

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 trees. 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.

A YEAR OF MEANINGFUL PROGRESS

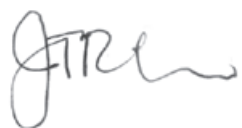
It's a privilege to welcome you to BRANDED's 2025 Impact Report. Last year marked the beginning of our journey in sharing how we turn intention into action. This year, we're proud to demonstrate how that commitment is taking root and delivering meaningful progress.

From the outset, our ambition has been clear, to do the right thing. Not as a one-off effort, but as a consistent, evolving standard that shapes how we operate every day. Over the past year, we've strengthened that commitment by improving the conditions and benefits we offer our people, ensuring BRANDED continues to be a place where individuals feel valued, supported and able to thrive.

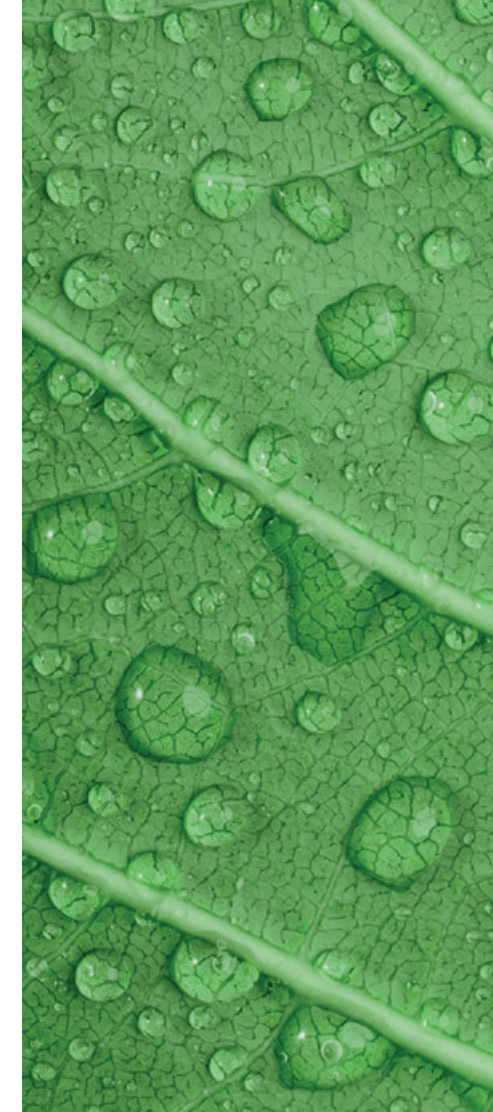
Our work within our communities has also continued to grow, with deeper partnerships and more sustained engagement that reflects our belief in creating positive impact beyond our business. At the same time, we've remained focused on our environmental responsibilities, successfully meeting our annual greenhouse gas reduction targets and continuing to reduce our footprint in measurable ways.

Being a B Corp means holding ourselves accountable, not just to a certification, but to a mindset of continuous improvement. This report reflects both the progress we've made and the areas where we know we must keep pushing forward.

Thank you for continuing to be part of our ongoing journey, and for helping us raise the standard of what responsible business can achieve.



