

BRANDED

IMPACT REPORT

APRIL 2025

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An aerial photograph of a dense forest. The canopy is thick, with a mix of vibrant green and bright yellow leaves, suggesting an autumn setting. The perspective is from directly above, looking down into the treetops. The word "INTRODUCTION" is written in white, bold, sans-serif capital letters in the bottom right corner.

INTRODUCTION

A BRAND CREATION & IMPLEMENTATION AGENCY

THAT INVENTS AND GROWS BRANDS THROUGH BRIGHT IDEAS
THAT ARE BRILLIANTLY EXECUTED, DRIVING MEANINGFUL
CHANGE AND TANGIBLE EFFICIENCIES.

WELCOME TO OUR FIRST IMPACT REPORT

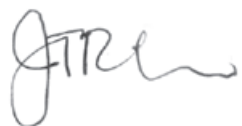
It's with great pride that I welcome you to BRANDED's first-ever Impact Report, a milestone that marks not just where we are today, but where we're going.

When we started off on our journey to obtain B Corp status we set out to do more than just obtain the accreditation. We wanted to create an ongoing culture of doing the right thing, for our people, our clients, our communities and our planet. Becoming a B Corp organisation challenged us to measure what matters and to make better choices every day. This report is part of that commitment.

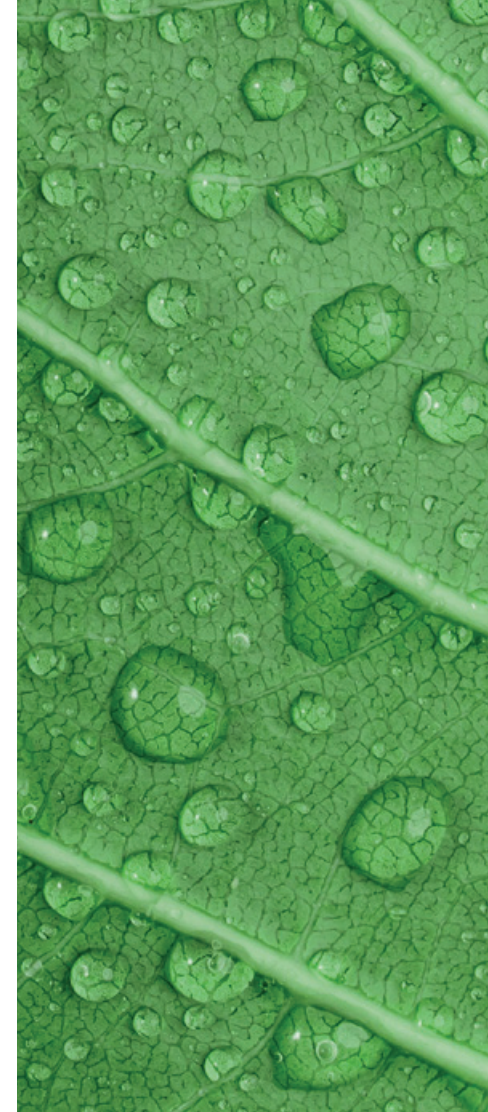
Inside you'll find a transparent look at how we're turning purpose into practice. From reducing our environmental footprint to building a more inclusive workplace, and from championing ethical suppliers to creating work with meaning. We're proud of the progress we've made and honest about where we can go further.

This isn't a finished story, it's the first chapter. We hope it sparks curiosity, inspires collaboration and invites accountability.

Thank you for being part of the journey.



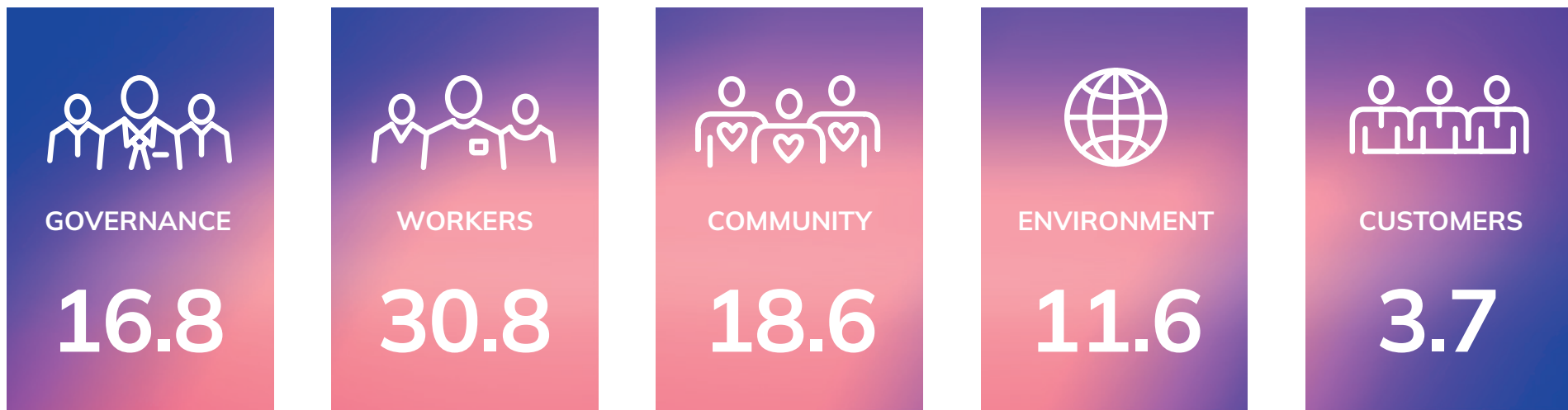
JAMIE RICHARDS
CEO BRANDED



A low-angle, upward-looking photograph of a modern glass skyscraper. The building's facade is composed of large glass panels framed by dark metal, reflecting the surrounding greenery. To the left, the thick, gnarled branches of large trees with dense green leaves reach towards the sky. A bright sun flare is visible in the center-left, casting a warm glow across the scene. The overall color palette is dominated by greens and blues, with the white text providing a sharp contrast.

