

Matrix Booking

Impact report 2025

Certified



Corporation



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Introduction from our CEO

The last year has been an important year in our B Corp journey. Since becoming certified in 2023, we've continued to embed the principles of responsibility, transparency, and positive impact into everything we do at Matrix Booking.

Being employee owned gives us the freedom to make choices that serve the long term - for our people, our customers, and the wider world. This past year, we've taken steps to strengthen our sustainability practices, support our communities, and ensure our business is a place where people can thrive.

B Corp certification is not the finish line; it's a framework that keeps us accountable and pushes us to do better. We're proud of the progress we've made, but we know there's still a lot more to do. That's why we're committed to continually improving how we reduce our environmental footprint, create value for society, and in line with our company values operate with respect, responsibility, integrity, ingenuity and simplicity.

I'm grateful to our team, our customers, and our partners for sharing this journey with us. Together, we're proving that business can and should be a force for good.



Karl Breeze
CEO



About us

Who we are

We're a UK-based and employee-owned company that exists to help your people make the most of their time in the office.

Matrix Booking was carved out of a previous parent company in 2020 and some of our people have been involved in shaping our products and services from the inception of our core platform, back in 2013.

We've helped hundreds of customers successfully navigate the ever-changing world of work, including the enormous changes brought about by the covid pandemic.