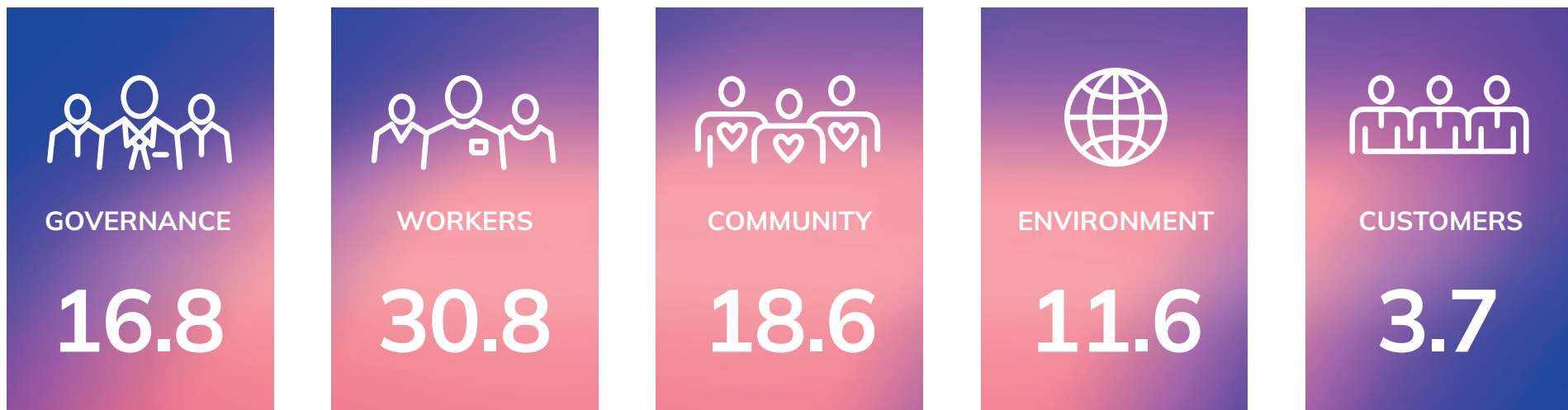
JAMIE RICHARDS
CEO BRANDED



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 vibrant 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 composition suggests a harmonious relationship between urban architecture and nature.

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

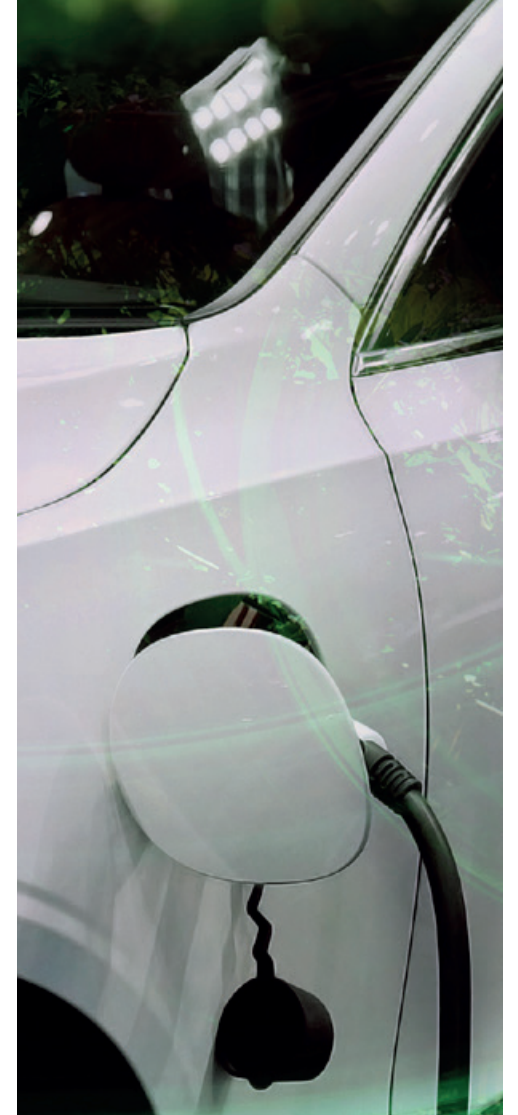
We value growth. It's at the heart of everything we do, both in our team and for our clients. We know that sometimes the safest option stifles success. But our ideas are never empty - everything we do is grounded in data.



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. In 2025 we set our first UK Operational reduction target.

Carbon emissions category	tCO2e		
	2023	2024	2025
Scope 1	6.31	18.00	7.72
Scope 2	62.14	86.47	52.89
Scope 3	191.80	230.90	229.34
Total	260.26	335.37	289.95

We achieved a 13% reduction in 2025 compared to 2024.



Independently audited and certified by Carbon Quota.

