Golley Slater

CARBON REDUCTION PLAN

1ST October 2025

CURIOSITY
CREATES
THE
UNEXPECTED

Carbon Reduction Plan

Supplier name: Golley Slater Group Limited……………………………

Publication date: 1st October 2025……...

Commitment to achieving Net Zero

Golley Slater is committed to achieving Net Zero emissions by 2050.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: FY 2022	
Additional Details relating to the Baseline Emissions calculations.	
Baseline year emissions: FY 2022	
EMISSIONS	TOTAL (tCO_2e)
Scope 1	In 2022 our group wide Scope 1 emissions were 5.13 tCO_2e.
Scope 2	In 2022 our location bases emissions for Golley Slater group offices were 75.28 tCO_2e
Scope 3 **(Included Sources)**	**4. Upstream transportation and Distribution** We are a services provider and therefore do not have upstream transportation and distribution related to products. **5. Waste generated in operations** All our UK businesses run very stringent recycling programmes at our offices which substantially reduces the production of waste. Using the latest commercial industrial waste landfill emissions factor of kgCO2e per tonne of waste to report emissions as 0.0041 tCO_2e

	6. Business travel Our UK Group air travel emissions for 2022 were 0 tCO_2e Other business travel: Business travel emissions from vehicles from all our UK Companies amounted to 9.64 tCO_2e Business travel emissions from Rail Travel from all our UK companies amounted to 0.29 tCO_2e Our emission from overnight hotel stays in 2022 were 0.67 tCO_2e **7. Employee commuting** We have analysed office attendance of all employees and freelancers attending Golley Slater offices over FY22 using our digital office attendance system to obtain actual days worked in the office for our UK businesses, along with an analysis of postcodes, and assumed that more than 90% of journeys into the offices are by public transport, then applied the appropriate emissions factors to the employee postcodes. Using the above methodology, employee commuting emissions were 9.99 tCO_2e. **8. Employee home working** We have analysed office verses home working attendance of all employees and freelancers by number of staff and by looking at attendance at Golley Slater offices from the factors in 7 above, then applied the appropriate emissions factors to estimate homeworking emissions. Using the above methodology, employee home working emissions were 89.98 tCO_2e. **9. Downstream transportation and distribution** We are a services provider and therefore do not have downstream transportation and distribution related products. Our total Scope 3 emissions in 2022 from categories included in this report were: 110.57 tCO_2e.
Total Emissions	**Our total emissions using market-based emissions for Scope 1, Scope 2 and sources from Scope 3 for 2022 were 190.98 tCO_2e**

Current Emissions Reporting FY 2025

Reporting Year: FY 2025	
EMISSIONS	**TOTAL (tCO_2e)**
Scope 1	In 2025 our group wide Scope 1 emissions were 0.72 tCO_2e. This is a slight increase on prior FY due to increase usage of the office space that produced Scope 1 emissions.
Scope 2	In 2025 our location based emissions for Golley Slater Group offices were 33.73 tCO_2e. We continued to benefit from the Total Energies 100% renewable sources that was purchased for our Leeds offices' electricity supply from 2023 onwards. We have since consolidated both offices to one site with green energy. Our market-based emissions for our Leeds site remains at 0 tCO_2e. We have also benefited from efficiencies and consolidation of space at our Cardiff site that has seen a positive drop in our Scope 2 emissions.
Scope 3 **(Included Sources)**	**4. Upstream transportation and Distribution** We are a services provider and therefore do not have upstream transportation and distribution related to products. **5. Waste generated in operations** All our UK businesses run very stringent recycling programmes at our offices which substantially reduces the production of waste. In FY 2025 we introduced more accurate measurement metrics, combined with a change in waste removal provider at our Cardiff office to further improve our waste reduction and recycling in the medium to long-term. Using the latest commercial industrial waste landfill emissions factor of kgCO2e per tonne of waste, we report our emissions as 0.86 tCO_2e. An increase attributed to the factors identified above. **6. Business travel** Our UK Group air travel emissions for FY 2025 were 5.92 tCO_2e. An increase that can be attributed to Golley Slater's international partner

