

# Mobsta's B Corp impact report – Year Two

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August 2024

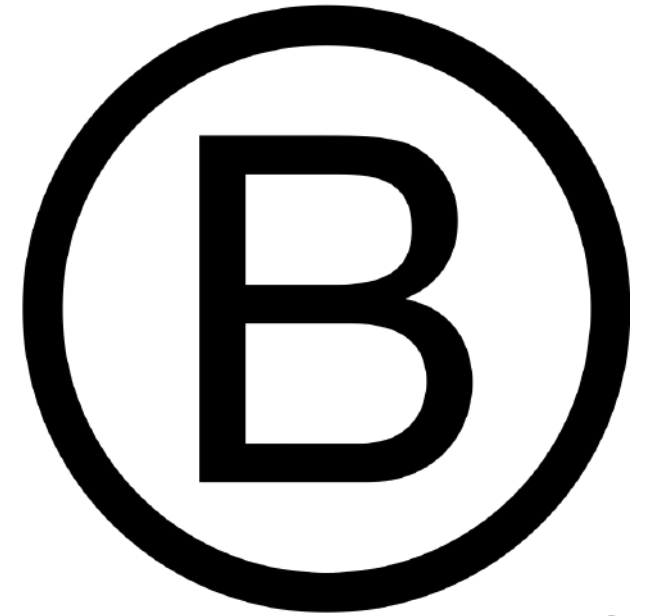


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- 2.A recap of our position
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# Section 1

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**1.A word from our Managing Director**

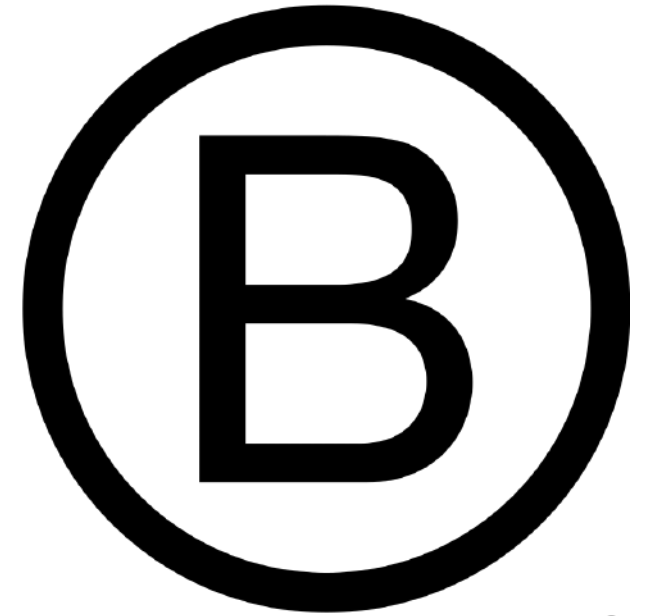
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# A word from our Managing Director

As we approach our third year of being a B Corp it feels like it's more a part of our business than ever before. It's not a badge we have just put on our signatures and website. It's fundamentally shifted the way we do business. For our clients we minimise wastage, reduce the environmental impact, and improve results on their campaigns. For us, we simply create the sort of company we all want to work at; one that champions respect, transparency and honesty.

We haven't sat still. We've continued to make changes to our business with the intention of becoming a better company. The fact that we're profitable is a bonus. Perhaps it shows what happens if you do the right thing.

We're more determined than ever to continue to evolve into a company that sets an example of a better way of doing business. Thanks for reading, and for joining us on our journey.

Matt Longley

Managing Director - Mobsta

## Section 2

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1. A word from our Managing Director

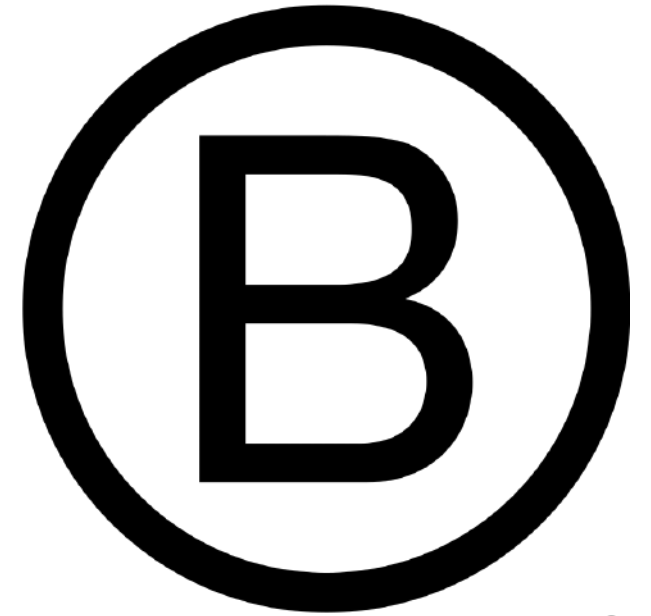
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## A recap of our position

