MetaBroadcast

Environmental, Social & Governance Report 2025

Table of Contents

Introduction

This report sets out MetaBroadcast Ltd's Environmental, Social, and Governance ("ESG") policies and information ("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.

This Report

This, our second ESG report, shares the environmental, social, and governance details important to our stakeholders and the broader media & entertainment community in which we work. Through key performance indicators, metrics, and narratives, we share our progress and our challenges as we continue our ESG journey.

We strive to be transparent when sharing our experiences. We appreciate guidance and have incorporated feedback we have received from organisations such as the DPP and MTSS. Our roadmap for 2024 was influenced by feedback from our submission to the DPP Committed to Sustainability Program.

ESG Mission Statement

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

Our Progress

This is our second ESG report. We initiated our ESG Program in Q3 of 2023 but only started capturing data and measuring progress in January 2024. This has been an enlightening experience, and we continue to learn as we go. As a small company, we engaged the entire team in defining our focus areas using existing UN Sustainable Development Guidelines. However, given the SDGs' governmental focus, we have adapted our program to allow the evolution of a more impactful program for our small business.

Our key pillars are as follows:

Sustainability   Mental Health & Wellbeing   Diversity   Education

Pillar	Progress in 2024	Room for Improvement
Sustainability	- Baseline carbon emissions across internal and external facing platforms and business travel 100% of employees took the Alison Introduction to Environmental Sustainability Course - Developed Work@Home Sustainability Best Practices - Tested use of Smart Energy power plugs to track power consumption at home - Awarded three leaves by the DPP Committed to Sustainability program	- Tracking carbon emissions is an estimate at best. We must stay vigilant in tracking and validating our impact. - Supply chain alignment
Mental Health & Wellbeing	- Daily 'stand-up' calls to understand workloads - Initiated bi-weekly calls to brainstorm alternative processes to meet goals and eliminate repetitive tasks with unclear impact	- Knowledge-Action Gap survey revealed this is to be a top concern for employees, meaning we have work to do - Formalise company policy and improve employee awareness of tools available to them.

Diversity	• 100% of the team took an online Diversity training. • Adoption of Diversity Guidelines	• A program is needed to improve employee understanding of company policies
Education	• Encouraged team members to identify programs to advance their skills • Supported youth education through volunteering and hiring of ESG intern	• Actionable professional development plans (PDP) needed • Goal: Put PDPs in place by the end of Q1'2025

In 2024, our ESG program benefited from the input of an intern. Our intern is studying geography and focusing on sustainability at University. His enthusiasm for the subject led to suggestions for improving employee alignment and adopting online training courses. His University experiences provided valuable insight on measuring and offsetting carbon emissions. In particular, he helped us launch our first Knowledge-Action Gap survey.

The knowledge-action gap refers to the distance between our understanding of climate change and our actions to address it. Despite our general awareness of the climate crisis, sustainability, and ESG principles, it is crucial to transform these concerns into positive change. At MetaBroadcast, we strive to bridge this divide by fostering collaboration and engagement with our stakeholders, developing actionable solutions that align with the needs of our team and our communities. For us, addressing climate change, mental health, and diversity within our work environment necessitates understanding the issues and committing to continuous, decisive, and collective action.

Whilst our ambition towards establishing and enacting a comprehensive ESG initiative is clear, we also recognise the resource constraints that we have at MetaBroadcast. Our research identified a distinct lack of availability of ESG-related tools designed for smaller firms. As a result, our current ESG framework is built on 'meaningful compromise'. By targeting the areas of opportunity outlined by our team and leveraging tools and guidelines currently available to us, we believe we are being proactive in our pursuit of our defined priorities.

Our Beliefs

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 MetaBroadcast 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 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, live on franchises, and are opinionated about everything TV, sports, 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 is pervasive from executive leadership through to all employees. In practice, this requires ensuring ongoing employee awareness of our commitments and progress. We share ESG updates in our monthly town hall meetings.

Our approach starts with delivering on our company principles—customer obsession, passion for invention, commitment to operational excellence, and long-term thinking. Our multi-pronged approach to ESG addresses defined goals for employees working at home and 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 Report falls into four categories:

1.   Mental Health & Wellbeing
2.   Diversity & Education
3.   AI Ethics
4.   Environmental Sustainability

Our Commitment and Goals

Mental Health & Wellbeing

The insight gained from an internal employee ESG survey has highlighted the importance of mental health and well-being to our team. As a result, we have prioritised expanding our approach.

