Aiming for Nothing.

Lawton Communications Group:

Environmental & Sustainability Policy

LAWTON COMMUNICATIONS GROUP dragonfish fivebyfive TSA concio

A Net-Zero company by 2030.

Lawton Communications Group, as well as our individual subsidiary businesses Five by Five, Dragonfish Consulting, TSA and Concio, are committed to improving our environmental performance and ensuring we are truly sustainable businesses.

To achieve that, we first recognise that we undertake a variety of activities which may have an effect on the environment.

The average annual operational carbon footprint of someone in a UK advertising agency, also comparable with other professional services, is 3.4 tonnes CO_2e[1]. Although this is much lower than other industries, our people, clients and other stakeholders still expect us to minimise the impact we have and we want to do everything we can to be a responsible group of businesses.

1. https://adassoc.org.uk/our-work/action-1-explained

In addition, we aim to use our position in our respective sectors to encourage those we work with to drive sustainable consumption and take action in their own industries.

We are committed to incorporating the latest science based research into our environmental policy and approach, as well as utilising independent and external bodies to audit our performance and drive future improvements.

GOLD | Top 5%
ecovadis
Sustainability Rating
MAY 2025

We are currently EcoVadis accredited and hold a GOLD medal.

Further details of our EcoVadis accreditation and score can be found in appendix 1 at the end of this document.

Our Environmental and Sustainability Principles.

- Comply with all relevant environmental legislation/regulation.
- Promote environmental responsibility within the organisation and ensure our environmental and sustainability policy is implemented at all levels of the group.
- Seek to minimise our production of waste and apply recycle and re-use methods to the waste that is produced.
- Promote energy efficiency throughout the business and where possible, ensure the energy we use is from sustainable sources.
- Promote a culture of responsibility and innovation amongst colleagues to develop new ideas and initiatives to improve our environmental and sustainability performance.
- Encourage involvement in and support local, national and industry-specific environmental and sustainability initiatives and schemes.
- Undertake periodic and rigorous reviews of our progress.

Who we support.

Signing the **SME Climate Commitment**[1] places us among a verified global community of businesses formally committed to halving emissions before 2030 and reaching net zero before 2050. As signatories, we are held to publicly reported targets, joining thousands of organisations in the UN Race to Zero Campaign[2] under a framework that demands action, not just intention.

As signatories of **The Climate Pledge**[3] we are bound to measure and report greenhouse gas emissions annually, implement decarbonisation strategies aligned with the Paris Agreement, and neutralise any remaining emissions through credible, additional, and permanent offsets. Notably, The Climate Pledge holds signatories to achieving net zero carbon ten years ahead of the Paris Agreement's 2050 goal, a commitment that directly shapes the rigour and ambition of our sustainability methodologies.

Our alignment with **Ad Net Zero**[4] signals a commitment that goes beyond general sustainability ambitions, outlining a defined set of industry-specific actions designed to decarbonise advertising and marketing operations directly. With the industry-wide net zero by 2030 target among the most ambitious of any sector, our alignment ensures our work is benchmarked against the highest available standard for responsible communications practice.

EcoVadis[5] subjects us to one of the most rigorous independent sustainability audits available to any business globally. Regularly assessed across Environment, Labour & Human Rights, Ethics, and Sustainable Procurement, our rating is externally verified, scored, and benchmarked against thousands of companies worldwide. For clients and partners, this provides an objective, evidence-based measure of our sustainability performance that goes well beyond stated intent.

1. https://smeclimatehub.org/sme-climate-commitment
2. https://unfccc.int/climate-action/race-to-zero-campaign
3. https://www.theclimatepledge.com
4. https://adnetzero.com
5. https://ecovadis.com

Environmental and Sustainability Plan:

Actions and Targets.

Science Based Targets.

Our approach to target setting is grounded in science, not ambition alone.

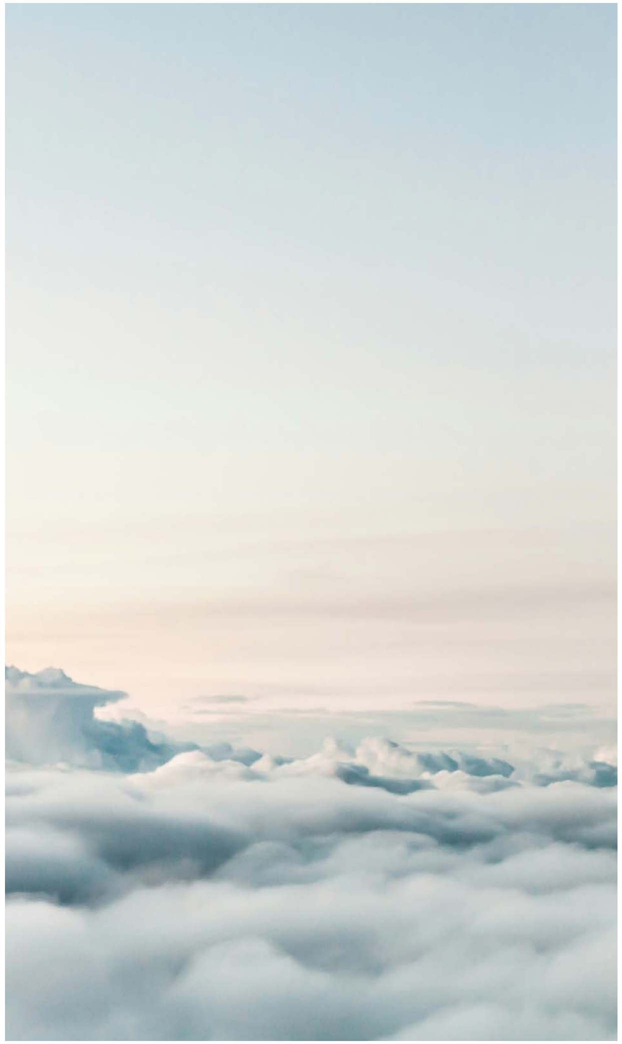
SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

The Science Based Targets initiative (SBTi) defines what it means to set a credible net-zero target: a minimum 90% reduction in emissions across scopes 1, 2 and 3 against a baseline year, in line with limiting global warming to 1.5˚C above pre-industrial levels – the threshold set by the Paris Agreement.[1]

We have been measuring our carbon emissions for a number of years, progressively strengthening our methodology and data capture. From 2024, we adopted the Equipoise reporting framework[2], which brings greater rigour, comprehensiveness and auditability to our data collection across all three scopes. From 2025 we recategorised some emissions, based on operational changes, and also significantly expanded our reporting across scope 3. It is on this basis that we have set 2025 as our formal baseline year, with a total emissions figure of **260,000 Kg CO2e.**

Applying the SBTi framework to that baseline, our target is to reduce emissions to no more than **26,000 Kg CO2e by 2030** – a 90% reduction across all scopes. This is the science. And it is the standard we are holding ourselves to.

We report our progress annually through the SME Climate Hub, ensuring our journey toward that target remains transparent and publicly accountable. Formal SBTi validation is being pursued as a next step, and our methodology is being structured to meet that standard from the ground up.



1. https://sciencebasedtargets.org/how-to-set-science-based-targets
2. https://faq.smeclimatehub.org/hc/en-us/search?utf8=%E2%9C%93&query=equipoise

Current data/scopes

Measuring and reporting our carbon emissions is fundamental to our journey to net zero by 2030. It is only through rigorous, robust data collection that we can identify where emissions arise, track our progress, and make informed decisions about where to act.

