



Environmental, Social & Governance Report 2024



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Introduction

This report sets out the Environmental, Social, and Governance (“ESG”) policies and information of MetaBroadcast Ltd (“MetaBroadcast,” “MB,” or “the Company”). This includes MetaBroadcast’s commitment to the [United Nations Sustainable Development Goals](#) (“SDGs”) and disclosure of the Group’s progress against certain key metrics.

ESG Mission Statement

In everything we do, we are mindful of our responsibility to ensure a diverse workforce and a positive work environment, to source responsibly through our supply chain; to reduce our impact on the planet, and to engage compassionately with our communities.

ESG Embodies the Spirit of our Company

We know a company is only as good as its people

MetaBroadcast operates in a culture of trust, self-development, fellowship, and inclusiveness. It is the MB team that creates the customer loyalty we are known for!

We are committed to our Customers' success

Every project is personal to us. We are customer-obsessed and we put ourselves in the customers' position to provide the best possible product for their needs alongside outstanding customer service.

We are passionate about Media

We adore entertainment. We live on franchises. We are opinionated about everything TV, sport, and film. We live and breathe Media and put our passion into practice for our Customers.

We believe that nothing is impossible

We operate on the notion that an idea only seems impossible until it's done! We are curious to experiment with new ways and find solutions that evolve our product.

We learn from the past; we shape the future

Innovation and high-quality standards are at the heart of MetaBroadcast. We achieve this by investing in people who do not settle with the present, are always chasing the newest technologies, and are encouraged to see things differently!

Our Approach

We strive to be a company that customers and stakeholders trust. This starts with delivering on our company principles—customer obsession, passion for invention, commitment to operational excellence, and long-term thinking. Our multi-pronged approach addresses ESG with distinct goals for employees working at home and for our cloud-based business operations.

We approach every task with energy and spirit underpinned by robust standards around acting ethically, lawfully, and in the best interests of our people and company.

The MetaBroadcast ESG Plan falls into three categories:

1. Commitment to selected UN Sustainability Goals
2. Atlas Cloud Operations using AWS Sustainability Model
3. Sustainable best practices for internal platforms and staff

Commitment to UN Sustainable Development Goals

We are committed to meeting four of the 17 United Nations sustainable development goals to help change our world. These goals have been nominated by the staff and executives of MetaBroadcast as the ones they felt most passionate about and wished to pledge their allegiance to.

The four selected goals dropped out of an internal process with our team to select goals that are important to us as a group and to which we can contribute.

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG 3: Ensure healthy lives and promote well-being for all at all ages

Target 3.4

By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Our approach

We care about our people; we know that when they are healthy and well, they bring their best selves to work. MetaBroadcast has identified a health and well-being lead who provides guidance on programs and tools to support the mental and physical needs of MetaBroadcast employees. The guidance includes tips on healthy eating, fitness, home-office ergonomics, and involvement with respective local communities.

Our goal is to inspire and engage our people to make achievable positive changes to their daily routines, with the goal of keeping them healthy, engaged, and thriving.

SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Target 4.4

By 2030, to substantially increase the number of youth and adults with relevant skills - including technical and vocational skills - for employment, decent jobs, and entrepreneurship.

Our approach

MetaBroadcast intends to partner with industry bodies and local organisations in the countries where we operate and to increase the number of people with access to relevant industry-specific knowledge and related IT skills. The MetaBroadcast ESG working group is looking at several local initiatives that we can contribute to.

SDG 5. Achieve gender equality and empower all women and girls

Target 5.5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.

Our approach

MetaBroadcast's internal and external marketing activities support diversity and equality in all initiatives, globally. We do not publish any content anywhere which does not reflect our principles on gender, sexual orientation, and race diversity. This includes the tone and style of our communication, all images on our website, our social media and PR activities, and all sales and marketing collateral. When considering images, we plan for a wide range of images to be as inclusive as possible, reflecting our global customer footprint. We actively promote the voices of our diverse staff (e.g., female, LGBTQ) at every opportunity.

SDG 12. Responsible consumption and production

Target 12.5

By 2030, we aim to substantially reduce waste generation through prevention, reduction, recycling, and reuse.