Carbon reduction should be as fundamental to the media planning process as audience or KPI



# To address this, we reduce our emissions in four ways



Better BAU practises



Smarter targeting



Considered creative



Streamed ads

# File size is big driver of emissions generated in the data transfer process

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Media plans can be optimised for carbon reduction by considering the emissions of different formats



- Mobile MPU  
1x carbon factor
- Laptop MPU  
1.1x greater
- Mobile pre-roll  
101.6x greater
- Mobile native video  
203.2x greater

Only after we've reduced as much carbon as possible,  
do we then offset the residual

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**Reduce** as much as is reasonable

**Offset** the residual





# Carbon offsetting projects can work, so long as they are...

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1. Additional - unlikely to happen otherwise
2. Permanent – preventing a similar amount of carbon dioxide being released elsewhere or guaranteeing to lock up carbon for hundreds of years
3. Don't lead to emissions shifting elsewhere, i.e. another forest being cut down
4. Agreed by local people
5. Only being used for genuine residual emissions, and not as an excuse to carry on business as usual or as a cheaper alternative to mitigation.

# Following these principles, Mobsta support specific projects

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## Improving cooking facilities globally

Everyday 2.6bn people cook on open fires/inefficient stoves  
This impacts both the climate and the health of communities  
4m people die each year as a result of using wood for cooking



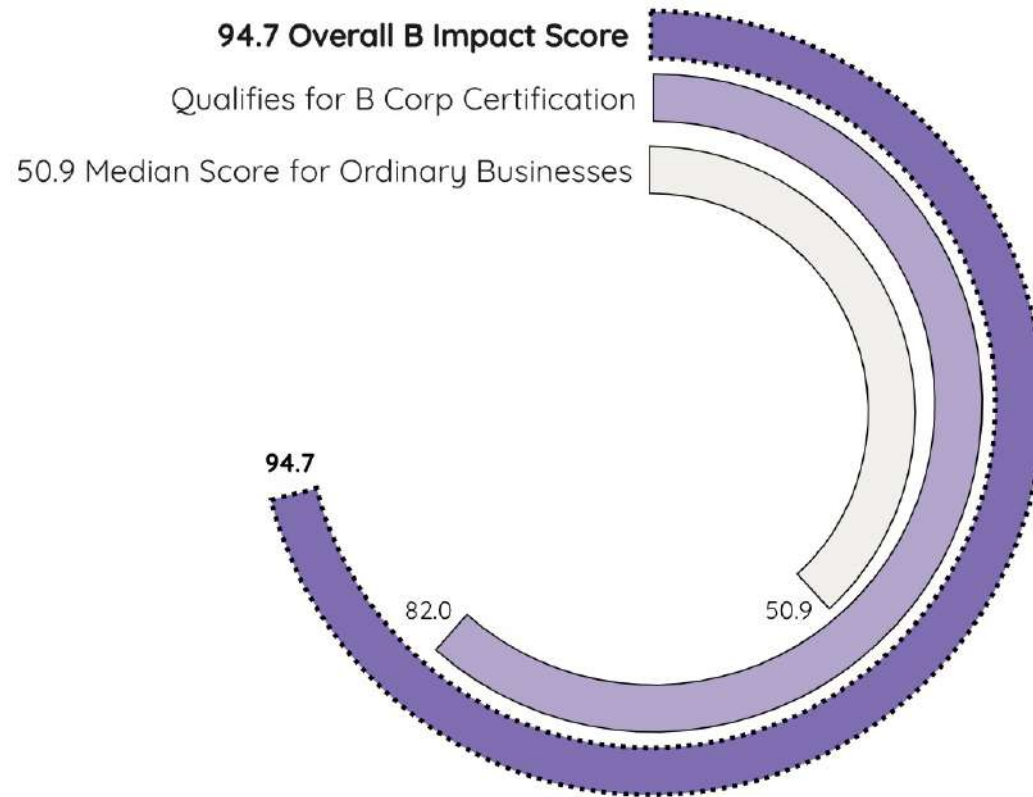
## Building wind farms in Turkey

19 turbines, each producing 3.2MW  
Total energy production forecast to be 192,500 MWh/year  
Expected annual emission reduction will be 124,443 tCO<sub>2</sub>/year

# A reminder of our overall B impact score

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Based on the B Impact assessment, Mobsta Ltd earned an overall score of 94.7. The median score for ordinary businesses who complete the assessment is currently 50.9.



