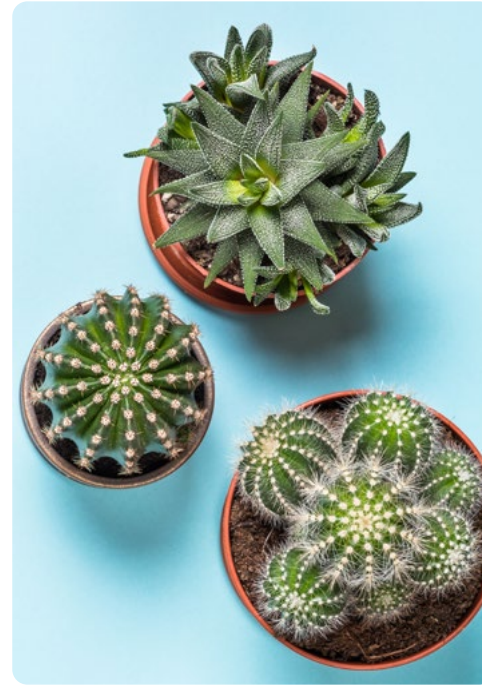




A sustainable vision for Dragonfly

Our ESG report

September 2023





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Welcome

our path to a sustainable future

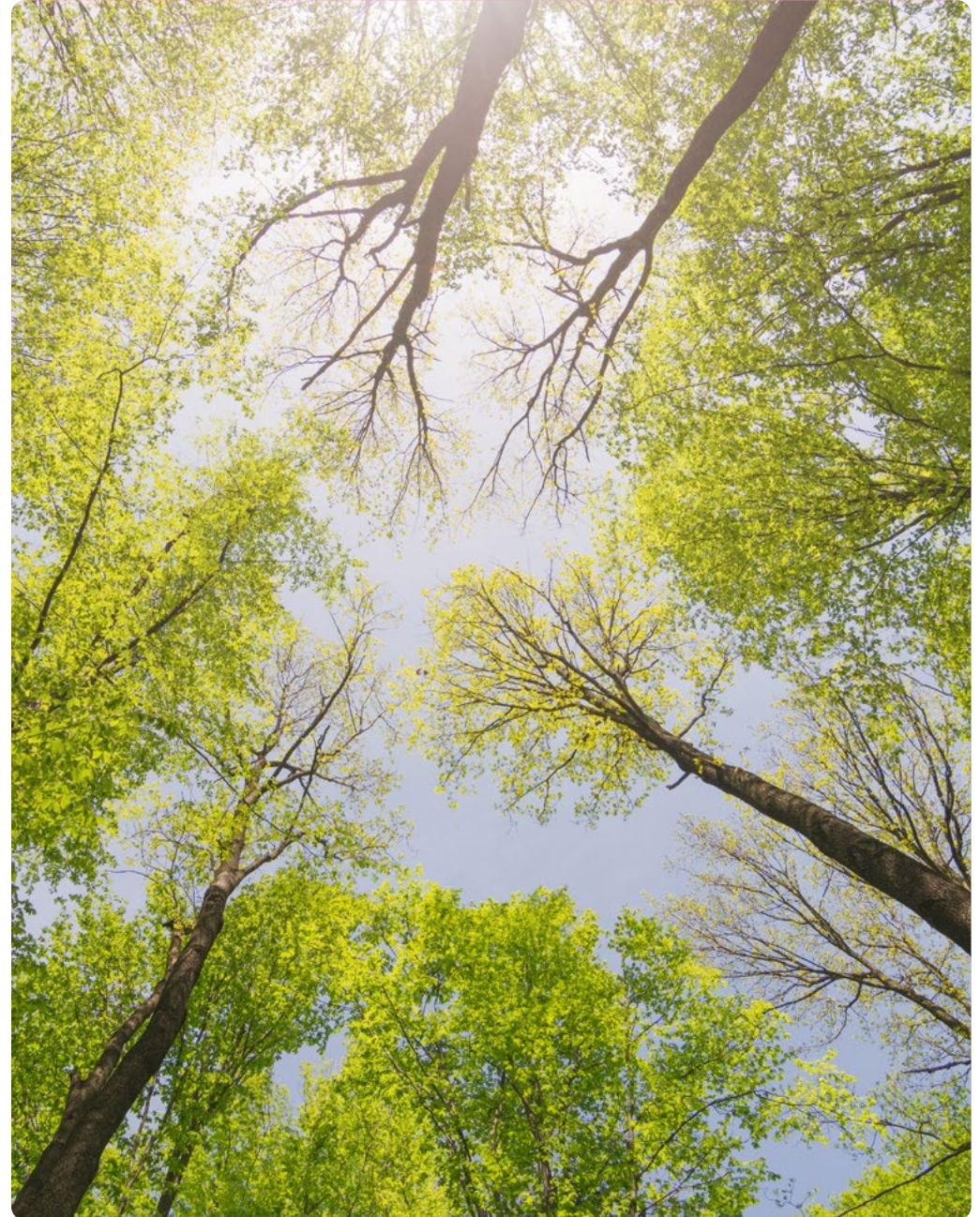
Dragonfly is dedicated to using our business as a force for good for our planet, our people and the organisations we work with.

