpeting. • Fuel consumption: For sites utilizing natural gas for heating, VCCP is proactively exploring alternative agreements to cut consumption. In the United States, the consolidation and downsizing of office spaces have significantly minimized natural gas usage, reflecting VCCP’s commitment to a sustainable and low-carbon operation on a global scale. The type of energy used for heating is a consideration when selecting and fitting-out our premises.
Media and Production	<ul style="list-style-type: none"> • AdNetZero: We have signed up to collaboration initiative, AdNetZero, the advertising industry’s response to the climate emergency. This programme requires participants to calculate their GHG inventory and set net zero targets and is developing solutions and resources to help industry partners and suppliers to measure and reduce emissions across priority areas (operations, production, media buying, events, behaviour change). • Greenshoots: VCCP is working with GreenShoots to calculate the carbon emissions and environmental impact of a production the production process. At the planning stage, this programme provides production suppliers and teams with the tools to assess the potential impact of projects and access to support and recommendations on strategies to mitigate these during delivery, such as minimising waste and unnecessary travel. • GHG assessment tools for suppliers: VCCP is also exploring partnerships to support its top production suppliers to measure their corporate carbon footprints, supporting them to better understand their own climate impacts and take action, as well as enhancing our visibility of GHG emissions in our supply chain.
Business Travel and Commuting	<ul style="list-style-type: none"> • Travel Policy: VCCP has set the target of reducing emissions from business travel by 30% by 2030 compared to 2019 levels. This is supported by the implementation of a Responsible Travel Policy that



encourages re-evaluation of the necessity for both international and domestic travel.

- **Travel provider:** Following a review of its travel requirements in 2023, VCCP undertook a tender process to appoint a new travel provider, with environmental requirements considered within this process. This will enhance data quality on GHG emissions, in addition to functionality to enforce responsible travel behaviours at point of booking.
- **Commuter survey:** On an annual basis, VCCP undertakes a travel survey with its employees to update its understanding of the travel choices and impacts of employees, including teleworking.

Future Carbon Reduction Initiatives

In addition to maintaining and continuing to advance the measures described above, in the future we hope to implement further measures such as:

Business Area	Carbon Reduction Initiative
Properties	<ul style="list-style-type: none"> • Renewable energy procurement: We are committed to transitioning to 100% renewable electricity to reduce our Scope 2 emissions. All our offices in the UK already consume 100% renewable electricity with guarantee of origin, and we are monitoring opportunities to expand this practice to our international locations. • New lease agreements: We are commitment to giving due consideration to environmental issues and energy performance in the selection of leases, design, refurbishment, location, and use of buildings. Efforts to continuously reduce office floor areas are underway to minimize emissions from heating (Scope 1) and lighting (Scope 2). VCCP is also actively seeking new tenancy or lease agreements at sites with robust green credentials. • Sustainable fitout of offices: VCCP will be relocating most of its UK-based operations to a new site in October 2025. This will include a low-carbon fitout that aims to significantly reduce embodied carbon, and the new site is aiming to be BREEAM-rated reflecting VCCP's commitment to demonstrating sustainable practices in property management. During the new office fit out, VCCP will aim to target Environmental, Health & Wellbeing and Operational energy criteria to optimise VCCP's sustainability strategy & targets. Our desire is to target Well Building standard & NABERS also optimising our BREEAM building scores and our desire to go aim for WELL and NEBOR accreditations.
Supply chain	<ul style="list-style-type: none"> • Supplier engagement: We are committed to working with our suppliers to reduce indirect emissions in our supply chain, encouraging the adoption of Science-Based Targets by our largest suppliers, and ensuring that environmental criteria are considered in the procurement of goods and services. Through VCCP's updated Responsible Sourcing Policy, VCCP is engaging with its top media, production and other suppliers to gather GHG data, while considering the introduction of climate-related criteria into agreements with new suppliers with significant spending thresholds.



Declaration and Sign Off

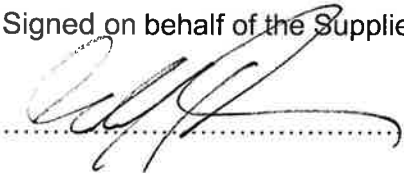
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

Scope 1 and scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of the Supplier:



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Michael Sugden, Co-CEO, VCCP Group

Date: 21.01.2025