

MISSION



ENVIRONMENTAL  
SOCIAL  
GOVERNANCE  
REPORT

2023



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## MESSAGE FROM OUR CEO

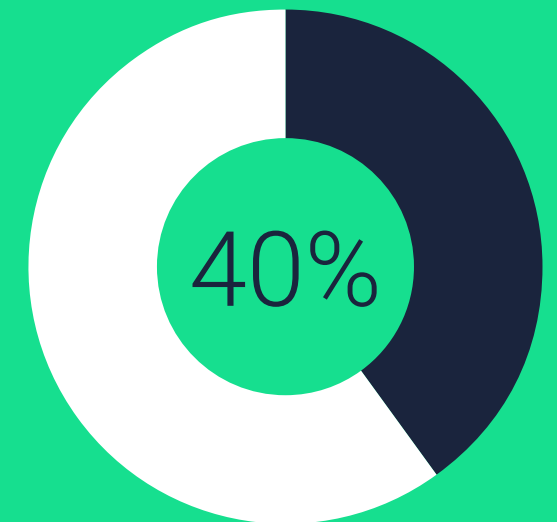
In 2021, we began actively recording our environmental and social impact as well as looking retrospectively at 2019 and the challenging pandemic year that was 2020. We have grown to understand a lot about our Group in this journey, including where we are delivering our Environmental Social Governance (ESG) responsibilities but also where we need to make a difference.

Our focus has, and will continue to be, ensuring robustness in our reporting, challenging ourselves to meet progressive and impactful targets set and holding the whole Group to account in changing behaviours and adopting

new, sustainable and inclusive ways of working. Our summary of our journey and goals is contained in this first ESG report.

It's not an easy task driving one ESG agenda as we are a complex Group of 19 Agencies, working across multiple sectors delivering a wide range of marketing, advertising, promotional and consultative services. But what unites us is our desire to make a positive difference in the work we deliver and the impact we have on the world around us. Our work, energy, time and commitment needs to count. Ultimately, our aim is to maintain sustainable growth and do good in the world.

“What unites us is our desire to make a positive difference in the work we deliver and the impact we have on the world around us.”



“Total emissions have reduced by 40% since we began reporting in 2019.”

As we look back over 2022, strong progress has been made against our ESG commitments but there is more we can do. We enter 2023 with a renewed purpose to make an even greater difference for our People, Client and Communities and the wider environment.

**James Clifton**  
CEO **MISSION** Group

A key opportunity is supporting and driving change beyond the Group through our 600 plus international Client base where we are in a privileged position to influence thinking, strategy and approach when it comes to ESG. This is only possible if we are leading from the front, ensuring we are committed to our own journey.

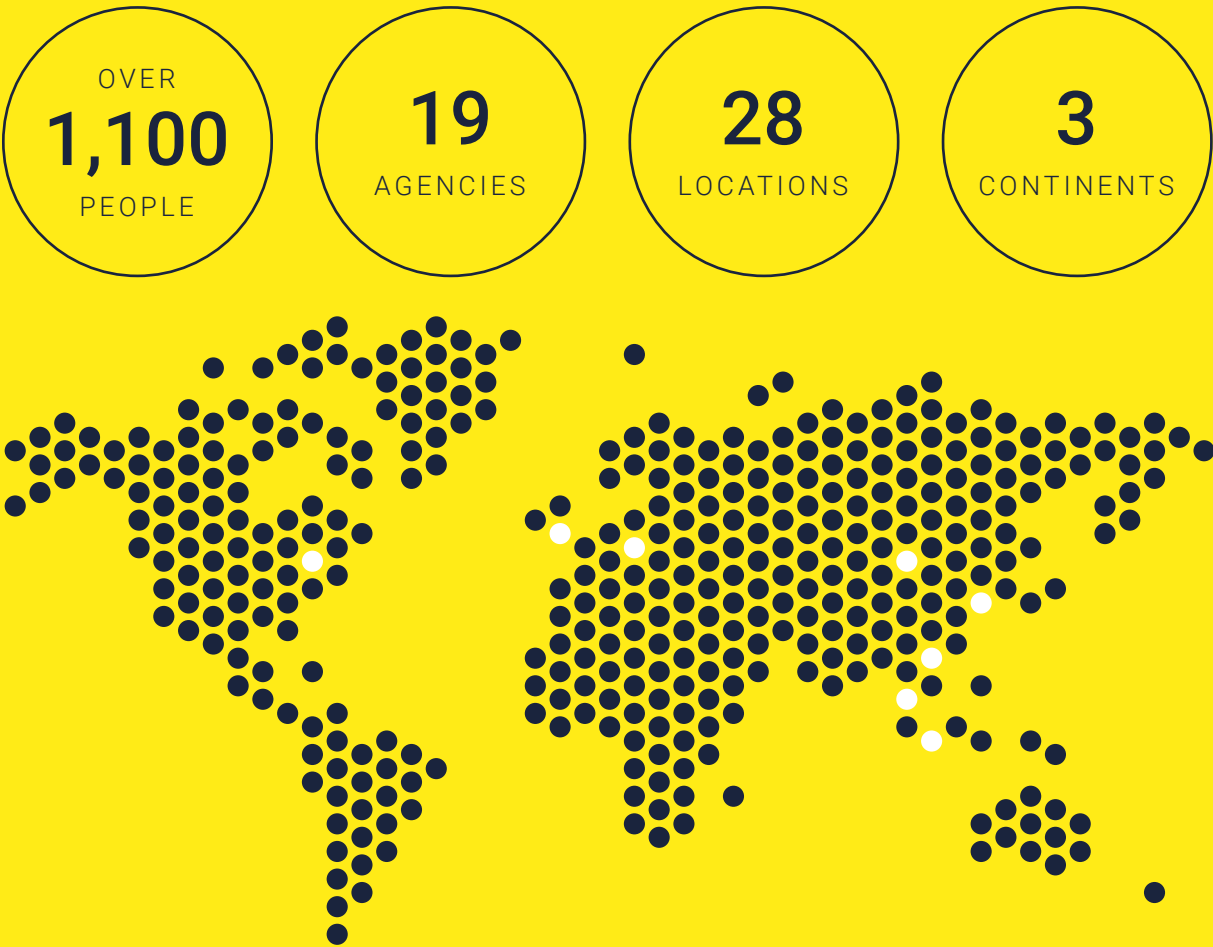
Despite a continued year of uncertainty and change in 2022 - inflation in double digits and rising interest rates, soaring energy prices due to Russia's conflict with Ukraine and impacted supply chains - we have never lost sight of our societal and environmental responsibilities. I appreciate that as a collective of creative Agencies our direct and indirect impact is low but we are focused on doing better in all aspects of our ESG.