Our approach: 2-way decision making - open communication - collaborative "problem" solving

We care about our people; we know they bring their best selves to work when they are physically and emotionally healthy. 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.

<div style="border: 2px solid #ec008c; padding: 1em;">

EXAMPLE: Open Communication Leading to Positive Outcomes:

The team shared concerns about existing, time-consuming, repetitive tasks with unclear outcomes. An open discussion about the origination of the tasks as compared to customer expectations and platform evolution resulted in modifying these processes. The task now delivers better results, and the time saved allows the team to pursue forward-looking initiatives. Alleviating the stress related to these tasks has improved the emotional outlook of the team.

</div>

We continue to assess opportunities to improve daily workloads, incorporate AI to facilitate overall productivity, promote small team outings and allow employees to focus on more creative and strategic work. We are also investigating additional resources for the team to access as needed. As a small business, we are a tight-knit team with a high awareness of personal behaviour. We recognise the challenges of being a fully remote workforce and encourage teams to meet face-to-face regularly. Initial feedback on such outings has been very positive. We aim to inspire and engage our people in making achievable positive changes to their daily routines, keeping them healthy, engaged, and thriving.

Diversity

As an organisation, MetaBroadcast is committed to fostering an equitable and inclusive environment where all employees feel safe, supported, and valued. Diversity of experience, positionality, and perspective is central to our continued success and interactions with our business partners, customers, and community.

Our approach to diversity - treating each other with dignity and respect

MetaBroadcast supports diversity, inclusion, and equality in our daily interactions. We foster an environment of open communication where all employees feel comfortable sharing their ideas and concerns. Our small team reflects diversity of thinking with employees from Eastern and Western European countries and the United States. Our Diversity and Inclusion Guidelines have been shared with all

employees and are available on-demand. In 2024, we asked employees to take an online diversity course to increase awareness. As a small business, our goal is to ensure team cohesion, celebrate who we are, and reach out to external organisations when needed to ensure heightened awareness of all aspects of diversity.

<div style="border: 2px solid #ff1493; padding: 10px;">

EXAMPLE: Inclusive Weekly Chats

> Our weekly 'happy hour,' daily stand-ups, and quarterly town hall calls are attended by all employees who are online that day. The purpose of the 'happy hour' call is to enable employees to share what's been keeping them busy in the workplace and their home lives. This fosters an inclusive attitude as we learn about each employee's interests, family dynamics, and potential workplace concerns. The calls are moderated by a different team member each week, not the management team, reinforcing the importance of the team.

</div>

25% of our workforce identifies as female. We do not create or publish any content that does not reflect our principles on gender, sexual orientation, and race diversity. From a marketing perspective, we ensure that the tone and style of our communications, collateral, imagery, social media, and PR activities reflect our commitment to diversity. The marketing team actively invites input from the team to highlight their specialities and expertise.

We provide equitable access to all resources and opportunities. This includes access to professional development, mentoring, education, volunteer time, or contribution to corporate strategy.

Education

We believe education takes many forms, from structured learning models to informal access to relevant information.

Our approach to education - make it easier to pursue opportunities or get involved

MetaBroadcast is focused on enhancing the professional growth of its workforce, with full support for individuals taking time for courses or certifications. Employees are encouraged to pursue opportunities aligned with their career aspirations. The management team regularly engages with individuals to understand their challenges and goals.

In 2025, the professional development plan process will be formalised, meaning that all employees will have one-to-one discussions with management to identify specific areas for development and align relevant educational opportunities, including online courses and mentoring.

<div style="border: 2px solid magenta; padding: 1em;">

EXAMPLE: Time - to make a difference

Recognising that employees felt there was not enough time to pursue online education or become involved with community programs, they are encouraged to designate one hour per week for professional development and invest up to two hours per week with local organisations. As a result, one team has established its team education roadmap and is tracking each member's progress.

</div>

In addition to focusing on our team, the company recognises the importance of education at all stages of life. Several team members volunteer with local education and literacy-oriented organisations. Other team members provide mentoring via industry schemas to help individuals advance their careers.

Environmental Sustainability

Our approach

MetaBroadcast views sustainability from two perspectives. First, we encourage our team 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. We have initiated an annual survey to track the knowledge-action gap and identify areas for improvement. We also offer online training to reinforce employee awareness and engagement.

Second, we have committed to reducing carbon emissions and working towards net-zero carbon targets across our business operations. 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.

We are mindful that business travel (both internationally and domestically) leaves the most significant carbon footprint, which must be addressed. We tracked business-related carbon emissions in 2024, and those metrics now serve as the baseline against which future measurements will be compared.

