

ESG Report 2024

Celebrus Technologies plc
Extracted from the Annual
Report and Accounts 2024

Conducting business to the **highest ethical standards**

Celebrus conducts its business activities to the highest ethical standards and expects clients and suppliers to embrace these same principles.

This report outlines how we conduct our activities and should be read in conjunction with other sections of the Annual Report, notably the Corporate Governance section, as well as reports on the Celebrus website.

Introduction and overview

In this third ESG Report to stakeholders, we report on the carbon audit for the calendar year 2023, which with comparative data for 2022 and 2021 provides a good insight into progress, as well as pointers to what further action we can take to reduce the Group's carbon footprint.

The second section focuses on the social impact we have been able to have on our communities but also on our employees and their safety and wellbeing.

The third section discusses our approach and initiatives to being a good corporate, and ensuring we treat all our stakeholders fairly, including policies covering matters such as tax fairness, bribery and whistleblowing.

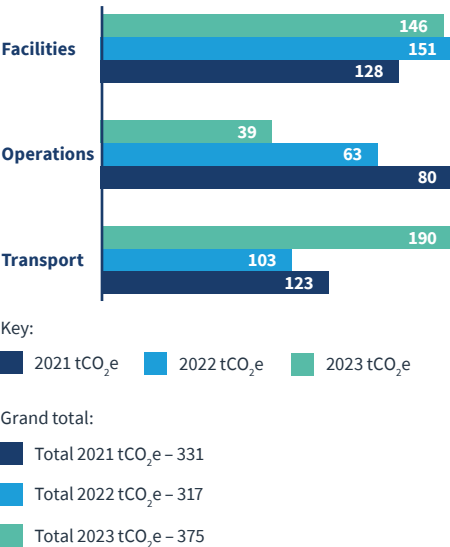
Environment

Celebrus cares about the environment and fully supports, and is committed to, the principles of promoting good environmental practice and sustainability in the conduct of its activities. The Group wants to ensure that any adverse effects on the environment are kept to a minimum.

It aims to do this by:

- wholly supporting the requirements of accepted international standards and current EU environmental legislation and codes of practice;
- minimising consumption through the reduction, reuse or recycling of materials as much as possible;
- encouraging efficient use of energy, utilities and natural resources;
- continually striving to improve environmental performance; and
- communicating its environmental commitment to clients and suppliers and encouraging their support.

Carbon audit 2023



Celebrus reappointed Alectro LLP for the third year running to perform a carbon audit for the calendar year 2023. This report sets out the 2023 results compared to 2022 and 2021 and describes progress on the recommendations for reducing our carbon impact.

During the year, the Group's activities including our facilities, operations and transport generated 375 (2022: 317) tonnes of CO₂ equivalent to a per employee emission of 2.53 tCO₂/e (2022: 2.13 tCO₂/e).

Facilities were broadly flat at 146t (2022: 151t) of which around half is purchased electricity for our offices around the world. We expect this to reduce in 2024 with the India office having moved to a smaller facility more appropriate for a hybrid working routine. The other half of the Facilities emissions are a combination of emissions related to home working and transmission and distribution.

Operations emissions reduced to 39t (2022: 63t), due to a fall in purchased goods as the Company reduced computer and monitor purchases. Equipment is replaced every four years and this was a low renewal year. The emissions are expected to be higher in 2024. The impact from cloud infrastructure is largely low carbon, based on the offsetting undertaken by Microsoft Azure, one of our cloud computing suppliers, but with AWS contributing to the overall impact.

As expected with the world returning to normality after the Covid lockdown, the Transport emissions increased to 190 tCO₂/e from 103 t in 2023. The employee commute emissions stayed at the same level as in 2022 but business travel increased from 34t to 133t driven by increased domestic flights in the US, and also increased international flights taken to build relationships between teams and improve communications.

Environment continued

These figures include Scope 1, 2 and 3 emissions as defined under the Greenhouse Gas (GHG) Protocol, and the breakdown is shown below:

Greenhouse Gas (GHG) Protocol



Key:

- 2021 tCO₂e
- 2022 tCO₂e
- 2023 tCO₂e

Grand total:

- Total 2021 tCO₂e – 331
- Total 2022 tCO₂e – 317
- Total 2023 tCO₂e – 375

Carbon offset

For the second year running, in 2023 we made investments into projects to offset all of the 317 tonnes of 2022 carbon emissions. The project was a renewable solar power project in Northern India which is expected to replace 32,000 MWh/year currently produced primarily from fossil fuels.