In 2022, we have seen a 3% increase in total emissions due to more commuting with people returning to the office. However, total emissions have reduced by 40% since we began reporting in 2019. And we are progressing against our social goals focused on diversity, inclusion and equality across the Group as well as growing our community impact. In 2023, 27 national and local charities were supported across the year by our Agencies through pro bono support, volunteering and donations. And our team appreciate the commitment we are making as shown by sense of belonging above the industry average (79% positive), and when asked 85% of our people answered positively about being their authentic self at work, again above the industry average.

# ABOUT MISSION

Bringing together 19 Agencies, employing over 1,000 people across 28 locations and 3 continents, the **MISSION** Group successfully combines its diverse expertise to produce Work That Counts™ for our Clients, whatever their ambitions. Creating real standout, sharing real innovation and delivering real growth for some of the world’s biggest brands.

In 2022, **MISSION** delivered revenue growth of 10% and headline operating margins of 11%, ensuring a good headline operating profit growth of 8% to £8.7m. One of the differentiating features of **MISSION** is the longevity and loyalty of its Client base. We believe this is due to the dynamic and Agency-driven culture which ensures Clients receive a boutique level of Client service supported by the resources of a multi-national group.



# OUR ESG TARGETS



- Reduce total emissions by **21%** for **2024** and **42%** for **2029** in line with Science-Based Targets\*
- Commit to the Business Ambition for **1.5°**
- Deploy Environmental Management Systems and action plans across all Agencies to address carbon emission hotspots
- Work towards **ISO 14001 certification** by **2023** for majority of Agencies



- 16%** of employees from under-represented ethnic groups by **2023** rising to **18%** by **2025**
- 10%** of employees with disabilities by **2023**, rising to **12%** by **2025**
- 30** Apprenticeships in place by **2023** rising to **50** in **2025**
- 20%** of employees from under-represented age groups by **2025**



- Maintain equal gender split between male and female while recognising those who identify as neither or both
- Improve stakeholder advocacy as shown through Client happiness levels, referral ratings, employee satisfaction and retention.

\* Science-Based Targets are a set of goals developed by a business to provide it with a clear route to reduce greenhouse gas emissions. An emissions reduction target is defined as 'science-based' if it is developed in line with the scale of reductions required to keep global warming below 1.5°C from pre-industrial levels.

## SUMMARY OF **MISSION** ESG

### MAKING A POSITIVE CHANGE

In our ambition to become the UK's leading, most respected Agency Group, we need to do just that – lead. This is never truer than when it comes to our corporate, social and environmental responsibility. We believe the impact **MISSION** makes on the world should be positive, always. That our interaction with our People, Clients, Communities, and the wider environment needs to make a difference. Ultimately, what we do needs to matter, and it needs to support positive change.

### ENVIRONMENT

As a collective of creative Agencies providing a range of marketing, advertising and consultative services, our direct and indirect impact on the environment is low. But we can always do better. We aim to reduce our environmental impact in the resources and energy we use, how and when we travel, the suppliers we select and how we work to create healthy operating models.

We have also built a powerful community in the form of a network of environmental champions representing all our Agencies allowing us to share successes, learnings and best practice across the Group. Working within their own Environmental Management Systems (EMS), each Agency is focused on their specific carbon hotspots aligned to help **MISSION** achieve its Science-Based Targets. This has seen a quarter of the Group achieve ISO14001 certification with the remainder working towards 2023 recognition. Key Agencies have also secured bronze, gold and platinum status with Ecovadis - the world's largest and most trusted provider of business sustainability ratings - with progressive Agencies moving toward BCorp status.




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Ultimately, what we do needs to matter,  
and it needs to support positive change.

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We also have a responsibility to consider not just how we operate but also to share insight and best practice across our Client base and move the brands and businesses we work with forward. Reaching millions of people through our 600 plus international Client base, that's a lot of chances to make a big difference every day.