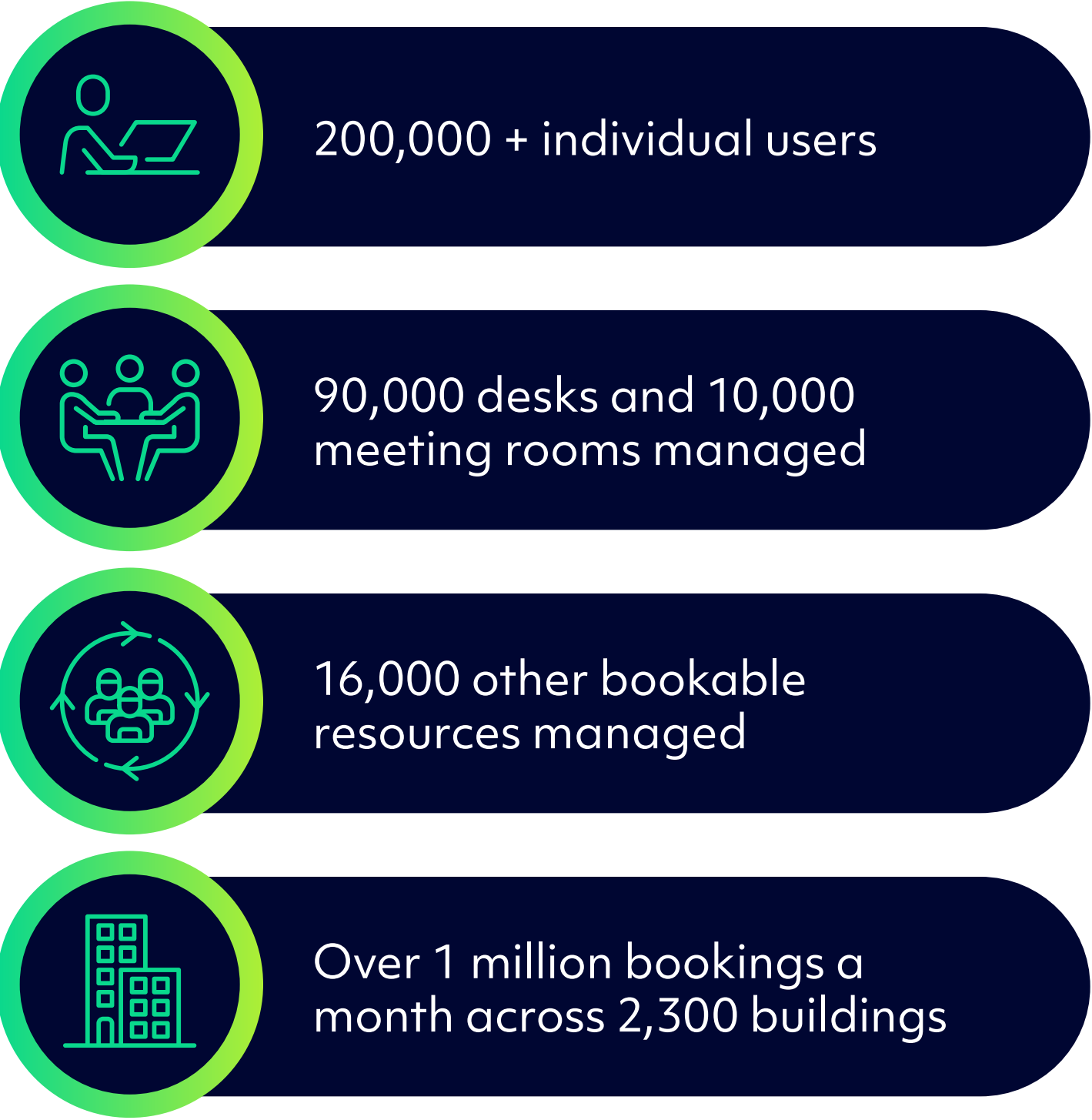
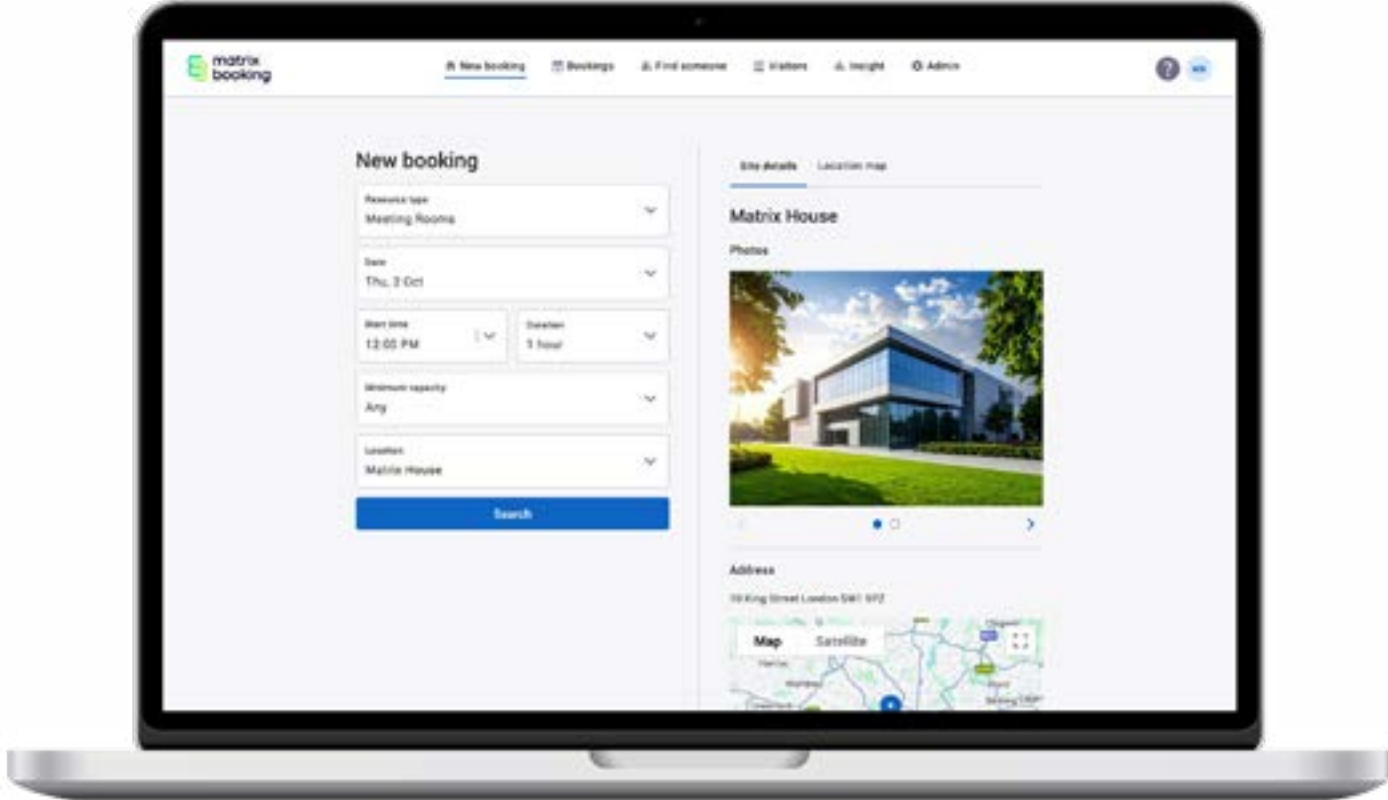
What we do