BUSINESS IMPACT ASSESSMENT

BRANDED AGENCY GROUP IMPACT SCORE 81.7





OUR CULTURE

MISSION

BRANDED takes bright ideas and delivers them across multiple channels. We consider the creative, technical, social and environmental impact of everything we do, to help us improve solutions that are better for people and the planet.



BRANDED

VISION

World class people delivering for world class clients

STATEMENT OF INTENT

Empowering our teams to wow our clients while focusing on innovation and efficiency





Innovation

We value innovation. In a world where everything is moving faster, bright ideas are vital to build momentum and demand attention.



Togetherness

We value togetherness. We see every relationship as a collaboration, both between our teams and with our clients. We welcome diversity of thought. We believe the right ideas bring people together - and that's how even brighter ones are born.

VALUES



Respect

We value respect. Keeping an eye on trends shouldn't mean losing sight of our principles. Our style of working is honest and open. Whether it's with our clients or our colleagues.



Growth

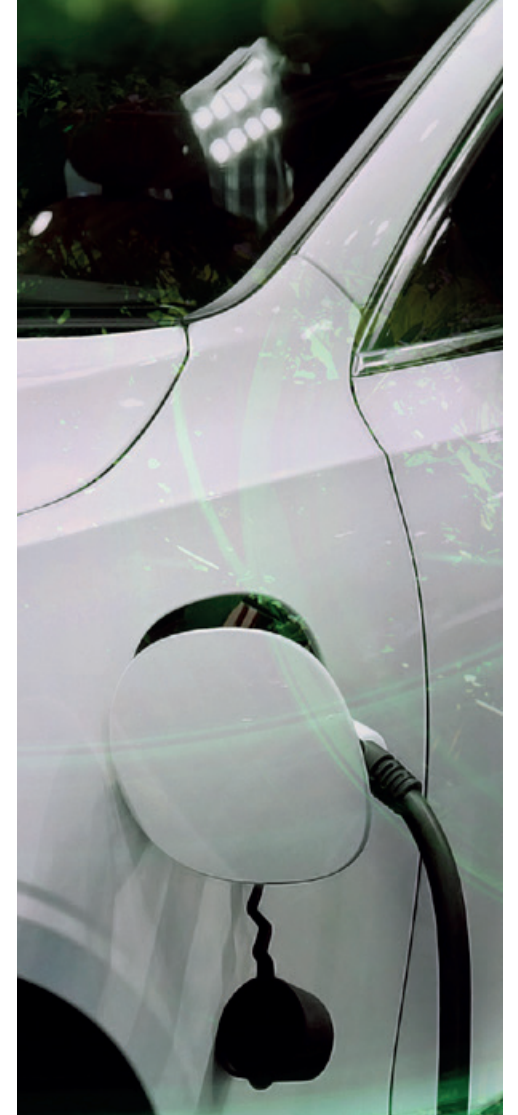
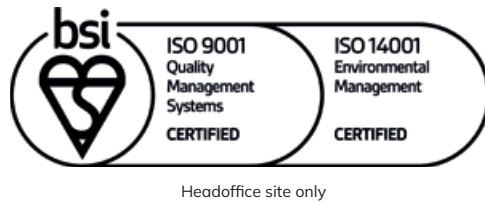
We value growth. It's at the heart of everything we do, both in our team and for our clients. We know that sometimes the safest option stifles success. But our ideas are never empty - everything we do is grounded in data.



ENVIRONMENT

OUR COMMITMENT

We are committed to attaining recognised best practice standards.



OUR FOOTPRINT

In collaboration with Carbon Quota, we began measuring our Operational Carbon Footprint in 2022, initially focusing on our Implementation Head Office in Uxbridge. In 2023 and 2024, we expanded the scope to cover our entire Implementation operations, including our Berkhamsted and Bradford sites. Scope 1 and 2 greenhouse gas emissions are those that an organisation is directly (or closely) responsible for. The vast majority of our GHG footprint is Scope 3.

SCOPE 1: On-site combustion of gas and oil; fuel for company vehicles; industrial or unintentional release of greenhouse gases.

SCOPE 2: The purchase of electricity (or steam, heating or cooling) that is generated by a third party and imported to a facility.

SCOPE 3: Emissions that are a consequence of our business requirements but from sources we do not own or control (e.g employee commutes, equipment purchases).



SCOPE 1, 2 & 3

Carbon emissions category	tCO2e		
	2022	2023	2024
Scope 1	2.40	6.31	18.00
Scope 2	17.59	62.14	86.47
Scope 3*	113.97	191.80	230.90
Total	133.96	260.26	335.37

*Scope 3 only includes IT equipment, working from home, commuting, business travel, office waste, and office maintenance.