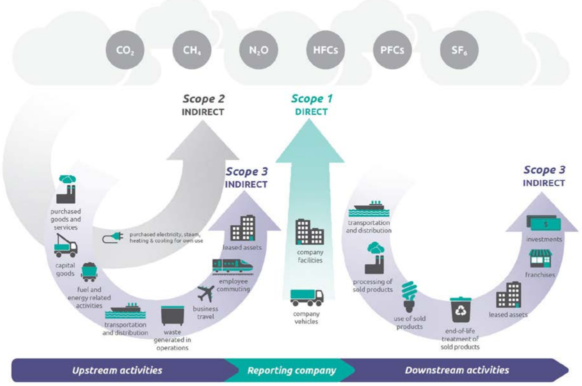
We have been capturing and reporting emissions data for a number of years, progressively strengthening our methodology and the breadth of our reporting. From 2024, we adopted the Equipoise reporting framework as our primary measurement tool, bringing greater rigour, comprehensiveness and auditability to our data across all three scopes. 2025 saw a substantial expansion of reporting across scope 3 and it is on this basis that 2025 has been established as our formal baseline year.

A significant structural change in 2025

Following the relocation of all LCG offices to leased premises, we no longer have any scope 1 or scope 2 emissions to report. This is a reclassification rather than a reduction in transparency. The energy emissions previously captured under scope 1 and 2 now sit within scope 3, category 8 (upstream leased assets), as the energy supply and associated emissions are controlled by our landlords rather than directly by LCG. We anticipate a genuine reduction in these reclassified emissions from 2026 onwards, as both new office locations are supplied by sustainable energy sources.

Scope 3: Our approach

Given the nature of our business as a group of marketing and consulting agencies, scope 3 represents the most material part of our emissions footprint. We have undertaken a thorough, category-by-category assessment of all 15 scope 3 categories against our business model and operations, identifying which are applicable, which carry reportable emissions, which represent known gaps we are actively working to close, and which are genuinely not applicable to our business with a clear documented rationale.



Current data/scopes

Upstream:

Category 1: Purchased goods and services. Applicable and reportable. Data collected via Paprika finance system and processed through Equipoise. Figures reported in the data section.

Category 2: Capital goods. Applicable and reportable. IT devices purchased in 2025, capitalised as fixed assets and recorded in Paprika. Figures reported in the data section.

Category 3: Fuel and energy related activities. Not applicable. Category 3 covers upstream emissions associated with a reporting company's own scope 1 and scope 2 activity. Following our move to fully leased premises, LCG has no scope 1 or scope 2 emissions of its own. All direct and upstream emissions associated with our leased office energy use are captured within category 8, as confirmed by our GHG Protocol-aligned reporting methodology.

Category 4: Upstream transportation and distribution. Applicable, reported as a known gap for 2025. Transportation costs for inbound delivery of props, gifting packaging and other materials are not separately identifiable from purchase prices in most cases, making activity-based calculation not currently feasible. Spend-based estimation methodology will be explored for future reporting cycles but emissions are currently captured in category 1.

Category 5: Waste generated in operations. Applicable and reportable. Data processed through Equipoise. Figures reported in the data section. Coffee ground recycling via First Mile discontinued at new premises as volume does not meet health and safety threshold required for collection and so no longer appears.

Category 6: Business travel. Applicable and reportable. Figures contained in the data section and travel related policies can be see later in this policy document.

Category 7: Employee commuting. Applicable and reportable. Commuting survey completed, capturing vehicle type, distance travelled, passenger numbers for shared and public transport, frequency of travel per week, and home working days per week. Data processed through Equipoise. Figures reported in the data section.

Category 8: Upstream leased assets. Applicable and reportable. Full year data available for both office locations. This category captures both the direct energy emissions from our leased office premises and the associated upstream emissions, meaning it encompasses what would previously have been reported across scope 1, scope 2 and category 3. This consolidated treatment is confirmed by our reporting methodology and is consistent with GHG Protocol guidance on leased asset reporting.

Current data/scopes

Downstream:

Category 9: Downstream transportation and distribution. Applicable and reportable. Data gathered covering influencer gifting shipments, Figures reported in the data section. We also acknowledge that digital asset delivery carries a carbon cost that we do not currently measure; this is identified as a gap we are committed to addressing in future reporting cycles.

Category 10: Processing of sold products. Not applicable. Our agencies market existing client products and services. We do not produce outputs that clients further process or manufacture into physical products.

Category 11: Use of sold products. Not applicable. We are a services business and do not sell a physical product whose use by an end consumer generates emissions directly attributable to LCG. We monitor the developing discussion around communications work and consumer behaviour and will keep our position under review as measurement standards in this area evolve.

Category 12: End of life treatment of sold products. Not applicable. We do not take responsibility for disposal of any physical items associated with our work. Where physical gifting is arranged on behalf of clients, we operate a consent-based model ensuring items are only dispatched to recipients who have agreed to accept them.

Category 13: Downstream leased assets. Applicable, zero reportable emissions. LCG owns office furniture subject to a formal lease agreement with the occupying tenant of a previously vacated building. These are passive assets that consume no energy and generate no operational emissions attributable to LCG as lessor.

Category 14: Franchises. Not applicable. LCG does not operate any franchise arrangements as franchisor or franchisee.

Category 15: Investments. Applicable, not yet reportable. LCG operates a defined contribution pension scheme through Aviva. Employees have full autonomy over their fund selection, with a default fund in place for those who do not make an active choice. We recognise that pension investments represent a potential source of financed emissions under category 15 and are taking active steps to address this. Aviva offers sustainable and low-carbon investment fund options, and we are committed to communicating these options clearly to all employees. We are also exploring whether it is possible to designate a sustainable fund as the default investment option for our scheme. A reportable emissions figure for this category will be pursued for future reporting cycles as our methodology in this area develops.

Calculation methodology

Our emissions data is calculated using the Equipoise Advanced Business Carbon Calculator[1], developed in partnership with the SME Climate Hub and built on the GHG Protocol, the global standard for carbon accounting.[2]

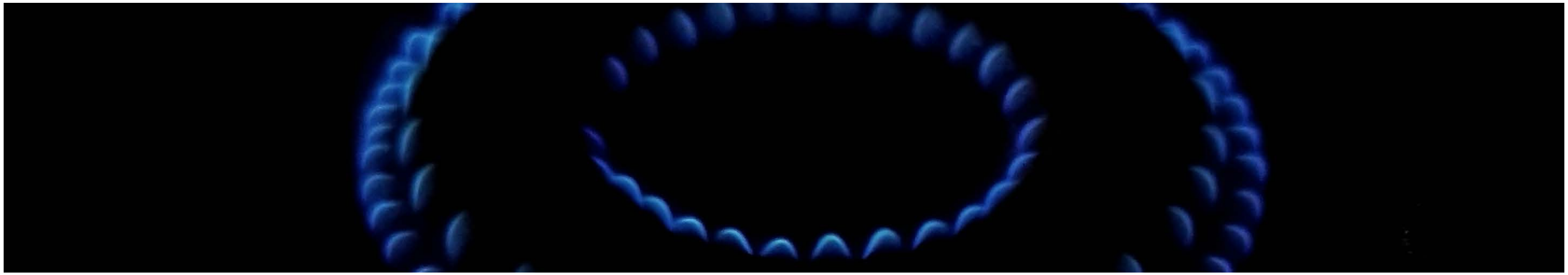
The tool provides transparent, auditable calculations across scope 1, 2 and 3 emissions, using the most recent government-issued emission factors broken down by GHG Protocol categories and inclusive of all greenhouse gases. With no black-box calculations, every figure is traceable and evidenced and has been structured to meet the requirements of third-party audits and external reporting frameworks including EcoVadis.

