

## Contents

- 01Leadership letter
- 02Journey to certification
- 03B Corp score and goals for recertification
- 04Impact area plans and progress

## 01

### A Letter from Our CEO

**“Redefining impact, connecting the world.”**

Reflecting on the past year, I’m filled with pride and optimism—especially as we publish our first B Corp Impact Report. It’s been a year of milestones and commitment to our purpose: improving the way people connect in the real world. In a rapidly evolving world, Purple stands at the forefront of redefining how the world connects.

**We began our B Corp journey with two guiding questions:**

- Will it help make Purple a better business for our employees, customers, and suppliers?
- Does it make good business sense for our long-term future?

Achieving B Corp certification in July 2024 was a major milestone—recognising that business can and should be a force for good.

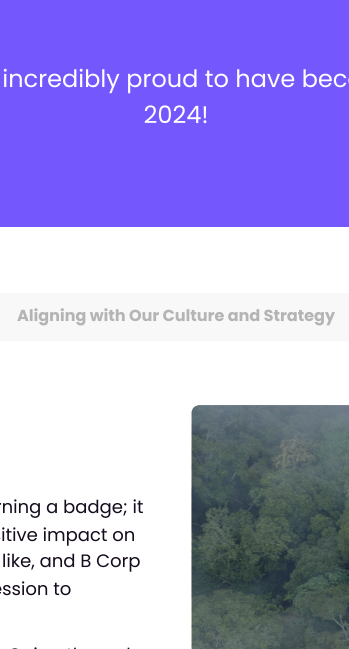
Our B Corp status reflects the talent and culture we’ve built at Purple, and how Purpleites have embraced it as a natural extension of who we are.

We’ve also redefined our strategy to position ourselves as a market disruptor. Our focus on frictionless, secure, and rewarding connectivity is not just technical—it’s a cultural shift. Providing preferential pricing to charities and non-profits is one way we use our tech for broader societal good.

The B Impact Assessment highlighted our strengths and areas to grow. For us, this is about continuous improvement, not ticking boxes. We’re working to enhance our environmental footprint, foster inclusivity, and help suppliers and customers drive positive community impact.

Looking ahead, our ambition to enable 1 billion connections annually by 2030 is deeply tied to our B Corp mission. We’re not just building a network; we’re creating a more connected and responsible future.

Thank you for being part of this journey. Your support as Purpleite, partner, supplier, or customer is vital in helping us redefine connectivity and make a positive impact on the world.

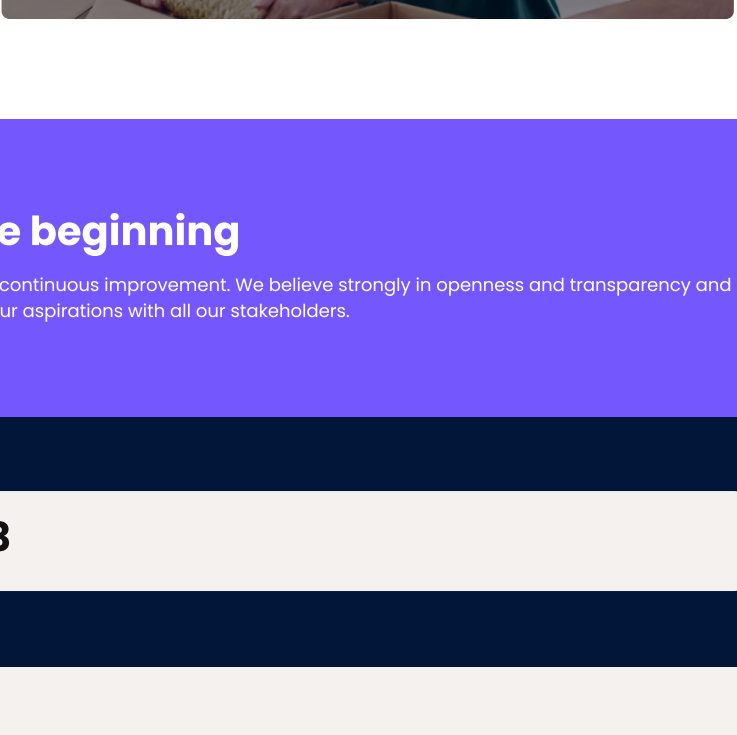


Gavin Wheeldon  
CEO

## 02

### Our B Corp Journey

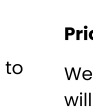
At Purple, we’ve been in doing business differently. The B Corp movement envisions a global economy that uses business as a force for good. This economy is comprised of a new type of corporation – the B Corporation – which is purpose-driven and creates benefit for all stakeholders, not just shareholders.