Certification of Operational Carbon Footprint Reduction

Certified

CARBONQUOTA

CARBON REDUCED

OPERATION

CarbonQuota has assessed and certified a reduction in the greenhouse gas emissions associated with the following organisation

Company	Branded Limited
Location	• 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 (2025)	Market-based: 289.95 tonnes CO ₂ e
Market-based carbon intensity reduction	2024: 19.78 tonnes CO ₂ e per £ million sales revenue 2025: 16.35 tonnes CO ₂ e per £ million sales revenue
Date	April 2026

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

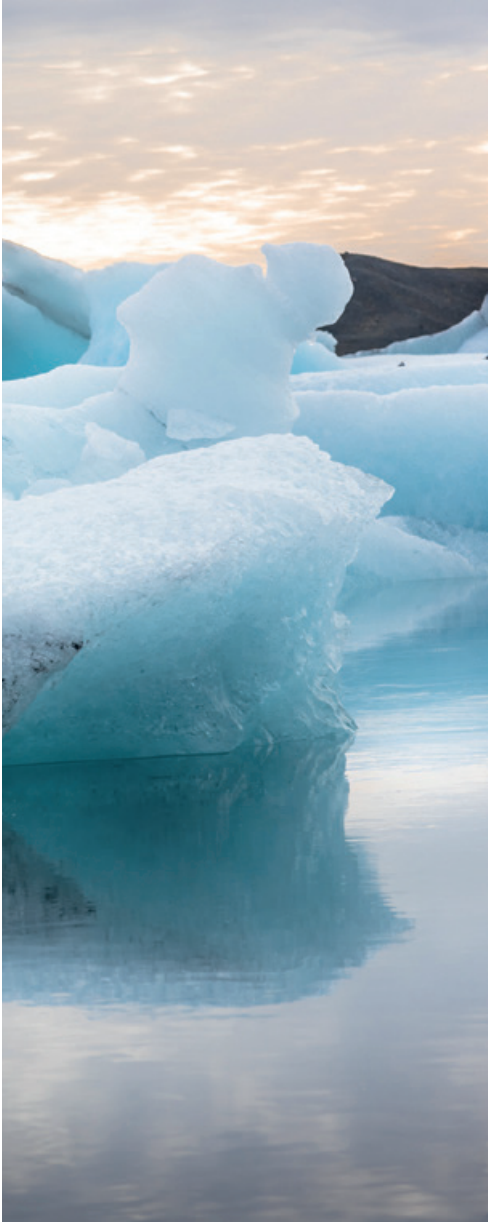
The period 1st January 2025 to 31st December 2025 was measured against the previous reporting period, 2024, and resulted in a 17% reduction in the intensity ratio of CO₂e measured per £ million sales revenue.

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.

CARBONQUOTA®

Note: This certification confirms that CarbonQuota has assessed the emissions data in line with the stated methodology. It does not constitute certification to ISO, PAS 2060, or other third-party standards.

For 2026, the business is targeting a 2.5% reduction on 2025 Branded Limited Operational Carbon Footprint Emissions (Intensity Ratio) ‘Tonnes CO₂e per £ million sales revenue’.

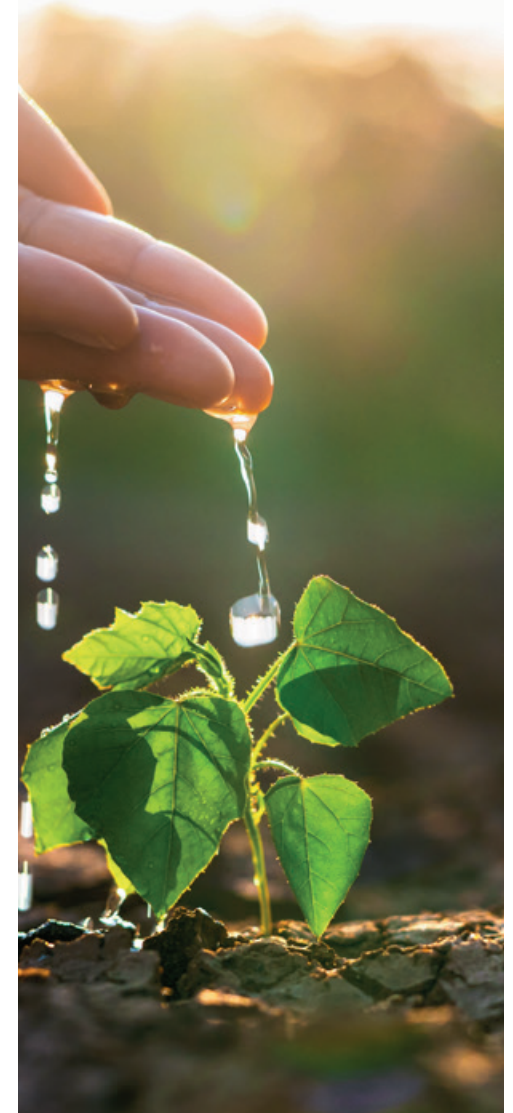


WATER

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.