Alignment to Science-Based Targets Initiative

As of mid-2024, MetaBroadcast began assessing the Science-Based Targets Initiative. We are aligning our program to the guidelines for small and medium enterprises participating in the initiative.

- The base year for our measurement is the 2024 calendar year.
- MetaBroadcast does not have any Scope 1 or Scope 2 emissions.
- MetaBroadcast commits to maintaining zero scope 1 emissions and zero scope 2 emissions through 2030 and to measuring and reducing its scope 3 emissions from the 2024 base year.

Cloud Operations

MetaBroadcast leverages cloud computing for both day-to-day operations and product delivery, ensuring flexibility, efficiency, and scalability. Our core product, Atlas, has been deployed in the AWS cloud since the company's inception.

MetaBroadcast's operating model for staff is remote working. As such, the team leverages cloud business tools, including Google Workspace, Confluence, Jira and others. Our business operations leverage various cloud services, as noted below:

MetaBroadcast External Platforms	Cloud Provider	Comments
Atlas, our active metadata platform	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	Cloud-based provider, but ESG policy and carbon emissions are not available
Marketing	Canva	Carbon Neutral, globally, since 2021
Marketing	WordPress	Investigating carbon measurement tools and design options
Engineering	Atlassian (Confluence/Jira)	CSR policy to be carbon neutral by 2040

In leveraging the cloud for operations and our product, we benefit from the following:

1. **Energy efficiency:** Cloud providers, like Amazon Web Services (AWS), use advanced energy management and cooling systems. These data centres are more energy-efficient than traditional on-premise setups because they optimise resource usage through automation and AI.

2. **Reduced carbon footprint:** Many of our Scope 3 supply chain partners have committed to using renewable energy sources (e.g., wind, and solar). AWS dominates renewable energy purchases, while Canva uses a fixed-price Virtual Power Purchase Agreement (VPPA) to reduce its supply chain's environmental footprint through a series of new solar power projects.

3. **Resource optimisation:** Cloud environments allow businesses to use only the computing power they need, reducing wasteful over-provisioning of hardware. Virtualisation technology also enables more efficient use of hardware resources, meaning fewer physical servers are required to meet demand.

Sustainability in the cloud

In AWS's shared responsibility model, MetaBroadcast is responsible for sustainability in the cloud, optimising workloads, and resource utilisation. 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.

MetaBroadcast continuously reviews its algorithms, data storage techniques, and infrastructure. This effort can range from the initial selection of an efficient

Confidential

programming language to the adoption of modern algorithms, the use of efficient data storage techniques, the deployment of correctly sized and efficient computing infrastructure, and the minimisation of requirements for high-powered end-user hardware. We are maximising utilisation by anticipating workloads and implementing design to ensure high utilisation and energy efficiency of the underlying hardware.

AWS Carbon Footprint Tool

MetaBroadcast uses the AWS Carbon Footprint Tool to review, set goals, and track outcomes. The first step in adopting AWS's science-based approach is an AWS Well-Architected Review, which MetaBroadcast completed. MetaBroadcast also passed the Foundation Technical Review in early 2024.

Our goal in 2024 has been to establish a baseline for our carbon footprint and review established targets quarterly, effective January 2024. The Carbon Footprint Tool provides ongoing insight into carbon emissions by geography and service. Our estimated total AWS carbon emissions for the calendar year 2024 are 13 Kg.

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 released to the atmosphere.

MetaBroadcast's carbon footprint for Google Workspace varies month-to-month. Our estimated carbon emissions for 2024 are 30.984kg.

Reducing the Impact of Business Travel

Our travel policy is aligned with the Do The Right Thing (DTRT) initiative, which requires that all staff balance the necessity of travel with our environmental commitment to minimise our impact on the world. Our travel guidelines include the following:

1. **Use virtual communication whenever possible.**
   i. Try to replace 2 out of every 5 trips with virtual.
2. **Limit flying and shift to other modes where possible.**
   i. We are committed to using public transportation where it is available. (e.g., National Rail, Amsterdam GvB).
3. **If flight is required, aim for direct flights to limit emissions.**

    i. Encourage staff to schedule multiple visits on the same trip to avoid needing multiple trips.
   ii. Buy direct flights even if they are more expensive than one-stop or multiple-stop flights.

We have tracked travel-related emissions for FY2024 and recognise that travel accounts for the highest proportion of our overall carbon footprint. Our estimated carbon emissions related to business travel for 2024 are 7119 Kg (or 7.119 Mt).

