



ESG Report 2025

Celebrus Technologies plc

Extracted from the Annual Report and Accounts 2025



ESG Report

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 year's ESG Report we're pleased to report the ongoing progress in reducing our carbon emissions as evidenced by the annual independent carbon audit for the calendar year 2024. We continue to review what further actions 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, and also on our employees and their safety and wellbeing.

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



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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;
- minimizing 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.

Celebrus reappointed Alectro LLP for the fourth year running to perform a carbon audit for the calendar year 2024. This report sets out the 2024 results compared to 2021-2023 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 285 (2023: 375) tonnes of CO₂; a reduction of 24% in the year. This is equivalent to a per-employee emission of 1.95 tCO₂e (2023: 2.54 tCO₂e), a reduction of 23% in the year.

The most significant impact was in Facilities. Office moves both in India and the UK were chosen with carbon emissions as a factor in our choice of office.

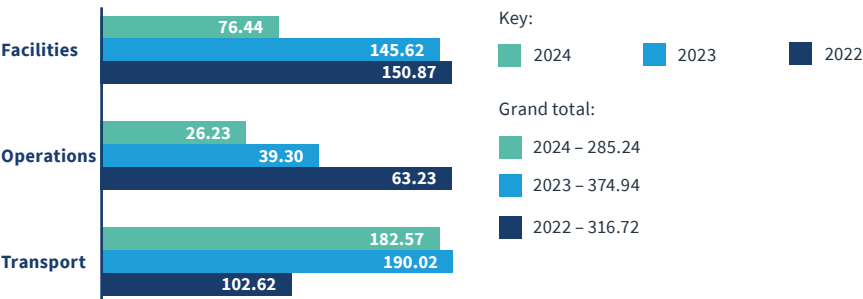
This led to a significant fall in Facilities emissions from 145.6 tCO₂ to 76.4 tCO₂; a reduction of almost 50%, driven mostly by lower emissions from electricity purchases. A large part of the remaining Facilities emissions are a combination of emissions related to home working and transmission and distribution, which are more difficult to impact.

Operations emissions reduced to 26t (2023: 39t), due to a fall in purchased goods as the Company continued to source diligently. 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.

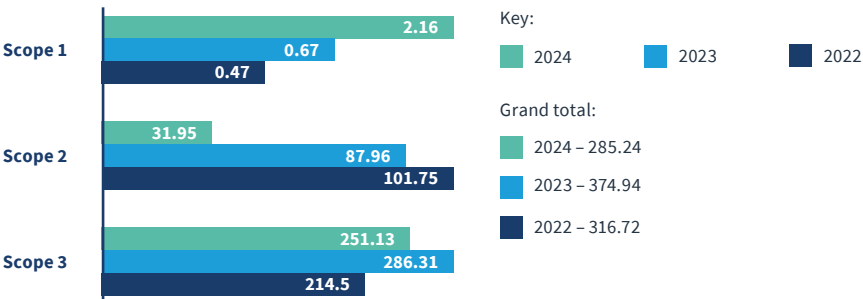
Transport emissions decreased slightly to 183t from 190t in 2023. The employee commute emissions reduced by 14t due to fewer employee commutes into the office. The Group is working effectively on a hybrid basis though we continue to encourage purposeful presence in the office, eg for team and cross-functional meetings. Business travel emissions increased from 133t to 140t driven by increased domestic flights in the US driven by customer and pipeline demand, and also increased international flights taken to build relationships between teams and improve communications.

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

Carbon audit 2024 (t CO₂e)



Greenhouse Gas Protocol (t CO₂e)





ESG Report continued

Environment continued

Carbon offset

For the third year running, in 2024 we made investments into projects to offset all of the 375 tonnes of 2023 carbon emissions. The offsets included purchases of credits relating to wind and solar power generation projects in Rajasthan, India.

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 further 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 2024 carbon audit report provides useful confirmation of progress in the year. With Scope 1 and Scope 2 emissions driven as low as reasonably possible, we will look more closely at Scope 3 emissions.

The challenges and opportunities in 2025 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; 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.

During 2024, we started to formulate a long-term strategic plan for carbon footprint reduction, including incorporation of climate risks into the Group's risk register. This work will continue in 2025.





