

Marketing+ Technologies Group

Sustainability Report
2021/2022



About this report

This inaugural sustainability report presents our strategy to make a positive impact in environmental, social and governance (ESG) via the activities, brands, products and services associated with Marketing+Technologies Group. The document highlights our performance on these matters and illustrates our vision as well as goals for the future.

We are publishing this information publicly, in line with our commitment to full integrity, transparency and accountability across all our activities and services. This report covers the activities of the Marketing+Technologies Group from 1st August 2021 to 31st July 2022.

For more information about Marketing+Technologies Group and our ESG commitments, please visit: <https://markettechgroup.com/>.

Message from the CEO

Over the last year we have considerably strengthened our approach to managing ESG issues, in line with our purpose, and I am glad to share Marketing+Technologies Group's inaugural sustainability report. This sets out the achievements we have made to date and serves as a benchmark upon which to measure our future impact.

Our improvement in ESG areas will drive happiness, which has been the guiding principle on how we operate since our foundation. I believe that this element is essential to customer and employee satisfaction as well as to benefitting the community and environment we live in.

Only through happiness can we get our people engaged with ESG topics and drive socially- and eco-conscious behaviours. Even more, by sharing this enthusiasm and involvement, we can extend our individual impact; inspiring positive change across the industry and local community.

While the past year has been characterised by complex and dynamic global issues, it has also given us immeasurable opportunities to grow and improve. We have been working tirelessly to fulfil our most fundamental responsibility: supporting our people, whether they are employees, customers, partners or communities. We continue to challenge ourselves to find new ways to put our business to work for the benefit of all of our people - especially those who are struggling the most. This is why we are fully engaged in trying to help solve some of the world's biggest challenges.

I am honoured by the stories and results detailed in this report, as they reflect our values and demonstrate our commitment. I invite you to learn more about the ways we strive to operate a thriving company that we can be proud of.

Roland Renshaw,
Chief Executive Officer

"The path to true sustainability is an important one to tread and we as a business are committed to working toward this goal, doing everything that is practical and economically viable to get us there. If we keep working at it, eventually we could be fully powered by today's available renewables and not the energy that was locked up in fossil fuels millions of years ago!"



About Marketing+Technologies Group

The Marketing + Technologies Group consists of four companies: DMA Europa, V-Ex, Midland Technical Translations and Midland Road Studios, which are all housed under one roof in Progress House. All these companies share a passion for technology, working together to provide our customers with a comprehensive service for each area of specialisation.

- 1 headquarter
- 4 companies
- 42 employees
- 30+ years of industrial B2B global marketing experience

Our mission

Our goal is to provide a platform to enable companies to realise their most ambitious marketing, events and communication objectives by offering an integrated approach, creativity and years of experience.

Our mission is to promote and enable sustainability both within the communication sector and the wider environment. We do this by seeking-out companies, technology and people that share our drive, vision and ideals. We then provide them with low-environmental impact media content, management, events and communication channels to share and promote their products, ideas and knowledge.



Our values

Quality

The key to our success is our clients' success. We ensure that all our deliverables are of a consistently high quality. Our policy is to ensure that our customers receive the very best service we can offer and the opportunity to implement the very best ideas and the latest techniques for promoting their business. Client management remains personal and is handled by a team that is clear sighted and focussed on providing the most effective strategy and deliverables available.

Integrity

We conduct business with integrity and always maintain a professional demeanour.

Collaboration

The solutions we deliver are the result of shared knowledge, teamwork and peer assessment.

Innovation

We endeavour to inspire and continuously implement innovative ideas and concepts for the benefit of our clients.

Passion

We have a passion for technology, which extends from our clients' products to the marketing and event technology we help to deliver. Contact with us should be engaging for the customer; working with people who care about their business, who add value and who bring technical knowledge to the conversation.



