



Carbon Reduction Plan

Supplier name:	VCCP Holdings Limited, its parent (Chime Communications Limited), and their subsidiaries and affiliates including VCCP Group LLP, VCCP Roar Limited, VCCP USA LLC, VCCP Health Limited, inEvidence Ltd, The Agency of SomeOne 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).



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	22,097
<i>Included sources*:</i>	
Purchased goods and services	17,167
Capital goods	339
Fuel-and energy-related-activities	153
Upstream transportation and distribution	1,446
Waste generated in operations	65
Business travel	1,823
Employee commuting	1,104
Downstream transportation and distribution	0 – no applicable activities
Total Emissions (scope 1, 2 & 3)	22,909

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

In 2025, we recalculated our baseline (2019) GHG footprint to reflect improvements in our mapping of supplier activities against the available spend-based emissions factors. VCCP has a rebaselining policy that guides us when determining the appropriate circumstances in which to recalculate and restate our past years GHG emissions inventory. This applies a 5% significance threshold for rebaselining that was met for 2019.

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 the reporting year 2025.

Reporting Year: 2025	
Reporting year emissions	Total (tCO2e)
Scope 1	190
Scope 2 (market-based)	190
Scope 3	18,880
<i>Included sources*:</i>	



Purchased goods and services	12,250
Capital goods	2,907
Fuel-and energy-related activities	133
Upstream transport and distribution	1,064
Waste generated in operations	16
Business travel	1,531
Employee commuting	978
Downstream transportation and distribution	0 – no applicable activities
Total emissions (scope 1, 2 & 3)	19,261

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

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 targets are 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.

In line with these targets, we project that Scope 1 and 2 GHG emissions will decrease over the next five years to under 300 tCO₂e by 2030, a reduction of more than 60% versus 2019 (exceeding our targeted reduction of 46.2%). Making precise projections for Scope 3 emissions is more challenging given that there are factors outside of our direct control, however, we anticipate that these emissions will decrease in line with our 2030 target (27.5% versus 2019).

Progress to-date against these targets is as follows:

Emissions (tCO ₂ e)	2019 (baseline)	2025 progress	Comment
Scope 1 & 2 (market-based)	812	380	VCCP has made considerable progress in reducing its Scope 1 and 2 emissions compared to the target baseline, achieving a reduction of 53% as of 2025. These advances have been achieved through a range of measures (described in this plan), including achieving 99% renewable energy procurement for our UK offices and energy efficiency improvement through boiler replacement and office optimisation.
Scope 3	22,097	18,880	VCCP's Scope 3 emissions have fallen by 15% compared to the target baseline. We have implemented initiatives to manage our Scope 3 emissions, such as the roll-out of a Responsible Travel Policy and the use of tools to encourage sustainable choices in production. The spend-based GHG intensity emissions factors used to calculate most of our supply chain emissions have also

			fallen over time for some of our key categories of spend ¹ . We recognise the importance of improving Scope 3 data quality to ensure that our footprint is representative of our progress and are working with suppliers to lower supply chain-related emissions.
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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	Environmental Policy: Our Environmental Policy formally recognises our GHG targets and sets environmental performance expectations for all our activities. We run in-office awareness campaigns to encourage sustainable behaviours, including efficient use of equipment and lighting, and recycling.
Properties	<p>Renewable energy procurement: 99% of procured electricity in the UK is covered under Renewable Energy Guarantees of Origin (REGO) contracts, leading to a reduction in GHG compared to the 2019 baseline. In 2026, 77% of our global electricity consumption was renewable.</p> <p>Energy efficiency measures: For all UK sites, VCCP has implemented efficiency measures such as low-energy LED lighting.</p> <p>Fuel consumption: For sites utilising 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 minimised natural gas usage. The type of energy used for heating is a consideration when selecting and fitting out our premises.</p> <p>Sustainable fitout of offices: VCCP relocated its UK-based operations to a new site in 2025, which included a low-carbon fitout, reducing embodied carbon. The new site is BREEAM "Very Good" rated, reflecting VCCP's commitment to demonstrating sustainable practices in property management. During the move, VCCP worked with specialists to ensure that office and IT equipment,</p>

¹ VCCP uses the Supply Chain Greenhouse Gas Emissions Factors published by the United States Environmental Protection Agency. This database was selected as it provides us with the best data granularity for our supply chain.

and all furniture, went to reuse partners, maintaining the target of 100% waste diversion from landfill.