	conference that was attended by a senior Executive of the business in Central America. We do not envisage this being repeated in FY 2026. Other business travel: Business travel emissions from vehicles from all our UK Companies amounted to 12.99 tCO_2e. This increase can mostly be attributed due to train line disruption on the most commonly used business rail line used by our employees throughout FY2025 Business travel emissions from Rail Travel from all our UK companies amounted to 1.33 tCO_2e, a reduction countered by increased use of car transportation. This was mostly due to network issues on the most commonly used rail line our employees used in the FY 2025 fiscal year. Our emission from overnight hotel stays in FY 2025 were 1.08 tCO_2e up very slightly on FY 2024 due to a small increase in overnight stays as part of general business requirements. **7. Employee commuting** We have analysed office attendance of all employees and freelancers attending Golley Slater offices over FY 2025 using our digital office attendance system to obtain actual days worked in the office for our UK businesses, along with an analysis of postcodes. We also reviewed employee commute distances and modes of transport. Using the above data, employee commuting emissions on an actual basis rather than the calculated basis saw a significant reduction in our actual emissions to 11.28 tCO_2e. **8. Employee home working** We have analysed office verses home working attendance of all employees and freelancers by number of staff and by looking at attendance at Golley Slater offices from the data obtained when analysing employee office attendance. We have also surveyed all employees to ascertain energy suppliers, home working conditions and equipment used within the home office environment, then applied the appropriate emissions factors to homeworking emissions. We have been positively impacted by the number of employees who are environmentally conscious when working from home and seen significant reductions thanks to this and the advent of many employees adopting green energy suppliers and installing green energy power sources such as solar panels at home. Using the above data, employee home working emissions were 42.2 tCO_2e. A significant reduction when calculated on the above actual basis.

	9. Downstream transportation and distribution We are a services provider and therefore do not have downstream transportation and distribution related products. Our total Scope 3 emissions in 2025 from categories included in this report were: 75.54 tCO_2e.
Total Emissions	**Our total emissions using market-based emissions for Scope 1, Scope 2 and sources from Scope 3 for 2025 were 110.08 tCO_2e**

Emissions reduction targets

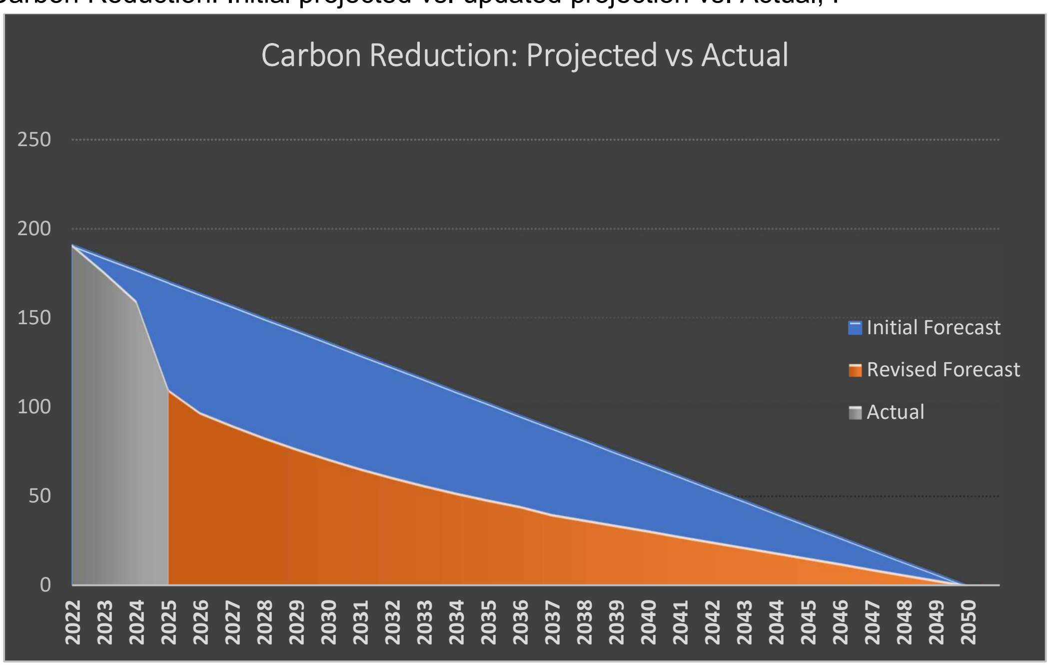
Golley Slater has taken FY 2022 as a reference point and baseline, and compared progress each year to gauge our carbon reduction progress. As we emerge from the COVID-19 pandemic and resume normal operations, it has become clear that FY2022 was still impacted by the pandemic, especially regarding business travel. Despite this, Golley Slater has managed to cut CO_2 emissions by 42% from FY 2022 to FY 2025. When comparing FY 2025 to our FY 2022 baseline, we have identified that travel remains an area for further improvement. As the world returns to pre-pandemic levels of mobility, we will endeavour to find more sustainable modes of transportation. To advance towards Net Zero, we have set new carbon reduction targets, informed by our progress and new initiatives aimed at further lowering our carbon emissions.