As a B2B Software as a Service (SaaS) provider, we produce resource booking software for our customers to manage their facilities and estates more effectively.

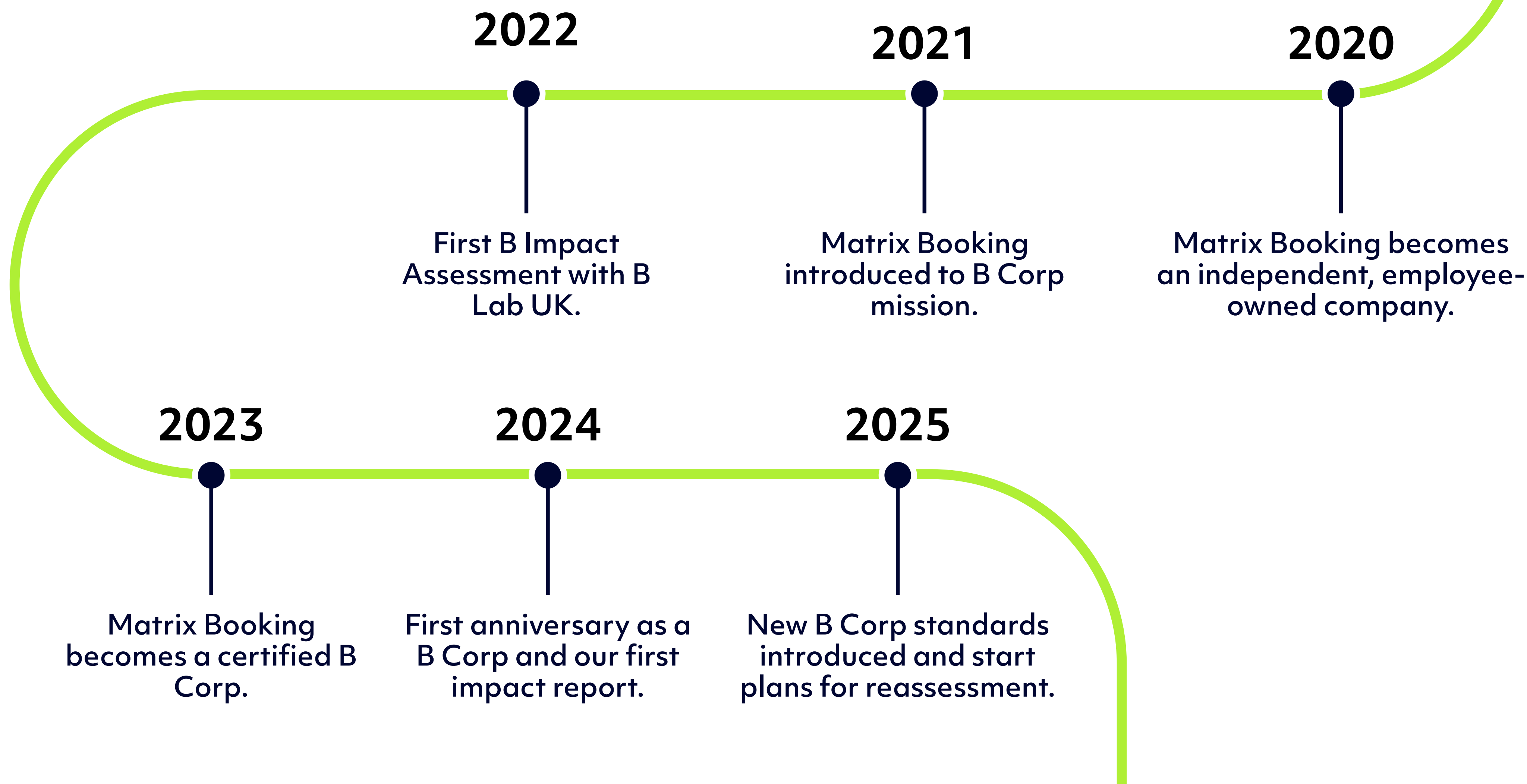
Along with our core platform, we have a series of intuitive booking management tools, services, and applications. This includes workplace sensors, visitor management, and booking software for desks, meeting rooms, car parking, EV chargers, and any other type of office resource.