Target 12.6

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

Our approach

MetaBroadcast views sustainability from two perspectives. First, we can encourage our people to embrace sustainability practices in their daily lives and provide them with best practices to help them. We have developed Work@home Best Practices, which are available to all employees. The document is reviewed regularly, incorporating employee feedback and industry best practices. Second, as a business, we have laid out our commitment to reduce carbon emissions and work towards net-zero carbon targets across business operations. And we are mindful that business travel (both internationally and domestically), leaves the most significant carbon footprint that must be addressed. We are tracking business-related carbon emissions to establish a baseline in 2024 against which future measurements will be compared.

All our business operations leverage the following cloud platforms.

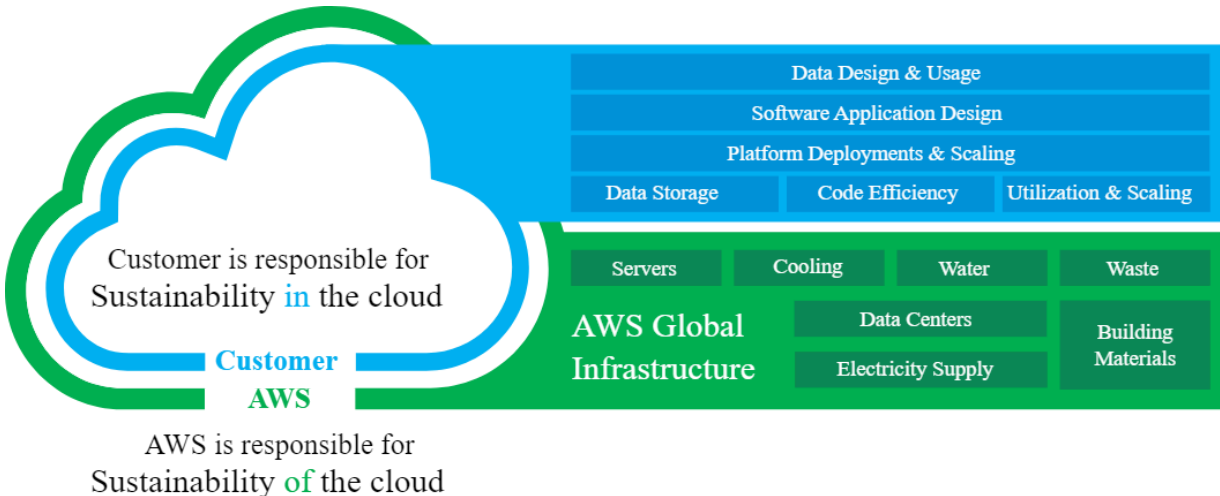
MetaBroadcast External Platforms	Cloud Provider	Comments
Atlas (core product)	AWS	Provides Carbon Footprint Tool
Metabroadcast Internal Platforms	Cloud Provider	Comments
Business Tools	Google Workspace	Provides Carbon Footprint Calculator
Finance	Xero	Offsets 100% of its carbon emissions since 2019. Carbon Neutral certification pursued and achieved annually since 2020.
Marketing	FreshWorks	TBD
Marketing	Canva	Carbon Neutral, globally, since 2021
Engineering	Atlassian (Confluence/Jira)	CSR policy to be carbon neutral by 2040

Cloud providers have a lower carbon footprint and are more energy efficient than typical on-premise alternatives because they invest in efficient power and cooling technologies, operate energy-efficient server populations, and achieve higher server utilisation rates. Cloud workloads reduce impact by using shared resources, such as networking, power cooling, and physical facilities.

Cloud Operations - AWS Sustainability Model

MetaBroadcast’s core product is Atlas, which has been deployed in the AWS cloud since its inception. AWS is focused on efficiency and continuous innovations across its global infrastructure; they have a goal of powering 100% of its operations with renewable energy by 2025. AWS’s sustainability impact is underpinned by the climate pledge - a commitment to net zero by 2040. Independent research from 451 Research noted that AWS operations used 88% less carbon emissions than the same task implemented by other medium-sized US data centers. AWS has already achieved a 29% decrease in carbon emissions from purchased electricity in their operations and 90% of the electricity used is attributable to renewable energy sources.

Environmental sustainability is a shared responsibility between MetaBroadcast and AWS. AWS is responsible for the sustainability of the cloud; delivering efficient, shared infrastructure, water stewardship, and sourcing renewable power. Customers are responsible for sustainability in the cloud, optimising workloads, and resource utilisation. AWS has an E2E approach laid out in the diagram below.