All projects invested in by the Group are accredited by Gold Standard, a body founded by the WWF and other NGOs.

This is a significant action in our ESG activities though, whilst offset is a good thing to do, ultimately, we continue to look at ways to reduce our overall carbon emissions.

Electric car scheme

The electric car scheme in the UK, covering electric and hybrid cars up to a maximum emissions level of 50g/km of CO₂ has had initial take-up. It is a salary sacrifice scheme with payments being made from gross pay and the benefit in kind being much lower than the normal income tax rate, thereby providing a tax saving to the employee on top of having a car with low or zero emissions. We expect further take-up as employees reach the renewal point in the ownership of their petrol/diesel vehicles.

Future progress

The 2023 carbon audit report provides useful confirmation of progress in the year, especially on Scope 1. Focus is now be directed to Scope 2 and 3 emissions.

The challenges and opportunities in 2024 are expected to be:

- an ongoing increase in travel, due to our attendance at trade conferences as well as meeting our customers face-to-face, especially our project and customer success teams;
- the office move in India in early 2024 is expected to significantly reduce our emissions;
- the office move in the UK reduced our space usage from 17,000 sq.ft to under 7,000 sq.ft. The impact on our carbon footprint will be minimal as the previous office benefited from a renewable energy tariff; and
- review of our supply chain to seek further reductions in emissions.

We will continuously test the need to travel, especially by air, and we will encourage the use of public transport whenever it is a suitable mode of transport and consider hiring personnel closer to key customer locations to reduce transcontinental flights.

Finally, during 2024, we will formulate a long-term strategic plan for carbon footprint reduction, including incorporation of climate risks into the Group's risk register.



Social

Our employees

As a technology business, the Group’s success is built on the intellectual capital of our people, and the pride they feel in working for the Group. The aim of the leadership team and the HR function is to enable, empower and strengthen this drive through the creation of a positive working culture in which employees feel engaged and motivated.

“This investment into HR and people continues to be effective as shown by the results of our second annual employee survey to gauge employee happiness and satisfaction.”

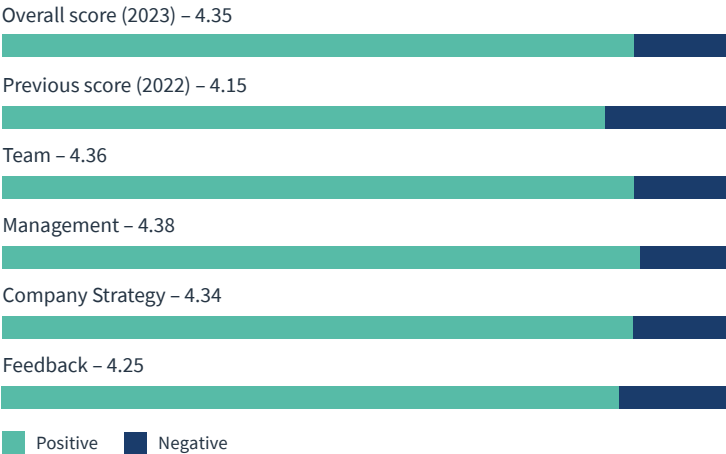
Embedding our culture and values

We talked in previous years’ reports about how our ambitious growth plans required a review and reset of the Company culture and values, and how we decided to expand the HR function to help develop a culture focused more on accountability and empowerment, and to create a more vibrant working environment.