These help organisations plan, operate, and optimise their buildings and workplace hubs, to support happy, cost-effective, and environmentally friendly hybrid working. Thus, keeping visitors safer and creating happier and more productive teams.

Matrix Booking empowers its users to find and book the resources they need, increase their utilisation, reduce unnecessary administration, and optimise workspaces.



Our journey to B Corp



Our B Corp score



We were delighted to achieve a score of 106.1 when we officially became a B Corp in September 2023. This validates the hard work we've already put in across the company, but also demonstrated that there's more work for us to do.

We've been working through the new standards since they were introduced earlier this year, and continued to track progress in the BIA tool online.

- 50.9 Median Score for Ordinary Businesses
- 80 Qualifies for B Corp Certification
- 106.1 Matrix Booking's verified overall B Impact Score
- 111.8 Current estimated score based on the BIA tool *

* This is the BIA tool still using the old points-based system and not the new standards.

Governance

What we said we'd do

- Set up a working group to monitor our social and environmental performance and share reports with stakeholders and our board of directors and employees.
- Strengthen our code of conduct and ethics by regularly reviewing it with our management team.

What we did

- Set up an Extended Management Team (EMT) incorporating leaders from various departments and levels to foster broader perspectives, enhance decision-making, and strengthen organisational alignment.
- Attended Purposefest 2025 in Bristol and engaged with local B Corps using B Hive.
- Our Marketing Manager, Hayley volunteered and was selected as an Event Maker at B Corp Festival in Oxford in 2024. Several others of us also attended.
- Continued to include regular updates of our CSR activities and any other progress related towards our B Corp objectives in our monthly Town Hall meetings.

Goals for next year

- Grow and restructure our social and environmental working groups to cover the seven key impact topics of the new B Corp standards.
- Continue to strengthen our code of conduct and ethics by regularly reviewing it with our management team.

Our mission

Vision

We make the office work for everyone.

Mission

Through intelligent resource booking, we optimise hybrid working and reduce the environmental impact of the modern office.

Our values



RESPECT



INGENUITY



INTEGRITY



RESPONSIBILITY



SIMPLICITY



Workers

What we said we'd do

- Consider ways to offer more socially responsible investing options via company pension provisions.
- Consider the inclusion of dental cover and disability insurance as a potential staff benefits.
- Look to create a program to offer paid work experience to interns.
- Improve awareness and provision of training to ensure employees have the skills they need to keep pace with emerging technologies.
- Look to assist employees with young families via improved policies relating to issues such as childcare and breastfeeding.
- Improve monitoring of employee satisfaction and attrition against industry benchmarks.