Our goal is to create a culture and pathway of practices and innovation to ensure our direct marketing services have a positive, sustainable impact on the people, communities, and world around us.

Our Stakeholders have been exceptionally receptive to our drive for increased diversity, resulting in exciting new partnerships and opportunities for ourselves and our clients. Over the coming year, we plan to strengthen the relationships with our Stakeholders even further and to work with our partnerships to provide improvements and innovation in the environmental, social and governance (ESG) space.

I am incredibly proud of what we have achieved and excited to continue on this important journey.

Vicky Grant - CEO





Who we are

fiercely technical, carelessly creative

Company mission

We want to genuinely improve customer experiences, by trying different things, learning every day, evolving, and growing.

Company values

- Delivering value and memorable moments
- Problem solving and integrity
- Providing better solutions
- Being champions and cheerleaders and proud



Setting our strategy

our vision for the future

Stakeholder engagement

Over the past year we have spent time talking to our clients, and engaging with our employees and supplier partners to understand what's important and what a sustainable vision means for them, and how we can help deliver this from Dragonfly.

We conducted a survey in April 2023. The results are what shapes this report.

Opportunity

The Dragonfly Agency provides our clients with sustainable direct marketing services across the UK and South Africa.

This presents an exciting opportunity to work in synergy and cohesion with our clients and supplier partners to achieve our sustainability aspirations. Embracing their experience and perspective gives us the fortune of creating vast diversity of thought which will undoubtedly continue to lead us to great innovation and success across our ESG commitments.





Building our framework

In April 2023 we engaged in a 2 stage process to assess our priorities when planning our ESG strategy.

STAGE 1:

We issued a survey to all our stakeholders including employees, clients, suppliers and partners asking them to rank the 17 UN Sustainable Development Goals in order of importance to them. We received 112 responses citing a mix of priorities as you would expect. The results are displayed in the table below.

STAGE 2:

The results were taken into account and discussed by a diverse team from across the Dragonfly business. The criteria was that it needed to fit with our core values and provide genuine solutions for a range of challenges across the UK and internationally. This in turn led to our focus areas detailed in this report.