Our People are also a key part of our environmental journey driving behaviour change in our Agencies to reduce carbon impact, whether through reducing waste and energy consumption, travelling more responsibly or selecting suppliers aligned to our ambitions. Supported through training and partnerships with the likes of Green Element, AdNetZero and Greenshoot we are accelerating change wherever we can.

Ultimately, our aim is to be sustainably profitable and do good in the world.





## SOCIAL

### DIVERSITY & INCLUSION

It's the people of our business that make it what it is. We're powered by talented teams who value and respect difference. We're committed to making sure our people feel valued whatever their background, that they belong, and can be their authentic self at work.

Over the past few years we've partnered with Creative Access – a social enterprise working to ensure creative businesses truly reflect society. We've introduced a Group Diversity & Inclusion Manifesto, appointed a diversity champion at Board level, put our senior leaders through inclusive leadership training, and all **MISSION** Group employees have had D&I training. This year we launched **MISSION** Communities.

These community groups are helping create safe spaces for people to talk, providing advice to leaders on D&I policies, and insight into different key areas such as ethnicity, sexuality, age, neurodiversity, and faith.

These initiatives are helping to build our culture. But what matters is how our people feel. And so, this year we asked them through our Employee Engagement Survey. Our overall Inclusion score was 74% positive across the **MISSION** Group. 85% of people answered positively about being their authentic self at work (2% above the industry average), and 79% felt they belonged at the company (also 2% above the industry average).

### COMMUNITY

With 28 locations and 1,000 + people across the globe it's important to our team and to us that we connect and support our local communities. We are committed to helping them thrive, boosting the key foundations stones that make them healthy – arts, education, conservation, health & wellbeing and the creation of opportunities for the next generation.

Our impact is widespread working with 27 national and local charity and community groups from RNLI and Macmillan to North Devon Hospice. We go beyond just donating and put our skills to good use with pro bono work that really makes a difference to the brand awareness of these important causes.

And we have continued to invest in the next generation, opening our doors to local schools, colleges, and universities as well as providing mentoring, work experience and paid internship opportunities.

### FAMILY

We recognise the importance of family. 85% of our people scored us positively in supporting flexible working arrangements, and 86% said they were supported to arrange time out of work when needed.

We want our people to have the best work life balance, one that works for them. That's why we have over 150 different flexible working arrangements across the **MISSION** Group.

### HEALTH & WELLBEING

We create an environment where people talk about the things that matter to their health & wellbeing. It is these conversations that change the way we work to better our people. We've combined free mental health support and educational life balance activities which is overseen by over 40 mental health first aiders across the Group.



It's the people of our business that make it what it is. We're powered by talented teams who value and respect difference.



# ENVIRONMENT

We set ourselves a range of ambitious carbon reduction targets and environmental commitments. And we're pleased to be making good progress.

- 1

Set robust emissions targets at the pace and scale required by climate science and in line with the Paris Climate Agreement, validated by the Science-Based Targets Initiative (SBTI) Net-Zero Standard.
- 2

Joined the Business Ambition for 1.5°C campaign – the world's largest and fastest growing group of companies that are aligning with 1.5°C by helping to halve global emissions by 2030.
- 3

Reduce as much as possible as quickly as possible.
- 4

Measure with confidence and report our progress, holding ourselves to account to consistently do better.
- 5

Share our learnings and best practice across our 600 plus Client base to help advance journeys.
- 6

Work with suppliers to improve our measurement and encourage positive environmental action in our supply chain.

Our emissions have dropped by 40% since our baseline in 2019

## CATEGORISATION

We started the process of measuring our environmental impact in 2021. The global pandemic impacted how we used our offices and the way people worked. For this reason, we use 2019 as our baseline for our carbon commitments. So, for this report we have included our greenhouse gas (GHG) emissions over the past four years. We measure our Carbon emissions in three ways:

SCOPE 1	SCOPE 2	SCOPE 3
Direct emissions from owned or controlled sources, including gas for heating, fuel for transport, or air conditioning and refrigeration.	Indirect emissions from generation of purchased electricity.	Indirect emissions that occur in the value chain. This covers several categories including water, waste, working from home emissions, commuting, business travel, paper use, purchased goods and services.

# CARBON REDUCTION TARGETS

In alignment with the Paris Agreement, we have set Science-Based Targets (SBT) calculated through the absolute contraction approach. Each Agency within the Group has set themselves individual reduction targets which ladder up to these SBTs, but are focused on carbon hot spots distinct to their Agency.

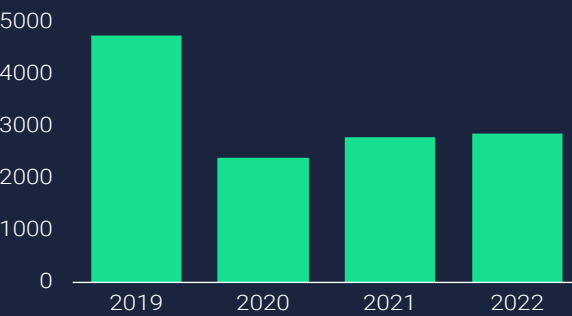
We have been measuring greenhouse gas (GHG) emissions since 2019 in order to understand, prioritise areas of focus and take action to reduce our impact and achieve our goals. Agencies have captured information covering all activities including our offices, travel, purchases and working from home. 2022 has seen a slight increase in emissions (3%) compared to 2021

but we have still achieved a 40% overall decrease compared to pre-pandemic levels in 2019.