Promoting sustainable practices

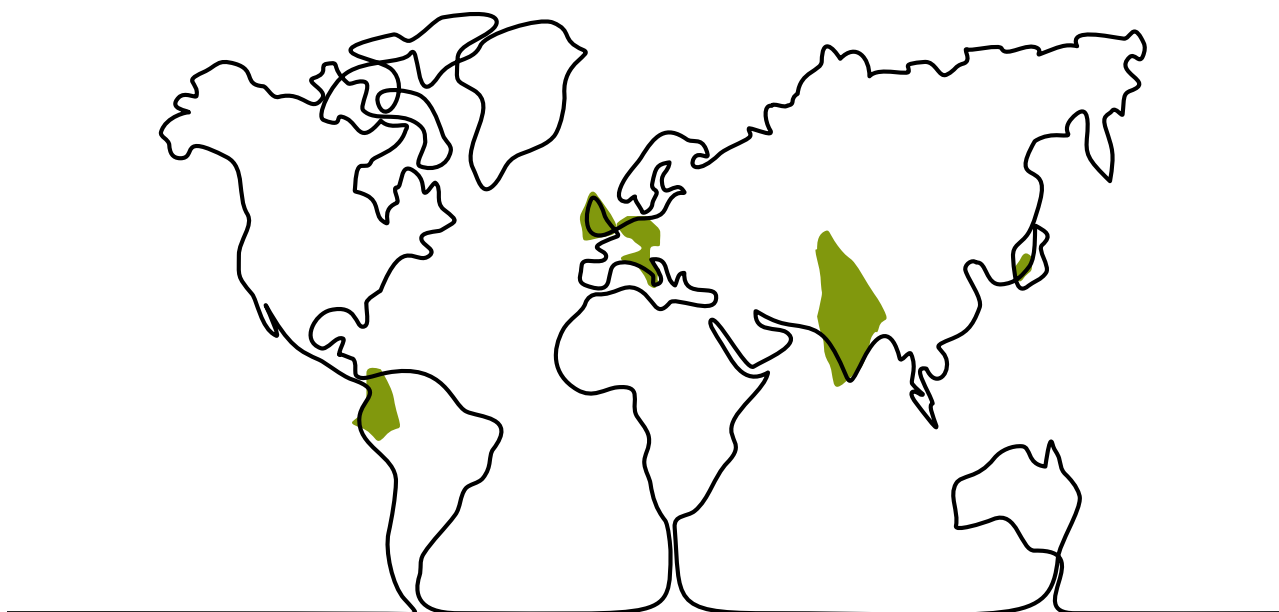
While we have operated responsibly, striving to maintain the highest standards of ethical conduct as well as prioritising our customers, our people and our planet, we recognise that we are just beginning our ESG journey. Our passion for technology makes us eager to learn and understand by means of valuable data, which also empowers us to define key targets and key performance indicators (KPIs) to drive continuous improvement.

Our inaugural 2021/2022 sustainability report represents a crucial step in our commitment to sustainable business practices. The assessment helps us set benchmark values on how we operate, identify, evaluate and prioritise the ESG topics and issues that are most important for our company, employees, customers and partners as well as local communities. Disclosing key information about our business and the way we operate also aligns with our pledge to quality and integrity, as well as transparency, openness and accountability.

2021/2022 highlights

2021 was a pivotal year - we greatly expanded our capabilities, supported by the move to a new headquarter to help us turn our ambitions into reality.

- **1,550,000 kWh: RENEWABLE ENERGY GENERATED**
- **0.004: SCOPE 1 EMISSION INTENSITY**
- **1.3: EMPLOYEE MALE/FEMALE RATIO**
- **100%: PERCENTAGE OF EMPLOYEES RETURNING AFTER CHILDCARE**
- **5 VOLUNTEERING ACTIVITIES**
- **6 NATIONALITIES**



Environmental performance

We are committed to environmental sustainability, from our facilities to our 'virtual offices', the partners we work with and how we use key materials. As a minimum, we comply with all applicable legal and regulatory requirements, but we aim at being leaders in everything we do, driving the entire industry forward.

By monitoring Scope 1 emissions, which are presented in this report, we are taking the next step to improve our performance as well as our transparency.

Driving energy efficiency in our offices

Having moved to our new headquarter in August 2021, we are now able to offer a location near public transportation hubs as well as end-of-trip amenities, including lockers and showers. In addition, we have completed our first year operating with the benefit of solar power. The solar arrays are expected to generate around 50 Kw at maximum capacity during daylight hours, which is enough to take care of a large part of the building's routine electrical energy requirements during autumn, winter, spring and summer.

We have also taken measures to reduce that routine consumption. For example, all the lighting in the building, including the conference suites and our brand-new broadcast studio, is LED. We also employ presence detectors to automatically turn the lights off when movement is not detected in all the main office areas, meeting rooms, stairwells, cafeteria and corridors.

We are working toward an official ISO energy efficiency audit. We recognise that there are areas for improvement, which include the air conditioning systems we use on very hot days and the gas heating we use on very cold days. Our next projects will help to optimise usage, especially during those seasonal extremes.

One of them will look at installing a new Building Management System (BMS), which will allow us to record and display the energy use of the entire building and have much better control over how - as well as when - various devices and systems are used. We will also be installing an outside-air-cooling vent system for the server room, which will use cold air from outdoors rather than relying on air-con to keep the server temperature down, when ambient external temperatures permit.