# What does this mean practically?

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1. Every decision we make is influenced by B Corp
2. First full year in new office to be more energy efficient
3. Only train travel allowed - no flights
4. Helping our team do the best work of their careers
5. Involved in community projects to help young people
6. Continue to be a leader in the sustainable media space

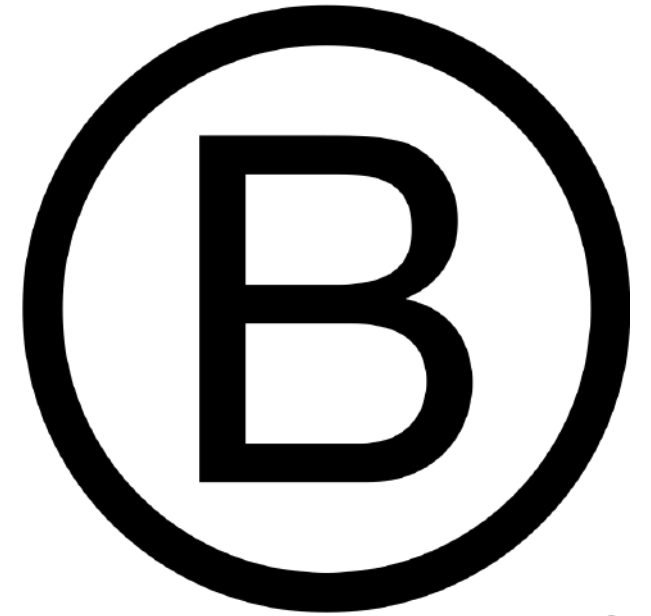


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Governance

Score: 19.9 (target recertification score 22)

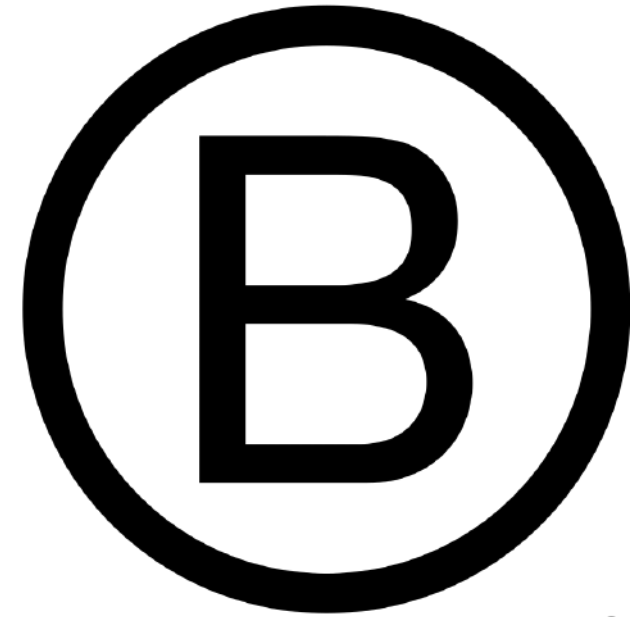
Progress in 2024:

Improved social and  
environmental performance  
training

New goal for 2025:

Develop progression matrix for  
all staff

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Workers

Score: 40.9 (target recertification score 42)

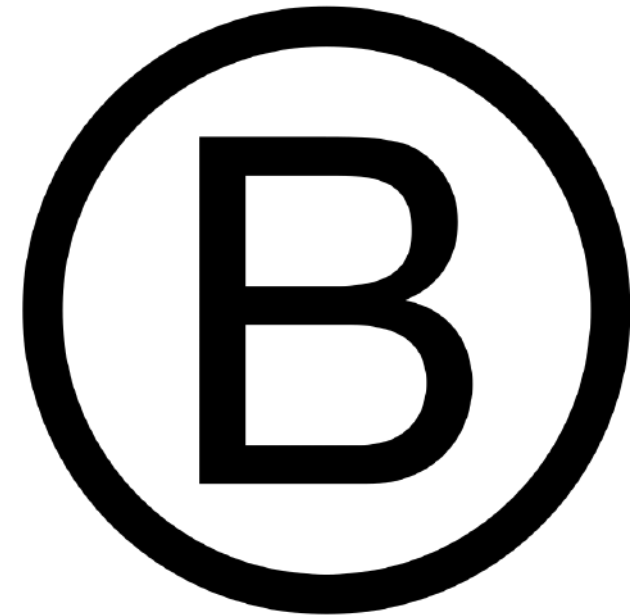
Progress in 2024:

Improve supplementary benefits available to all employees through easily available mental health cover

New goal for 2025:

Further explore employee ownership

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Community

Score: 19.2 (target recertification score 22)