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.

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.

During the year, the leadership team introduced a set of values following a period of input from employees. The values decided upon were Integrity, Customer First, Innovation and Simplicity.

Integrity

We are honest and straightforward, and we do our best to communicate clearly and effectively. We don't use vendor terminology to confuse customers, and we trust each other to deliver on our goals. When we make promises, or set goals, internally or externally, we deliver upon them and hold ourselves accountable. We respect each other and work together to achieve the common goals of the business.

Customer First

We put the customer first and go the extra mile for them. We live our mission to improve the relationships between brands and consumers via better data and we do that with our people, our technology, and our services. We aim to simplify their lives and deliver value.

Innovation

We do not rest, because complacency in the software space signals failure. But it's not just about our tech. It's about innovating everything we do, always reviewing our processes and how we work, and looking for ways to improve in every facet of our business.

Simplicity

Simple and effective communication with a strong focus on building efficiency across the business. Setting meetings with a purpose, providing explanations to customers that are easy to understand, and messaging in the marketplace that anyone can comprehend. We want to communicate with empathy and straightforward, easy-to-understand messaging.

These values have been embedded in the organization during the performance reviews and objective setting undertaken in early 2025, and will form part of performance reviews for the current financial year.

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 encouraging 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, color, nationality, ethnic or national origin, disability or age, pregnancy, or trade union membership or whether workers are part-time or fixed-term employees.

The equal opportunities policy operated by the Group ensures all workers have a duty to act in accordance with this.

With employees in three principal locations and coming from many different backgrounds, Celebrus is proud to have a diverse workforce.

During the year we had women in key roles such as SVP Marketing, Director of Finance, Director of Professional Services, Marketing Operations Director, Head of Data Analytics and Insights, and Financial Controller. Consequently, 18% of our line management team is now women.

Our geographical diversity is also important. To that end, 15% of line managers are in India, and 28% in the United States, with 57% being located in Europe. The nationalities of our staff are shown in the box opposite.





ESG Report continued

Social continued

Employee reward and recognition

The Company recognizes the need to reward and recognize 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 Program 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 2022 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.

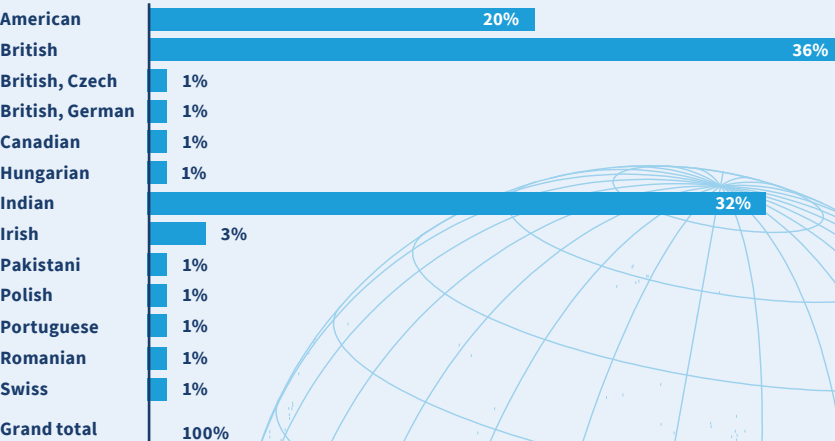
Health and safety

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.