Our data collection has been structured to remove the need for assumptions wherever possible. Travel data is validated against expense claims. Waste figures are sourced directly from contracted waste partners. Energy data is drawn from landlord-supplied records, apportioned by occupancy where direct metering is unavailable. Commuting data is collected via a structured employee survey. We report our progress annually through the SME Climate Hub[3] along with publishing publicly via our websites.

1. https://www.equipoise.earth/advanced-business-carbon-calculator-sign-up
2. https://faq.smeclimatehub.org/hc/en-us/articles/18549522528786
3. https://smeclimatehub.org

Scope 1 and 2

From 2025, LCG no longer reports any direct scope 1 emissions or indirect scope 2 emissions. Following the relocation of all offices to fully leased premises, the energy emissions previously captured here have been reclassified into scope 3 category 8 (upstream leased assets), where operational responsibility now correctly sits. Historical scope 1 and scope 2 data is referenced in the category 8 comparison on the scope 3 data page.



Current data

Category 1: Purchased goods and services. This category covers the emissions associated with goods and services purchased to run our operations, including freelancer and associate resource, software subscriptions, professional services, production and creative suppliers, catering, and office supplies. Data is collected via our Paprika finance system and processed through Equipoise.

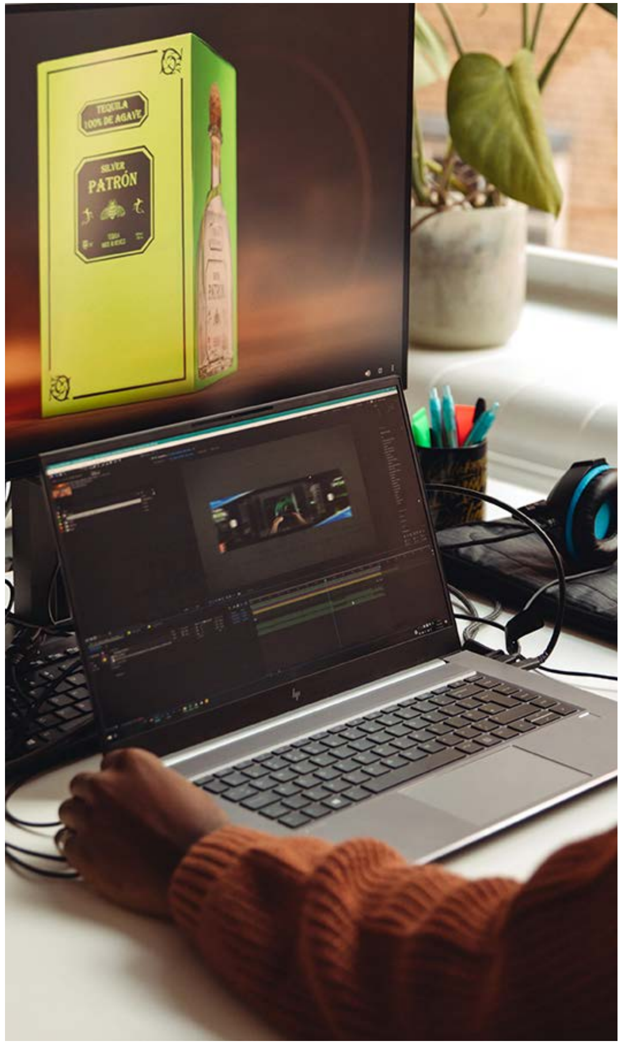
Purchased goods and services (KGs CO_2e)

2025 | 205,432

Category 2: Capital goods. This category covers emissions from the manufacture of longer-life assets purchased by LCG, primarily IT devices including laptops and phones, which are capitalised as fixed assets. Data is drawn from central IT purchase records and calculated using Equipoise emissions factors.

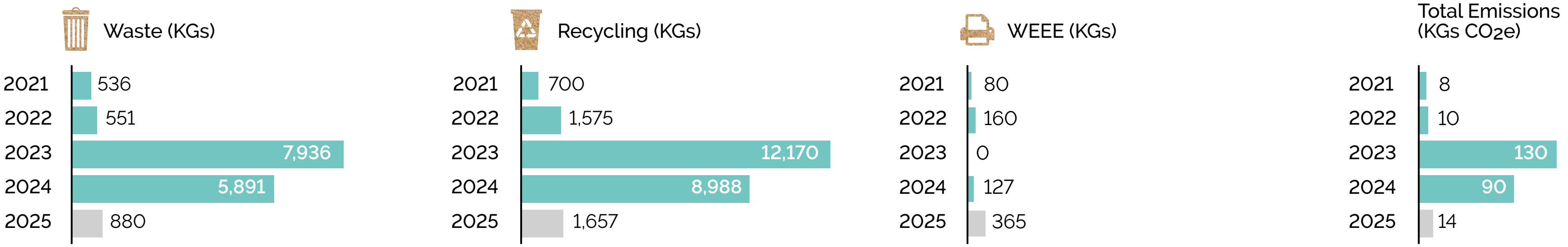
Capital goods (KGs CO_2e)

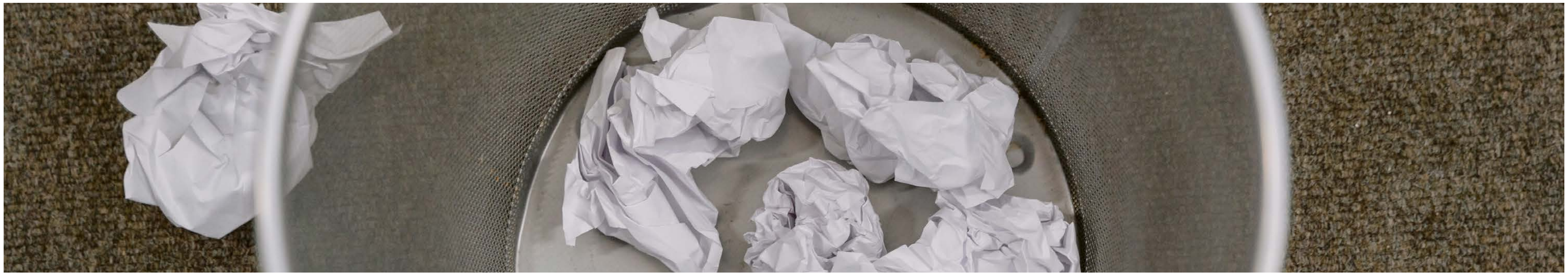
2025 | 2,704



Current data

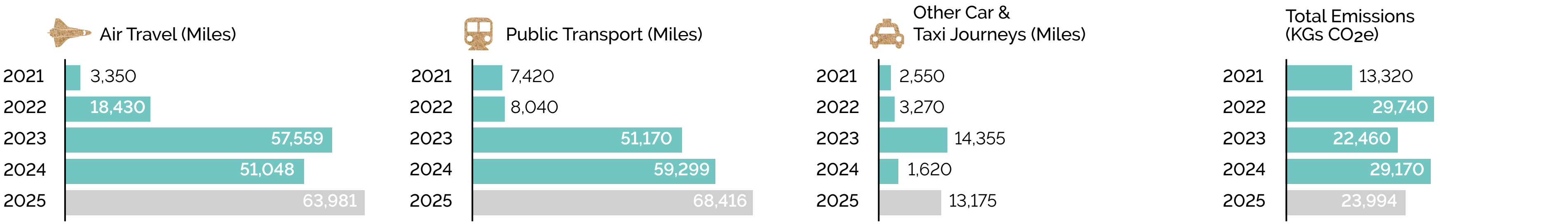
Category 5: Waste generated in operations. This category covers waste generated across our office locations. London office waste data is provided by Recorra across general and organic waste, electrical waste, paper and card, and plastic. Southampton office waste is reported as a single aggregate figure apportioned by our occupancy space within the building. WEEE across the group is reported via Jamies Computers. Printer cartridges were recycled during 2025.