AWS Well-Architected Framework

The [AWS Well-Architected Framework describes](#) key concepts, design principles, and architectural best practices for designing and running workloads in the cloud. By answering a few foundation questions, MetaBroadcast has been able to align its architecture with AWS cloud best practices and gain guidance for making further improvements. The framework has six pillars - one of which is sustainability.

Sustainability Pillar

The sustainability pillar focuses on minimising the environmental impacts of running cloud workloads. Key topics include a shared responsibility model for sustainability, understanding impact, and maximising utilisation to minimise required resources and reduce downstream impacts.

Sustainability in the Cloud

Sustainability in the cloud is a continuous effort focused primarily on energy reduction and efficiency across all components of a workload by achieving the maximum benefit from the resources provisioned and minimising the total resources required. This effort can range from the initial selection of an efficient programming language to the adoption of modern algorithms, the use of efficient data storage techniques, the deployment of correctly sized and efficient compute infrastructure, and the minimisation of requirements for high-powered end-user hardware.

Design principles for sustainability in the cloud

We have adopted AWS's recommended design principles when architecting our cloud workloads to maximise sustainability and minimise impact.

- We are tracking our impact using the AWS Carbon Footprint tool
- We have established our sustainability goals
- We are maximising utilisation by anticipating workloads and implementing design to ensure high utilisation and energy efficiency of underlying hardware.
- We collaborate with AWS to anticipate and adopt new, more efficient hardware and software offerings
- We reduce the downstream impact of our cloud workloads

For more details. Please review the [Sustainability Pillar - AWS Well-Architected Framework](#).

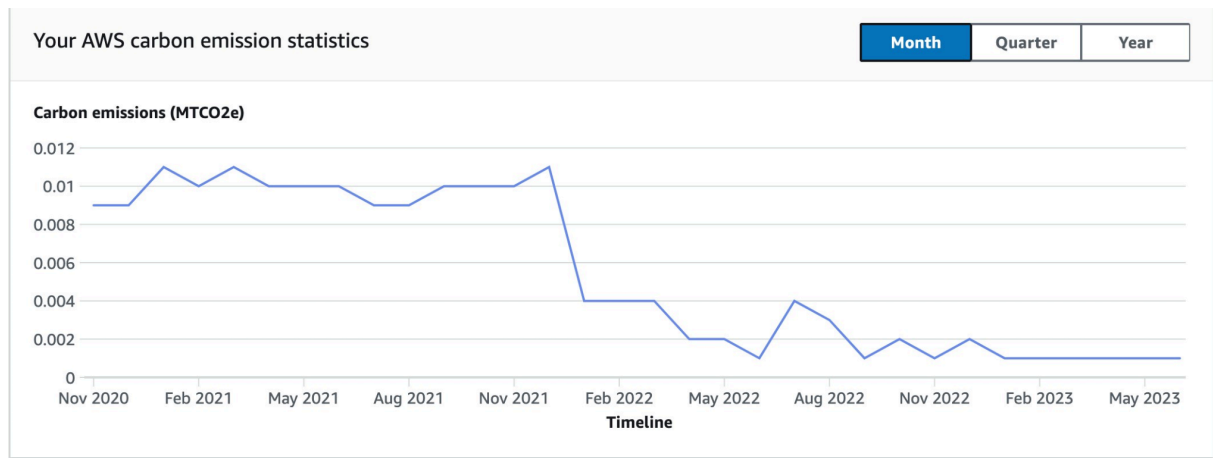
AWS Carbon Footprint Tool

MetaBroadcast uses the AWS Carbon Footprint Tool. This helps MetaBroadcast review, set up goals, and track outcomes. The first step in adopting AWS's science-based approach starts with an AWS Well-Architected Review. MetaBroadcast recently completed this and is now submitting our Foundation Technical Review.

We will establish a baseline for our carbon footprint and will review established targets on a quarterly basis, effective January 2024. The Carbon Footprint Tool provides insight

into carbon emissions by geography and service on an ongoing basis. This gives us the opportunity to assess our progress in meeting stated targets.

Our current performance is in the chart below.