Employee nationalities 2024





Governance

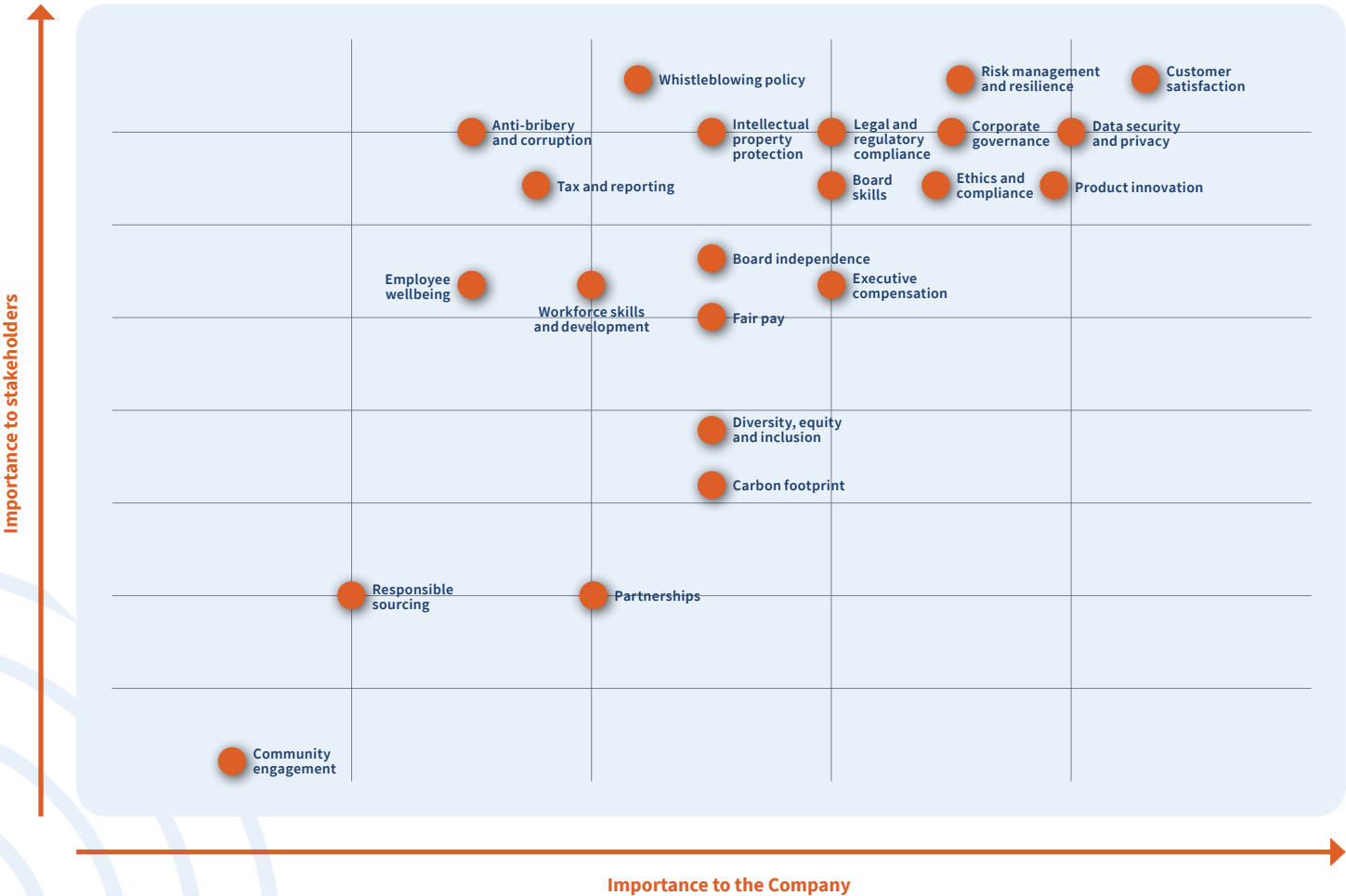
Corporate governance is described in detail on pages 50 to 63. The section below outlines other aspects of governance and best practice within the Group.

Materiality Matrix

To make sure that we tackle the issues that really matter, we prioritize 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.

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





ESG Report continued

Governance continued

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 they 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 FY25, our total tax contribution was \$6.8 million (FY24: \$7.1 million). Taxes borne by the Group totaled \$2.2 million (FY24: \$3.2 million) and consist of corporation tax, employer's NICs and stamp duty. Taxes collected by the Group totaled \$4.6 million (FY24: \$3.9 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 pages 30 and 31.

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, a proportion of the remuneration of the Executive Directors is related to ESG objectives.

Future ESG developments

This fourth 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 completion of a long-term strategic plan for carbon footprint reduction, including incorporation of climate risks into the Group's risk register.

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

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Chief Financial Officer

Monika Biddulph

Non-Executive Director





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