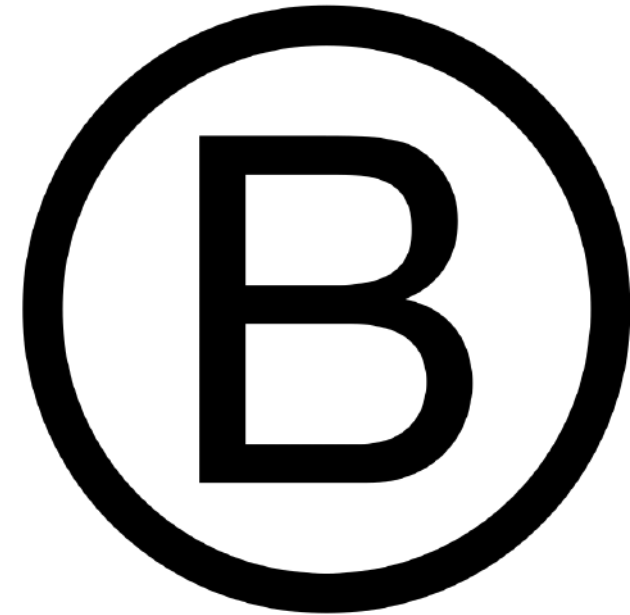
Progress in 2024:

Developed new community ties in Dunstable by sponsoring AFC Dunstable and supporting young people in sport

New goal for 2025:

Increase age diversity at Mobsta

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Customers

Score: 5 (target recertification score 7)

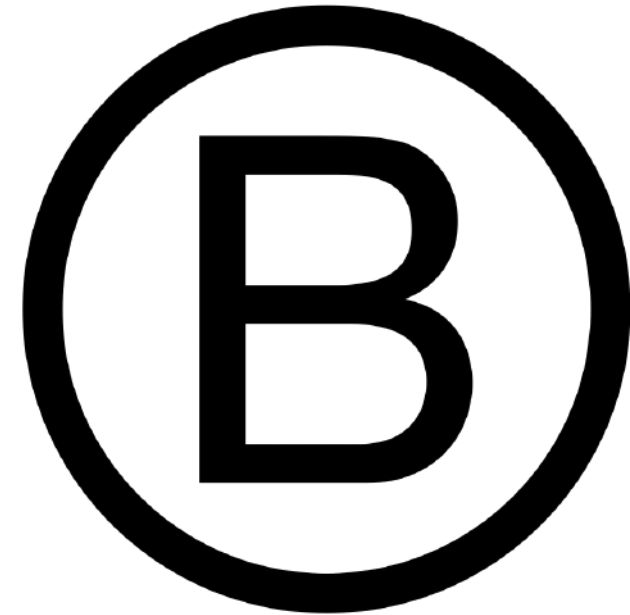
Progress in 2024:

Better feedback gathering from customers via IPA ad tech survey. Finished year at Number 1.

New goal for 2025:

Increase partnerships with Government and purpose-driven enterprises.

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Environment

Score: 9.5 (target recertification score 20)

Progress in 2024:

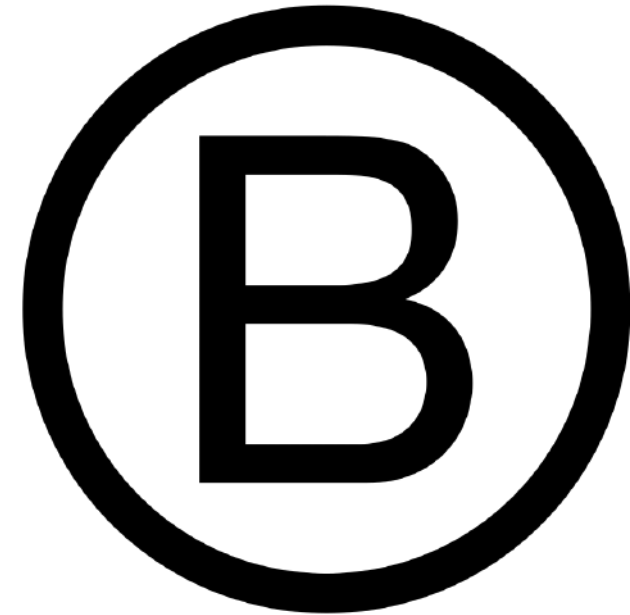
Reduce carbon intensity in ad operations.

Backcast 2019-22 emissions to allow for new carbon measurement.

New goals for 2025:

Ensure landlord understands our needs for renewable power.

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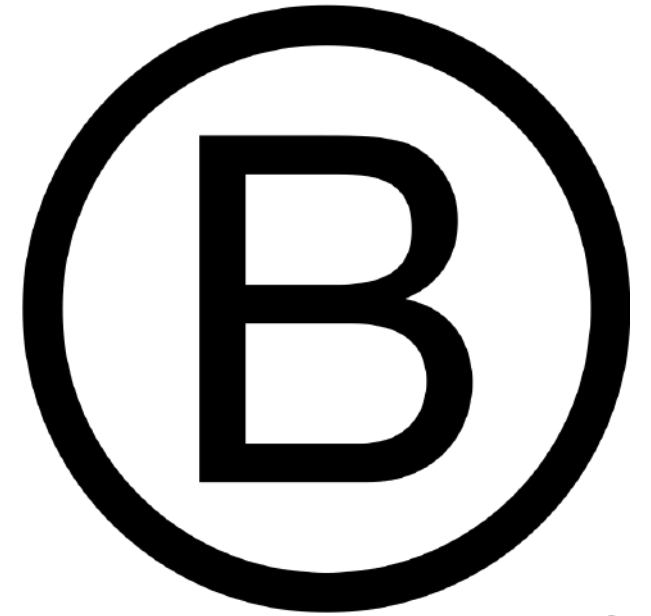
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# Further ahead into Year 3 and beyond