When discussing our total carbon reduction of 42% between FY 2022 and FY 2025, it must be noted that this reduction has been positively weighted by the reduction in Scope 1 and Scope 2. Indeed, our transition to green suppliers for our Leeds site has had a significant impact in reducing our emissions. One of main focuses moving forwards is reducing our Scope 3 emissions. As noted above, we are mindful of the challenges posed by increases to business-related travel in the post-pandemic world. Nonetheless, we are committed to further reducing our Scope 1, 2, and 3 emissions. FY 2026 has seen an increase in business travel related emissions once again, but these increases have seen a significant counter from increased employee awareness and education, coupled by actual home working emissions reporting, improved MI on commuting and an active plan to reduce our Scope 2, all contributing to seeing Golley Slater move ahead of its carbon reduction target.

We endeavour to reduce our overall emissions across all three scopes by a further 10% in FY 2026. This remains in line with our overall goal to become Carbon neutral by 2050.

We project that carbon emissions will continue to decrease over the next five years to below 71 tCO_2e by 2030. This is a reduction of over 63% and is significantly ahead of our projected target set in FY 2022. Progress against these targets can be seen in the graph below:

Carbon Reduction: Initial projected vs. updated projection vs. Actual, :



Golley Slater - Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the FY 2022 baseline. The carbon emission reduction achieved by these schemes equate to 80.9 tCO_2e, a 42% reduction against the FY 2022 baseline.

Golley Slater carbon reduction projects

Golley Slater Group recognises that its activities impact upon the environment. Consequently, we embrace the principles of sustainable development and are committed to continual environmental improvement. We acknowledge an ethical and social responsibility for, and a commitment to, protection of the environment at all levels and strive to promote suitable environmental management policies and practices at every level and within every department of the company. So much so, at each of our locations within the Group there is now a dedicated Environment Officer to guide colleagues on the company's environmental best practice and standards.

In order to reduce our Scope 1 & 2 emissions, to date we have:

- Committed to reducing our environmental impact and embedding sustainability into every aspect of our operations. Our approach is guided by best practice, continuous improvement, and a genuine desire to contribute positively to the planet.

Governance & Leadership

- Our Environment Officers works closely with each department to raise awareness, encourage participation, and provide training on environmental matters. This ensures environmental responsibility is embedded across the business.

Energy Efficiency & Building Management

- We have retrofitted LED lighting across all our offices, significantly reducing energy consumption.
- Our building management systems have been optimised to improve energy efficiency and reduce waste.
- We purchased renewable energy for our Leeds office and will review other office energy contracts at renewal to expand this commitment.

Digital Transformation & Travel Reduction

- We have implemented Microsoft Teams for telephony and video conferencing, reducing the need for business travel and lowering our carbon footprint.
- Our production teams use AdGreen, a leading carbon calculator for advertising, to measure and reduce emissions across all productions.

Sustainable Commuting & Fleet Management

- We actively encourage walking, cycling, car sharing, and public transport through internal campaigns and facilities such as secure bike storage and showers.
- All company cars are now zero-emission vehicles, supporting our transition to a low-carbon fleet.