This investment into HR and people continues to be effective as shown by the results of our second annual employee survey to gauge employee happiness and satisfaction. The key findings were:

- The overall employee satisfaction score increased from 4.15 to 4.35 demonstrating the returns from the investment we have made over the last three years.
- The highest scores came in employees’ opinions of the Celebrus team, management, strategy and the ability to give feedback which is acted upon.
- What participants like MOST about their job/company:
 - Great collaboration across teams
 - Supportive management
 - Great people, friendly and helpful
 - Work-life balance and flexibility
 - Good atmosphere and culture
 - Ideas are valued
 - Freedom and trust
 - Approachable

Highest score



The areas for improvement identified in the survey are being addressed and included:

- **Too many meetings**
 - We are encouraging employees to speak directly to each other more and limit the number of people in meetings. Sending group messages in Microsoft Teams can also be an effective way of reducing meetings.
- **Change of people**
 - During the year we continued and completed the restructuring of most departments in the business. This led to various changes of roles and some employees exiting the business.
- **Role definition**
 - To support the changes, we provided greater role definition for employees. This is a core component of building a culture of accountability and empowerment throughout the organisation with clear goals and expectations for every role.
- **Documented processes**
 - As departments have been restructured and individual roles clarified, there was a need for better documentation of key processes. This process was started and is still under way.

Social continued

Diversity of employee base, equal opportunities, inclusion and treating people fairly

We treat individuals openly and fairly with dignity and respect, and we value their contribution towards providing a quality service to our customers.

Our focus on diversity and inclusion extends to treating all our employees and job applicants fairly and equally, and actively encourage applications from a broad range of backgrounds.

It is our policy not to discriminate based on gender or gender identity, sexual orientation, marital or civil partner status, gender reassignment, race, religion or belief, colour, nationality, ethnic or national origin, disability or age, pregnancy, or trade union membership or the fact that they are a part-time worker or a fixed-term employee. The equal opportunities policy operated by the Group ensures all workers have a duty to act in accordance with this.

With employees in three different countries and coming from many different backgrounds, Celebris is proud to have a diverse workforce. Nevertheless, we recognise that more can always be done. During the year we had women in key roles such as VP-Marketing, Director of Professional Services, Head of Data Insights, Head of Public Relations and Head of HR. This past year we have added to this in roles such as Non-Executive Director, Head of Lead Generation and Head of Brand. Consequently, 19% of our line management team is now women.

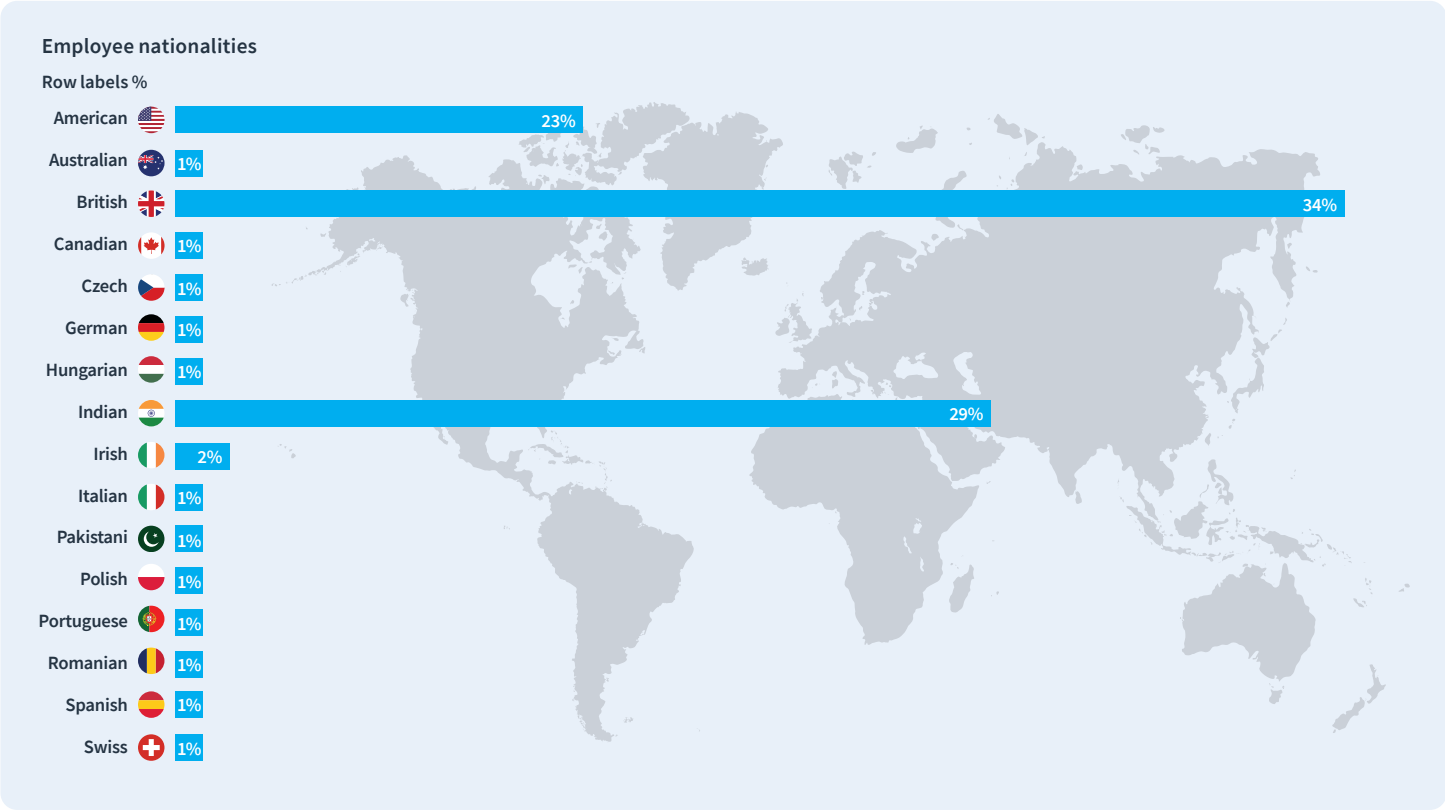
Our geographical diversity is also important. To that end, 14% of lines managers are in India, 22% in the United States, with 64% being located in the UK and RoI. The nationalities of our staff are shown in the box opposite.