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1. Continued focus on diversifying leadership team
2. Help our community partners with their B Corp process
3. Creating an advertising B Corp community
4. Continuing to develop volunteering opportunities for team members
5. Continue to increase revenue but reduce ad carbon intensity
6. Re-certify B Corp with a score higher than 113

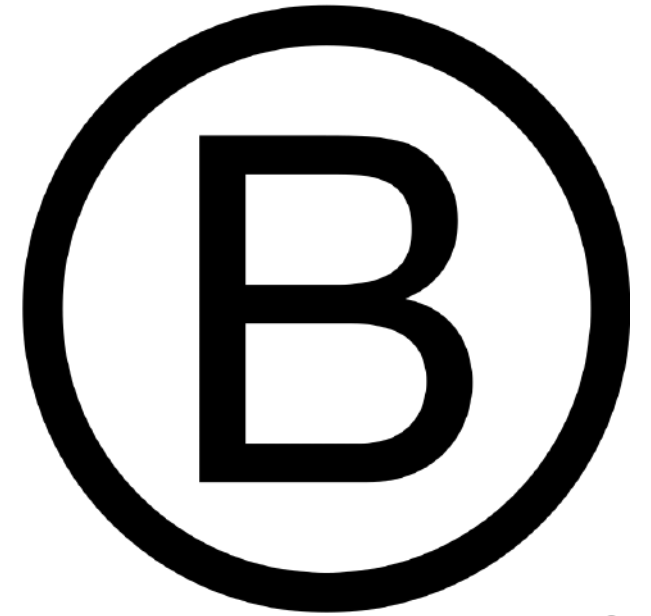


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# **WORKING TOGETHER TOWARDS MORE SUSTAINABLE DIGITAL CAMPAIGNS & OPERATIONS**

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Our Greenhouse Gas emissions for 2023



# ABOUT US

Mobsta puts people and planet before profit through sustainable media buying and responsible practices.

We are a different kind of company that has a conscience and can help you reach your audiences at scale with sustainable digital campaigns delivered with transparency, simplicity and speed.

We will optimise your marketing strategy by utilising uniquely granular geo-contextual datasets to offer deep insights for precision planning, effective campaign targeting, and robust campaign analysis.



MOBSTA'S OVERALL **IMPACT** FOR 2023 WAS

**288 tCO<sub>2</sub>e**

DOWN **29%** FROM OUR ADJUSTED 2019 BASELINE

# OUR GREENHOUSE GAS EMISSIONS WERE **288 tCO<sub>2</sub>e** IN 2023

That's equivalent to around 175 return transatlantic flights or 160 average cars on the road for a year in the UK.

We measured our full value chain Greenhouse Gas (GHG) emissions for January 1<sup>st</sup> 2023 – December 31<sup>st</sup> 2023.

Our scope included office energy use, water, waste, work related travel, employee commuting and working from home, purchased goods and services, digital ad-serving-related emissions and banking, using the Greenhouse Gas Protocol.

We undertook a substantial re-baseline to adjust for improved digital emissions data and methodology, and to adjust to a more industry standard spend-related emissions factors, and applied both of these adjustments retrospectively.

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<sup>1</sup> CO<sub>2</sub>e is carbon dioxide equivalents, a standardised measurement of the core basket of Greenhouse Gases, including carbon dioxide.