Waste Reduction & Recycling

- We have introduced comprehensive recycling processes across all offices, making it easy for staff to separate waste. As a result, the majority of our waste is now recycled, with minimal landfill contribution.
- Our goal is to achieve zero landfill waste within five years.
- Printer cartridges and toners are collected for recycling, with some donated to local charities.
- Paper used in printers and faxes is sourced from ECF pulps from responsibly managed forests. We reuse paper wherever possible.
- Our Creative Studio and Production Departments minimise paper use by transmitting artwork electronically via platforms like Quickcut, ISDN, Adfast, and PDF formats.

Responsible Resource Management

- When sourcing new equipment, we consider environmental impact. Redundant PCs and electrical equipment are recycled through Stone Group.
- Mobile phones and batteries are collected and recycled via local charities.
- Fluorescent tubes and light bulbs are recycled through Shamrock, ensuring safe disposal of hazardous materials.

Measurement & Impact

- We are continuing to commit to monitoring, reporting, and reducing this footprint year-on-year.

Golley Slater - Commitment to Future Reductions in Co2

All these measures reflect our ongoing commitment to minimising Golley Slater’s environmental impact. We will continue to innovate, educate, and collaborate to ensure sustainability remains at the heart of our business.

As part of our ongoing commitment to environmental responsibility and achieving **net zero emissions by 2050**, Golley Slater is actively planning and investing in further sustainability initiatives across our business. These future measures aim to deepen our impact, improve transparency, and foster a culture of environmental stewardship.

Emissions Monitoring & Net Zero Strategy

Golley Slater is committed to strengthening the accuracy, transparency, and impact of our environmental and carbon reporting practices. As part of our journey toward net zero emissions by 2050, we are implementing enhanced systems to monitor, measure, and manage our environmental footprint across all areas of the business.

We are taking the following steps to improve our reporting and management:

- **Adopting science-based methodologies** for emissions tracking to ensure our data aligns with internationally recognised standards and supports credible long-term reduction targets.
- **Developing robust internal reporting frameworks** that allow for consistent measurement of Scope 1, 2, and 3 emissions, including energy use, waste, travel, and supply chain impacts.
- **Integrating carbon measurement tools** across departments — particularly in production and media planning — to inform decision-making and prioritise low-carbon solutions.
- **Enhancing data collection processes** to support more granular analysis of environmental performance, enabling targeted interventions and continuous improvement.
- **Engaging with suppliers** to gather emissions data and ensure procurement decisions reflect our commitment to low-carbon and sustainable practices.
- **Regularly reviewing and updating our carbon reduction strategy**, ensuring it remains aligned with evolving best practices, regulatory requirements, and stakeholder expectations.

These improvements will enable Golley Slater to better understand our environmental impact, identify opportunities for reduction, and communicate our progress with clarity and confidence.

Energy Efficiency & Behavioural Change

Golley Slater recognises that achieving meaningful reductions in carbon emissions requires both technological upgrades and a shift in workplace culture. We are committed to improving energy efficiency across our operations while empowering our teams to adopt sustainable behaviours.

To support this, we are implementing the following measures:

- **Behavioural Change Campaigns**: increase our internal campaigns to raise awareness of energy-saving practices, recycling protocols, and low-carbon commuting options. These initiatives will be supported by training, signage, and digital communications.
- **Employee Engagement**: We aim to foster a culture of sustainability by continuing to involve staff in environmental initiatives, recognising green contributions, and providing tools to help them make informed, low-impact choices.

Renewable Energy Expansion

Golley Slater is committed to transitioning towards a fully renewable energy-powered business as part of our broader carbon reduction strategy. We recognise that energy sourcing plays a critical role in our environmental impact, and we are actively working to expand our use of clean, renewable energy across all office locations.