Ranking	Question position in survey	17 goals for sustainable development	Environmental Social Governance	Column in original results	Ranking: 1 is most important, 10 least important									
					1	2	3	4	5	6	7	8	9	10
1st	1st	No poverty. End poverty in all its forms everywhere.	Social	Column L	28	19	14	7	4	4	1	3	2	2
2nd	2nd	Zero hunger. End hunger, achieve food security and improved nutrition and promote sustainable agriculture.	Social	Column M	27	31	11	2	1	6	2	4	5	2
4th	13th	Climate action. Take urgent action to combat climate change and its impacts.	Environmental	Column X	14	6	10	7	6	6	11	11	4	6
5th	3rd	Good health and well-being. Ensure healthy lives and promote well-being for all at all ages.	Social	Column N	13	5	14	12	7	5	8	11	5	3
6th	4th	Quality education. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.	Social	Column O	8	9	11	18	15	6	9	6	7	6
7th	5th	Gender equality. Achieve gender equality and empower all women and girls.	Social	Column P	8	6	9	10	13	15	12	9	5	5
8th	10th	Reduced inequalities. Reduce inequality within and among countries.	Social	Column U	7	2	3	11	6	13	6	3	9	9
9th	8th	Decent work and economic growth. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	Governance	Column S	6	5	4	4	7	8	7	12	6	4
10th	7th	Affordable and clean energy. Ensure access to affordable, reliable, sustainable and modern energy for all.	Environmental	Column R	5	6	2	9	8	9	14	11	9	7
11th	12th	Responsible consumption and production. Ensure sustainable consumption and production patterns.	Environmental	Column W	5	3	6	5	9	4	7	7	5	7
12th	15th	Life on land. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.	Environmental	Column Z	5	2	7	1	4	5	5	9	14	8
13th	14th	Life below water. Conserve and sustainably use the oceans, seas and marine resources for sustainable development.	Environmental	Column Y	4	3	2	2	4	6	6	6	7	2
14th	16th	Peace, justice and strong institutions. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.	Governance	Column AA	3	4	4	2	2	4	6	4	9	13
15th	11th	Sustainable cities and communities. Make cities and human settlements inclusive, safe, resilient and sustainable.	Social	Column V	3	4	2	3	5	3	3	6	4	6
16th	17th	Partnership for the goals. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.	Governance	Column AB	2	0	2	1	2	1	1	0	3	3
17th	9th	Industry, innovation and infrastructure. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.	Governance	Column T	1	6	3	2	5	4	2	1	7	10
					161	123	119	104	108	103	105	108	104	98

Total number of respondents	% of total respondents that 1st place represents
112	25%
112	24%
112	13%
112	12%
112	7%
112	7%
112	6%
112	5%
112	4%
112	4%
112	4%
112	4%
112	3%
112	3%
112	2%
112	1%
1904	



The UN Sustainable Development Goals

People, Planet, Partnerships and Governance are the four focus areas to which we base our ESG approach. Our strategy is underpinned by the United Nation’s Sustainable Development Goals where we focus on a number of goals based on our values.

In 2015, all United Nations Member States adopted the 2030 Agenda for SDG. Central to the agenda are 17 Sustainable Development Goals, which highlight the urgent call to recognise that efforts to end poverty

and deprivation, must simultaneously address health and education, inequality and economic growth while combating climate change and protecting oceans, forests and our wider environment.

Highlighted are the goals we have directly addressed within each of the Dragonfly ESG focus areas.

The SDG logos throughout this report identify how we are addressing the goals through our ESG initiatives and actions.



Dragonfly’s selected focus SDG’s

Planet



People



Partnerships and community support



Governance







Our key focus areas

The Dragonfly Agency has defined four focus areas around which to base our ESG approach.

As an industry leader with a global footprint, we understand the impact we have on our communities, clients, employees and stakeholders - and why these focus areas are key to providing leadership that grows our business in socially responsible ways.



Planet
A sustainable, environmentally focussed approach recognising both the responsibility and the opportunity to influence the way direct marketing is delivered.



People
An emphasis on diversity of talent in an equitable, safe and inclusive workplace that is guided by our values—promise to customers, relationships, integrity and teamwork.



Partnerships and community support
Working internally and with our partners to build a business to benefit both our employees and local communities.



Governance
Dragonfly are committed to running our business in compliance with local legal and regulatory requirements.



Planet

our ambition to be Net Zero by 2035



Planet

our ambition to be Net Zero by 2035

Our approach is to improve the operational energy and resource efficiency of our offices and reduce the environmental footprint of our business activities, whilst inspiring clients, suppliers and employees to do the same.

Over the past 12 months, we have made significant investments in increased sustainability resource to ensure we are well placed to help our clients achieve their Net Zero goals. A continued focus on embedding sustainability as part of our culture and DNA has seen increased training and resources for our employees such as the launch of DFSA Trust, successful certification of ISO 14001, a new Net Zero plan with Flotilla, supply chain environment audits and office ideas and championships.

The following pages provide more details on some of our key initiatives.

From our ESG survey, the planet related SDG's that were most important to our stakeholders are.