Current data

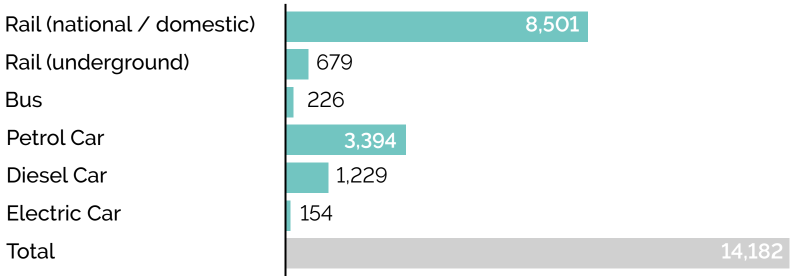
Category 6: Business travel. This category covers emissions from all business travel including air, public transport, and other car and taxi journeys. Data is collected through our validated expense and travel reporting process and calculated using Equipoise emissions factors.



Current data

Category 7: Employee commuting and remote working.
This category covers emissions from colleagues travelling between their home and place of work, along with the costs associated with remote working. Data is collected via a structured employee survey capturing vehicle type, distance, passenger numbers for shared and public transport, frequency of travel, and home working days per week, and processed through Equipoise.

Employee commuting 2025 (KGs CO_2e)

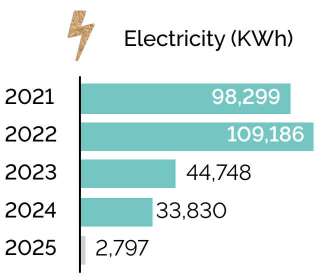


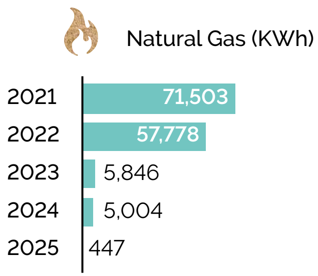
Remote working 2025 (KGs CO_2e)

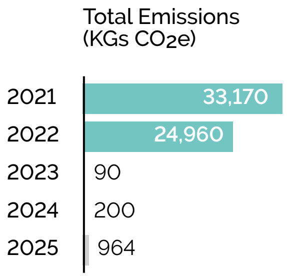
Employee commuting and remote working 2025 (KGs CO_2e)

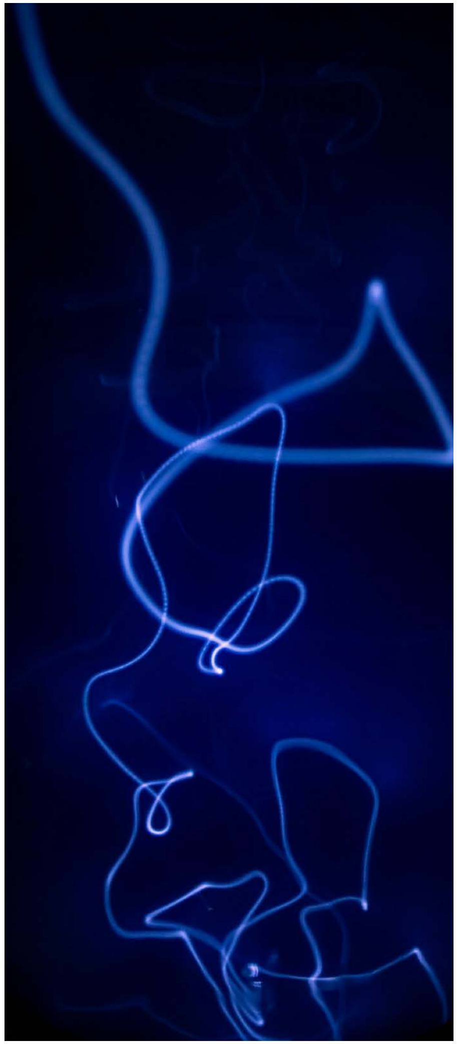
Current data

Category 8: Upstream leased assets. The following data covers the energy emissions associated with our leased office premises, reported across two sub-categories: leased assets fuel and leased assets electricity. To provide continuity and context, we have included five years of data from 2021 to 2025. Prior to 2025, these figures were reported under scope 1 (fuel) and scope 2 (electricity). The reclassification into scope 3 category 8 reflects our move to fully leased premises and is consistent with GHG Protocol guidance. We report the most recent five years of data as our standard comparison period.



