

Supplier name: Digital Unlimited Group Ltd

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Commitment to achieving Net Zero

UNLIMITED recognises that the climate crisis the world is facing is one of the biggest challenges of our lifetimes. We recognise the effect the concerns around the climate crisis are having on our employees and our wider stakeholders. We appreciate the part we can play in reducing the impact of our own operations on the environment and want to do what we can to support turning the tides on the climate crisis. Our employees are passionate about identifying where UNLIMITED can make change and targeting that change head on. We believe these changes can have an impact on our industry and the world as a whole, directly as UNLIMITED but also with each individual staff member and stakeholder across our business. The more we can demonstrate our efforts and passion for addressing the climate crisis, we are hopeful that the knock-on effects will be exponential.

OUR ENVIRONMENTAL MISSION

UNLIMITED's environmental mission is to ensure environmental responsibility is at the forefront of our business, protecting the planet and its resources. We will act to minimise our greenhouse gas emissions, take measures to reduce the environmental impact of our operations, and proactively address climate change through the work we do with our clients and partners.

With this in mind, UNLIMITED has set near term targets for FY30 to reduce tCO₂e per FTE by 25% and commit to achieve 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: FYE 2023

Reporting Year: April 2022 to March 2023

Additional details relating to the Baseline Emissions calculations:

Our historic baseline was the reporting period of reporting September 2021-August 2022 which deviated from the requirements under this measure as excluded Scope 3 emissions reporting.

We created a new baseline as FYE 2023 to align with our financial reporting year and SECR reporting alongside the inclusion of Scope 3 emissions for categories 1,3,6 & 7. Categories 4,5 & 9 were excluded from this baseline year due to complexity of reporting at that time and have reviewed for future reporting years.

Baseline Year Emissions:

Emissions		TOTAL (tCO ₂ e)
Scope 1		38
Scope 2 (Location -based)		43
Scope 3 (Including sources)	1: Purchased Goods and Services	1
	3: Upstream Emissions from Purchased Fuel and Energy	19
	4: Upstream Transportation & Distribution	-
	5: Waste Generated in Operations	-
	6: Business Travel	161
	7: Employee Commuting	295
Total Emissions		557

Current Emissions Reporting

Reporting Year: April 2024 to March 2025

Baseline Emissions calculations:

Emissions		TOTAL (tCO ₂ e)
Scope 1		26
Scope 2 (Location -based)		44
Scope 3 (Including sources)	1: Purchased Goods and Services	187
	3: Upstream Emissions from Purchased Fuel and Energy	19
	4: Upstream Transportation & Distribution	1
	5: Waste Generated in Operations	19
	6: Business Travel	293
7: Employee Commuting		306
Total Emissions		895

We have assessed the relevance and materiality of the 5 categories of Scope 3 emissions required for the Procurement Policy Note (PPN) 06/21. Based on this assessment, we have included the Scope 3 emissions for categories 4,5,6 & 7 in the current reporting period, along with optional categories 1 & 3. We have excluded category 9 - Downstream transportation and distribution as this is immaterial to our overall carbon footprint and reduction planning at this time, this will be reviewed as part of our ongoing reporting.

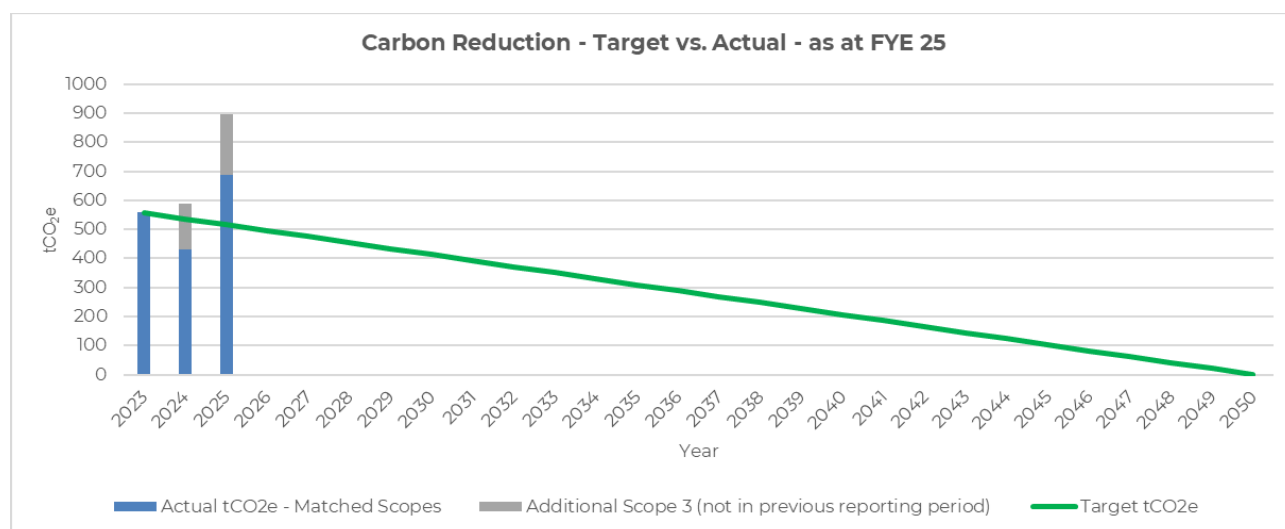
Emissions reduction target

In order to continue our progress to achieving Net Zero by 2050, we have adopted the following carbon reduction targets:

- Committed to achieving net-zero emissions by 2050.
- Reduce tCO₂e per FTE by 25% by 2030.
- Move to 100% renewable electricity tariff for office spaces they can influence.
- Consolidated office spaces from 4 buildings to 3 from December 2024.