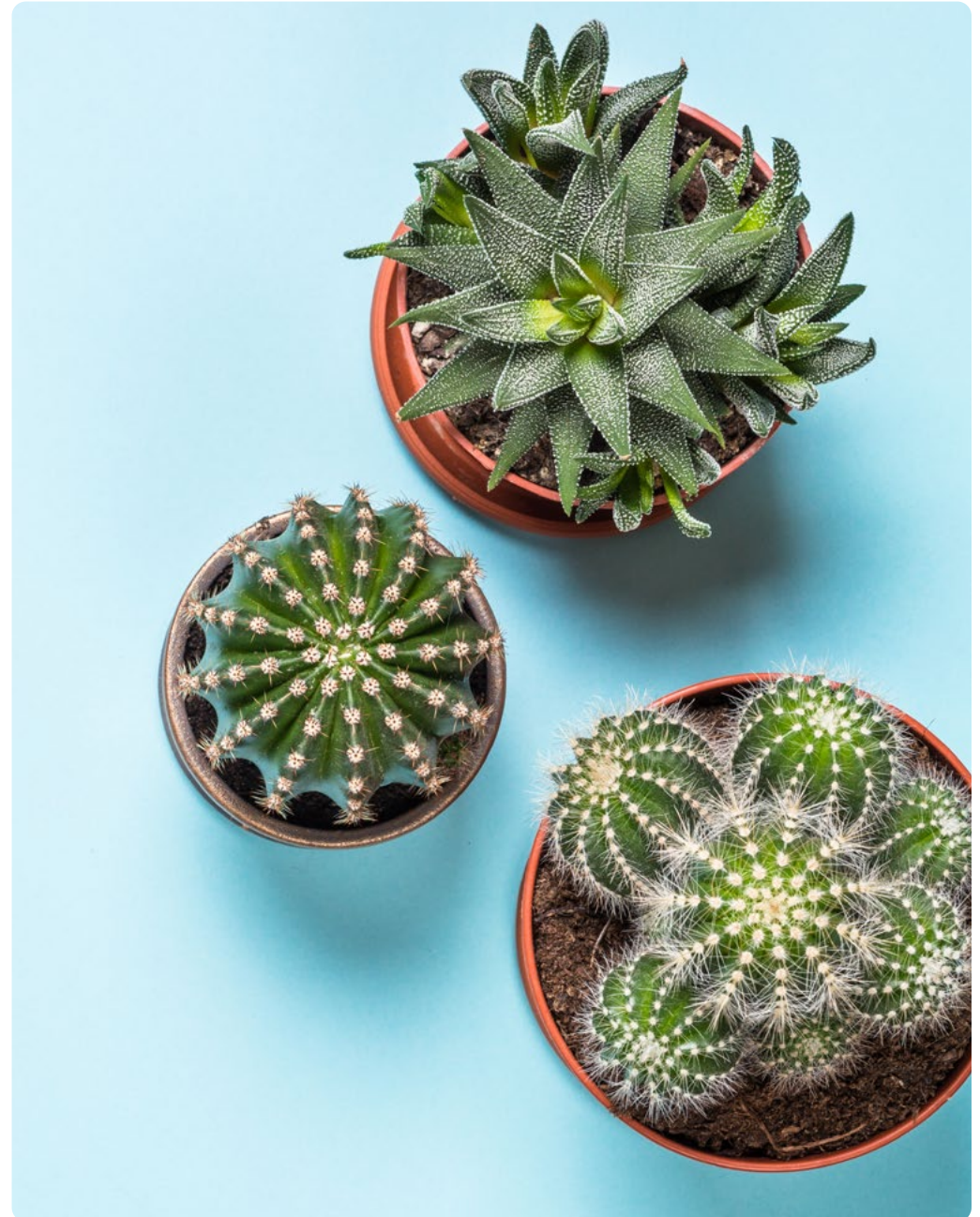
Climate action

Take urgent action to combat climate change and its impacts.



Responsible consumption and production

Ensure sustainable consumption and production patterns.