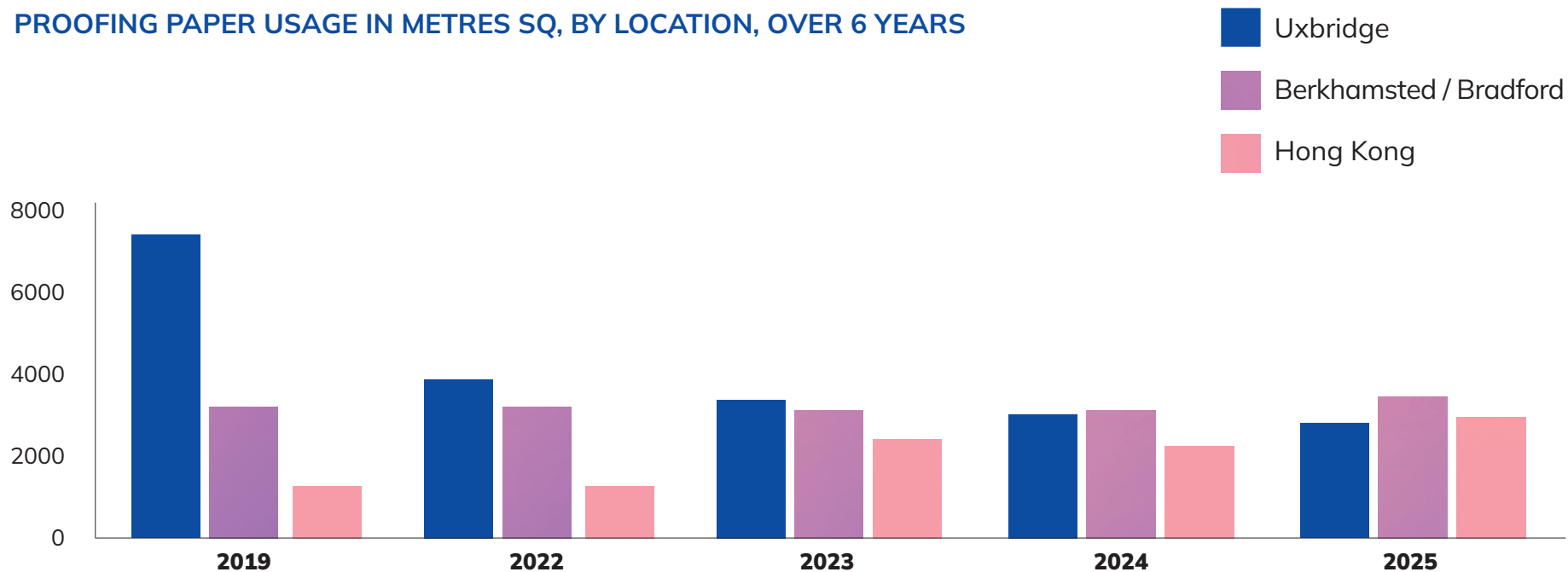


*including usage from our Bradford site for the first time but still maintaining a 25 litre per staff member per day as 2025 and half the average in a typical UK office building of 50 litres.



MATERIALS

PROOFING PAPER USAGE IN METRES SQ, BY LOCATION, OVER 6 YEARS



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 **22%** however usage over the last 3 years has remained constant

WASTE / RECYCLING

Table shows outcomes for (approx) 11 tonnes of total waste sent to Biffa in 2025, from our 2 managed UK sites. This is the first year including Food Waste figures.

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.