Media and Production	<p>AdNetZero: In 2021, we became a signatory of AdNetZero. 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). We support the Global Media Sustainability Framework (GMSF) initiative to harmonise the measurement and reporting of GHG emissions from media distribution.</p> <p>Sustainable production: We work with key partners such as Greenshoot and AdGreen, which provide industry-leading advice and tools to reduce waste, emissions, as well as independent carbon measurement and certification. Using our partner tools to provide measurement and advice and reduce the waste and emissions impact of shoots, including aspects such as travel, temporary power, catering, and contractors. At the planning stage, these tools are used to assess potential impacts and provide recommendations on strategies to mitigate these during delivery, including minimising waste and avoiding unnecessary travel.</p> <p>Sustainability in post-production activities and technology. Our primary storage and archiving platforms are cloud-based, reducing energy impacts and e-waste. We've moved away from less-efficient, multi-machine use for hybrid working and use virtual machines as a priority. We focus on re-using, repurposing or upgrading existing hardware to extend its life, keeping e-waste down with no loss in performance.</p>
Suppliers	<p>Responsible sourcing policy: Formalises VCCP's main strategic commitments to responsible and ethical sourcing practices, with a focus on transparency, compliance and continuous improvement. This includes the goal of reducing GHG emissions.</p> <p>Supplier code of conduct: We use this to communicate our climate- and sustainability-related expectations to suppliers, ensuring that they are aware of VCCP's own climate ambition and our expectations for them. In 2025, the updated supplier code of conduct was communicated to our principal suppliers, who were asked to formally adhere to these principles.</p>
Business Travel and Commuting	<p>Travel Policy: This guides our decisions and behaviours around travel for all purposes, from business meetings to employee commuting. Key decision areas include: Avoiding unnecessary travel; Choosing lower impact options (for example, train travel or economy flights); encouraging fitness-based and low-emissions travel. This policy is communicated to clients so its adoption can be encouraged, and we review adherence to the travel policy.</p> <p>Travel provider: In 2024, we appointed a new travel provider, considering sustainable travel support as part of the decision. The booking system provides information and data that supports responsible choices at the point of booking, as well as tracking trends and impact over time.</p> <p>Commuter survey: Conducted annually, this helps us to understand the travel habits of our global teams and identify opportunities to support more sustainable choices in our offices.</p>

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	<p>Renewable energy procurement: We aim to progressively switch all global offices to 100% renewable electricity by 2030 and track opportunities in our different markets to support decision-making and landlord engagement.</p> <p>New lease agreements: As all our office spaces are leased, the selection of premises and engagement process with our landlords, is key for aligning our operations with our sustainability commitments. We consider environmental criteria when selecting and fitting out new offices. This may include energy efficiency measures such as building energy management systems, LED and automated lighting, heating systems, and other sustainability aspects, such as facilities for recycling and sustainable commuting. As we increase the share of energy contracts that are renewable, we are also looking to electrify heating and transition away from natural gas. As part of this we also consider where there are reasonable opportunities to consolidate and use space more efficiently.</p>
Media and Production	<p>Engagement with cross-industry initiatives: We are signatories to AdNetZero and the IPA Media Climate Charter, initiatives seeking to harmonise media value chain emissions measurement, reporting and action. We actively monitor new developments to these standards and opportunities to pilot and work towards the adoption of new principles and tools. For example, we are planning to adopt the IPA Media Carbon Calculator to strengthen GHG measurement in line with the GMSF.</p> <p>Improving client- and project-level GHG tracking: We have developed and begun to pilot a client carbon tracker, supporting planning and performance tracking for client production activities. This informs pre- and post- project discussions with clients to reduce impact. We anticipate expanding this to include media buying impact. We are assessing opportunities to integrate GHG and climate data into wider internal planning and reporting systems, such as our Brand World Engine.</p> <p>Monitor the impact of generative AI and other emerging digital tools. These tools are already influencing the way in which VCCP and its clients work. We are assessing the opportunities that this may have for production activities, including emerging tools to measure the impact of the use of AI tools.</p>
Suppliers	<p>Collecting climate-related information from suppliers: As part of supplier onboarding and ongoing performance management, we gather information on their sustainability and climate actions, such as status of carbon footprint measurement and targets. Over time, this will help us to identify potential collaboration opportunities and prioritise action towards carbon strategic suppliers.</p>



Declaration and sign off

This Carbon Reduction Plan has been completed in accordance with PPN 006 and the 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:

Date: 08/06/2026