Independently audited and certified by Carbon Quota.

Certification of Operational Carbon Footprint Assessment

Certified
CARBON QUOTA[®]
CARBON
MEASURED
OPERATION

CarbonQuota has assessed and certified the greenhouse gas emissions associated with the following activity.

Company	Branded Limited
Location	<ul style="list-style-type: none">• TLG Hope Park Business Centre, Trevor Fosters Way, Bradford BD5 8HW• Unit F, Tomo Industrial Estate, Packet Boat Ln, Cowley, Uxbridge UB8 2JP• Unit 3 Riverpark, Billet Ln, Berkhamsted HP4 1HL
Latest greenhouse gas emissions (2024)	335.37 tonnes CO ₂ e
Date	April 2025

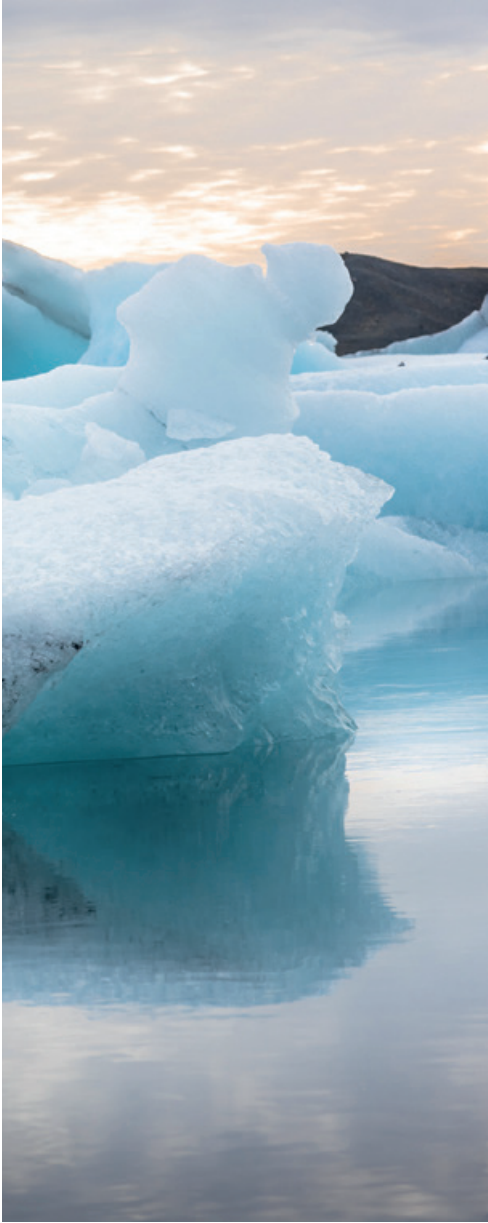
CarbonQuota has assessed the greenhouse gas emissions associated with Branded Limited's direct operations.

The period 1st January 2024 to 31st December 2024 was measured.

The operational boundaries of this study comprise the: scope 1 GHG emissions associated with fugitive emissions and natural gas for boilers; scope 2 GHG emissions associated with electricity consumption; and scope 3 GHG emissions associated with IT equipment, working from home, commuting, business travel, office waste, and office maintenance. All other scope 1, 2 & 3 GHG categories were excluded.

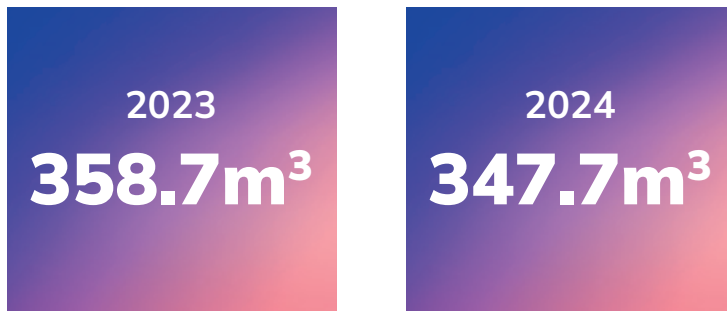
CARBON QUOTA[®]

The business is targeting a 2.5% reduction in our Operational Carbon Footprint across our Implementation sites in 2025.