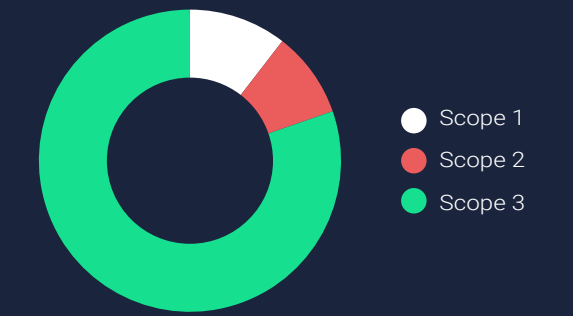
In 2022, the highest sources of emissions were purchased services, IT hardware, business travel by air, commuting, energy consumption and company fleet vehicles. This has not changed significantly since 2021, though a small rise in emissions related to commuting has occurred with people returning to the office more regularly. We have also added three new agencies, Livy, Influence Sports & Media, and Populate Social. This has added locations and seen our headcount grow by over 50 people in 2022. A focus on reporting quality has also meant that accuracy has improved, with several Agencies moving from information based on spend to consumption.

	2019	2021	2022	% Change ('19 to '22)
Scope 1	287	372	300	-30%
Scope 2	497	311	264	-49%
Scope 3	4005	2104	2300	-39%
Total emissions	4789	2787	2864	-40%
Total emissions per person	4.8	2.8	2.9	-40%

ABSOLUTE EMISSIONS PER YEAR (TCO2E)



2022 EMISSIONS PER SCOPE

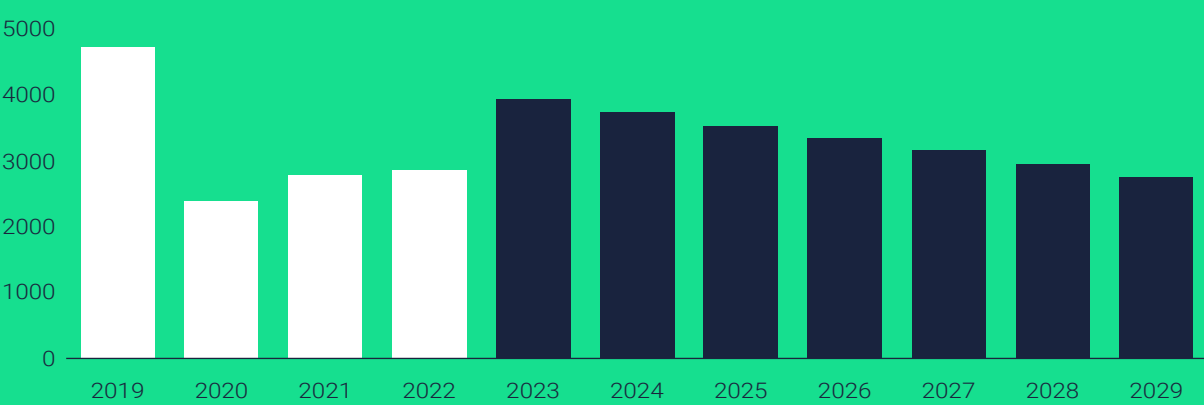


# FUTURE TARGETS

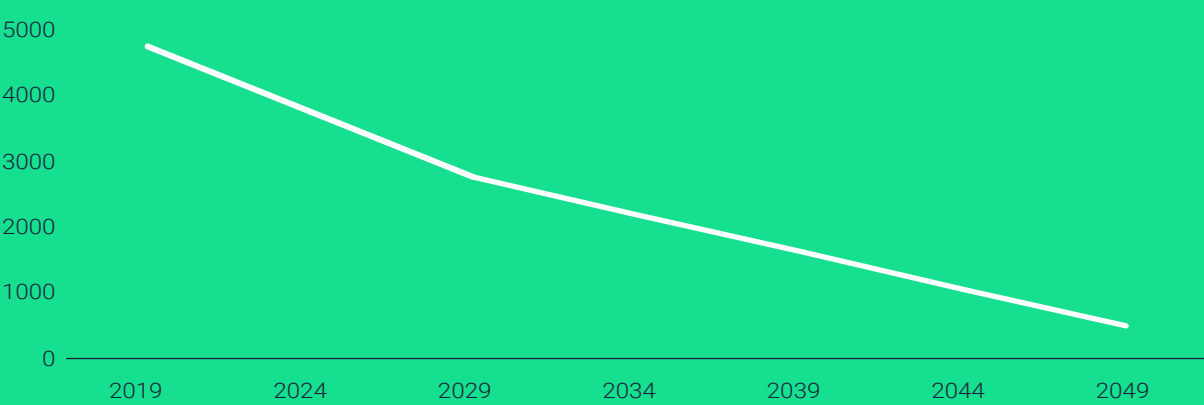
We have committed to set verified emission reduction targets through the Science-Based Target Initiative. Targets are to reduce absolute emissions in the near-term, 10 years from our 2019 baseline, by 42% and long-term, to 2050, by at least 90% neutralising any residual emissions

that are not possible to eliminate. We are currently on track to reach these targets based on achieving an absolute reduction in emissions. We will review our progress against these targets, especially as the Group continues to grow through acquisition.