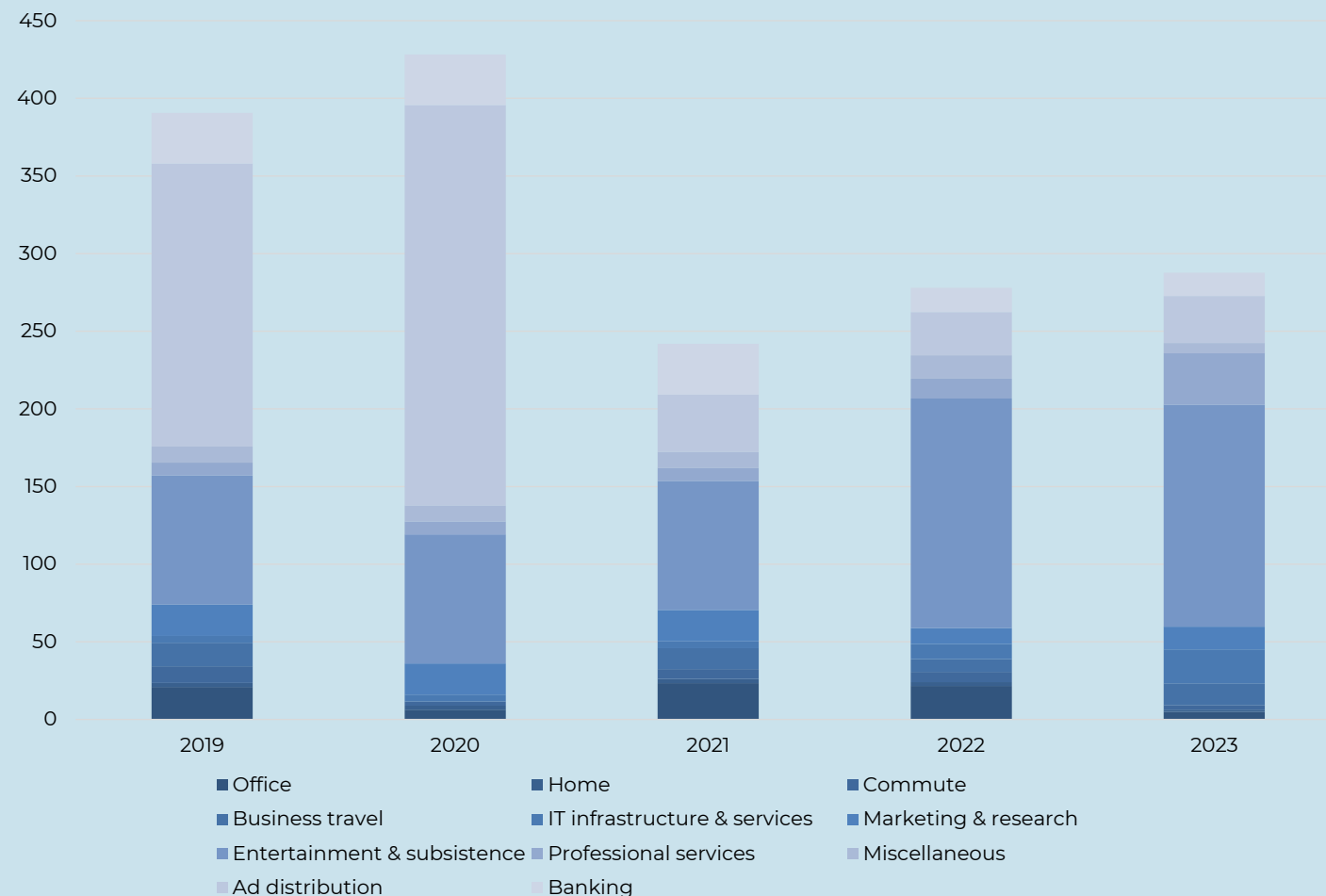
<sup>2</sup> UK Gov 2021: economy return trip from London to New York including radiative forcing emits 1.65 tCO<sub>2</sub>e.

<sup>3</sup> DfT 2021, UK Gov 2021: average car in the UK drives 7600 miles per year, releasing 1.735 tCO<sub>2</sub>e.

# OUR OVERALL IMPACT OVER TIME

- Total impact for 2023 was **288 tCO<sub>2</sub>e**, equivalent to **174 transatlantic flights**, compared to **278 tCO<sub>2</sub>e (adjusted\*)** in 2022
- Emissions intensity was **26.2 tCO<sub>2</sub>e/£m** or **8.9 tCO<sub>2</sub>e/employee** in 2023, both improving on 2022
- Emissions have increased, but less than revenue and ad impressions YOY
- Entertainment remains a large spend area, and combined with high GHG intensity per pound (combined with a notable increase in the database update, included in backcast), is the largest contributor to Mobsta's footprint.