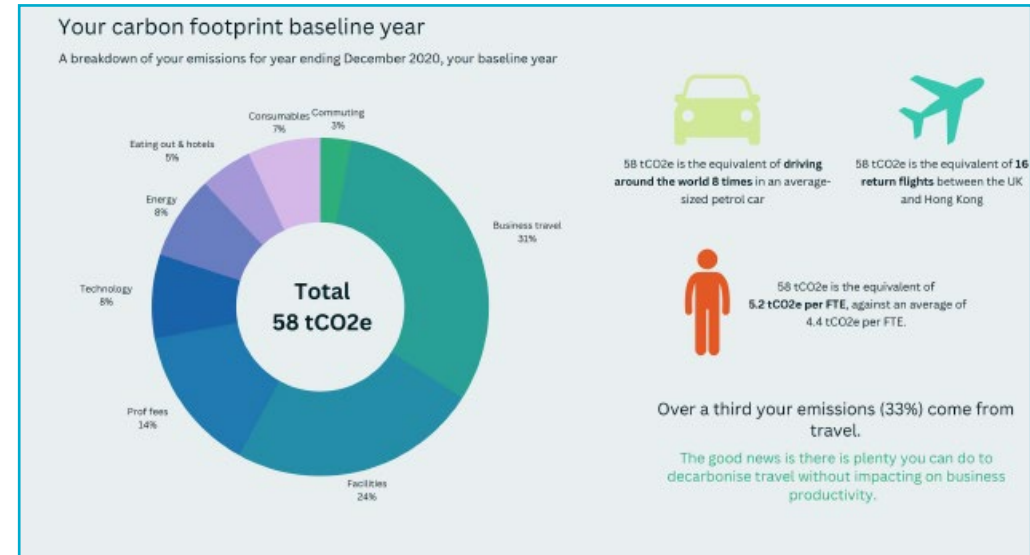
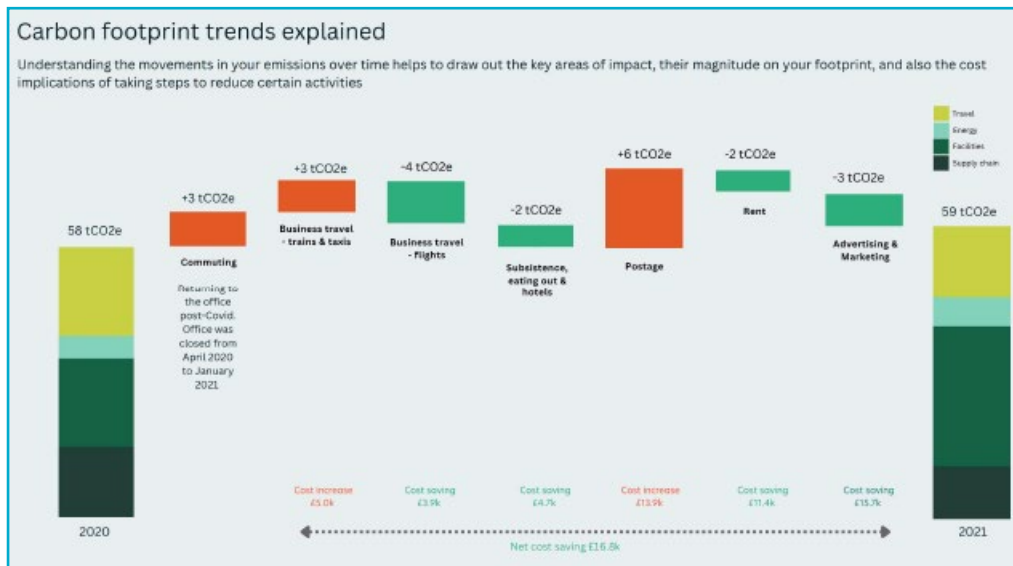




Setting our Net Zero baseline

Dragonfly engaged with Net Zero specialists, Flotilla to measure our carbon footprint, setting our base year as 2020.

When it comes to carbon, if you can't measure it, you can't manage it. We are pleased to share our carbon output, as a business for our base year in the following infographics.



Looking ahead to our plans for 2022 and beyond, we have committed to our Net Zero plan, which is discussed in more detail in the next section of the report.

To do this we have created an internal working team that is responsible for evaluating, implementing and monitoring Net Zero actions and progress against the plan. The team meet quarterly, and progress is fed back to Flotilla. We are also currently underway with updating our carbon footprint scores for 2021 and 2022.