Employee reward and recognition

The Company recognises the need to reward and recognise our employees for their contribution to the Group's success as well as supporting their overall wellbeing. We provide an attractive range of benefits tailored to each location.

In both the UK and the US, we offer a company pension contribution higher than the statutory minimum. We also offer a company-funded healthcare scheme which covers mental health, better cancer cover and 24/7 online access to a GP. During the year, for all employees in India we increased cover to include parents.

We also offer a comprehensive Employee Assistance Programme to assist employees with issues of any kind, including problems at home, issues with work, housing concerns, legal problems etc. There is also support for face-to-face counselling in complex cases, as well as online live-chat counselling.



The Group has an employee share option scheme to motivate and retain key staff and allow them to share in the success of the Group.

Non-financial benefits include the ability to work on a hybrid basis and on a flexible basis if required, allowing employees to work from home, supporting work-life balance.

Celebrus offices and hybrid working

As a people-led, technology-driven business, innovation is driven from personal interaction across the firm and with customers, so following Covid, in late 2002 we moved to a hybrid working model. This is a combination of home and office working, in which employees are able to work from home, but also come into the office in teams so as to foster relationship building, personal development and creative interaction. We have found hybrid working to be an essential component of our employer offering with increasing numbers of employees and potential employees viewing it as a key factor in joining and staying with Celebrus.

During the year we invested into new offices in both India and the UK. These offices enhance the employee experience, including state of-the-art technology as well as collaborative zones for a more relaxed and creative working environment.

Health and safety

It is our policy that all of the Group's facilities, products and services comply with applicable laws and regulations governing safety and quality, so that we can maintain a safe working environment for our employees, customers, Partners and visitors.

During the year there were no major injuries reported under the Reporting of Injuries, Diseases and Dangerous Occurrence Regulations.