NEAR-TERM TARGETS TO 2029



LONG-TERM NET-ZERO TARGETS TO 2050





# AGENCY SPOTLIGHT

## KROW LONDON

2022 was a defining year in krow London’s efforts to reduce and offset their emissions.

It saw them introduce the AdGreen Calculator to all their production shoots, enabling them to get an accurate view of the carbon emissions associated with each production. This data has enabled krow to build a more informed view of the largest contributors to shoot emissions and work with their production and client partners to develop more focussed controls.

2022 also saw the introduction of a new Environmental Management System to help them effectively monitor the impact of the way they work and the work they do. This joined-up system enables them to track their emissions, assess the risks associated with all areas of their operations, set goals accordingly, and implement controls to ensure those goals are met. At the end of 2022, this system was used to assess krow’s wider approach to environmental management and they were awarded ISO14001 certification.

While krow London is still working towards operating with zero emissions, they have offset every ton of carbon associated with their operations and output by investing in projects that reduce deforestation and increase clean energy production. These include the AKOCAK Hydro Electric Power Plant in Turkey that generates enough clean energy to offset the production of 60 million m3 of natural gas, reducing associated CO2 emissions by more than 1440,000 tonnes. They also invested in The Mai Ndombe REDD+ Project in Democratic Republic of the Congo that works to reduce the principal drivers of forest and biodiversity loss and is charting a new pathway for community prosperity through comprehensive investments into the surrounding local communities, which are among the least economically developed in the world.



**2022** was a defining year  
in krow London’s efforts  
to reduce and offset their  
carbon emissions





AGENCY  
POPULATE

CLIENT  
BEVISIONEERS -  
THE MERCEDES-BENZ  
FELLOWSHIP



SOLUTION

Mercedes-Benz global fellowship provides training and scholarships to thousands of young people from around the world to implement their projects in the areas of environmental sustainability and decarbonization. In the coming years, beVisioneers will scale up to support up to 1,000 young people per year. beVisioneers fellows will be 16- to 28-year-old innovators who have promising ideas for sustainability projects.

Populate has worked with the Fellowship to launch and promote the program to the global audience through a robust social-first campaign driven across Facebook, Instagram, LinkedIn and TikTok.



CHALLENGE

Young entrepreneurs with ideas that can support their local communities and the globe on issues around sustainability and decarbonization are lacking the support they need to bring their ideas to reality. These ideas are required in order to support the change the world needs to make in order to survive. Populate was challenged with finding these young entrepreneurs across the world and creating an engaging campaign to both launch the brand and attract the required number of fellows.



RESULTS

Generated over **1,000** applicants to the program in 6 weeks. In total, **100** initial fellows will be supported to bring their planet positive ideas to life.



AGENCY  
APRIL SIX

CLIENT  
SCANIA



PUTTING RENEWABLE  
FUELS AT THE HEART  
OF YOUR BUSINESS  
RIGHT NOW.

**WE MAKE IT POSSIBLE.**

Yes, it's possible. A profitable, successful and renewable future can start today. Possible thanks to the widest range of renewable fuel options available anywhere on the market. Possible through our expert advice and guidance that will match the right choice to your unique business needs and goals. Possible because we take the doubt and confusion out of choosing renewable fuels. And possible because at Scania we're fully committed to driving the shift.



TO FIND OUT HOW YOU CAN MAKE IT POSSIBLE,  
CALL **0845 034 3034** OR SEARCH  
SCANIA SUSTAINABLE FUELS.

**SCANIA**

## SOLUTION

Scania has had sustainability baked into their corporate ethos for decades. The campaign was a celebration of this and a visual pointer to the greener way of running a fleet.



## CHALLENGE

The switch to renewables gets ever more pressing as we approach the 2040 cut-off date for the sale of new petrol and diesel vehicles, yet many haulage customers have invested in diesel fleets and replacing them is expensive. When range is such a critical factor, scepticism existed over how these renewables compared to traditional engines.

Against the backdrop of COP26, Scania, the world-leading manufacturer of trucks, wanted to show how easy it was for truck fleet operators to make the switch to more renewable forms of transportation. Scania had invested in alternative technology for over ten years and had the widest range of alternative fuel trucks on the market. They wanted to let people know that it's easy to make the switch to renewables. Using press, social and digital channels, we were tasked with getting this message across to their UK prospects and customers.



## RESULTS

Visitors to the website went up from an average of **102** per week pre campaign to **825** in the first week of activity with dwell time doubled. This set the stage for Scania's participation in COP26, lifting them far above the competition.



# SOCIAL

## MAKING AN IMPACT

We are a people based business. Our Social targets are based on making **MISSION** and all our Agencies places people want to be, and places that have a positive impact on the world around us.

We want our people to bring their whole selves to work and be their authentic self. We also know that our people have lives outside of work, that's why we have over 150 different flexible working arrangements across the Group.

And we are committed to nurturing talent. Throughout 2022, we continued to open our doors to local schools, colleges, and universities. Our local communities play a vital role in how we do business. We're committed to helping these communities through partnerships, support, and bro bono work.



## OUR SOCIAL GOALS

In order to meet our social ambitions, we have set five clear goals to achieve as a group.