Net Zero plan

In order to limit global temperature rises to within 1.5c above pre-industrial levels, businesses need to set science-based targets that ensure emissions are reduced to Net Zero on or before 2050.

In order to help achieve this, Dragonfly have committed to rapid, deep emission reductions across the entire value chain. Dragonfly have partnered with Flotilla to develop and implement our Net Zero plan.

We have committed to being Net Zero by 2035.

Next five years

- **TRAVEL** reduced 40% (10% pa)
- **ENERGY** 100% renewable electric (incl wfh)
- **CONSUMABLES** reduced 25%* (6% pa)
- **SUPPLY CHAIN** reduced 30%* (7% pa)

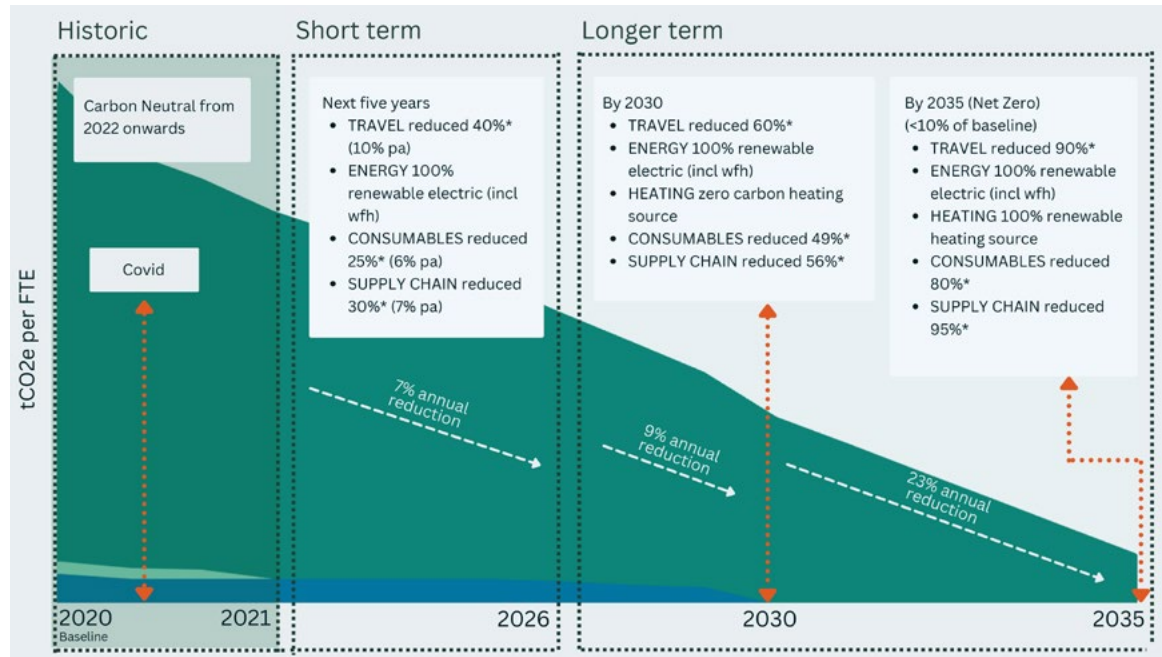
By 2030

- **TRAVEL** reduced 60%
- **ENERGY** 100% renewable electric (incl wfh)
- **HEATING** zero Carbon Heating Source
- **CONSUMABLES** reduced 49%*
- **SUPPLY CHAIN** reduced 56%*

By 2035 (Net Zero)

(<10% of Baseline)

- **TRAVEL** reduced 90%
- **ENERGY** 100% renewable electric (incl wfh)
- **HEATING** 100% renewable heating source
- **CONSUMABLES** reduced 80%*
- **SUPPLY CHAIN** reduced 95%*



- Scope 1
- Scope 2
- Scope 3



All net zero targets is in line with sector-specific science-based targets to align to the Paris Agreement, which looks to limit global temperature rises to below 1.5 degrees above pre-industrial levels.

*vs baseline

Your emissions at your Net Zero end point are calculated relative to your baseline carbon footprint, on an absolute bases for Scopes 1 and 2, and a per-FTE basis for Scope 3.