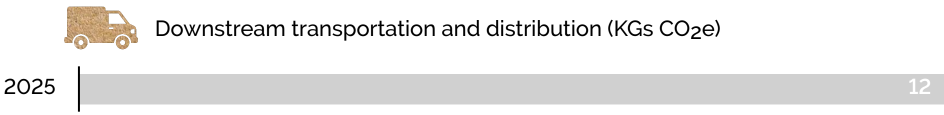


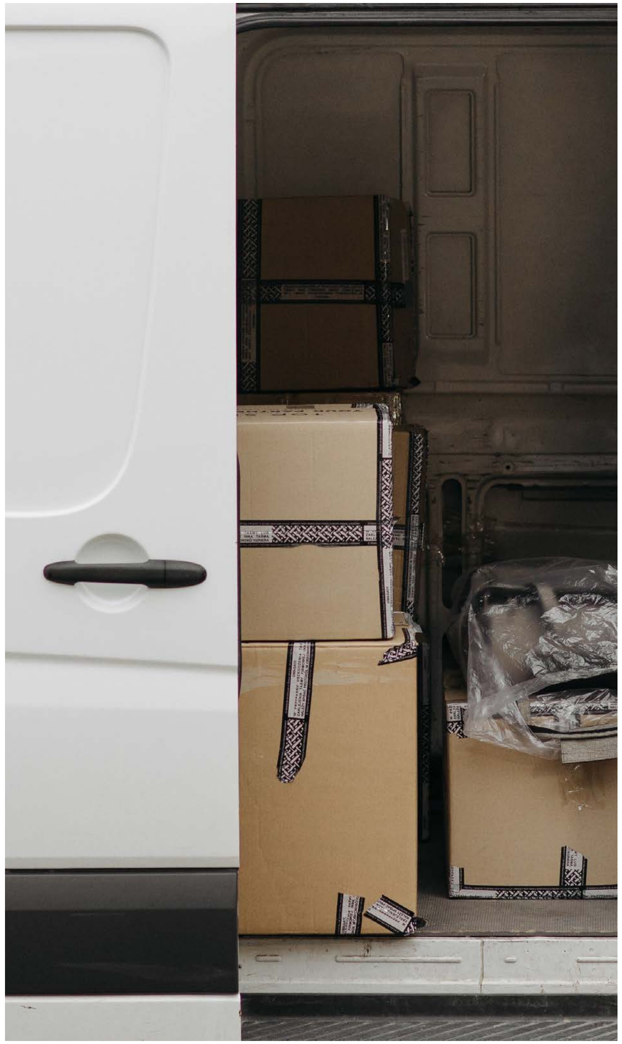




Current data

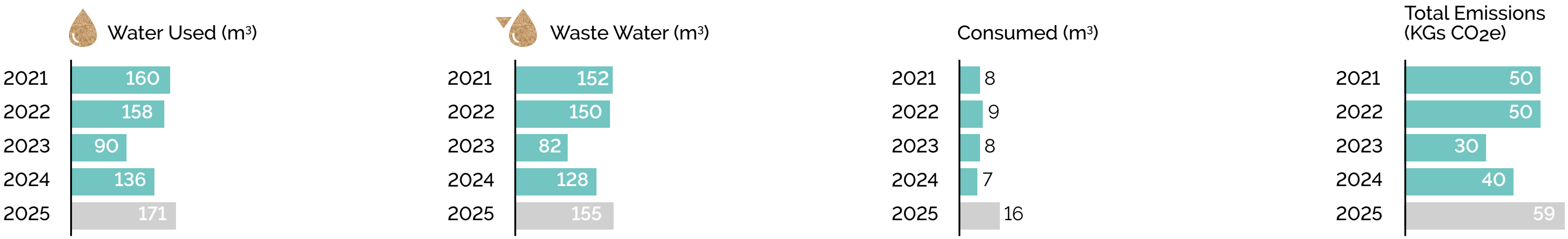
Category 9: Downstream transportation and distribution. This category covers transportation arranged directly by our agencies in delivering work to clients and third parties, including influencer gifting shipments. Digital asset delivery is acknowledged as a known gap and will be incorporated into future reporting cycles.

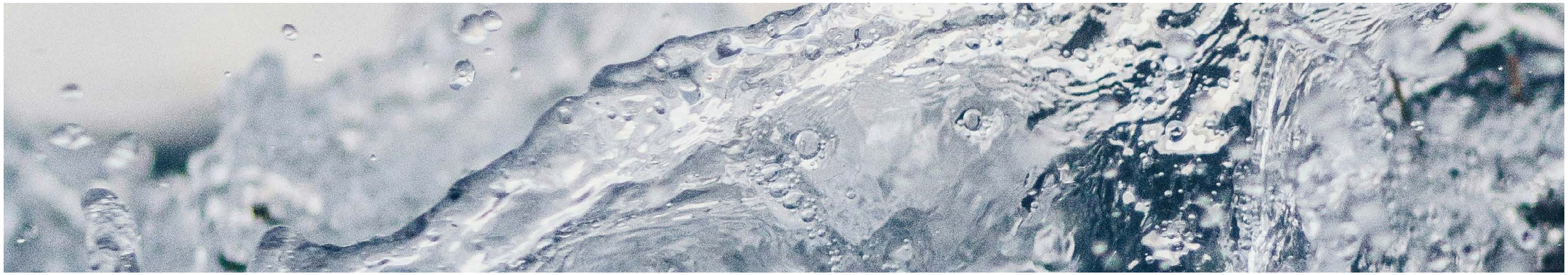




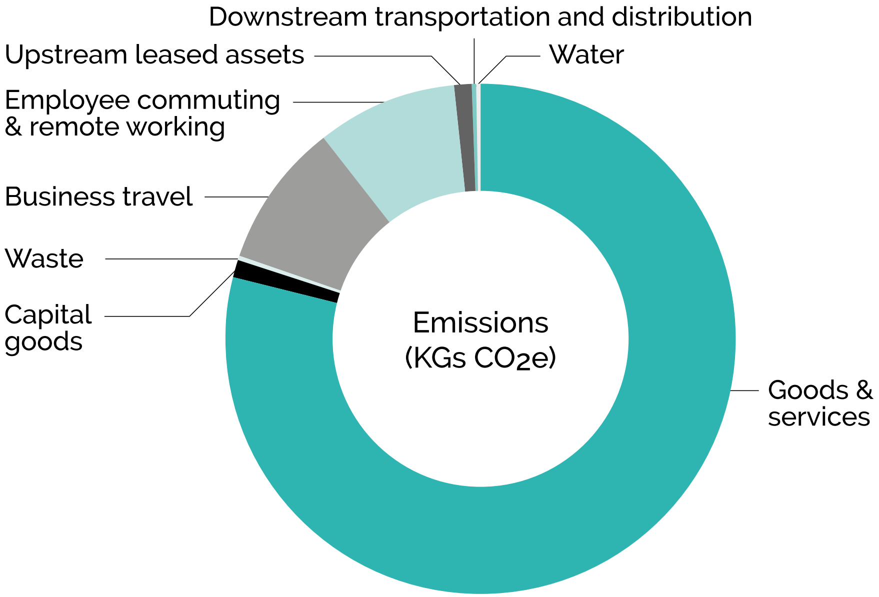
Current data

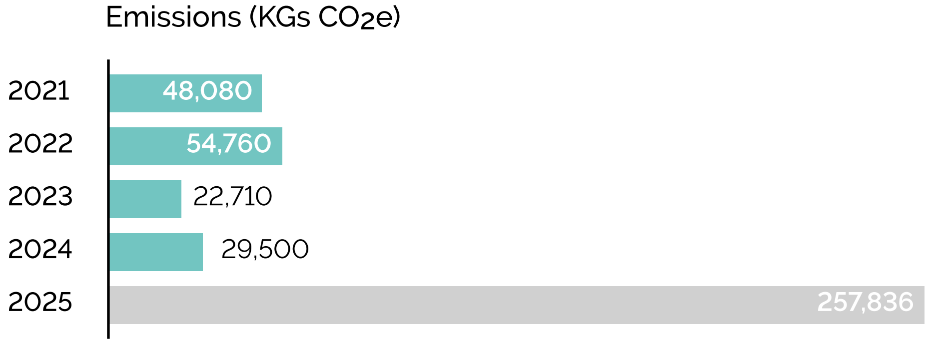
Water consumption and discharge. Water is not a greenhouse gas emissions category under the GHG Protocol and is therefore reported separately from our scope 3 data. We also include water as part of our total emissions calculations to ensure they are as holistic and accurate as possible. Data is sourced from building records and supplier invoices where available, and apportioned by occupancy space where direct metering is not in place.