Supporting circularity

Our headquarter provides the resources to support circular strategies on a day-to-day basis. We encourage recycling by offering suitable bins as well as clear labelling and signage to help our employees correctly dispose of waste. In addition to general and recycling bins, we provide boxes to recycle pens, one of the most used items in our operations. When it comes to IT equipment, we donate or recycle anything that we no longer use.

We utilise reusable dishware and cutlery as well as water dispensers, to help our staff reduce the waste associated with single-time materials. If we can, we do our best to give a second life to kitchen items in good conditions that we no longer use, donating it to charities in need.

Fostering sustainability outside the office

In addition to promoting responsible practices in our headquarter, we are taking active steps to advance and encouraging these when our employees work from home to help them improve their sustainability.

We also look closely at the environmental impact of our suppliers. As we handle large volumes of data for our virtual platforms, we recognise the efficiency of our servers plays a key role in driving sustainable operations. This is why all the external servers that host our websites, apps and the V-Ex platform are UK-based and guaranteed carbon neutral.

Our commitment to staff

Thriving people are integral to our business, and we foster a culture in which employees feel happy and valued to attract, develop and retain valuable individuals in all roles and career levels. We also strive for the fair treatment of all our employees within the company and our partners. We believe that these elements are key to keeping our staff engaged and driving the success of them, our company and our customers.

Supporting and rewarding our employees

We are well aware that each individual is different, hence each role within the business is different, so the challenges and responsibilities of everyone's role are flexible and are matched to their personal capacities and ambitions. Based on this guiding principle, the company operates a policy of growth and promotion for those who desire it, yet also values steady progression and consistency for those who prefer this mode of operation. There is no fixed limit for the progression of any of our employees within the business and promotion, discretionary bonuses and salary changes are all possible where appropriate.

All employees are given an annual appraisal as an opportunity to discuss their role, progression, salary and any other issue with their line manager. All employees have an opportunity to earn an annual Christmas bonus. This is a discretionary payment awarded by the company directors dependant on the performance of the business and the individual throughout the year.

Diversity & inclusion

We have always been hiring and promoting our staff regardless of their race, ethnicity, nationality, class, caste, religion, belief, sex, gender, language, sexual orientation, gender identity, sex characteristics, age, health or other status. In effect, we value diversity, as we are keen on having a workforce that reflects the diverse background and perspective of our customers. For example, our team of 42 is multi-lingual and multi-national, with no less than six different nationalities.

We engage in key discussions with our staff to help them define the working arrangements that works best for them, e.g. returning to work after childcare leave or to accommodate for disabilities.

To make our team more representative and balanced, we are committed to continue looking at ways to make our recruitment and career progression more inclusive. Also, we continue to listen to our people and do everything we can so that they feel valued, engaged and ultimately satisfied in the workplace.