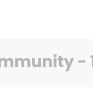
### B Corps believe:



That we must be the change we seek in the world.



That all business ought to be conducted as if people and place mattered.



That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.



To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

This vision really resonated with us, and we are incredibly proud to have become a Certified B Corporation in the summer of 2024!

Why We Chose the B Corp Path	Aligning with Our Culture and Strategy	The Impact on Our Business
Our decision to pursue B Corp certification wasn’t just about earning a badge; it was about solidifying our existing commitment to making a positive impact on the world. We wanted to understand what “best in class” looked like, and B Corp provided us with that benchmark. For us, it was a natural progression to formalise what we already believed and practiced.	Being a B Corp is fundamentally who we are as an organisation. Going through the certification process, we discovered that many of our core values and practices were already aligned with B Corp principles.	

Why We Chose the B Corp Path	Aligning with Our Culture and Strategy	The Impact on Our Business
Becoming a B Corp wasn’t a departure from our strategic direction or our strong culture; it was an affirmation and an escalation. We shared Purple’s values and strategic vision with all employees, including sharing monthly external board reports and quarterly strategic updates with all employees. This mindset complements the B Corp ethos of continuous improvement and striving for better.	We’ve always been committed to our people and culture, and our strong performance in the Workers section of the B Impact Assessment is testament to this. The B Corp certification process gave us the momentum to refine areas like HR policies and supplier management, ensuring we’re working with like-minded people. Our decision to offer preferential pricing to charity and non-profit customers was a straightforward choice for our Exec team, showing our commitment to supporting organisations that create positive impact in their communities.	

Why We Chose the B Corp Path	Aligning with Our Culture and Strategy	The Impact on Our Business
Becoming a Certified B Corp has validated our commitment to using business as a force for good, both internally and externally. We’ve received resoundingly positive feedback from partners and customers who are keen to collaborate with businesses that share similar values.	The certification has also given us a robust framework for continuous improvement. While we’ve always been committed to our culture and our people, it helped us identify areas where we can further enhance our positive impact.	
Becoming a B Corp has not fundamentally changed who we are, but it has reinforced our purpose and provided us with a clear roadmap to continue building a brilliant place to work and a business that positively impacts the world around us. We’re excited to share this journey with you!		

### This is just the beginning

As any B Corp will tell you, certification is just the beginning, and we’re committed to continuous improvement. We believe strongly in openness and transparency and will continue to share our progress and our aspirations with all our stakeholders.

## 03

### Our Latest Verified B Corp Score

In July 2024, Purple achieved our B Corp certification with a score of **83.6**. This reflects our dedication to balancing purpose and profit and demonstrates our commitment to high standards of social and environmental performance, accountability, and transparency.

**83.6**

Purple’s overall B Impact score

**80**

Minimum score for B Corp certification

**50.9**

Median score for ordinary businesses

### Here’s a breakdown of our score across the five impact areas and our priorities for 2025

No B Corp is perfect and our overall aim is to track progress and deliver steady, sustainable improvement. It’s important for us to focus on the areas where we can really make a difference, and we’ve identified the following areas as key priorities:

Governance – 16.0	Workers – 35.0	Community – 14.9	Environment – 10.1	Customers – 7.5
<ul style="list-style-type: none"><li>Articles of Association have been updated, cementing a legal commitment to consider our employees, the community and the environment in business decisions.</li><li>Openness and transparency is core to our culture, e.g. commercial and financial reporting to all employees at Townhalls and weekend updates.</li></ul>	<b>Priorities for 2025</b> We’re rightly proud of our open and transparent approach. Progress for us here will involve getting more clarity on how we can drive and monitor an improvement in diversity and environmental impact.			

Governance – 16.0	Workers – 35.0	Community – 14.9	Environment – 10.1	Customers – 7.5
<ul style="list-style-type: none"><li>This was our strongest area in the assessment process, as we have a strong, demonstrable commitment to our culture and our people.</li><li>Wellbeing, career development, financial security, engagement and feedback are all really strong and we will continue to prioritise this work at Purple.</li></ul>	<b>Priorities for 2025</b> We plan to continue all the good work we already have in place and build on this incrementally and sustainably. Continuing to prioritise learning, development and promoting all 4 pillars of wellbeing.			