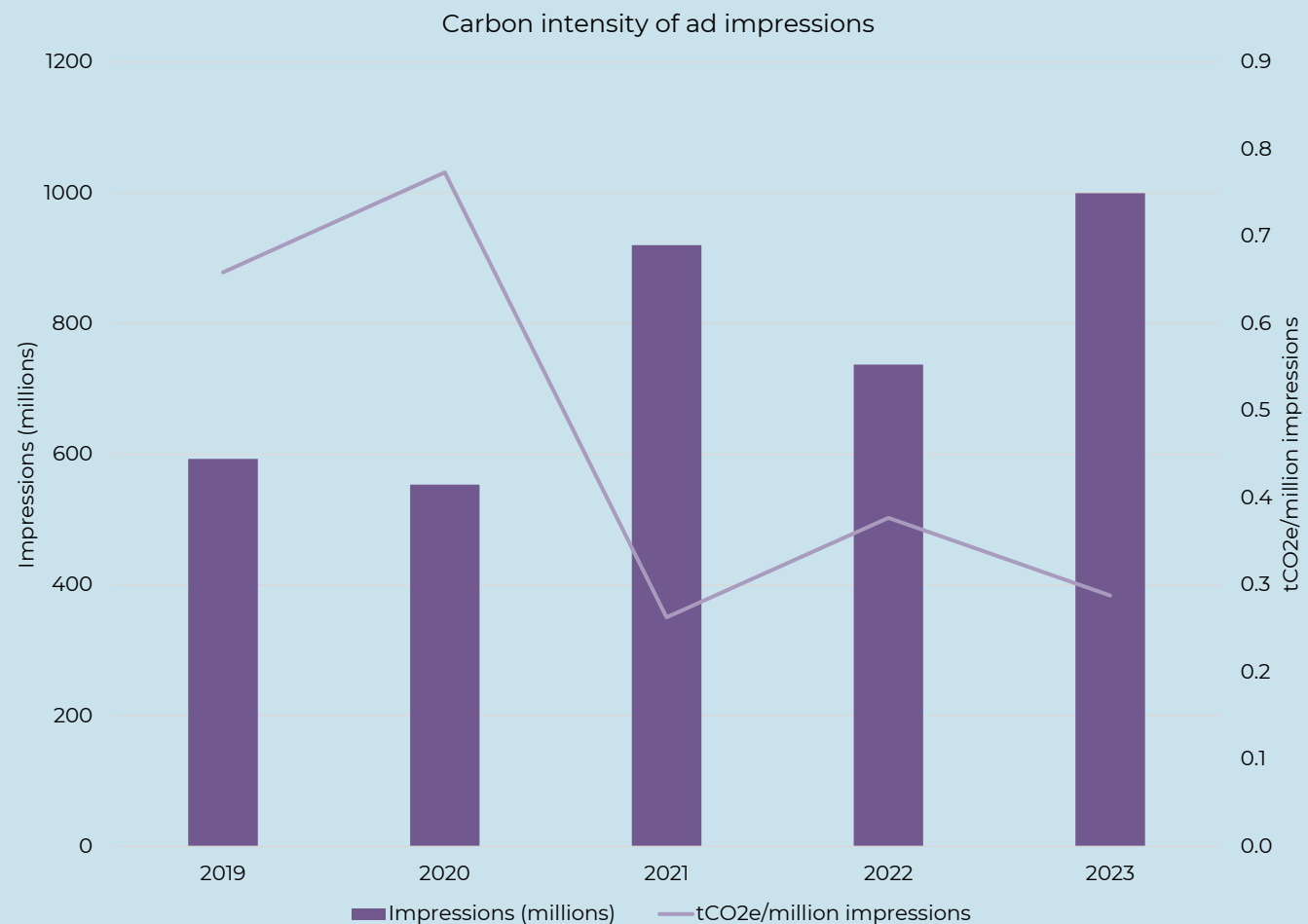
Historical comparison including backcasting adjustments (tCO<sub>2</sub>e)



\* In previous assessments, Mobsta's impact was measured at 280 tCO<sub>2</sub>e in 2019 and 293 tCO<sub>2</sub>e in 2020, 175 tCO<sub>2</sub>e in 2021 and 171 tCO<sub>2</sub>e in 2022

# EMISSIONS INTENSITY OF AD IMPRESSIONS

- This chart shows fully-loaded GHG emissions per ad impression – i.e. including all central emissions from Mobsta’s operational activities, representing best practice
- Ad impressions have risen from 2019 to 2023, overall intensity is showing a downward trend
- In 2022, 1 million impressions had an associated impact of 0.38 tCO<sub>2</sub>e (adjusted up from 0.23 tCo<sub>2</sub>e/m imp)
- In 2023, the impact was lower at 0.29 tCO<sub>2</sub>e per million impressions
- 2023 saw 35% increase in impression numbers compared to 2022, but only a 3.5% increase in GHG emissions.