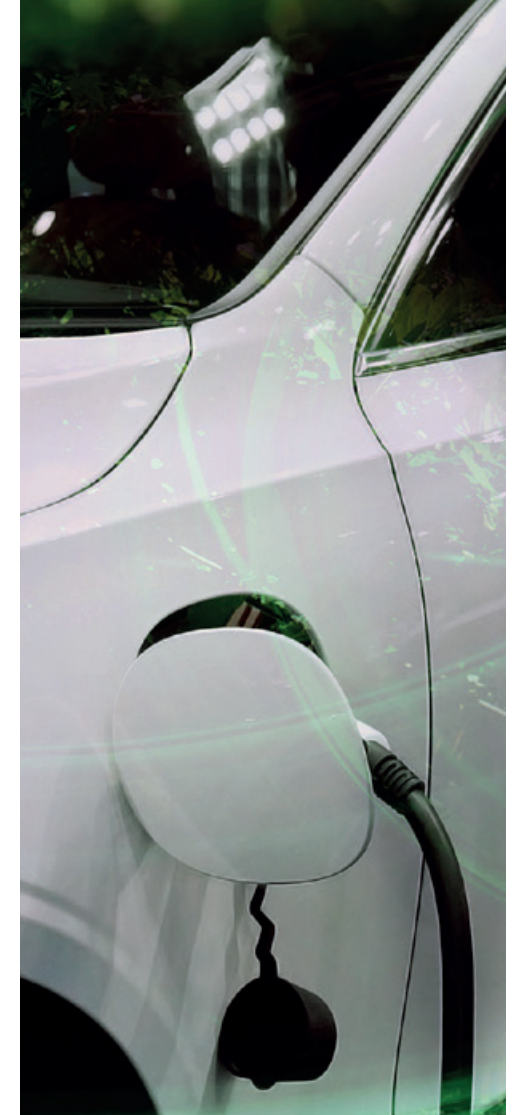


WHAT'S NEW

- 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 a 2.5% reduction on the 2025 Branded Limited Operational Carbon Footprint Emissions (Intensity Ratio) 'Tonnes CO2e per £ million sales revenue





PEOPLE

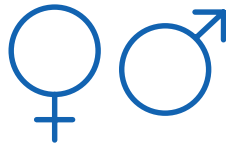
OUR COLLEAGUES

LONG SERVICE



58.2%
have worked
here for
6+ years

GENDER SPLIT



FEMALE 52%
MALE 48%

AGE DIVERSITY



48%
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



39%
have a
university
degree



COLLEAGUE SURVEY

In January 2026 we undertook our third 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**