Governance

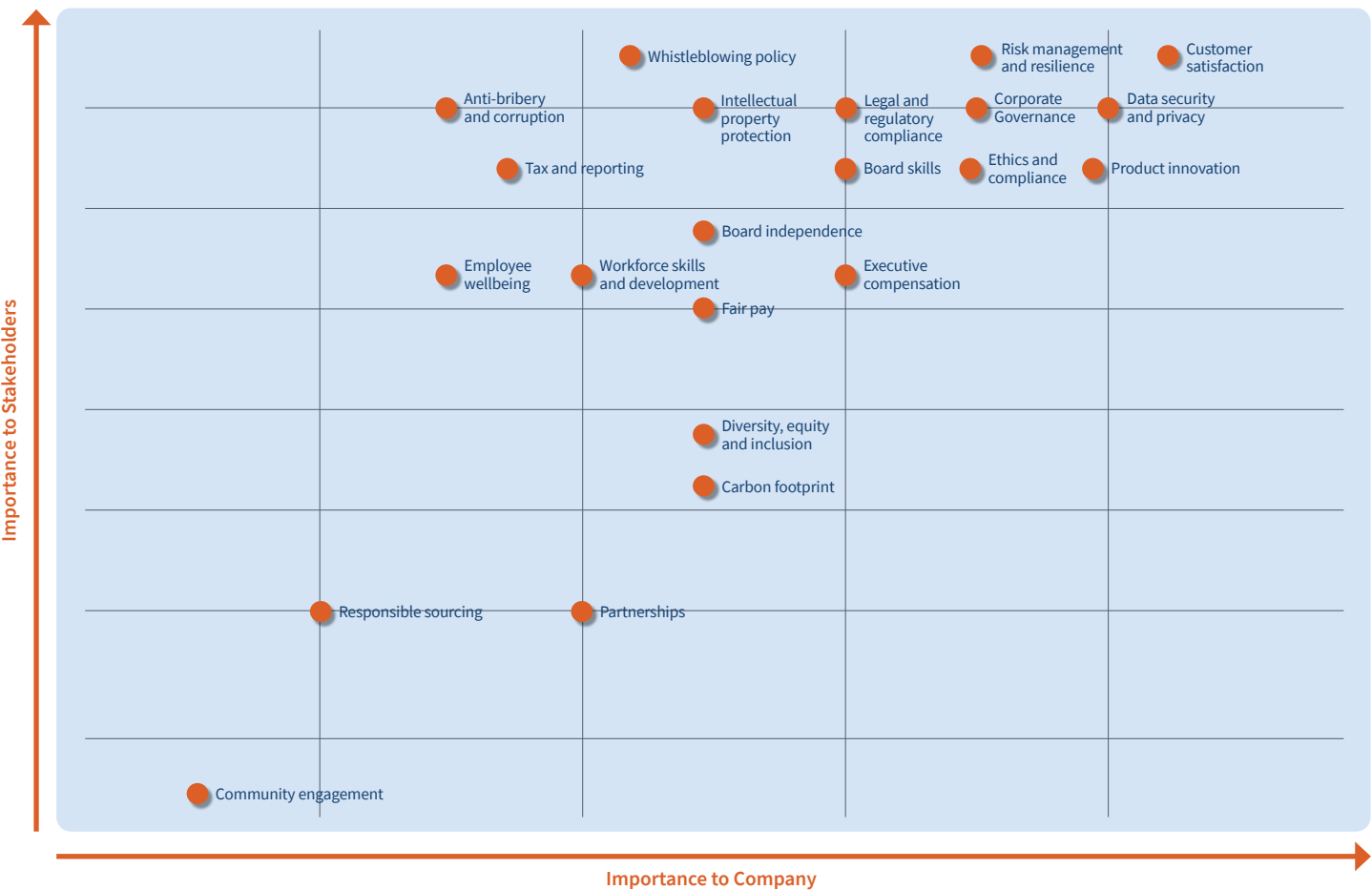
Corporate governance is described in detail on pages 44 to 63. The section below outlines other aspects of governance and best practice within the Group.

Materiality Matrix

To make sure that we tackle the issues that really matter, we prioritise them by assessing their “materiality” – ie the extent to which they impact our business and society. We do this by using a “Materiality Matrix” which helps us focus activity in areas where we can, and should, have the greatest impact.

As part of this process, we consider the risks and opportunities facing our business in the immediate and longer term, and score them based on their level of importance. This involves: drawing on external insight from a range of stakeholders such as customers, colleagues, investors and suppliers.

Prioritising issues through this process enables us to focus our efforts on effectively managing our impact as well as our stakeholder relationships.