Governance – 16.0	Workers – 35.0	Community – 14.9	Environment – 10.1	Customers – 7.5
<ul style="list-style-type: none"><li>We have improved our approach to inclusive recruitment, we collect and analyse diversity data and we have a good proportion of females in leadership roles.</li><li>Wellbeing, career development, financial security, engagement and feedback are all really strong and we will continue to prioritise this work at Purple.</li></ul>	<b>Priorities for 2025</b> Focusing on our community impact through volunteering – increasing take-up and making it easier for people to volunteer. Continuing to monitor diversity data and track trends. Identifying ways to embrace diversity, inclusion and belonging among our employees, candidates and communities.			

Governance – 16.0	Workers – 35.0	Community – 14.9	Environment – 10.1	Customers – 7.5
<ul style="list-style-type: none"><li>Low energy use, GHG emissions and carbon intensity vs similar organisations in our industry.</li><li>High level of renewable energy (86%) in our home offices across the world.</li><li>Encouraging good environmental practices at work and at home.</li></ul>	<b>Priorities for 2025</b> We are committed to continuing to reduce our environmental footprint and we are focusing on initiatives to reduce our scope 3 carbon emissions and promote sustainable practices across our supply chain.			

Governance – 16.0	Workers – 35.0	Community – 14.9	Environment – 10.1	Customers – 7.5
<ul style="list-style-type: none"><li>Quality assurances through ISO9001, ISO27001, Cyber Essentials and high standards of data protection.</li><li>Building accessibility and customer feedback into our product design.</li><li>Enabling our purpose-driven customers, including local government, education centres and healthcare providers, to have a positive impact on their communities.</li></ul>	<b>Priorities for 2025</b> We see an opportunity to increase digital inclusion through our broader reach across communities, providing secure, seamless WiFi access in public spaces. We’ll also continue to enhance accessibility in our product design and development.			

### Our Aim for Recertification

We are committed to continuous improvement, and we will be assessed against the new B Lab standards when we re-certify in 2027. B Lab has strengthened its standards for business impact, ensuring that all B Corps are driving meaningful, sustainable change. The new standards establish a stronger, more transparent foundation for businesses committed to building an inclusive, equitable, and regenerative global economy.

B Corp certification is just the beginning for us, we know we need to consistently raise the bar to further enhance our positive impact.

## 04

### Governance

The Governance Impact Area evaluates a company’s overall mission, engagement around its social/environmental impact, ethics, and transparency.

What we said we’d do	What we did	What we’ll do next
	We planned to actively keep the Exec team and the Board updated on our progress, and work towards setting clear targets and goals to drive and monitor improvement in diversity and environmental impact.	

What we said we’d do	What we did	What we’ll do next
	<b>Transparent communication</b> Maintained our established practices of openness, honesty, and transparency. We shared Purple’s values and strategic vision with all employees, including sharing monthly external board reports and quarterly strategic updates with our extended leadership team.	
	<b>Diversity data</b> We released our first-ever diversity data report to all Purpleites, our Exec team, and the Board, receiving positive feedback from employees.	

What we said we’d do	What we did	What we’ll do next
	While we’ve made a great start on how we collect and understand our diversity and environmental data, we still have work to do to establish clear, realistic targets and goals to drive and monitor improvement in diversity and environmental impact.	

### Workers

The Workers Impact Area evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction.

What we said we’d do	What we did	What we’ll do next
	We planned to continue all the good work we already have in place and build on this incrementally. In 2024 we committed to reviewing our benefits package to ensure that we’re getting the right balance to promote well-being, job satisfaction, and retention, whilst keeping an eye on costs. We also committed to continuing to prioritise learning, development and promoting all 4 pillars of wellbeing.	

What we said we’d do	What we did	What we’ll do next
	<b>Strategy &amp; culture</b> We’ve made some pretty significant strategic changes, simplifying the way we sell to our customers and developing a new approach to improving the way people connect in the real world. We’ve also embarked on a cultural shift, involving all Purpleites in reviewing our values and crowdsourcing a new one ‘raise the bar’. We haven’t got everything right, but we prioritised involving and engaging our employees through open, honest, and transparent communications. We’ve reduced internal meetings and promoted focus time for high-priority, value-adding work.	
	<b>Learning &amp; Development</b> We’ve encouraged our team to learn and develop with AL, identifying opportunities to automate manual tasks and enhance complex ones. This collective learning keeps us growing as a business and as individuals.	