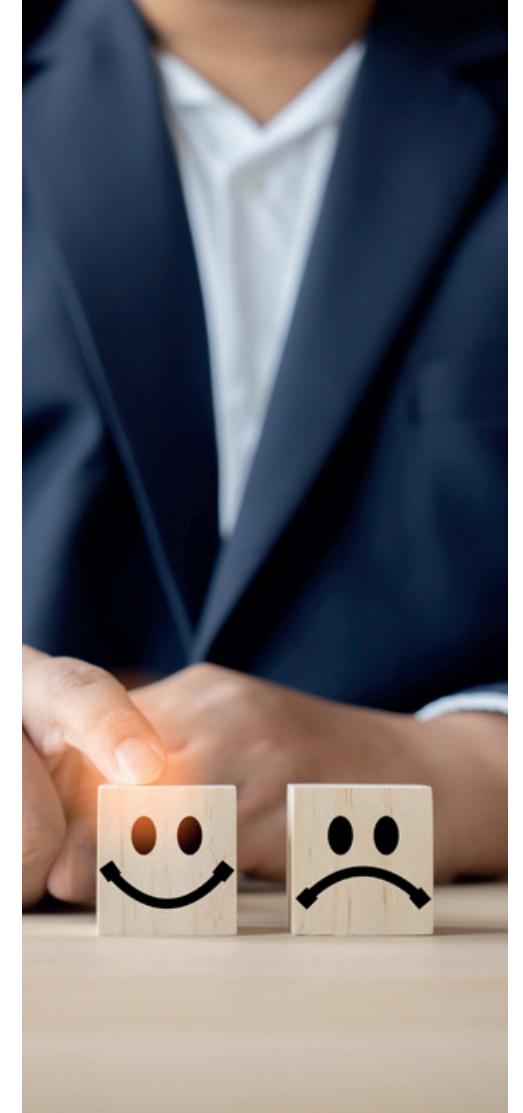


**PERSONAL EXPRESSION
& DIVERSITY**

COLLEAGUE SURVEY

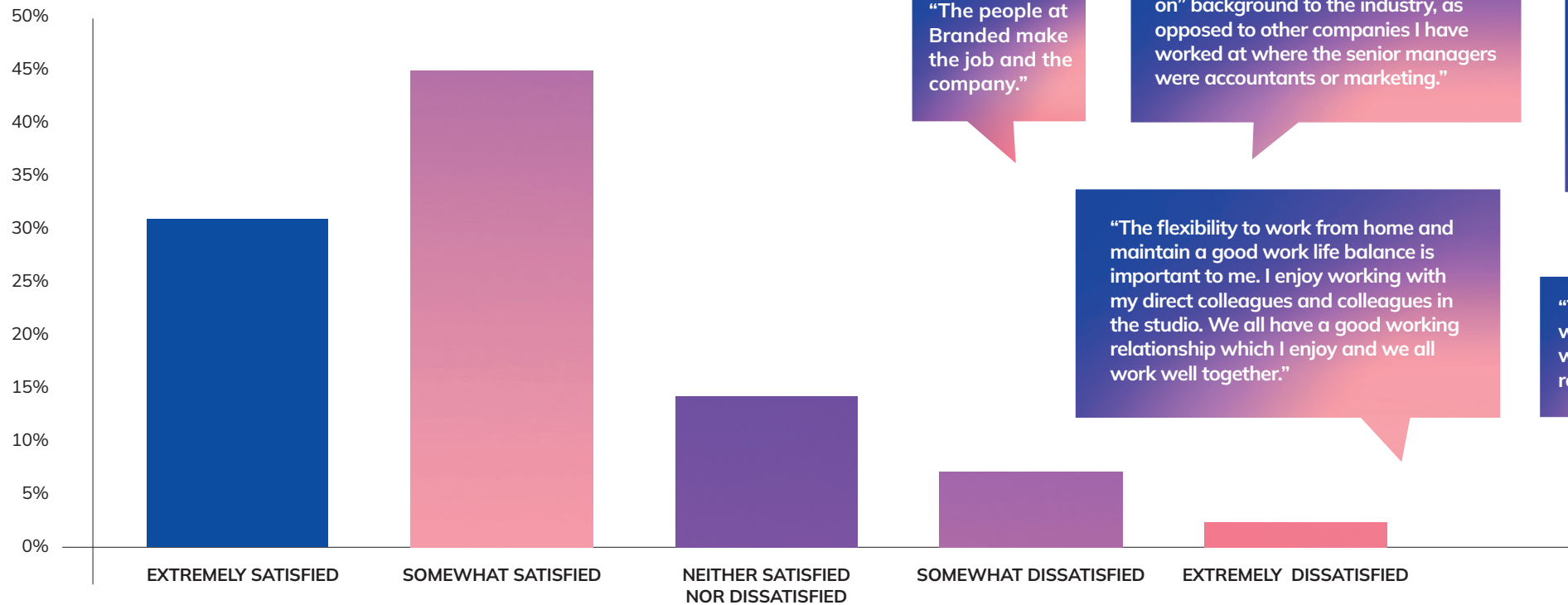
The questions covered a range of topics to understand how colleagues feel about working at BRANDED and to ascertain if we are providing an enjoyable, rewarding, and fair place to work. In 2026 survey participation remained high with 126 completed, 125 in the previous year. We are committed to undertaking the survey annually and we hope to continually improve the number of colleagues who take part year on year. We were happy with the feedback received which was in most areas aligned with feedback from 2024, although overall satisfaction reduced. We understand there are more improvements that need to be made and the latest survey has provided us with an action list which is a business priority for 2026.

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 people at Branded make the job and the company."

"I am impressed that most people in senior management have a "hands on" background to the industry, as opposed to other companies I have worked at where the senior managers were accountants or marketing."

"I really enjoy working at Branded and being part of one of the onsite teams. My relationships with both our customer, my fellow onsite teams and the studio and Project managers at the studio."

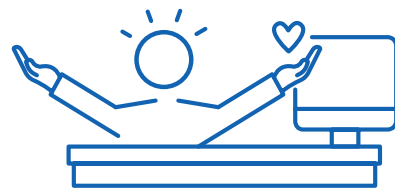
"The flexibility to work from home and maintain a good work life balance is important to me. I enjoy working with my direct colleagues and colleagues in the studio. We all have a good working relationship which I enjoy and we all work well together."