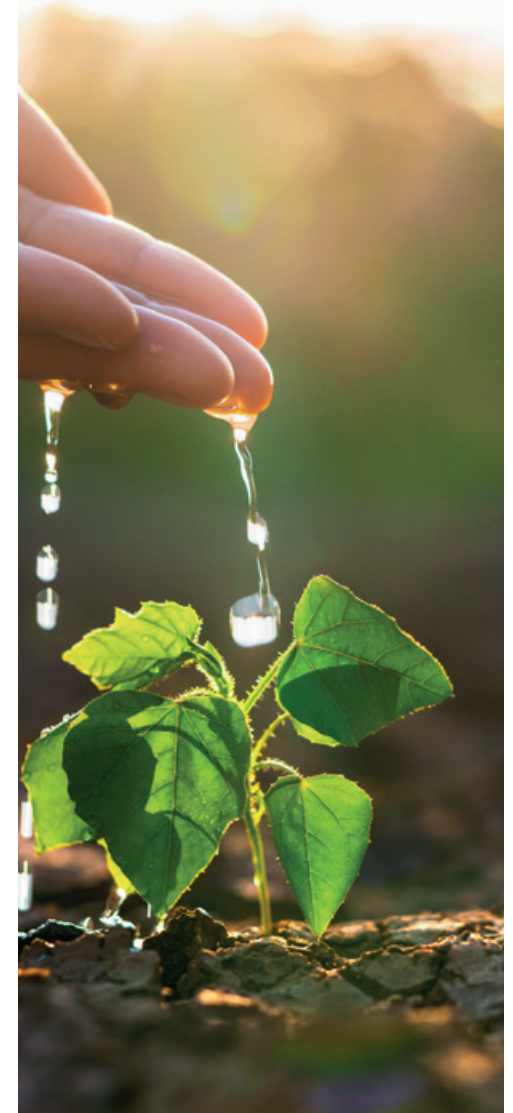


WATER

Water usage reduction has been one of our success stories since the acquisition and this has largely been achieved by changes throughout print and manufacturing operation processes.

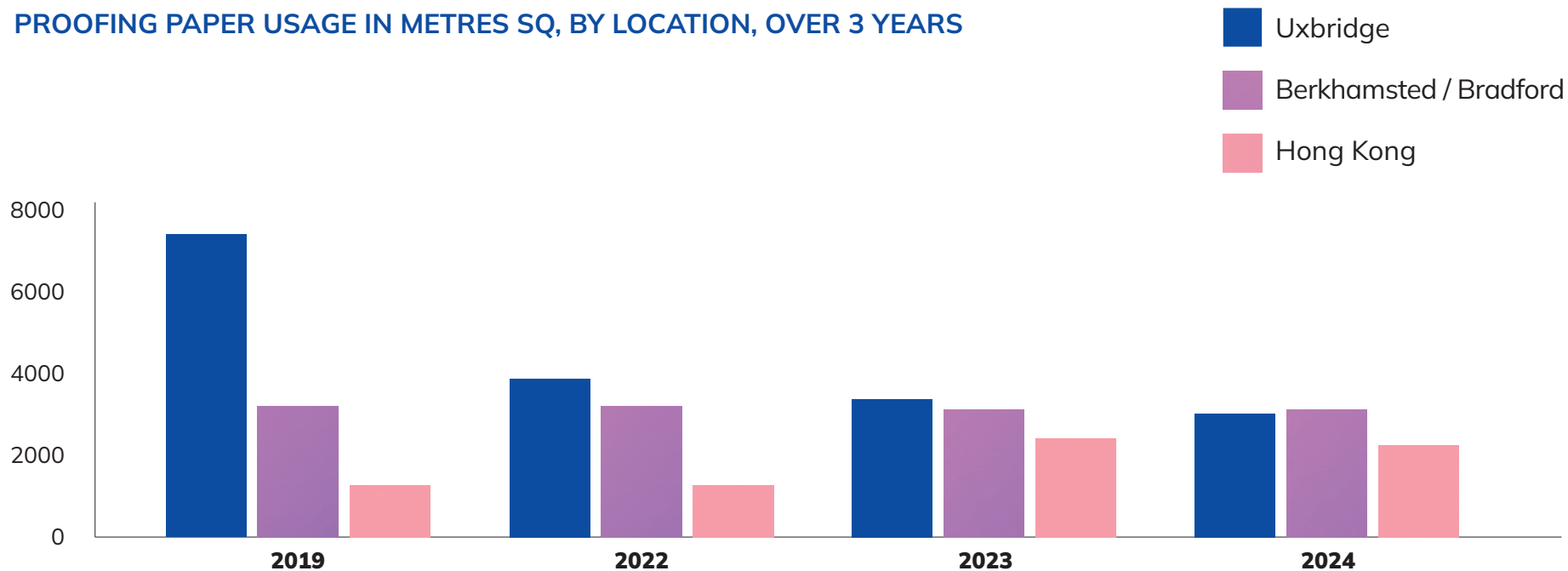


The average daily water usage per Branded staff member is 25 litres, this compares to 50 litres per staff member per day in a typical UK office building



MATERIALS

PROOFING PAPER USAGE IN METRES SQ, BY LOCATION, OVER 3 YEARS



Total proofing paper usage decreased by **21%** over period shown

We expanded our proofing capacity in HK, to help reduce the distance travelled per item

Combined, these factors helped to reduce proofing paper used across our operations by **52%**

WASTE / RECYCLING

Table shows outcomes for (approx) 11 tonnes of total waste sent to Biffa in 2024, from our 2 managed UK sites.

Waste Stream Group	% Landfill	% Diverted from landfill
General Waste	0%	100%
Hazardous / Clinical	0%	100%
Recycling	0%	100%
Total	0%	100%

All our UK sites host household battery recycling boxes, using the Valpak safe collection scheme.