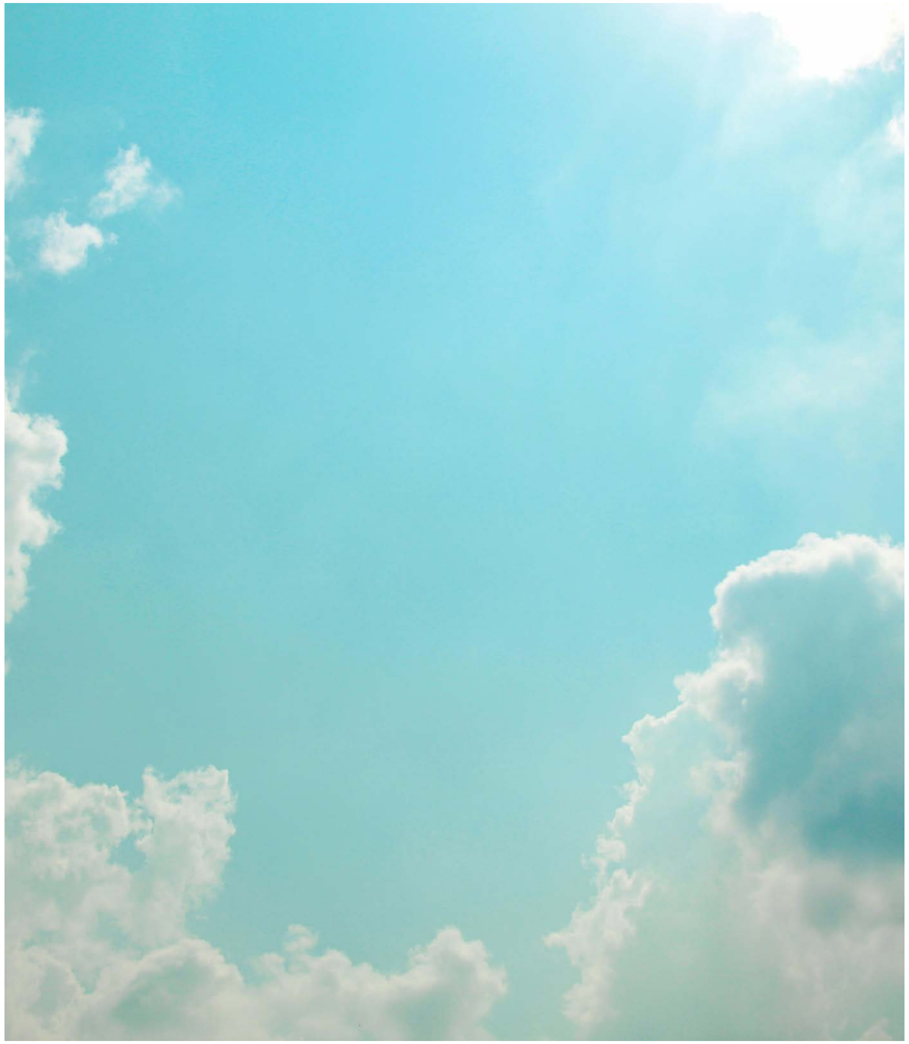




Total CO_2e emissions







Area 1:

Business Operations & Supply Chain.

By measuring our carbon footprint data we have been able to establish our emissions sources and identify ways of reducing them, as far as possible.

Business Travel.

Our flexible working model remains the single most significant factor in keeping our travel emissions low. With the majority of our businesses operating on fully flexible or hybrid arrangements, the requirement to travel to and from office locations is structurally reduced. TSA operates a three-day in-office model, with all other subsidiary businesses working flexibly or remotely.

We have been capturing and validating travel data across all journey types – air, public transport, and other car and taxi journeys – and our 2025 total travel emissions are 24,000 KGs CO2e, a reduction on previous years across most travel categories. Air travel was slightly higher in 2025, though all flights were economy class. Our policy remains that only flight times over 7.5 hours will be considered for premium economy or business class, and only where strictly necessary to support business operations.

A commuting loan scheme encourages use of rail and bus over car travel, and a contributory cycle to work scheme, including electric bikes, remains in place. All travel expense claims continue to be subject to validation checks to ensure the accuracy of our data.

We recognise that carbon removal offsets are not a route to net zero in themselves. Whilst we continue to make progress toward our 2030 target, we invest in high quality carbon removal projects for the air travel emissions we cannot currently reduce.

Energy.

A significant change in our energy reporting for 2025 reflects the relocation of all LCG offices to fully leased premises. We no longer directly control our energy supply, and emissions previously reported under scope 1 and 2 have been reclassified into scope 3 category 8. We see this as a more accurate reflection of where operational responsibility sits.

Furthermore, from 2025, our London office is based at Runway East, a B Corp certified building operator that achieved a certified B Impact Assessment score of 97.5 in August 2022. The B Impact Assessment examines a business's impact on employees, community, environment and customers, and is widely regarded as one of the most rigorous independent assessments of business sustainability practice available.

As a tenant of Runway East, our energy use benefits from a building operation committed to: 100% renewable electricity, LED lighting throughout, occupancy sensor controls, HVAC systems on timers, optimised natural light, non-toxic cleaning products, food waste and battery recycling facilities, bike storage, and EV charging points on site or nearby.

For our Southampton office, 100% of electricity supplied is backed by a renewable electricity certificate and supplied by Engie. Gas is also 100% generated from renewable sources, and is provided by Total and backed by an Eco Energy Gas Certification.

We will continue to actively engage with our landlords and building operators on energy performance, and will seek to ensure that any future office locations meet the same standard we now benefit from at Runway East.

Sustainable Supplies.

Whilst we cannot remove all consumption from our business, we have initiatives in place to reduce the impact of what we do purchase, and we actively seek out office environments and suppliers whose own practices align with our sustainability principles.

Soft drinks and bottled water are provided in glass bottles or cans rather than plastic. Water filters are installed on kitchen taps to reduce consumption of bottled drinks. All tea and coffee is bought in bulk and provided in reusable containers to prevent excessive single-use plastics and materials. We exclusively use FSC accredited recycled paper across our offices.

Stationery including notepads and pens is sourced from The Green Office, a sustainable provider.[1] Our pens are made from 100% recycled PET bottles, notebooks are 95% recycled materials and PEFC accredited, post-it notes are made from 100% recycled paper, and flip chart rolls are reusable and recyclable.

Packaging used by our Social and Influencer agency is planet friendly and supplied by Priory Direct, a certified B Corp.[2]

Coffee at our London offices is supplied by Grind. Grind works directly with small-scale farms using regenerative agricultural practices, and operates a direct trade model that prioritises farmer income and bean quality over rigid certification structures.[3]

At our London office, Runway East provides soap and cleaning products in refillable dispensers using non-toxic formulations, and at our Southampton office building-provided consumables are supplied in refillable containers. Whilst these choices sit with our landlords rather than directly with us, both align with the sustainable supply principles we apply to our own purchasing decisions, and we will continue to advocate for these standards in any future office arrangements.

1. The Green Office, part of DEOS Group. https://www.thegreenoffice.co.uk
2. www.priorydirect.co.uk
3. https://grind.co.uk

Recycling.

Throughout the business, opportunities for recycling are in place and are continually reviewed to find improvements.

Under-desk bins have been removed across both offices, encouraging colleagues to use central recycling stations for all waste. Both office locations provide recycling facilities as part of their building operations, covering general waste separation, food waste, and batteries, which aligns with and supports our own recycling principles. Whilst the provision of these facilities sits with our landlords, the buildings we have chosen to operate from reflect our commitment to responsible waste management.