"The teamwork and cooperation within the organisation makes working for the company very rewarding."

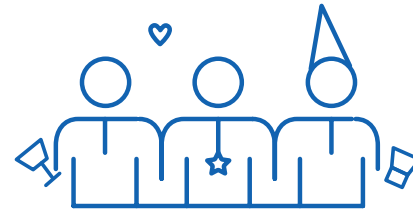
COLLEAGUE WELLBEING



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



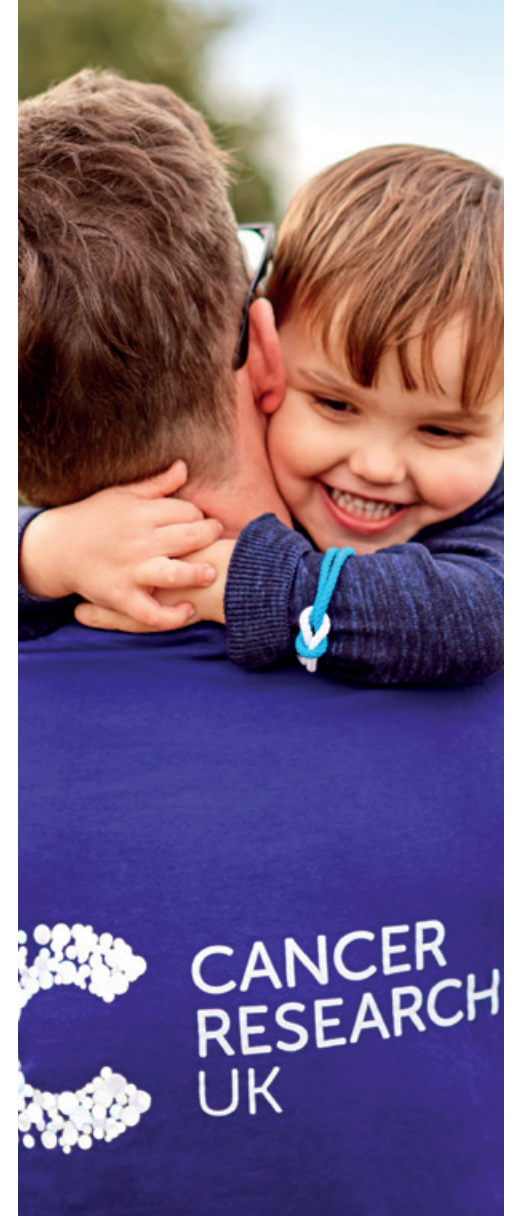


COMMUNITY

CHARITY SUPPORT

In 2025, the group once again supported MIND as its nominated charity, with The Writtle Group generously matching our fundraising efforts up to £1,000.

For 2026, we are pleased to confirm that our nominated charity will be Cancer Research UK



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

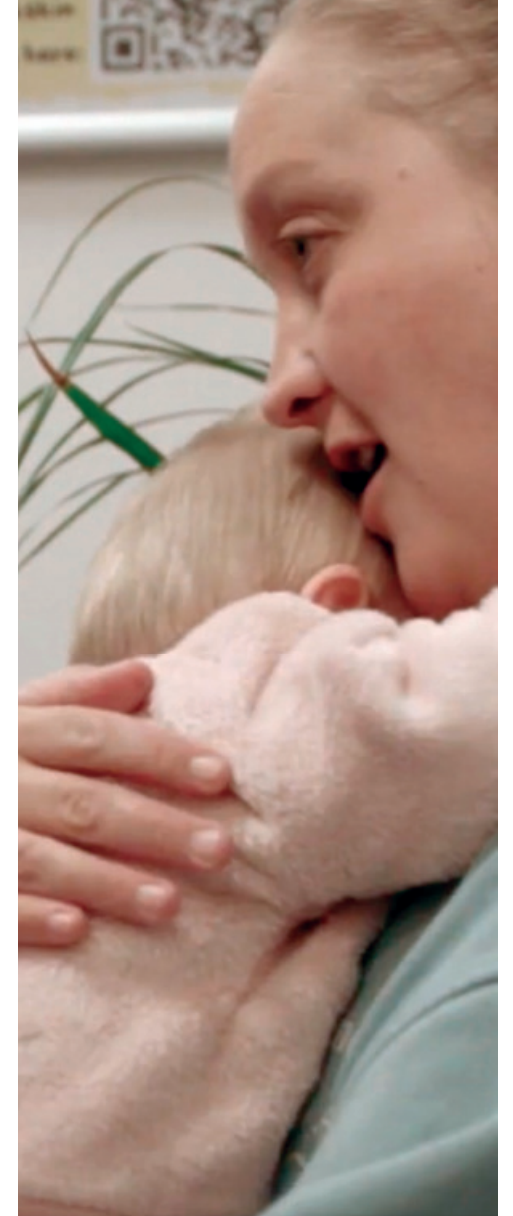
Our Bradford operating site houses about a third of our UK staff at a site named Hope Park - run by children's charity Transforming Lives for Good. This means our rent* helps to support TLG's UK-wide network of volunteers who help to provide lunches and mentoring services to children and families who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