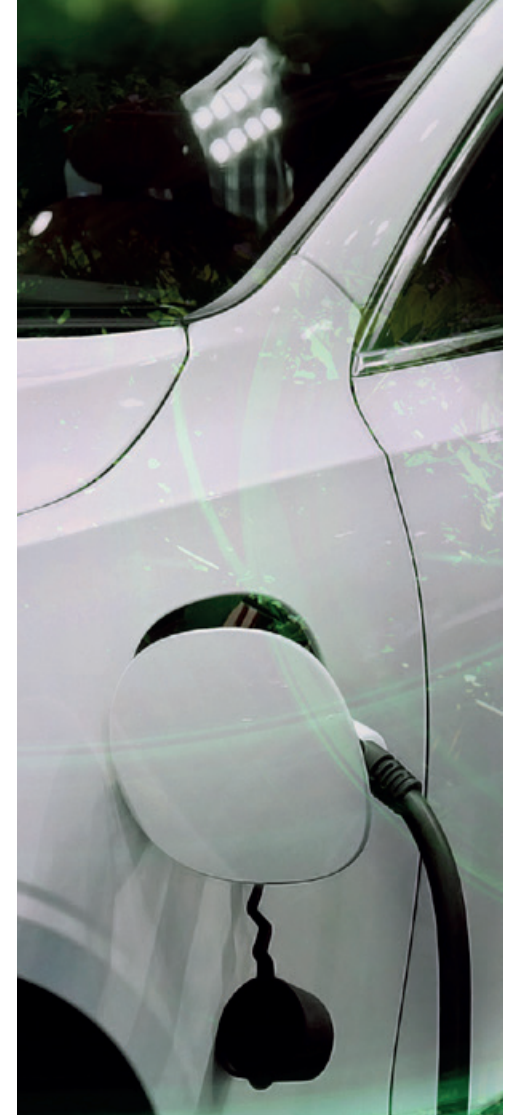


WHAT'S NEW

- Additional electrical car charging facilities have been installed at the Uxbridge site
 - Car-charging usage has been expanded to all staff at our Uxbridge and Berkhamsted sites*
- *Our Bradford staff already have access to public charge points at Hope Park

WHAT'S NEXT

- Rollout of ISO 14001 to all UK sites – 2026 target to complete
- Our commitment is to decrease our Operational Carbon Footprint by 2.5% annually, using 2024 as the baseline year, until 2030. We will then reassess further reduction targets





PEOPLE

OUR COLLEAGUES

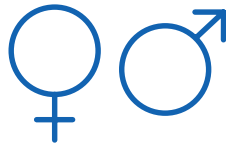
LONG SERVICE



63%

have worked here for 6+ years

GENDER SPLIT



FEMALE 55%
MALE 45%

AGE DIVERSITY



44%

of our staff are under 30 or over 50

RACE



18%

Of our workforce is considered to be from a racial or ethnic minority group

EDUCATION



32%

have a university degree



COLLEAGUE SURVEY

In October 2024 we undertook our second Colleague Survey. The areas covered in the survey were as follows:



FEEDBACK



FAIRNESS



TEAMWORK



WORK/LIFE
BALANCE



QUALITY
& CUSTOMER FOCUS



MISSION
& GOALS



PAY & BENEFITS



RESPECT FOR
EMPLOYEES



WORKPLACE
& RESOURCES



RESPECT FOR
MANAGEMENT



COMMUNICATION



PERFORMANCE
& ACCOUNTABILITY



OPPORTUNITIES
FOR GROWTH

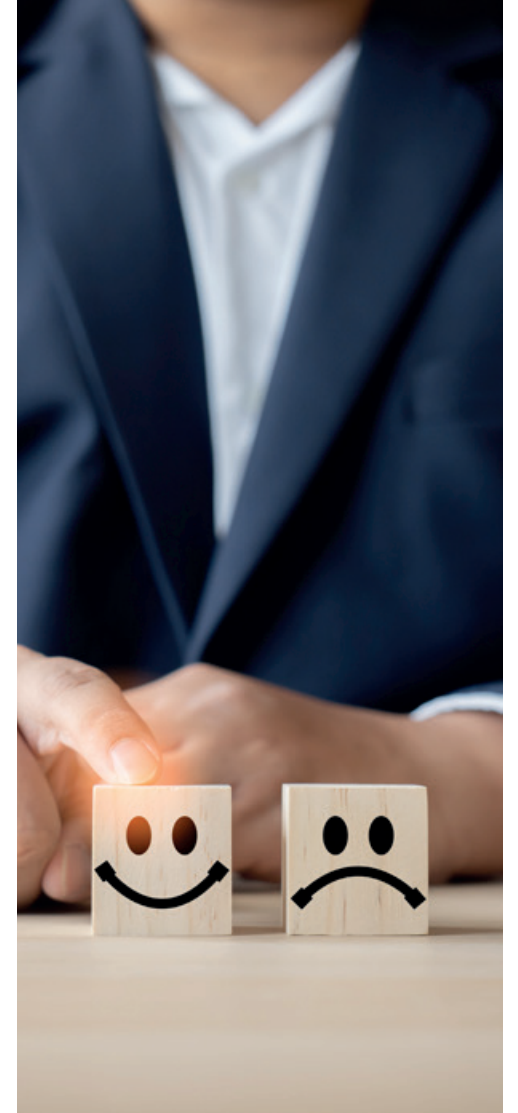


PERSONAL EXPRESSION
& DIVERSITY

COLLEAGUE SURVEY

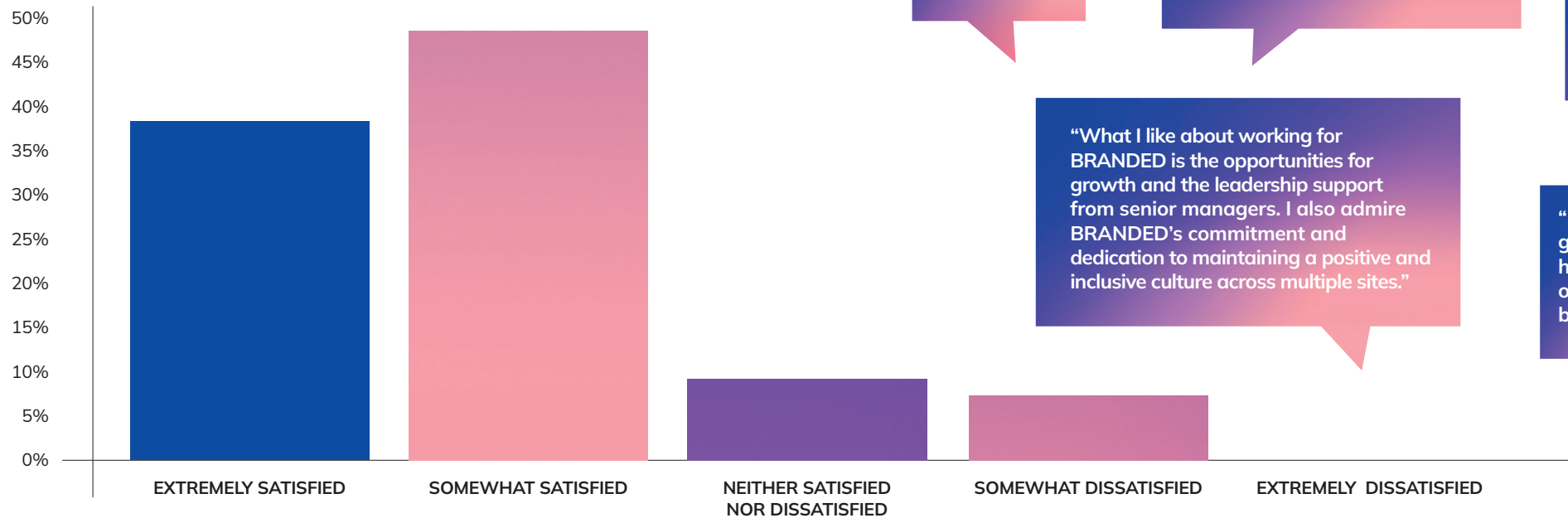
The questions covered a range of topics to understand how colleagues feel about working at BRANDED and to ascertain if we are providing an enjoyable, rewarding, and fair place to work. In total 78% of colleagues participated in the survey. We are committed to undertaking the survey annually and we hope to continually improve the number of colleagues who take part year on year. We were delighted with the scores and feedback received which was an improvement on feedback from 2023. We understand there are more improvements to be made and the latest survey has provided us with an action list to focus on in 2025.

The survey is an important mechanism to ensure we are listening to any concerns or suggestions our colleagues have. It is our strong belief that the best ideas for improvements come from those who are actively performing the tasks. As we want to be known as the best company to work for, all feedback from colleagues is of high importance to us in achieving this goal.



COLLEAGUE SURVEY

Overall, how satisfied are you working for BRANDED?



"The flexibility - home/work life balance."

"1. A people first workplace.
2. Hybrid working allows for a healthy work/life balance.
3. Trust with management, allows for open and judgement free conversation. 4. Good people."

"Branded is a great company to work with as all employees are treated equally and given great opportunities to progress and get involved in what they feel their strengths are."

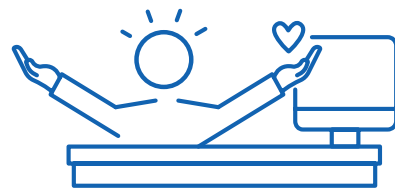
"What I like about working for BRANDED is the opportunities for growth and the leadership support from senior managers. I also admire BRANDED's commitment and dedication to maintaining a positive and inclusive culture across multiple sites."

"I like working with a good group of work colleagues and how we all get along. Not only in the individual offices, but also as a wider group."

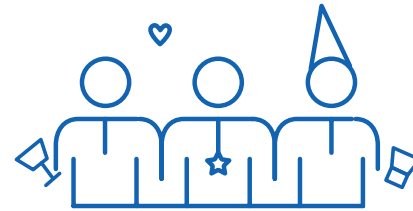
COLLEAGUE WELLBEING



TRAINED MENTAL
HEALTH FIRST AIDERS
AT EACH SITE



ACTIVITIES LIKE
WELLBEING WALKS
ORGANISED THROUGHOUT
THE YEAR



OUR SOCIAL TEAM RUN
EVENTS AND PROVIDE
SEASONAL TREATS



EPSS

EMPLOYEE PROFIT SHARE SCHEME



- 13% of company profits go into EPSS
- All BRANDED group companies included in scheme