What we did

- Continued to ensure that all staff are paid more than the Real Living Wage.
- Continued to review and adjust all employee salaries accordingly to balance the cost of living crisis.
- Updated our flexible working policy to provide more clarity on topics such as nomadic working.
- Increased our employee surveys on wellbeing and engagement by following eNPS and sending out regularly on a quarterly basis.
- Our Mental Health First Aiders are now regularly meeting to discuss wider challenges around employee wellbeing.
- Looked into dental cover but haven't found a plan that currently works for us.
- Formalised training to empower employees and provide them with career enhancing qualifications.
- Looked into improving policies relating to childcare and are about to introduce a new scheme for employees.

Goals for next year

- Consider ways to offer more socially responsible investing options via company pension provisions.
- Keep exploring the inclusion of dental cover and disability insurance as a potential staff benefits.
- Look to create a program to offer paid work experience to interns.
- Improve monitoring of employee satisfaction and attrition against industry benchmarks.

Employee ownership

We're proudly employee owned and this year we've continued to engage with others through the Employee Ownership Association (EOA).

Our Employee Trust Director, Jade Loftus, was shortlisted as Employee Owner of the Year in the Employee Ownership Awards 2024.

One of our EO champions, Hayley Russell, has been appointed as a representative for the Employee Membership Council (EMC) for the EOA to bring forward ideas, challenges, and solutions, to ensure that the EOA are held accountable to members while ensuring their services evolve to meet members' changing needs.

As well as being a panel member for various employee-owned events, Hayley is also going to be a judge for the 2025 employee ownership awards.



Community

What we said we'd do

- Establish a better understanding of diversity, equity, and inclusion in our team to support future growth.
- Consider more ethical providers for services we use such as banking.
- Create better engagements with charitable organisations and community organisations.
- Increase engagement with employees that live in other parts of the UK and find volunteering opportunities in their communities.

What we did

- Took part in B Corp month by volunteering at Amelia Trust Farm near Barry in South Wales.
- Donated over £16,000 to charities suggested by employees in support of issues they feel connected to.
- Our Mo-trix team grew moustaches to varying degrees of success for Movember and raised £2,776 to fund projects that deal with men's mental health, prostate cancer, and testicular cancer.
- Recruited 10 new employees and enabled 2 others to move to change roles within the company.
- We now match any funds raised by employees for charities to double their donation.

Goals for next year

- Do more volunteering activities and spread them over a wider area as we're a dispersed team working from various part of the UK.
- Improve our guidance for volunteering so that employees can have more flexibility to help out with a charity or volunteering activity in their own community.

Charitable giving

We are proud of our strong commitment to charitable giving and regularly donate to a wide range of charities that make a positive impact.

This year we donated over **£16,000** to charities such as:

- Swansea Women's Aid
- Prostate Cancer UK
- Trials Training Wales
- Cancer Research UK
- The Campaign Against Living Miserably
- Cardiac Risk in the Young (CRY)
- Bowel Cancer UK
- The Fostering Network
- Signature Deaf & Disability Charity
- Ealing Soup Kitchen

Most of these charities have close links with some of our employees and work in the communities they live in.



Environment

What we said we'd do

- Improve understanding of the Carbon Dioxide Equivalent (tCO2e) emissions for our key suppliers.
- Consider the environmental impact of suppliers in our approved suppliers list.
- Continue to focus on carbon emission hotspots and create a strategy to future reduce or eliminate them.
- Create an e-waste policy for home offices and co-working suppliers.
- Better communicate environmental goals and initiatives with employees via activities such as lunch and learn sessions.
- Create better documentation of our progress towards net zero and improve visibility with our employees.