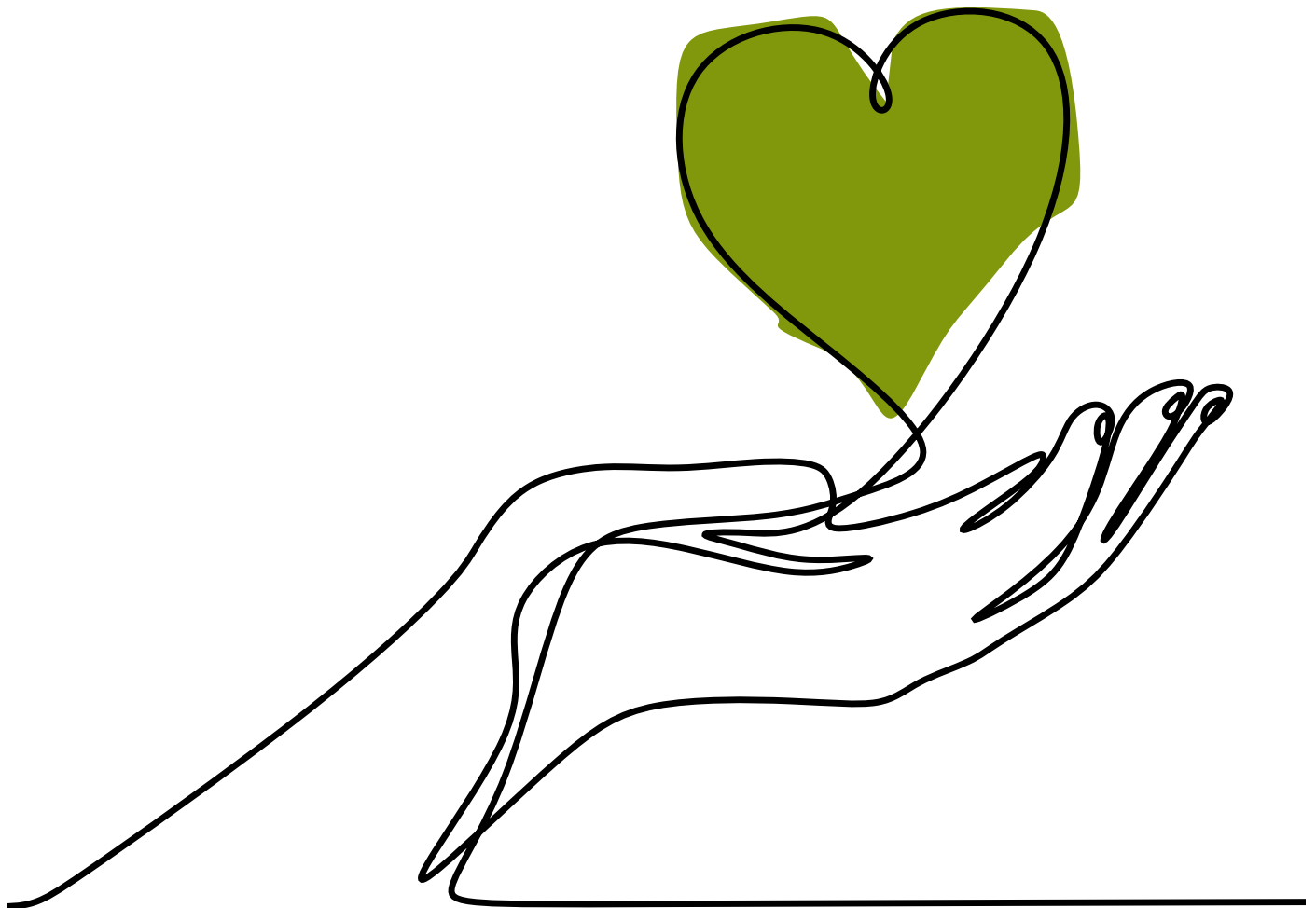
Wellbeing

Maintaining happy employees also means ensuring high standards of health and safety. To this end, we regularly evaluate our performance and keep up to date with the latest advances, updating our best practice. In addition, we provide practical safety and emergency first aid training. As a result of our practices, no accidents took place between 2021 and 2022.

We also feel that wellbeing is more than protecting our staff from physical harm and risks. It encompasses the physical, mental, emotional and social health of our people. We encourage our staff to include healthy behaviours in their working practices, and to be proactive about their wellbeing. With transparency, openness and authenticity being part of our ethos, we are committed to safeguarding the mental health of our staff by means of open-door policies and a practical approach, taking positive steps to address any issue.

Continuous education

We invest in the development of our staff, supporting individuals in achieving their full potential and progress in their career. We are involved in ongoing discussions with our employees to discuss their training needs and how we can help them. On a company-wide level, we started engaging the entire company through a cybersecurity awareness program, featuring online course, to educate our employee population to recognize suspicious activities and report them for investigation.



Community relations

We encourage employees to support the causes they care about, driving positive change in local communities and on a global level. In addition to devoting their free time, skills and other resources to charitable activities, our employees have been voluntarily engaged in a number of selfless commitments.

Green initiatives

Throughout the year, we have supported our employees that asked for help in supporting charitable activities focused on environmental protection and improvement.

On World Environment Day, we empowered our staff to make a difference by engaging with Duckworth Worcestershire Trust and setting up a group litter picking session for anyone interested in taking part.

To celebrate World Bee Day, we decided to turn an area of our outdoor space into a flower garden. We allocated some budget to purchase key equipment and gave the opportunity to a number of volunteers to plant and maintain the area.

Meditative gardening for mental health

To increase awareness towards mental health, we encourage members of staff to enjoy our outdoor area and take part in regular gardening activities in our backyard to experience the immediate and long-term effects on wellbeing, such as reducing the symptoms of depression and anxiety.

Offering key development opportunities to children

We believe that as today's children and adolescents will be tomorrow's leaders, it is important to invest in their wellbeing and development, so they can nurture key skills, attitudes that benefit young generations, their families and society as a whole. To this end, we are regularly engaged in a number of activities.

For example, following a request from employees, in 2021, V-Ex committed to a two-year sponsorship with Bridgnorth Spartans for the U8 Blacks team (now U9), covering for their football kits. The club focuses on developing young people through footballing excellence. The teams range from 6 years to 18 years old and are open to everyone, of any ability with emphasis on social and community wellbeing.