Improving Website Sustainability

In 2025, we will investigate and select a tool to measure the sustainability of our website. Current tools have delivered various results. We aim to better understand the impact of web design and hosting options on our website's carbon footprint.

Staff-led initiatives

The company has evolved several work-from-home best practices stemming from COVID-19, which are now our standard policy. These best practices have been broadly defined through ongoing engagement with our team and a commitment to 'Do the Right Thing'. Our best practices are continuously updated as employees provide feedback on how they live more sustainably at home and in their communities.

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 work from home.

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

In 2025, all employees will be provided with smart plugs to monitor energy consumption related to work-related devices. We will aggregate usage and apply emission factors based on each employee's geographic location to calculate carbon emissions.

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

Sustainability Summary

As a small business, we continue to monitor, measure and report our estimated carbon emissions. That said, estimates are just that - estimates. With carbon emissions calculations dependent on many factors outside our control, we recognise that available data may not be accurate. As a result, we will uplift our measured carbon emissions by 10% and pursue a carbon offset by planting trees through a certified organisation.
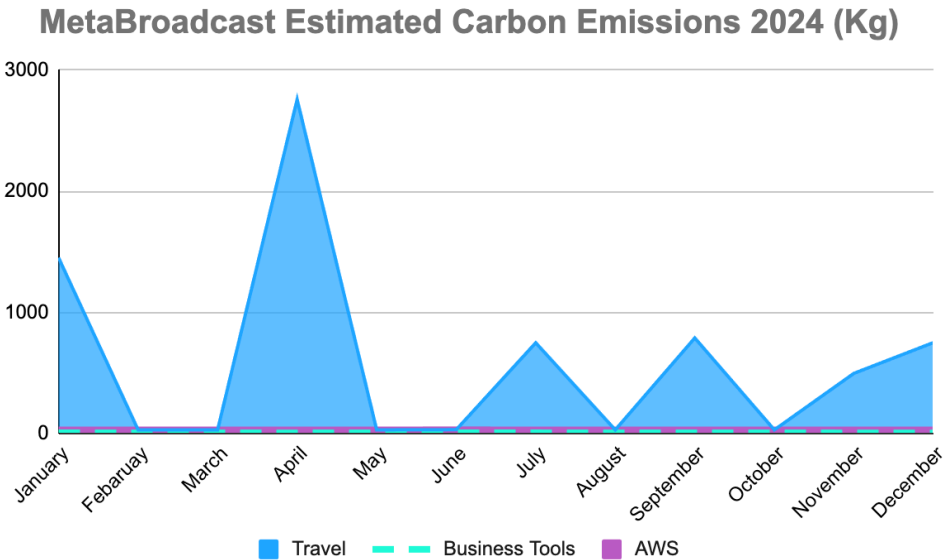
MetaBroadcast Estimated Carbon Emissions 2024 (Kg)

	AWS	Google Workspace	Travel	Monthly Total
January	1	3.274	1446.82	1451.094
Febaruay	1	2.852	25.00	28.852
March	1	2.563	25.00	28.563
April	1	2.200	2755.00	2758.200
May	1	2.618	25.00	28.618
June	2	2.911	25.00	29.911
July	1	3.191	743.77	747.961
August	1	2.540	25.00	28.540
September	1	2.408	784.37	787.778
October	1	2.539	25.00	28.539
November	1	2.218	492.00	495.218
December	1	1.670	747.00	749.670
Annual Total	13	30.984	7118.96	7162.944
Plus 10%				**7,879.24**

In conclusion, MetaBroadcast remains dedicated to environmental sustainability by integrating responsible practices across our operations, cloud computing, and business travel. Through continuous evaluation, alignment with science-based targets, and employee-led initiatives, we are committed to reducing our carbon footprint while fostering a culture of environmental responsibility. As we move forward, we will refine our strategies, leverage technological advancements, and empower our employees to drive meaningful change. Our ongoing commitment to sustainability ensures that we operate efficiently while contributing positively to the planet.

AI Ethics Policy

As a company, we plan and develop use cases utilising artificial intelligence (AI) systems as part of our road map for Atlas and to improve the long-term governance and sustainability of the business. We recognise the immense potential of AI to benefit our business and the risks it poses if developed or deployed without careful consideration of its ethical implications. We are actively engaging with our employees to help them understand the benefits of AI and encourage them to identify opportunities where AI can improve daily operations/

With this acknowledgement, MetaBroadcast is extending its core company values to include the following AI Ethics Policy.