- 1

18% of employees from under-represented ethnic groups by 2025.
- 2

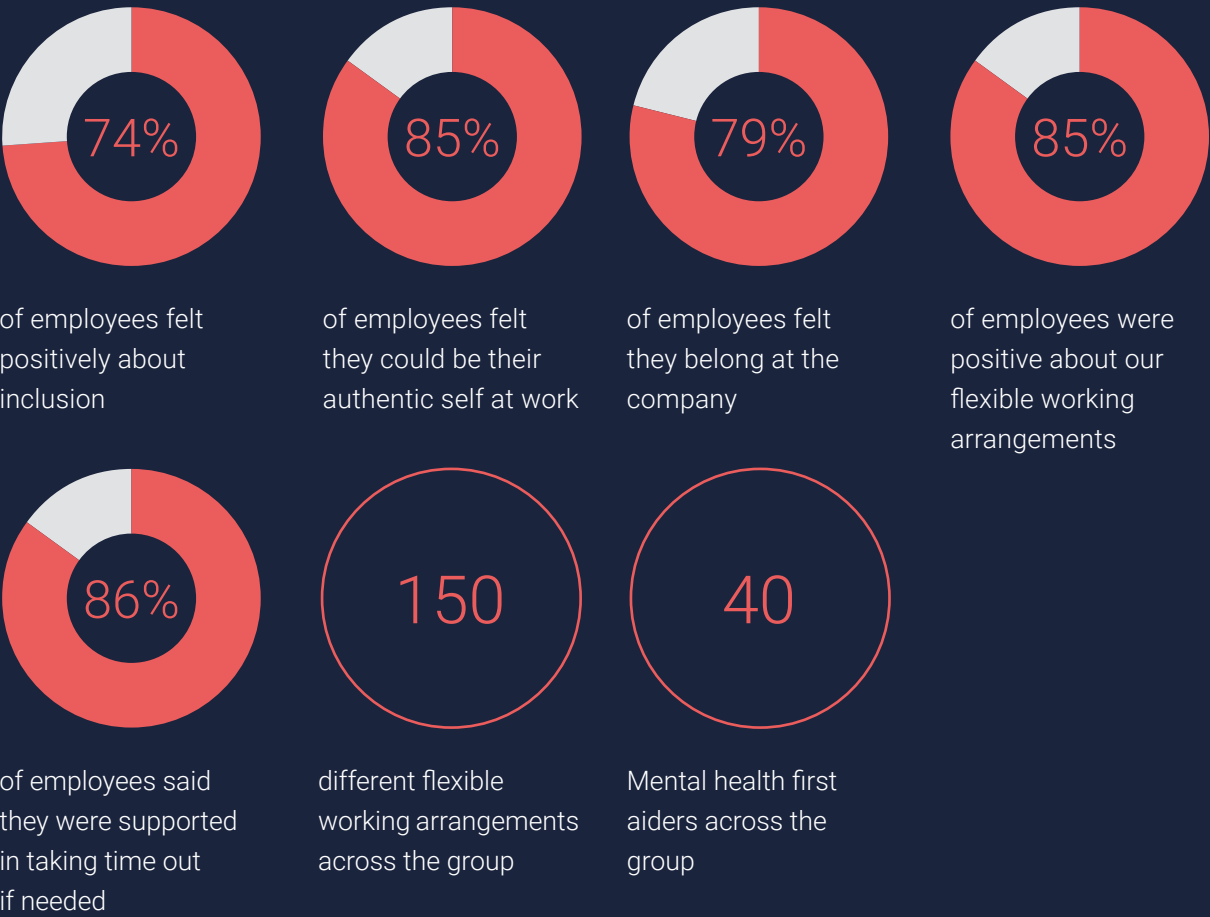
12% of employees with disabilities by 2025.
- 3

50 apprentices by 2025
- 4

20% of employees from under-represented age groups (Under 20 and above 50) by 2025.
- 5

An equal gender split between male and female employees whilst recognising those who identify as neither or both.

## WHAT WE ACHEIVED



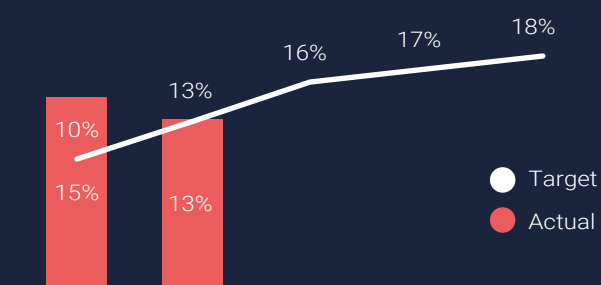


## HOW ARE WE GETTING ON?

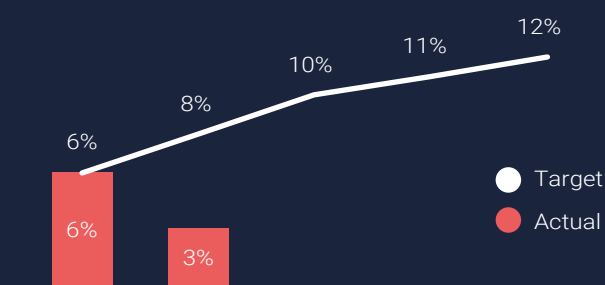
In our ESG manifesto we gave ourselves some challenging Social targets. As well as the social targets we have set, we carried out our first **MISSION** Group wide Employee Engagement Survey in 2022. This gave us a good idea of how our people feel about our efforts. 85% of our people felt they could be their authentic self at

work and 79% felt they belonged here. We want our employee base to represent society, and we know there is work to do on increasing the number of disabled people we employ. In 2023, we will be creating a new partnership with Creative Access, creating employee communities, revising our recruitment processes, and looking at how we record disability particularly around neurodiversity.