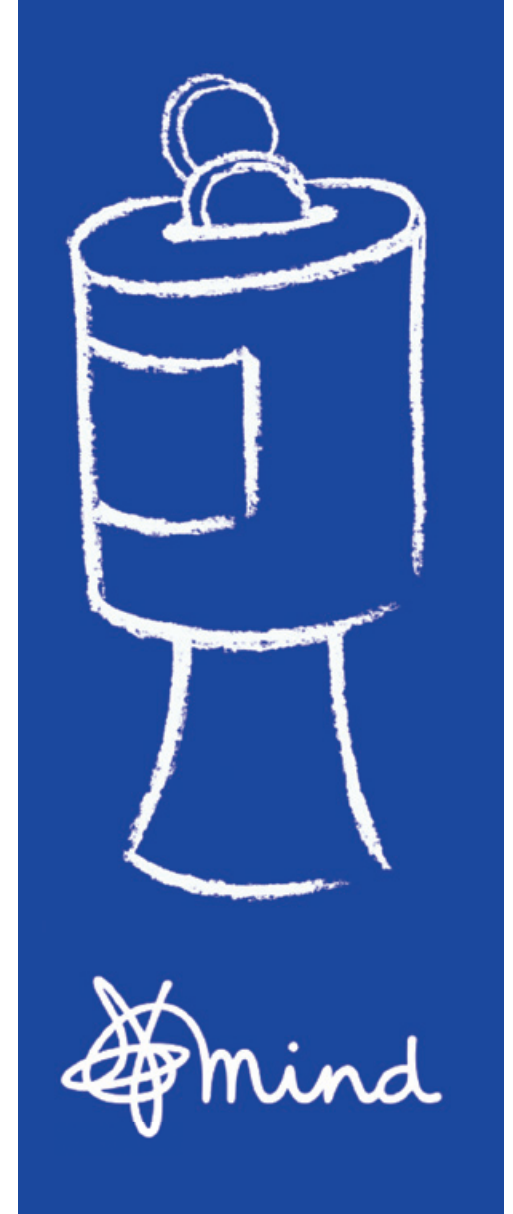




COMMUNITY

CHARITY SUPPORT

The group nominated charity to support this year is [MIND](#). The Writtle Group are matching our fundraising up to a value of £1,000.



BRANDED

OTHER SUPPORT

CHARITY CLOTHING COLLECTION

This has been running six months or more now and has been a success with multiple sacks being delivered to various charities including:

Great Ormand Street Hospital for children

World Cancer Care

Child and teenage cancer and leukaemia foundation

Against Breast Cancer

LOCAL COMMUNITY LITTER PICKING

Once a month at each of our three sites we send out a small team to pick up litter from the surrounding area, canal paths and parks benefitting everyone in the local communities

BRIGHTENING UP THE ENVIRONMENT WITH DAFFS!

Subject to landlords approval we will be planting daffodils along the green stretches of our industrial parks, in an effort to brighten everyone's day when they enter the grey industrial estates and leave a legacy that regrows every year



TRANSFORMING LIVES FOR GOOD

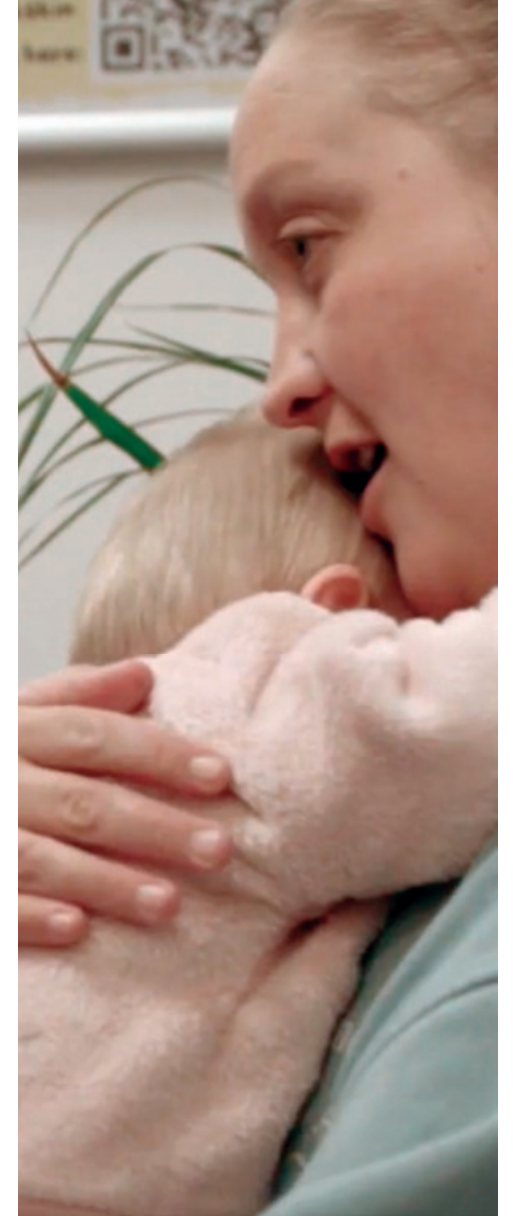
Our Bradford operating site houses about a third of our UK staff at a site named Hope Park - run by children's charity Transforming Lives for Good. This means our rent* helps to support TLG's UK-wide network of volunteers who help to provide lunches and mentoring services to children and families who may need them.

Charity number: 1074114

Our parent company, Writtle, sponsor our employee donation-matching scheme.