# WE'RE CONTINUING TO IMPROVE OUR FOOTPRINT

CONTINUE OUR COMMITMENT TO SUSTAINABLE TRAVEL  
MINIMISING FLIGHTS AS MUCH AS POSSIBLE

1

DEEPER INSIGHT INTO OUR ENTERTAINMENT & SPENDING TO SUPPORT DECARBONISATION & SUSTAINABILITY

2

WORK WITH OUR PARTNERS TO CONTINUE TO REDUCE THE IMPACT OF OUR DOWNSTREAM AD DISTRIBUTION

3

MAKE FURTHER IMPROVEMENTS TO OUR OFFICE-RELATED EMISSIONS

4

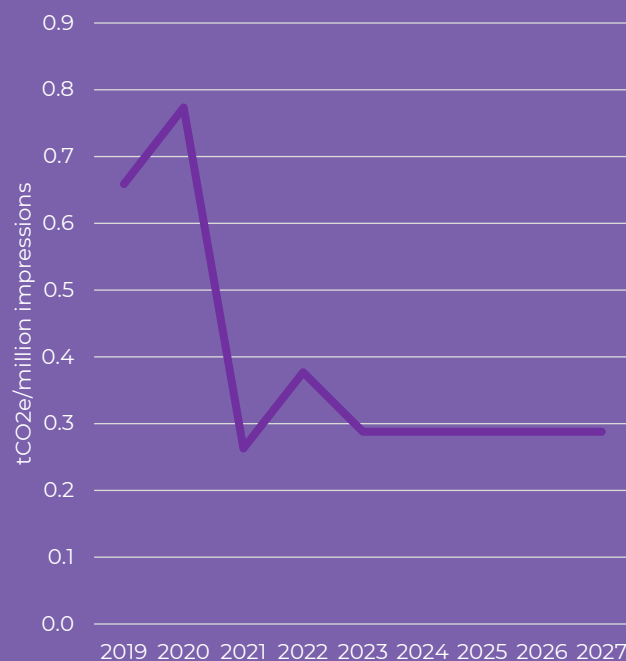
# OUR DECARBONISATION IS UNDERPINNED BY OUR BROADER COMMITMENT TO ETHICS & SUSTAINABILITY

**WE HAVE BEEN A B CORP SINCE 2022,**  
meaning we meet the highest standards  
of social and environmental performance  
and are legally bound to consider the  
impact of our decisions on our workers,  
customers, community, and the  
environment.

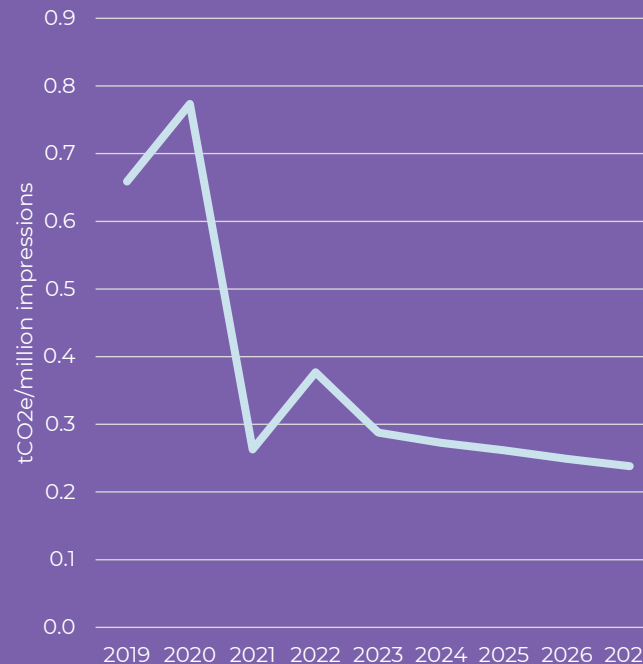


# LOOKING FORWARD

## EMISSIONS INTENSITY OVER TIME **WITHOUT** INTERVENTIONS



## EMISSIONS INTENSITY OVER TIME **WITH** INTERVENTIONS



- Without any further interventions, Mobsta's emissions intensity is static at 0.29 tCO2e/million impressions from 2023 onwards, and absolute impact is forecast to **rise to 421 tCO2e by 2027**
- With interventions, Mobsta's emissions intensity is forecast to continue to fall, to 0.24 tCO2e/million impressions by 2027, with absolute emissions forecast to **rise by significantly less, reaching just 348 tCO2e by 2027**, despite significant growth.
- This represents a 64% reduction against Mobsta's 2019 intensity.

# DEFINITIONS

## Net Zero

Net Zero for an organisation is the point at which GHG emissions are lowered to zero. Under the Science-based targets initiative, a small portion of residual emissions can be offset, once more than 90% of baseline emissions have been reduced, to achieve Net Zero for an organisation.

## Decarbonisation

All measures through which our organisation reduces our carbon footprint (our GHG emissions) in order to reduce our impact on the climate.

## Scope 1

Direct greenhouse gas (GHG) emissions from owned or controlled sources, such as gas for space heating in offices.

## Scope 2

Indirect greenhouse gas (GHG) emissions from the generation of purchased energy, including electricity consumed in offices.

## Scope 3

Other indirect greenhouse gas (GHG) emissions related to the value chain of the organisation, including emissions from working from home, commuting, travel, purchases of goods and services.





# WORKING **TOGETHER** TOWARDS NET ZERO

This baseline and its initiatives are based on a study undertaken for the financial year 2021/22 by ZeroBees, following the Greenhouse Gas Protocol and is ISO14064 compliant (unaudited), which is available upon request.

Please do not print.