Key actions include:

- Each office is seeking to minimise consumption through efficient use of electrical appliances, air conditioning systems and hot water systems and encourage the use of renewable energy sources, whereby the transfer of supply at our Leeds and London offices are now with a 100% renewable supplier significantly reducing our Scope 2 emissions. We are investigating ways that our Cardiff and Leeds sites upon contract renewals that we may also transfer to 100% renewable suppliers to reduce our Carbon footprint further.
- We continue to explore opportunities to generate renewable energy onsite, such as solar panel installations, where feasible.
- Our building management teams are focused on reducing energy consumption through smart systems and efficient use of heating, cooling, and lighting.
- We are committed to monitoring and reporting our energy usage to ensure transparency and continuous improvement.

Sustainable Procurement & Supplier Engagement

Golley Slater is committed to embedding sustainability throughout our supply chain by working collaboratively with suppliers who share our values and environmental ambitions. As part of our journey toward net zero emissions, we are strengthening our procurement practices to ensure they reflect our commitment to responsible sourcing and low-carbon operations.

Key initiatives include:

- **Supplier Code of Conduct**: We have introduced a new code of conduct that outlines our expectations for environmental responsibility, ethical practices, and transparency. All suppliers are encouraged to align with our sustainability goals.
- **Emission Data Collection**: We are beginning the process of gathering carbon emissions data from suppliers to better understand the environmental impact of our procurement decisions and identify opportunities for improvement.
- **Low-Carbon Procurement**: We are prioritising suppliers who offer low-carbon solutions, use sustainable materials, and demonstrate clear environmental credentials (e.g. ISO 14001, B Corp certification).
- **Collaborative Engagement**: We aim to build long-term partnerships with suppliers that support innovation in sustainability, including the use of recycled content, renewable energy, and circular economy principles.
- **Continuous Improvement**: We will regularly review our procurement policies and supplier performance to ensure alignment with our net zero strategy and evolving best practices.

Carbon Tools & Decision-Making

Golley Slater is committed to embedding carbon-conscious decision-making across all areas of our business. To support this, we are expanding the use of **carbon measurement tools** that enable us to assess the environmental impact of our activities and make informed, low-carbon choices.

Key actions include:

- **AdGreen Integration**: Our production teams actively use AdGreen, a leading carbon calculator for the advertising industry, to measure and reduce emissions associated with creative and media output. We are working to apply this tool consistently across all relevant projects.
- **Carbon Tracking in Operations**: We are reviewing and implementing carbon calculators across departments to support day-to-day decision-making, from travel planning to procurement and campaign execution.
- **Data-Driven Planning**: By integrating carbon data into our planning processes, we aim to prioritise low-emission alternatives, reduce waste, and improve the sustainability of our services.
- **Continuous Improvement**: We will regularly evaluate the effectiveness of our carbon tools and explore new technologies that enhance our ability to track, report, and reduce emissions.

Further actions Golley Slater are currently reviewing with view to further Co2 reduction for FY26 and beyond include:

- Introduction of reuse and repair schemes for office equipment and furniture.
- Exploration of closed-loop recycling for materials like paper, packaging, and electronics.
- Support urban greening initiatives near our offices (e.g. rooftop gardens, tree planting).
- Partnership with local conservation groups to enhance biodiversity in our communities.
- Offer green volunteering days or incentives for low-carbon lifestyle choices.
- Audit and reduce the carbon footprint of digital operations, including cloud storage, website hosting, and data centres.
- Choosing green hosting providers and optimise digital assets for energy efficiency.
- Installation of low-flow fixtures and monitoring of water usage in our offices.
- Partnering with certified offset providers to offset unavoidable emissions through reforestation, renewable energy projects, or carbon capture.

Our Vision

These future measures are designed to build on our current successes and ensure Golley Slater remains a responsible, forward-thinking organisation. By combining infrastructure upgrades, behavioural change, and strategic partnerships, we aim to make **meaningful progress toward our net zero goals and contribute to a more sustainable future.**

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard[1] and uses the appropriate Government emission conversion factors for greenhouse gas company reporting[2].

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard[3].

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of Golley Slater Group Limited:

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Michael Williams
Group Operations Director

Date: …1st October 2025……………………………………

[1] https://ghgprotocol.org/corporate-standard
[2] https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting
[3] https://ghgprotocol.org/standards/scope-3-standard

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