We project that carbon emissions will decrease over the next five years to 716 tCO₂e by 2030. This is a reduction of 20% from our current emissions as at FYE 25.

The chart below lays out UNLIMITED's emissions reduction targets from FYE23 to FYE50, based on a linear reduction approach.



UNLIMITED's total greenhouse gas (GHG) emissions rose by a 52% compared to the previous year, this increase is mainly due to the expansion of office space, improvements in the accuracy of data including travel emissions reporting and inclusion of additional PPN06/21 non-mandatory emissions in our reporting. UNLIMITED are committed to continuing with this broadening of our Scope 3 reporting to enable targeted carbon reduction planning on a wider scope of emissions.

Carbon reduction projects

Completed carbon reduction initiatives:

The following environmental management measures and projects have been completed during the last 2 reporting periods. The carbon emission reduction achieved by these schemes have not been measured. Future Carbon Reduction Plans hope to do so, through Energy auditing and development of a detailed carbon reduction strategy.

- Maintaining successful ISO14001 certification across all physical sites
- Ongoing consolidation of our office space, reducing our building footprint
- Energy efficiency plans put in place across our IT & office estate: auto-power off of all monitors, motion sensor lighting, low-carbon printer toner cartridges, boiling water taps
- Waste reduction plans put in place across our offices: printers' default to black & white/double-sided, only use recycled printer paper, sustainable coffee pods, removed paper hand towels from all office location bathrooms
- Alphabet Vehicles – company car scheme to provide cleaner car opportunities to employees that need this
- All offices under our operational influence are actively transitioning to renewable electricity tariffs, aligning with our long-term sustainability goal of achieving 100% renewable energy usage by 2050.
- Extended our optional greenhouse gas (GHG) reporting to include additional Scope 3 categories, enabling deeper insights into our value chain emissions and identifying new opportunities for reduction.
- Consolidated all business travel bookings through our partner Uniglobe, enabling more sustainable travel choices and improving the accuracy and efficiency of emissions tracking and reporting.
- Completed the roll-out of the Ad Green levy across all applicable Unlimited business units
- Continued to build climate awareness by delivering monthly environmental committee meetings and launching 'Green Week' initiatives across all locations, fostering employee engagement with our carbon reduction strategy.
- Migrating our partnership from Octopus to Accenture partner Alphabet who concentrate on minimising their carbon footprint & reducing, reusing, and recycling waste materials. Employees will be offered a similar scheme, electric vehicle options, supporting the shift to low-carbon commuting.
- Became a member of Ad Net Zero, an initiative led by the Advertising Association, to collaborate with industry peers in adapting and transforming the industry towards net zero.
- Continued annual reporting of our carbon footprint and energy usage in line with ESOS (Energy Savings Opportunity Scheme), SECR (Streamlined Energy and Carbon Reporting), and PPN06 requirements, ensuring transparency and regulatory compliance.
- Integration with the Accenture IT estate audit to measure current inventory and future procurement process
- Integration with Accenture procurement policy to ensure all office equipment is energy efficient

In future we hope to implement further measures such as:

- Launching a further sustainability survey to gather employee perspectives on individual and organisational sustainability practices, including commuting and travel behaviours.
- Roll-out of detailed emissions measurement process as part of production work, using AdGreen calculator
- Implementing a Terracycle waste trial, to reduce non-recyclable waste disposal
- Improving messaging and communication with the wider business around emissions & progress against environmental initiatives
- Roll-out of office re-use stations/resources (e.g. keepcups/bags) for employee usage, to reduce use of single-use plastic
- Improved production management & measurement of event materials, led by 'isla' framework
- Alignment to Accenture/Song (Parent Company as November 2025) to set and validate our net-zero targets through the Science Based Targets initiative (SBTi)
- Reviewing our ESOS (Energy Savings Opportunity Scheme) Energy Action Plan and providing annual progress updates
- Encouraging primarily vegetarian meals for physical business meetings
- Change the Brief Alliance - a learning programme developed by Purpose Disruptors aimed at helping advertising and marketing professionals to consider the opportunities with their clients and briefs to promote and normalise sustainable behaviours.
- Green Growth Workshop with senior representatives from across Unlimited, aimed at starting to unlock the increasing growth opportunities that the low carbon economy offers agencies like us.
- Roll-out of detailed emissions measurement process as part of production work, using AdGreen calculator
- As of November 2025, transitioning to Accenture travel policy to facilitate sustainable travel and effective reporting
- Alignment with Accenture central training programme to provide greater awareness understanding of carbon and energy reduction initiatives

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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³

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

Signed on behalf of Digital Unlimited Group Ltd

Name: Dave Scanlan



Title: Chief Financial Officer

Date: 19th September 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>