This MetaBroadcast AI Ethics Policy ("Policy") applies to our use of artificial intelligence and machine learning Services, features, and functionality (including third-party models) that we utilise (collectively, "AI/ML Services").

We do not use, facilitate or allow others to use our data:

- for intentional disinformation or deception;
- to violate the privacy rights of others, including unlawful tracking, monitoring, and identification;
- to depict a person's voice or likeness without their consent or other appropriate rights, including unauthorised impersonation and non-consensual sexual imagery;
- for harm or abuse of a minor, including grooming and child sexual exploitation;
- to harass, harm, or encourage the harm of individuals or specific groups;

- to intentionally circumvent safety filters and functionality or prompt models to act in a manner that violates our Policies;
- to perform a lethal function in a weapon without human authorisation or control.

Responsible AI Requirements. MetaBroadcast may utilise AWS AI/ML Services to enhance Atlas functionality. In doing so, we comply with AWS' [Responsible AI Policy](#).

The following principles guide our use of AI systems:

1. **Prioritise Human Safety and Well-being**: Our AI applications must prioritise the safety and well-being of humans above all else. They will be designed and implemented with robust safeguards to prevent potential harm, whether physical, emotional, or financial. This principle should guide all decision-making processes.
2. **Transparency and Explainability**: As an organisation we will strive to develop AI applications that can provide clear explanations for their decisions and recommendations, enabling customers to understand the underlying reasoning and logic. This transparency fosters trust and allows for effective oversight.
3. **Privacy and Data Protection**: MetaBroadcast must respect and protect individuals' privacy and data rights. Our AI applications will be designed with robust data protection mechanisms, ensuring that personal information is collected, stored, and utilised ethically and securely. Strict adherence to our existing GDPR data privacy laws and downstream AI regulations is mandatory.
4. **Fairness and Non-Discrimination**: AI applications must be designed and deployed in a manner that promotes fairness and prevents discrimination based on protected characteristics such as race, gender, age, or disability. Our company will implement rigorous processes for training data selection, testing, and auditing procedures to identify and mitigate potential biases in our AI systems.
5. **Human Oversight and Control**: While AI systems can augment and enhance our decision-making processes, we must maintain meaningful human oversight and control. AI applications should not operate autonomously in domains where significant harm could occur. Instead, they should serve as decision-support tools, with our teams retaining the ultimate responsibility for critical decisions.

Confidential

Metrics

Metric	Target	Result
Gender Equality	30% Female by 2030	Gender percentages as of 31 December 2024: Exec Team + Staff: 75% Male, 25% Female Board: Male 100%
Employee Engagement	90% attendance	- bi-annual face-to-face meetings - monthly town hall to discuss ESG - weekly team updates
Employee Learning & Development	100% participation	MetaBroadcast is formalising a professional development plan process, including relevant training and education goals for each employee.
Health & Well-Being	100% awareness	MetaBroadcast has an existing Health & Well-Being programme to which all employees have access.
Sustainable Operations	Reduce operational emissions	MetaBroadcast established its baseline carbon emissions in 2024 and will continue to track emissions from our cloud platforms and work-at-home technology.
	100% awareness of Work@Home Best Practices	MetaBroadcast has developed a Best Practices Guide for Sustainability at Home, updated it with team feedback, and made it available to 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	Offset emissions 100% by 2026	MetaBroadcast established its baseline carbon emissions from business travel in 2024. All travel-related emissions will be offset in 2025.
Carbon emissions	net zero by 2030	MetaBroadcast established its baseline carbon emissions in the calendar year 2024. The company has offset 110% of its 2024 carbon emissions via carbonfootprint.com

Next Steps and Action Plans

MetaBroadcast's ESG working group meets monthly to review our emissions and prioritise the actions we can take to achieve our ESG goals.

- MetaBroadcast, as a DPP member, uses the DPP Committed to Sustainability Programme to guide its ongoing development of a meaningful and measurable Sustainability Programme.   We achieved 3 out of 5 leaves and hope to improve upon this in our 2025 submission.

- We will continue measuring the carbon impact associated with customer-facing platforms, internal business platforms, and all business activities. Our goal is to identify spikes in emissions and consider ways to reduce or offset them.

- Establish a Mental Health Framework that aligns diversity, education, health, and well-being. These initiatives are closely connected, and improvement in one will influence another.

- Align with ongoing diversity training programs to reinforce team

- Launch a quarterly "How Are We Doing" survey to capture employee input related to our progress against ESG objectives.

Confidential