What we said we’d do	What we did	What we’ll do next
	We have really strong foundations in place to continue all the good work we already have in place and will continue to prioritise learning, development and promoting all 4 pillars of wellbeing and will look to align this with the Fair Work Impact Area under the new B Corp standards.	

### Community

The Community Impact Area evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

What we said we’d do	What we did	What we’ll do next
	We planned to focus on our community impact through volunteering – increasing take-up and making it easier for our people to volunteer. We committed to continuing to monitor diversity data and track trends, identifying ways to embrace diversity, inclusion and belonging among our employees, candidates and communities.	

What we said we’d do	What we did	What we’ll do next
	<b>Volunteering</b> We’ve introduced flexible volunteering hours, so Purpleites can take 4 days of paid leave in hours, not just full days. This encourages sustainable, meaningful support to charities or local communities. Last year, we completed over 100 hours of volunteering and we aim to increase this.	
	<b>Diversity &amp; Inclusion</b> We now collect diversity data as part of onboarding so that this is normalised and up to date. We recognised and celebrated International Women’s Day and shared employee stories from neurodiverse Purpleites to promote a sense of pride and inclusion. We’re pleased that gender distribution in pay and promotions is proportional to representation; however, only 38% of employees are women. Overall diversity has remained stable this year and we’re committed to encouraging a diverse candidate pool and fostering an inclusive environment.	

What we said we’d do	What we did	What we’ll do next
	We’ve made a great start in this area and we want to continue on this trajectory, in the coming year we plan to:	
	<ul style="list-style-type: none"><li>• further increase the take-up of volunteering year on year</li><li>• identify a charity partner to offer mentoring as a volunteering and a learning and development opportunity to our people</li><li>• complete a voluntary gender pay gap report</li></ul>	

### Environment

The Environment Impact Area evaluates a company’s overall environmental performance as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable, its supply chain and distribution channels.

What we said we’d do	What we did	What we’ll do next
	As a tech business, we honestly hadn’t given much focus to this area before we went through the B Corp Impact Assessment. Our biggest environmental impact is through scope 3 emissions, which means it can feel a bit detached from our day to day work.	

What we said we’d do	What we did	What we’ll do next
	<b>Environmental impact</b> We’ve significantly cut our environmental impact by focusing on scope 3 emissions, which are our biggest area for improvement. By reducing server and cloud service usage, we’ve reduced European cloud usage to low CO2 emission locations (with plans to do the same in the US). We’ve achieved a remarkable 50%+ reduction in emissions, from 80 tCO2e in 2023 to 39 tCO2e in 2024.	
	<b>Market-based monthly carbon footprint estimate</b> 	

What we said we’d do	What we did	What we’ll do next
	We’re delighted with the positive impact we’ve had on reducing our emissions over the past 12 months. This year we’ll:	
	<ul style="list-style-type: none"><li>• look to moving our cloud usage in the US to low CO2 emission locations as we do in Europe</li><li>• encourage our neurodiverse employees to take action on individuals as well as a business to reduce our impact on the environment in our day to day lives.</li></ul>	

### Customers

The Customers Impact Area evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognises products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

What we said we’d do	What we did	What we’ll do next
	We planned to implement a preferential pricing structure for charities & not for profit customers, to enable more of our purpose-driven customers, including local government, education centres and healthcare providers, to have a positive impact on people within their communities.	
	We also said we’d continue to build on our existing customer-centred approach to product development, as well as updating our high standards of data privacy, security and quality assurance.	

What we said we’d do	What we did	What we’ll do next
	<b>Quality, data privacy and security</b> We achieved a perfect score in our ISO 9001 accreditation this year, and we passed our Cyber Essentials and ISO 27001 certifications with flying colours.	
	<b>Customer stewardship</b> Our digital maps product fully complies with WCAG (UK) and ADA (US) accessibility standards, ensuring it’s usable for individuals with diverse disabilities. This has enabled a 95% take-up of accessible routes, improving the way people get where they need to go.	
	We launched preferential pricing for charities & not for profit customers to enable more purpose-driven customers to have a positive impact on people within their communities.	

What we said we’d do	What we did	What we’ll do next
	We’re committed to our purpose of improving the way people connect in the real world. We’re planning to take this up a level this year:	
	<ul style="list-style-type: none"><li>• launch the ConnectX app to enable people to connect to WiFi seamlessly and securely wherever they go</li><li>• supporting local government organisations to advance digital inclusion through our City Launcher programme</li><li>• encourage our neurodiverse employees to take action on individuals as well as a business to reduce our impact on the environment in our day to day lives.</li></ul>	