In addition, as a company focused on communications and technology, we are particularly passionate about literacy. Books help us develop key skills and an understanding of the world. Since January 2022, we have a book swap basket for our staff, where people can donate or borrow quality books in various languages. The stand also includes a collecting tin to raise funds for the BookTrust, the UK's largest children's reading charity, which helps children have better access to books, encourage reading and improve lives.

Finally, we have been supporting children in need through contributions and fundraisers to organisations committed to creating an environment where young persons feel safe, secure, can see their needs address as well as have key opportunities to grow and develop. In particular, at the end of 2021 we donated to Unicef UK and Save the Children.

Accessible, inclusive communications

Successful inclusive communications do not only send the right messages and use an appropriate language style, but also reach the targeted audience, including underrepresented minorities. Truly inclusive communications overcome the routine exclusion of minorities by first ensuring access, making sure that doors are open for these people to enter the room and join the discussion.

Virtual events can reduce the financial burden and social costs associated with attendance. By offering easily accessible and available digital platforms via V-Ex, we remove travel-related barriers that can often discourage participations from minorities. These include institutions, companies and countries with limited resources as well as, women, single parents, young professionals and physically challenged individuals.

Since the launch of V-Ex, our digital solutions have been visited by professionals from all around the world, changing the status quo. Thanks to this, we are contributing to advancing leading discussions where all voices are heard and respected.

Looking ahead

By compiling the company's first environmental sustainability report, we can understand our ESG impact and examine our current practices. In addition, it helps our customers make informed decisions about our services as well as support their own decarbonisation targets.

We are committed to continue measuring our ESG performance as well as reassess our achievements and goals on an annual basis to continuously improve our business. In addition to maintaining the progresses we have made in the past year, we have identified extra goals to enhance our sustainability:

- Grow our knowledge and expertise in ESG issues and our responsibilities
- Improve and refine our monitoring and measuring processes to create a more accurate, granular and comprehensive picture of the way we operate, as well as disclose key information on our performance
- Drive efficiencies in our energy and resource utilisation as well as in our processes, streamlining our workflows
- Raise awareness among our staff, customers and partners on environmental, social and governance sustainability
- Create a detailed operating plan to reduce our environmental footprint
- Working toward an official ISO energy efficiency audit

Appendix

List of abbreviations

Acronym Meaning

AFR	Accident Frequency Rate
ASR	Accident Severity Rate
B2B	Business to Business
BMS	Building Management System
CO₂e	Carbon dioxide equivalent
ESG	Environmental, Social & Governance
GHG	Greenhouse gas
ISO	International Standard Organisation
KPI	Key Performance Indicator

Environmental impact

Impact area		Value	GHG emission in kg CO ₂ e*	Notes
Energy & Gas	Direct energy consumption from office	162,670 kWh	31,457.1	
	Energy produced by in-house solar panels	1,550,000 kWh	Between -880,500 and -299,739	
	Office electricity/employee	3,873.1 kWh	749.0	<i>This value excludes any offset from solar power generation</i>
Water	Water consumption	153.43 m ³	22.9	
	Wastewater treatment	145.7 m ³ (95%)	39.6	<i>Estimate: 95% of water consumption undergoing wastewater treatment</i>
	Water consumption/employee	3.6 m ³	0.5	
Waste	General waste to landfill, office	3.6 tonnes	1,606.6	<i>Worst case scenario, based on maximum volume agreed with waste collector</i>
	General waste to landfill, construction	38.5 tonnes	31,878.5	<i>Required when moving from Europa Building to Progress House. Worst case scenario, based on maximum volume agreed with waste collector</i>
	Recycled	3.6 tonnes	76.6	<i>Worst case scenario, based on maximum volume agreed with waste collector</i>
	Waste/employee	1.1 tonnes	799.1	
Total Scope 1 emissions			65,106.2 (65.1 tonnes)	<i>This value excludes any offset from solar power generation</i>
Scope 1 emissions/employee			1,550.1	<i>This value excludes any offset from solar power generation</i>
Office floorspace		15,000 ft ² (1393.5 m ²)		
Emissions intensity (Scope 1 emissions in metric tonnes/square feet under management)			0.004	

Social and governance impact

Impact area		Value	Notes
Diversity	Male/female ratio	1.3	
	Percent of female staff	45%	
	Percentage of employees returning after childcare leave	100%	
	Different nationalities	6	
Wellbeing	Sick day/person	2.7	
	AFR	0.0%	
	ASR	0.0%	
Volunteering	No. of activities	5	

Marketing
Technologies+
Group

DMA
EUROPA

VEX

mtt 
translation perfection 

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