What we did

- Worked with other B Corps wherever possible when selecting suppliers.
- Sourced environmentally friendly options across the business, including printing on environmental or recycled paper.
- Using a marketing merchandise platform that shows the CO2 impact of products to support conscious choices.
- Identified carbon emission hotspots and reduced our overall carbon dioxide equivalent (tCO2e) emissions.
- Improved documentation and communication of carbon footprint reduction with employees through monthly town hall updates and quarterly newsletters.
- Enhanced our employee expenses policy to encourage car sharing and the use of public transport.

Goals for next year

- Continue to benchmark our carbon dioxide equivalent (tCO2e) emissions to ensure reductions are made where possible and to continue to highlight any hotspots to the business.
- Introduce more interactive sessions, or workshops, to involve employees in environmental initiatives and sustainable practices.
- Increase involvement in CSR groups, CSR days, and volunteering initiatives to foster a culture of social and environmental responsibility.
- Finalise and roll out an e-waste policy for home offices.
- Review and adapt our CSR activities to ensure they meet the updated B Corp standards.

Volunteering

For B Corp Month in March, we went back to Amelia Trust Farm, which is a countryside sanctuary and registered charity in South Wales near to where some of our employees live.

We first went there in March 2024 and this has become one of our favourite places for volunteering.

This year, we helped them build an area dedicated to attracting bees. This involved removing soil and hardcore from a planter that was rotting away and moving some of the soil and plants to a new home that will soon become an attraction for the bees.

We learnt a lot during the day about the wide range of animals the farm has but more importantly about the support they offer the local community. We look forward to supporting the farm for years to come and seeing our hard work pay off!



Customers

What we said we'd do

- Explore options for a new customer incentive scheme to benefit the environment and/or local community.
- Improve measurement of customer satisfaction across all of our products and services.
- Create a customer panel to test new design ideas and conduct research for our products.
- Look into tools to better support our design research capability.
- Conduct accessibility audits on more of our existing applications.

What we did

- Designed, built, and released our new mobile app and booking web application after successfully completing the audit and accreditation process with The Digital Accessibility Centre (DAC) to meet the level AA standard of WCAG 2.2.
- Implemented a new analytics tool to better understand how our customers and their users use our product.
- We chose Matomo as our analytics solution as it offers 100% data ownership, full control, and a leader in privacy, helping ensure compliance with regulations like GDPR.
- Further invested in our Customer Success team by recruiting additional team members.
- Rolled out our web chat service for more of our customers.
- Conducted more usability testing of designs for new features and applications before being developed.

Goals for next year

- Work with some of our customers to align with the charities they support.
- Continue our progress with accessibility by expanding our accessible design system and applying it across more of our applications.
- Look into more tools to support design research with an emphasis on qualitative data.
- Continue to look at ways of creating a customer panel to test new design ideas and conduct research for our products.
- Work with our customers to help them make their workspaces more efficient and reduce their carbon footprint.