IT equipment at end of life is recycled through Jamies Computers, a local professional and ethical IT recycling company that operates as a charity to support homelessness.[1]

1. https://jamies.org.uk/about-us

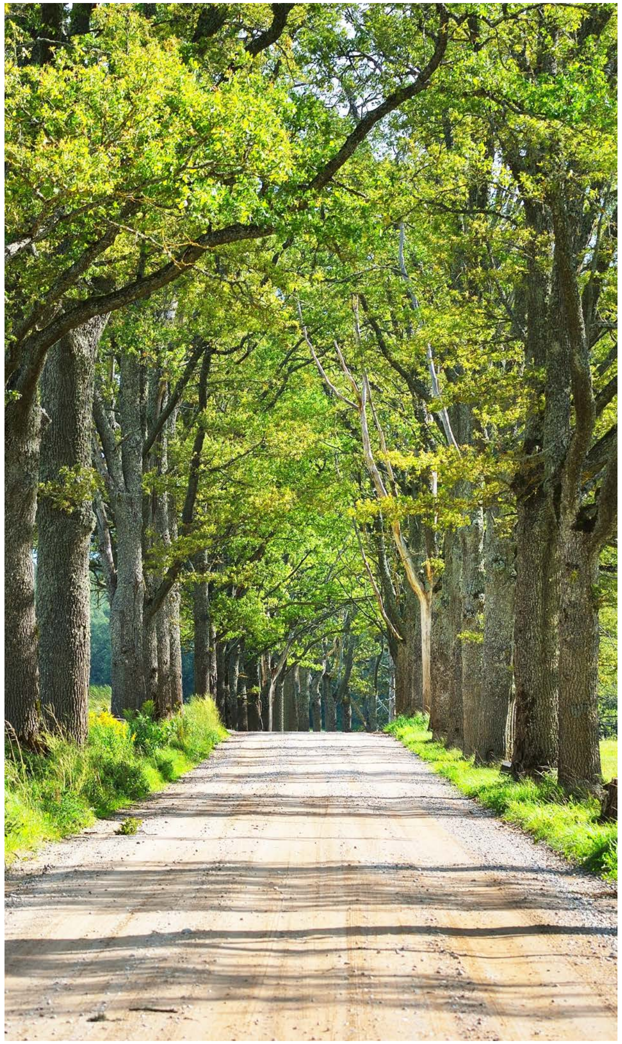
Carbon Removal.

Our position on carbon removal is clear: it is a last resort, not a strategy. Every effort is made to reduce emissions at source first, and carbon removal offsets are only considered for emissions we have genuinely exhausted our ability to reduce.

We are working toward our 2030 net zero target through sustained, measurable reduction against our 2025 baseline. As our emissions continue to fall, our need to offset reduces in parallel. In 2025 we did not purchase carbon removal offsets, reflecting both our improving emissions position and our commitment to prioritising reduction over compensation.

When carbon removal investment is required, we are committed to ensuring the schemes we use are verifiable, transparent, and focused on the latest technological advancements in carbon capture and removal. We have adopted The Oxford Principles for Net Zero Aligned Carbon Offsetting as our guiding framework[1], and SuperCritical is our chosen partner for any future carbon removal investment, selected and used previously for their rigour, transparency, and focus on high quality, permanent removal projects.[2]

This approach is consistent with our obligations as signatories of The Climate Pledge, which requires carbon elimination through real business change and the use of credible, additional and permanent offsets only where elimination is not yet possible.



1. https://www.smithschool.ox.ac.uk/sites/default/files/2022-01/Oxford-Offsetting-Principles-2020.pdf
2. https://gosupercritical.com

Suppliers.

Our approach to sustainable procurement is underpinned by a comprehensive framework of policies, processes and documentation that sets clear expectations for every business we work with.

In 2025 we refreshed and strengthened this framework, which now comprises five documents:

- Sustainable Procurement Policy
- Supplier Code of Conduct
- Supplier Engagement and Contract Compliance SOP
- Supplier Risk Assessment
- Supply Chain Diversity Buyer Guide.

Our Supplier Code of Conduct makes clear that we expect suppliers to measure and understand their greenhouse gas emissions, reduce negative environmental impacts, comply with all applicable environmental legislation, and work toward certified environmental management systems where possible. Suppliers are required to evidence compliance upon request, and we reserve the right to terminate relationships in the event of material breach.

The expertise underpinning this framework is externally validated. In 2026, both LCG as an organisation and our Group Sustainability Lead completed the UN Global Compact Sustainable Suppliers Training Programme[1] – a five-month certified programme covering the Ten Principles of the UN Global Compact, the Sustainable Development Goals in a private sector context, human rights, labour, environment, anti-corruption, and sustainability reporting. This certification, awarded by Global Compact Network UK, ensures our sustainable procurement approach is grounded in internationally recognised standards rather than internal assumption.

Supplier validation is being conducted on a risk-prioritised basis, with higher risk countries and suppliers addressed first. Growth across several of our businesses has expanded our supplier base during 2025/26, and full validation across all suppliers, partners and affiliates is now targeted for completion by the end of 2027.

Our supply chain diversity framework reflects our recognition that a responsible supply chain goes beyond environmental performance, it encompasses who we buy from and the broader social value our procurement decisions create.

1. https://www.unglobalcompact.org.uk/sustainable-suppliers-training-programme/

Area 2:

Education & Strategic Approach.

Education.

Educating ourselves is one of the most effective ways we can drive genuine change. Understanding our data, our impact, and the broader sustainability landscape gives us the foundation to make informed decisions and embed accountability throughout the business.

Our team has built a strong base of sustainability knowledge through resources including Ad Net Zero, AdGreen and #ChangeTheBrief, and that expertise remains embedded in the business. We are now expanding our education programme through the academy resources offered by The Climate Pledge and the SME Climate Hub, with colleagues currently working through these programmes.

Sustainability is increasingly embedded in how we measure individual performance. Environmental and sustainability targets have been incorporated into our Performance and Development Review process across a number of roles, ensuring accountability sits not just at a leadership level but throughout the business. This is an area we will continue to develop as our reporting and reduction programmes mature.

The UN Global Compact Sustainable Suppliers Training Programme, completed by both LCG as an organisation and our Group Sustainability Lead in 2026, has also strengthened the depth of expertise informing our procurement and supply chain decisions specifically.

Strategic Approach.

Our strategic approach to reducing the carbon impact of our work applies across all of LCG's business activities – agency work, creator and social campaigns, and consulting and research engagements.

Awareness & Education

Raise awareness throughout the agency on the environmental impact of advertising and campaign production.

Education is the foundation and all colleagues will undertake training through the SME Climate Hub and/or The Climate Pledge.

Data Collection

Use measurement tools to collect data on the current carbon impact of our advertising production work.

Tracking our current impact provides a benchmark for continuous improvement.

Audit

Auditing our data and current processes, procedures and practices regarding advertising production, will allow us to establish the areas with the highest carbon cost.

Action

Using the audit results a series of target-based actions will be implemented to make positive improvements to the carbon footprint of our advertising production methods.

Continuous Review

Regular and rigorous reviews of progress will be undertaken, to ensure we are finding opportunities to improve and further reduce the impact of our work.

Further areas of focus.

Championing change in consumer behaviour.

As a group of marketing, social and consulting businesses, we have a genuine opportunity to use our expertise to drive sustainable consumer behaviour – not just to reduce our own footprint, but to influence the choices of the audiences we reach on behalf of our clients.

In line with Ad Net Zero's fifth action, we are actively exploring how climate action can be embedded at the heart of our work. This begins in our briefing process, where sustainability considerations are built into how we approach and develop client work – examining the opportunities to reduce carbon at every stage of a campaign or engagement, from production choices to channel selection.