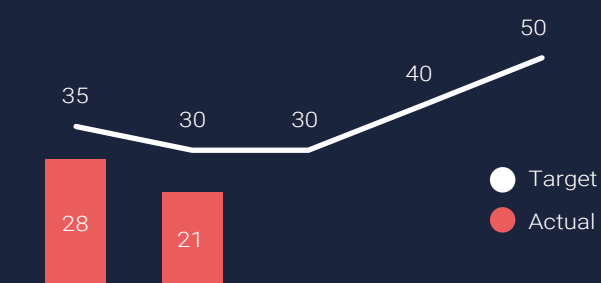
### UNDER REPRESENTED ETHNIC GROUPS



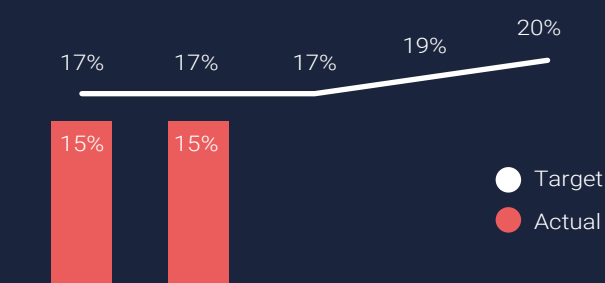
### EMPLOYEES WITH DISABILITY



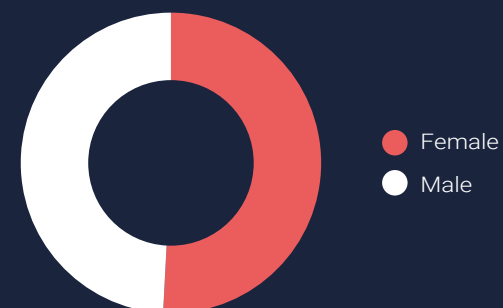
### APPRENTICESHIPS



### UNDER REPRESENTED AGE GROUPS



### GENDER SPLIT



We're proud that **80%** of our people felt positively about their work life balance.

## VOLUNTEERING

Giving back matters to us. Our **MISSION** teams provide pro bono support as well as paid time off for volunteering, either by supporting a charity or cause of their choice or by helping their Agency's nominated charity.

912

HOURS OF PRO BONO  
SUPPORT

£91k

VALUE OF PRO BONO  
WORK

£15k

CHARITY  
DONATIONS

120

VOLUNTEERING  
DAYS

### EDUCATION AND MENTORING PARTNERSHIPS

- De Montford University
- Falmouth University
- Bournemouth University
- University of Essex
- Ablaze
- City of College Bristol
- UWE Bristol
- Edinburgh College
- Big Book Crit
- Norwich University



# AGENCY SPOTLIGHT

## SPEED

Speed is passionate about ensuring what they do matters, which is why they have a partnership with South West charity, Ablaze.

Ablaze focuses on tackling inequality of opportunity for young people across the region, championing learning and professional development for those who are under-served, under-estimated and disengaged.

Speed has been working with Ablaze for three years, providing pro-bono communications support and participating in its mentoring and skills development schemes.

Over the past year they have re-established a reading partners programme following the pandemic, whereby a team of 10 volunteers from Speed visit Barton Hill Primary School each week to provide 1:1 reading support for a group of Year 1 pupils.

Moving into 2023, Speed will be setting up a career mentoring programme for Year 10 students at Patchway Community School, providing essential skills and advice to help the students relate to possible career paths, improve communication and confidence, and gain insight into the workplace.

‘Speed has changed the way we approach marketing and we have seen a tangible growth in engagement as a result.’

Sally Melvin, CEO – Ablaze





AGENCY  
MONGOOSE

CLIENT  
BUPA AND BRITISH  
PARALYMPICS  
ASSOCIATION



SOLUTION

Celebrating Bupa’s partnership with the British Paralympic Association (BPA), Mongoose created an interactive sports event that celebrated diversity and inclusion in all forms.

The day included a wide range of challenges, games and activities that sought to challenge common mis-conceptions and demonstrate the importance of building diverse and inclusive teams for success.

Customers were invited to build a diverse and inclusive team to take on a series of four activates that challenged a range of skills and abilities:

PHYSICAL

Celebrating the partnership with a wheelchair basketball tournament

SENSORY

Adapting communication with a series of sensory deficient challenges

SOCIAL

Celebrating emotive traits with a charity bike building activity

LOGICAL

Challenging neurodiversity of thought with logical puzzle task

All elements of the event were themed to promote the Bupa x BPA partnership and celebrate diversity and inclusion.



CHALLENGE

To activate Bupa’s partnership with the BPA to engage the brands corporate clients and customers and promote Bupa as an inclusive healthcare provider.





AGENCY  
KROW & SPEED

CLIENT  
AVIVA



### CHALLENGE

Aviva needed to promote its £2m matched donation Community Fund engaging local charities and people across the regions. The challenge was to encourage charities to sign up to receive matched funding and galvanise the public to donate to deserving causes during a cost of living crisis.