Accessibility

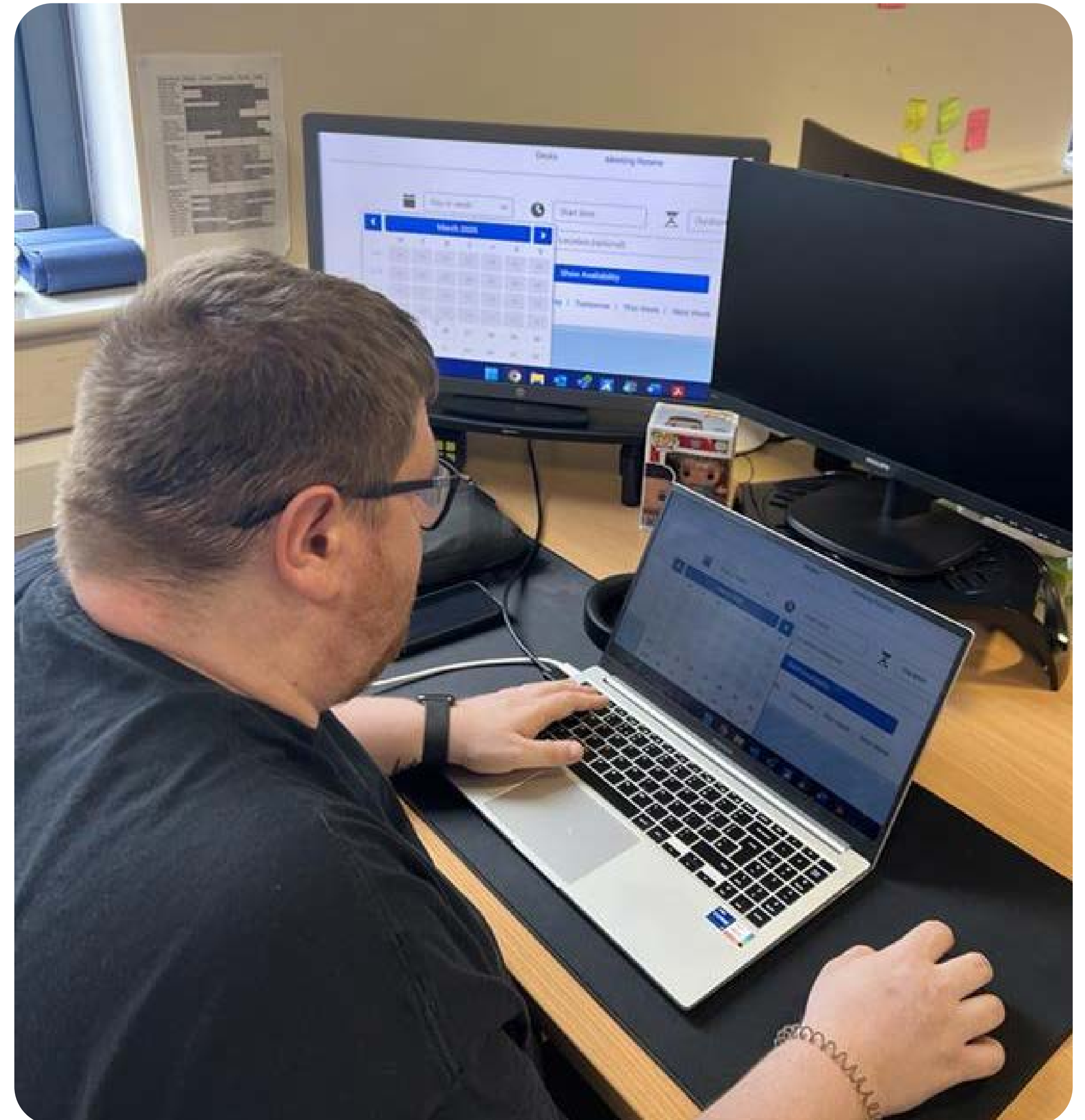
A core focus of our work over the last year has been on improving the accessibility of our core products.

We are committed to making our online services accessible to all users in accordance with level AA of the Web Content Accessibility Guidelines (WCAG 2.2).

To help us achieve and maintain our objective, we've been working with The Digital Accessibility Centre (DAC) and following their audit and accreditation process.

DAC is a non-profit social enterprise and one of the leading providers of web accessibility services. They are based in Neath near to many of our employees in South Wales. Most of their user testing team have a disability and bring first-hand experience to their role.

We've now achieved accreditation with DAC for our new booking journey and mobile app. We've been busy applying these learnings to a wider set of features that we will soon be released to all our customers.



Thank you

We'd like to thank all of our customers, partners, and suppliers and look forward to working with you for many years to come.

We're proud of the progress we've already made and know that there's still lots more for us to do. Listening and learning from other B Corps helps to motivate and inspire us to do better.

A big thank you most of all to all the fantastic people in our team that make this possible. This is very much a team effort and we're lucky to have you.

If you'd like to know more about what we do, please get in touch.



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