Good Corporate Conduct

Celebrus has policies in place to help ensure that the Company is a good corporate citizen, in its own right and through the actions of its employees. These policies are reviewed regularly and the key policies include:

- Employee Code of Conduct
- Bribery and corruption policy
- Modern Slavery Statement
- Whistleblowing policy
- Supplier code of conduct

Tax fairness

Celebrus is committed to being a responsible taxpayer, acting in a fair and legal manner at all times. We have in place intra-Group trading agreements ensuring that costs are passed into the tax jurisdiction to which they relate and out of jurisdictions where there were originally incurred, typically in the UK but for the benefit of our overseas operations. These agreements are made available to tax authorities as requested to support recharging between Group companies and demonstrate that recharges are fair, legitimate and reflect the commercial substance of the activities to which they relate.

In FY24, our total tax contribution was £5.6 million (FY23: £4.7 million). Taxes borne by the Group totalled £2.5 million (FY23: £1.0 million) and consist of corporation tax, employer's NICs and stamp duty. Taxes collected by the Group totalled £3.1 million (FY23: £3.7 million) and consist of PAYE deductions, employees' NICs and net VAT collected.

Data security

Data security is core to our business, with our multinational customers entrusting us with access to their data and information systems. We handle this through a range of initiatives and further information is available in the report from our Chief Security Officer on page 22.

Executive remuneration

The Board regards ESG to be an important part of its oversight and activities and seeks to ensure that ESG is a consideration across the whole business. Therefore, when appropriate for business priorities, the remuneration of the Executive Directors has a proportion related to ESG objectives.

Future ESG developments

This third ESG Report demonstrates the continuing progress of ESG activities across the Celebrus business. Based on benchmarking discussions with advisers and consultants, we believe we are in a strong position relative to our peer group of smaller quoted public companies.

We will continue our efforts and this coming year we expect that the most significant advance will be the reduction in emissions arising from our office moves in India which occurred in early 2024. We will also investigate in detail further actions for carbon footprint reduction including incorporating climate risks into the risk register.

We look forward to reporting on progress periodically through the ESG section of our website.

Ash Mehta
Chief Financial Officer

Monika Biddulph
Non-Executive Director



Flood relief

December 2023 was a tough month for the city of Chennai, India. Cyclone Michaung passed through Tamil Nadu leaving Chennai flooded and around 30 people dead. Tens of thousands of people were severely affected by damage to their properties and land, and left homeless for days.

The Celebrus India ESG team supported the Little Drops public charitable trust <https://littledropscharity.org/> which focuses on education, health and self-sufficiency. The team visited the trust to donate essential supplies to help cope with the aftermath of the flood.

Later in the month, the ESG team joined hands with the Rotary Club of Chennai to contribute towards a flood relief medical camp that provided free medical consultations to all comers.



Sponsored bike ride

In September 2023, nine of the UK team cycled from Clapham Common to Brighton. This not only raised over £4,000 for the Shooting Stars Children's Hospice <https://www.shootingstar.org.uk/> but was also a great team bonding event.

In fact, we probably should have spent less time chatting and eating snacks at each stop, and we might have recorded a better finish time. It was a fabulous day together; although some of us weren't in a hurry to do it again, one of the team sent the link to next year's event to the WhatsApp group the very next morning.



Polio vaccination drive

Polio is a highly infectious disease mainly affecting children under 5 years of age.

Whilst two types of polio have been eradicated, a type remains in certain countries, therefore ongoing vaccination drives are an important part of protecting young children. During the year, some of our Celebrus India team, working with the local Rotary Club, attended a vaccination drive and assisted in the vaccination process.





Printed by a Carbon Neutral Operation (certified: CarbonQuota) under the PAS2060 standard.

Printed on material from well-managed, FSC™ certified forests and other controlled sources.
This publication was printed by an FSC™ certified printer that holds an ISO 14001 certification.

100% of the inks used are HP Indigo ElectroInk which complies with RoHS legislation and meets the chemical requirements of the Nordic Ecolabel (Nordic Swan) for printing companies, 95% of press chemicals are recycled for further use and, on average 99% of any waste associated with this production will be recycled and the remaining 1% used to generate energy.

The paper is Carbon Balanced with World Land Trust, an international conservation charity, who offset carbon emissions through the purchase and preservation of high conservation value land. Through protecting standing forests, under threat of clearance, carbon is locked-in, that would otherwise be released.

Designed and produced by **emperor** 
Visit us at **emperor.works**