YIEWSLEY & WEST DRAYTON FOODBANK

BRANDED Uxbridge collected again for the local Yiewsley and West Drayton Foodbank in March and made an even larger donation this time round collecting 78.4kg of food and toiletries.

Charity number: 1171141



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 other great Christmas party, social events and celebrating Diwali with some home made food, Branded continued their support to one of their charities "Mind" with a fund raising events.



The Uxbridge site marked Easter and Eid with a vibrant social event filled with food, fun, and fundraising in support of Cancer Research UK. Currently fund at £141.36 with an upcoming raffle in June.



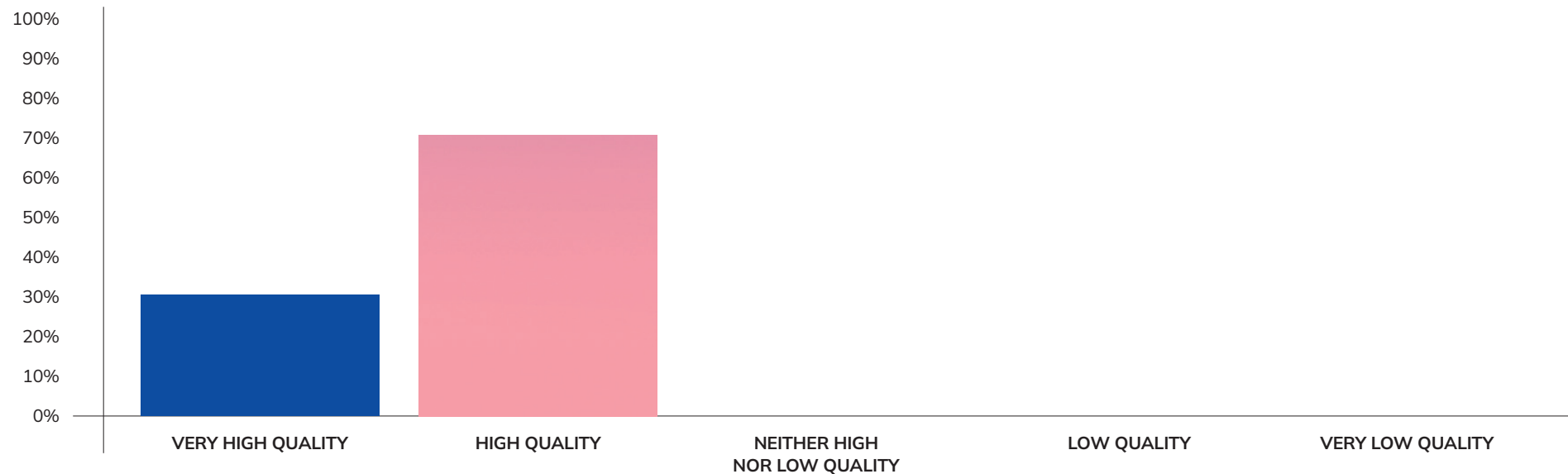
The Berkhamsted Site enjoyed Cake Making, Bingo, Office Breakfast, an Easter Egg hunt and some off-site social events.



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