Sustainable Best Practices Internal Platforms and for Staff

MetaBroadcast's operating model for staff is remote working. As such, the team leverages cloud business tools, including Google Workspace. Additionally, the company has evolved a number of work-from-home best practices, stemming from COVID-19, which are now our standard policy. The best practices have largely been defined through internal workshops but also from the 'Do the Right Thing' (DTRT) initiative.

Carbon Footprint for Google Workspace

Per the Greenhouse Gas Protocol, the global standard for carbon accounting, location-based emissions represent the emissions released by the source powering the electric grid where consumption occurs and reflect the actual emissions that are released to the atmosphere.

MetaBroadcast's carbon footprint for Google Workspace varies month-to-month. Our current carbon emissions as of December 2023 is 3.31023Kg. MetaBroadcast will track carbon emissions and offset them semi-annually commencing FY2024.

Do the Right Thing Initiative

Our travel policy is aligned with the Do The Right Thing (DTRT) initiative, which will ensure that all staff balance the necessity of travel with our environmental commitment to minimise our impact on the world. We are committed to using public transportation where it is available. (e.g., National Rail, Amsterdam GvB). We will track travel-related emissions commencing FY2024.

Staff-led initiatives

The company is committed to a paperless strategy, using digital collateral, digital e-signed documents, and digital business cards. In addition, a mantra of reduce, reuse, and recycle is promoted for all home offices, as 100% of MetaBroadcast's employees do work from home.

This mantra applies to the use of reusable drink mugs, recycling of print cartridges and batteries, turning off power sources to appliances (including computing devices) when they are not in use, opting for e-statements vs paper statements, checking the energy efficiency of their homes (where possible) and compliance with local recycling guidelines.

We also encourage our employees to engage with their communities in the development of local sustainability programs.

Mental Health and Working from Home

MetaBroadcast continuously runs workshops on mental health awareness and ergonomic best practices. The sole aim is looking after the mental and physical health of our employees. These ad hoc workshops address topics such as "Home-Office Ergonomics," "Looking Our for Yourself and Others," and "Knowing What to do When You Need Help." We have also created best practice guides that are available to all employees.

Metrics

Metric	Target	Result
Gender Equality	30% Female	Gender percentages as of 31 December 2023: Exec Team + Staff: 71% Male, 29% Female Board: Male 100%
Employee Engagement	90% attendance	<ul style="list-style-type: none"> • bi-annual face-to-face meetings • monthly town hall to discuss ESG • weekly team updates
Employee Learning & Development	75% participation	MetaBroadcast encourages all employees to pursue opportunities to advance their skills. Engineers are encouraged to achieve AWS certifications, while non-engineering staff pursue industry-awareness education.
Health & Well-Being	100% awareness of the existing programme	MetaBroadcast has an existing Health & Well-Being programme to which all employees have access.
Sustainable Operations	Reduce operational emissions 100% awareness of Work@Home Best Practices	MetaBroadcast will track and establish baseline carbon emissions from its operations in 2024. MetaBroadcast has developed a Best Practices Guide for Sustainability at Home, which has been shared with all employees.
Ensure suppliers have publicly available emissions and net zero targets	100% by 2030.	80% of our cloud service providers have stated emissions goals and net-zero targets. 40% of our providers are already certified carbon neutral.
Emissions from Business Travel	reduce by 25% by 2026	MetaBroadcast will establish baseline carbon emissions from business travel in 2024, with the intent to offset and reduce where possible.
Carbon emissions	reduce by 25% by 2027	MetaBroadcast is establishing its baseline carbon emissions in 2024.

Net Zero	by 2040	MetaBroadcast is committed to becoming Net Zero. We are investigating options to measure and achieve this goal to support the UK goal of being Net Zero by 2050.
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Next Steps

MetaBroadcast's ESG working group is looking at several measurable schemes that fit well with our business.

- MetaBroadcast, as a DPP member, uses the DPP Committed to Sustainability Programme to guide its ongoing development of a meaningful and measurable Sustainability Programme.
- Continue measuring carbon impact associated with Atlas, leveraging AWS Carbon Footprint Tool
- Measure and track carbon emissions associated with internal business tools such as Google, Atlassian, and others.
- Establish and track carbon emissions from all business activities (e.g., business travel, work-at-home, etc.) while investigating carbon offset programmes.
- Assess and align with initiatives that support our goals for education, diversity, equity and inclusion.