We actively seek opportunities to work with clients whose products, services or business models contribute to a more sustainable economy. A current example is our social advertising work with E.ON Next, where our campaigns are specifically designed to drive consumer uptake of sustainable energy

tariffs and make better energy saving choices around the home, using the reach and creativity of social media to accelerate the transition to cleaner energy choices at scale.

This is an area we are committed to developing further. As our internal sustainability expertise grows and our briefing processes mature, we aim to make sustainability consideration a consistent and documented part of how every brief is opened, developed and delivered across all four businesses.

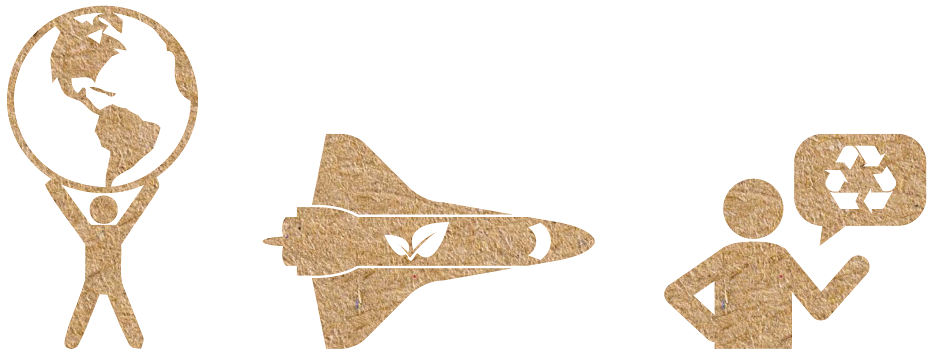
Awards & events.

Awards and events are a significant part of the advertising and consultancy culture, but they carry a meaningful carbon cost, particularly where overseas travel is involved.

We attend a very limited number of overseas events and apply the same rigorous approval process to event attendance as we do to all business travel. The number of colleagues attending any single event is considered carefully, with travel coordinated where multiple people are attending from our side; shared transfers, combined taxi journeys, and accommodation at or immediately adjacent to the venue wherever possible.

Where travel does take place, we look to maximise its value by combining event attendance with client meetings and other business opportunities, reducing the number of individual trips rather than treating each event as a standalone journey. This approach keeps our travel emissions as low as possible whilst ensuring we maintain the relationships and presence our businesses require.

Where overseas attendance does occur, the carbon removal offset principles outlined in our Carbon Removal section apply.



Aiming for Nothing: Our Commitment.

Lawton Communications Group, Five by Five, Dragonfish Consulting, TSA and Concio are individually and collectively committed to measuring and reducing our carbon footprint in order to be net zero by 2030. We recognise this is an investment in our business and planet's future and are willing to make the necessary adjustments in order to fulfil our environmental and sustainability vision.

Signed by Leadership Teams

LAWTON COMMUNICATIONS GROUP

Nick Lawton,
Group Chairman
Lawton Communications Group

Hannah Weston,
Group Finance Director
Lawton Communications Group

Katie Whittam-Hayes,
Group HR Director
Lawton Communications Group

fivebyfive

George Roberts,
Managing Director
Five by Five

dragonfish

Niall Cluley,
Managing Director
Dragonfish

Andree Gowar,
Strategy & Research Director
Dragonfish

TSA

Harry Foyle,
Founder & Director
TSA

George Roberts,
Managing Director
TSA

concio

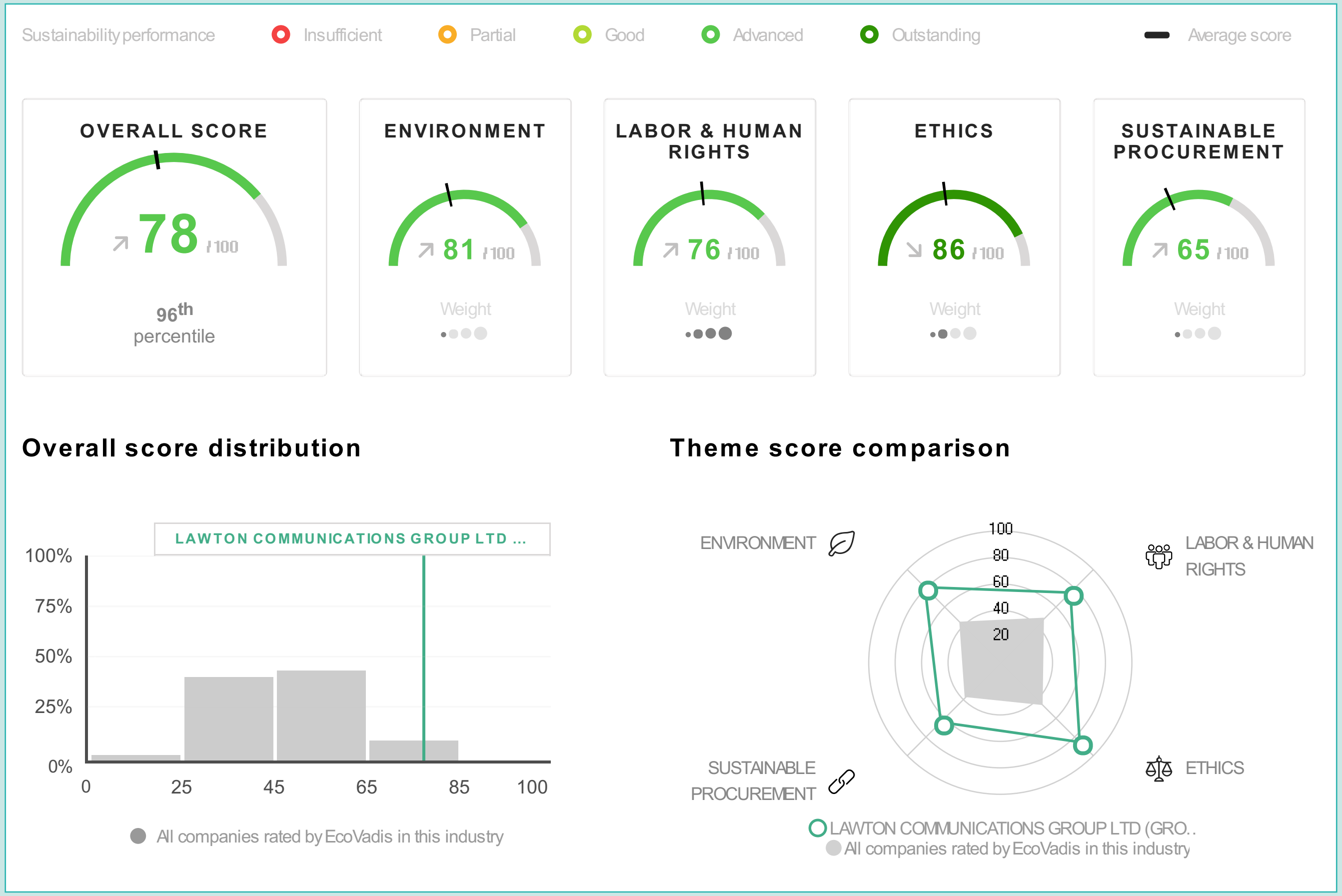
David Clarke,
Co-Founder & Partner
Concio

Ricardo Troiano,
Co-Founder & Partner
Concio

Appendix 1:

Ecovadis standard and scorecard summary.

Overall score summary



Aiming for Nothing.

Lawton Communications Group:
Environmental & Sustainability Policy