Sustainable production

Dragonfly have partnered with the below organisations to support in the reduction of carbon - ensuring we make a more positive impact on the planet.



Dragonfly is a member of Love Paper

Love Paper is a global consumer focussed campaign launched in 2012 to improve perceptions and raise awareness of the sustainability and attractiveness of print, paper and paper-based packaging.



Dragonfly is a member of Two Sides

Founded in 2008, Two Sides is a not-for-profit, global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging. The Two Sides campaign is a collaboration of companies from sectors including forestry, pulp and

paper manufacturing, packaging, inks, pre-press, press, finishing, publishing, printing, envelopes and postal operators. Their mission is to dispel common environmental misconceptions, inspire and inform businesses and consumers around the world with engaging, fact-based information about the sustainability and attractiveness of print, paper and paper packaging.

By uniting in common purpose with members of the print, paper and paper packaging industries, Two Sides aspires to ensure that, in a world of scarce resources, our renewable, recyclable and sustainable products can be enjoyed for generations to come.

“Go Green”, “Go Paperless” messages are misleading. The impact of greenwashing.

Consumers are increasingly aware of the impact their choices have on the environment and are influenced by environmental or green claims made by trusted organisations. Greenwashing is the practice of making

an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice. Many leading organisations urge their customers to go paperless with claims that paperless bills, statements and other electronic communications save trees, are “greener” and better for the environment.

These statements quite simply aren't true and are greenwashing.

These statements are not specific, not supported by reliable scientific evidence or relevant life cycle analyses and are misleading. Without evidence to support the claim being made such communication is Greenwashing and contravenes advertising regulations in most European countries.

Paper has a great sustainable story. Between 2005 – 2022, European forests grew by 1,500 football pitches every day.



Where possible we use FSC paper

The paper and publishing industries reply on thriving forests to meet demand; global consumption of paper continues to grow. Although paper

can be both biodegradable and easily recyclable, it can also be the product of deforestation of poor forestry practices if not sourced sustainably. Through responsible management of forests, and verifying the use of recycled materials, the FSC system can help secure a long-term source of paper.



We can carbon balance the paper element of direct marketing campaigns with the World Land Trust (WLT)

WLT was one of the first organisations in the world to focus specifically on the conservation of threatened habitats through land purchase. Working with partner organisations across the world, WLT funds the purchase or lease of threatened land to create nature reserves, protecting both habitats and their wildlife. The Carbon Balanced Programme utilises REDD+ (Reducing Emissions from Deforestation and Forest Degradation) to fund the protection and restoration of areas of threatened forest, and reduce emissions that contribute to climate change.



People

culture and employee wellbeing



People

great minds discuss ideas

Our culture provides an inclusive, innovative and engaging workplace where our employees can realise their full potential. We place emphasis on diversity of talent in an equitable, safe and inclusive workplace that is guided by our values - promise to customers, relationships, integrity and teamwork.

Our people are what makes Dragonfly special.

- We foster a culture of engagement and inclusivity – with our values at the heart of what we do
- We have transparent and effective mechanisms to support our people in the delivery of Dragonfly's strategic goals
- We invest in developing our people to support Dragonfly in becoming a high performing team
- We attract, reward and retain the best talent because we are an employer of choice where colleagues can realise their potential
- We protect the safety and well being of our people

The following pages provide more details on some of our key initiatives.

Our ESG survey established that the 3 SDG's below were most aligned with our social goals and values



No poverty

End poverty in all its forms everywhere.



Zero hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



Clean water

Ensure availability and sustainable management of water and sanitation for all.



People: Diversity, equity and inclusion

B Corp

At Dragonfly we get passionate about a lot of things like pushing boundaries in print and making our business a great place for our team to work. The B Corp certification looks at all of the areas we want to become better at, in one place.

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

The benefits of introducing business practices that look after our team, clients, the community and the environment that adhere to B Corp's high standards are limitless.

We first submitted our assessment in November 2021 and started the verification stage with the B Corp team in June 2022. The whole journey was intense and after 18 busy months we certified on 6 January 2023. To become certified, a business must achieve a verified score of 80+ points on the assessment - the average score for businesses is around 50.9. Dragonfly achieved a final overall score of 97.3.

What's next?