*Approx 20% of TLG's income comes from their investment properties, according to the latest year of financial reporting published (2022)



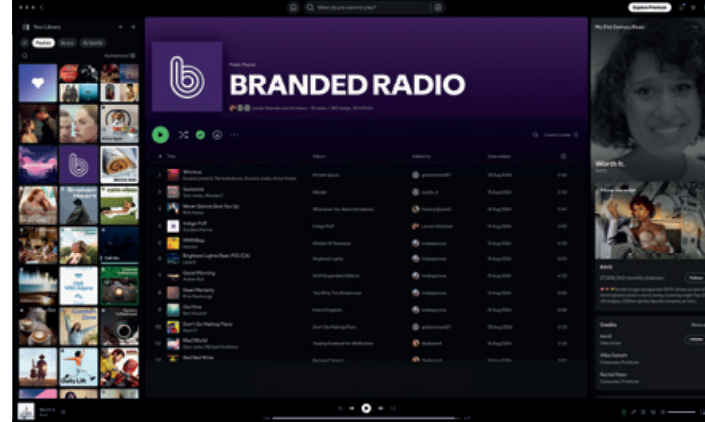
OUR SOCIAL COMMITTEE

Since the business kicked off BRANDED SOCIAL in January 2024, our three office sites and client onsite teams have embraced hosting social events as a way to foster community and connection.

Although participation started off slowly, these gatherings quickly gained momentum as more employees got involved. With a mix of enthusiasm and creativity, the events evolved into highly anticipated occasions supported and enjoyed by a majority of our workforce. This shift not only strengthened bonds across teams but also underscored the importance of camaraderie in driving our shared success.

Some of the events held include afternoon tea, pizza, quizzes and bingo...





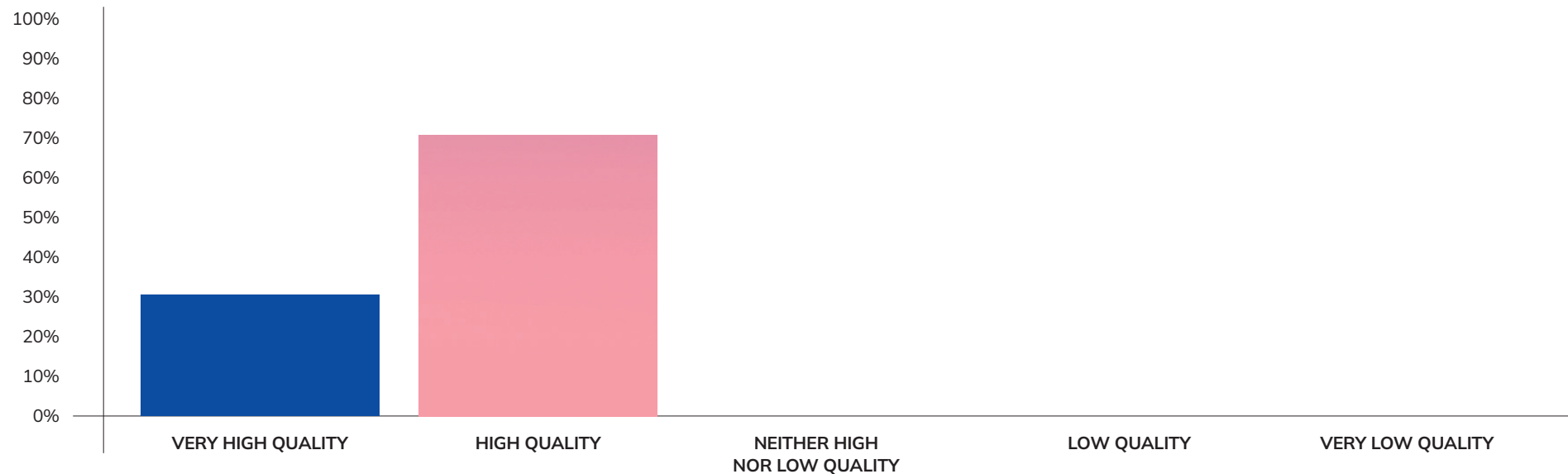
...as well as Christmas get togethers, book swap, BRANDED radio and an easter egg collecton for Hillingdon Hospital children's wards.



CUSTOMERS

CUSTOMER SURVEY

Clients surveyed reported 90% satisfaction on average.
100% of client responses say they would recommend our services in future.



WORKING WITH BRANDED

"The team are efficient and responsive to our often chaotic briefs, and we really value your work."

"You go above and beyond to help us deliver against very tight timelines, to a high quality. I'm looking forward to continuing all of the great work together."

"The Branded team are reliable, flexible and have great attention to detail. They understand our vision and support my team proactively."

"It's always a very smooth experience, very responsive team, very rarely have to chase. I do feel prioritised and looked after. Great team work."

"Branded are supportive, responsive and have a great approach to problem solving."

"Thank you to your team for today. It was great to see the designs come through. I appreciate the attention to detail, the care that was taken to read and execute on a highly detailed brief, and the thought that went into the design elements – everything had a reason for being on pack."

"The collaboration between our teams is fantastic, and we truly appreciate the partnership with the entire Branded team."

THANK YOU

branded-agency.com