### SOLUTION

To help raise awareness of the campaign, a mix of owned, earned and paid channels were used, including regional print, social, digital display, email, SEO and PR. krow also created an employee engagement plan to help spread the word, including an employee toolkit, social media and internal channels.

The first phase was focused on driving submissions for 2,000 local, grassroots charities to apply for funding. Speed combined an intense burst of regional/ third sector media relations and strategic influencer engagement to reach key areas across the country and hit the charity nomination target.

In the second phase, Speed secured regional, broadcast and consumer coverage for charity case studies to hit the £2m donation target.



### RESULTS

- The campaign raised **£3.3m** across the **276** Cost of Living Boost projects, and the full fund was successfully distributed within the timeframe
- **556K** people reached through organic influencer activity, with **663k** video views
- **1.8 million** reach through PR activity
- Employee engagement reached **51.48%** – the highest level of internal engagement to date with the Aviva Community Fund



# GOVERNANCE

We believe that corporate governance is not the poor cousin of the ESG trio but an integral part of the Group. It is key to how we interact with our investors, employees, suppliers and wider stakeholders.

But the nature of governance is unique for each business and this is the case at **MISSION**. Unlike many other marketing groups, our Agencies, which have mainly come into the Group via acquisition, retain their original personnel, cultures and business practices, with **MISSION** providing the support infrastructure and economies of scale of a multi-national group. This sees a highly personalised and people-centric culture which has led to an expanding and loyal Client base and strong talent retention and attraction.



## MISSION BOARD

We believe the role of the Board is not to direct our Agencies but ensure they are supported and collaborate to deliver the best work to help Clients succeed.

The **MISSION** Board and non-executive group have a good balance of sector and financial experience alongside Agency CEOs who provide a ‘front seat’ view of Agency challenges, opportunities and the marketplace as a whole. This ensures and decisions made are steeped in practical insight on the changing face of our industry and the needs of our Clients & People.

The Board is responsible for the long-term success and growth of the Group, embedding effective controls which enable risks such as cyber security; data protection; supply chain fragility; market resilience; economic volatility and political instability to be assessed and managed. Held to account by independent Audit & Risk and Remuneration committees, the Board is focused on ensuring that our People, Agencies and the Group are consistently safeguarded and that we have robust processes & accountability in place to drive action on issues that count.



**JULIAN  
HANSON-SMITH**  
Non-Executive Chair



**JAMES CLIFTON**  
Group Chief Executive



**MARK LUND**  
Non-Executive Director  
& Deputy Chair



**ELIZA FILBY**  
Non-Executive Director



**FIONA  
SHEPHERD**  
Group Chief Operating  
Officer



**GILES LEE**  
Group Chief Financial  
Officer



**DYLAN BOGG**  
Group Chief Creative  
Office





EMBEDDED ESG

We are focused on monitoring progress against our wider ESG commitments making sure we are driving forward positive change. We have a diversity champion for the Group at Board level and a bespoke Steering Committee made up of our CEO, key Board members and our ESG Group lead. Meeting quarterly throughout the year, this committee ensures ESG is embedded throughout our governance and a key factor in decision making for the Group alongside commercial and people impact. This group will ensure that our ESG agenda receives the leadership attention it deserves and our governance keeps pace with fast-moving nature of ESG and ever changing social, economic and political dynamics. It also offers guidance on any ethical issues that may arise, providing Agency leaders with a sounding board and support structure.

Feeding into the Steering Committee are the leads of our **MISSION** communities which were set up in 2022. These community groups, covering key areas such as ethnicity, sexuality, age, neurodiversity and faith, provide advice to leaders on our approach to D&I helping to evolve our understanding, highlight the benefits of diversity within our teams and ultimately building an inclusive culture.

We will continue to evolve our governance model aligned to our ESG commitments and the needs of the business and our stakeholders. As a Group, we are committed to addressing sustainability challenges effectively, delivering positive impact environmentally and socially and ensuring a consistent approach to ESG across the business.

STAKEHOLDERS

Our very existence as a marketing group is dependent upon our ability to foster strong and mutually beneficial relationships with all stakeholders. Alongside sustainable growth, we see client happiness, referral ratings and staff retention levels as indicators of our collective success and are consistently measured by the Board.

Good governance is also about transparency, trust and accountability. We believe our stakeholders need to be part of our journey, to share in the highs and lows; so we are committed to being open and transparent, always, on our successes but also areas for growth.

OUR ONGOING COMMITMENT

This document has outlined our approach to measurement and target setting, and our plan for reducing environmental impact, improving our social impact, and continue our strong governance across the **MISSION** Group. But we will only succeed if we continue to evolve them based on an ongoing review of targets and progress made.

OUR COMMITMENTS

- 1

Continue to measure all environmental and social impacts and improve the techniques by which we measure where possible.
- 2

Report our ESG performance annually to highlight progress against targets but also hold ourselves accountable to where more focus needs to be made.
- 3

Secure independent, external validation and work to address gaps and recommendations provided.
- 4

Build partnerships, share learnings and best practice to accelerate collective carbon reduction journeys within the Group and across the industries we touch.

METHODOLOGY NOTES

We have used Greenhouse Gas Protocol's Corporate Accounting Standard and Corporate Value Chain Accounting and Reporting Standard. Emissions Reduction targets have been set according to Science-Based Targets Criteria for near-term targets.





# MISSION

## WANT TO FIND OUT MORE?

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