We are appreciating the exhilarating journey that Dragonfly have started. We are very proud of our staff and business practices and are delighted to be recognised by B Corp for our hard work. Our team are busy planning our deployment and engagement strategy.

Our gender equality programme

Works to generate more equal opportunities in the business, where people succeed on merit and are able to take advantage of career opportunities regardless of their gender.

We work hard at ensuring that there is gender equality across all areas of the business.

Leadership diversity snapshot

88% of our group leaders are women

75% of global board are women

10% of our people are of colour

I'm so proud that Dragonfly's approach to business is synonymous with B Corp's high standards. The team work very hard to make sure their impact on the economy, planet and people is a positive one.

Clare Manson, Finance Director





Employee wellbeing

Living wage

All employees, regardless of geographic location, receive a salary exceeding the current living wage legislation.

B Corp

In January 2023 Dragonfly became a certified B Corp company with an incredible score of 97.3. At the heart of our business is how we balance profit with purpose to benefit all.

Mental Health first aider

Our first aider's purpose is to effectively provide support on a first aid basis to colleagues who are experiencing mental health issues and to guide them to the appropriate support.

Employee Assistance Programme

The health and wellbeing of our team members is paramount. We are proud to offer all our people access to an Employee Assistance Programme (EAP). Our EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues. We strongly believe in providing an EAP service that offers not only reactive support when someone needs it but also proactive and preventative support to deliver the best possible outcomes.

Private healthcare cover

We want to give every member of our team a choice in the level of care they can get and how and when it is provided. We offer this via Bupa or Vitality.

Breathe HR

Dragonfly have implemented a industry leading HR system which provides support for the existing team on all HR matters and has the potential for future growth.

Wellbeing events

Wellbeing is at the forefront of our minds, we want our team to work in a positive and engaged workplace. We regularly host wellbeing activities and events to support the wellbeing of our people. Initiatives include; a monthly newsletter, sharing resources and wellbeing tips, massages, plant growing, cooking challenges, walking meetings and more.

Engagement multiplier

Our team have the opportunity three times a year to have an impact and drive positive change at Dragonfly by providing their honest feedback in a short, anonymous survey. Their feedback is essential to creating a happier and more satisfying workplace.

Discretionary staff benefits

Our team receive benefits ranging from birthday presents, cycle to work schemes, long service awards, hybrid working, mobile phones and annual bonuses.

Cycle to work

All Dragonflies can take part in our cycle-to-work scheme that saves them money on National Insurance contributions whilst improving personal fitness levels and helping to reduce local congestion and pollution.

“It’s been incredibly rewarding to develop this employee wellbeing journey over the last 18 months. Our staff feel more engaged than ever and are excited to develop this area of our business further.”

Isla Munro, Managing Director





Training, knowledge and development

Our training and development programme helps employees learn and acquire new skills and gain the professional knowledge required to progress their careers.

Graduate and work placements

We actively recruit work placement students and graduates to our team to give opportunities to all.

Mitilearn

Our staff are enrolled on our Mitilearn training hub which covers topics including GDPR, fraud awareness, anti bribery & corruption and money laundering.

On the job training

We learn every day and encourage our team to hold open and honest conversations via 1:1's, appraisals, coaching, delegation, observation and shadowing.

Group / team activities

We gain an enormous amounts of knowledge and skills from other people. Group activities are the core components of many of our training courses including 'lunch and learn', workshops, brainstorming and working groups.

Insights Discovery

All Dragonfly staff are invited to complete an Insights Discovery survey. This covers employee styles and preferences in the workplace, and reveals their colour order. Insights Discovery is a simple (yet powerful), memorable model that creates lasting self-awareness, builds strong relationships and drives business performance. The purpose is that we all work as a highly effective team by understanding everyone's working ways.

Industry events

Face to face and online events are popular and effective methods for us to learn. These include conferences, training, refresher courses, networking and seminars with our memberships, partners and suppliers.

Site visits

Visiting different suppliers / sites / organisations allows us to learn and bring feedback into the wider team and business.

CPD training

Continuous professional development (CPD) is integral to helping our staff enhance their skill set.

Awards

We are proud to have won several awards for our direct marketing campaigns, these boost our reputation and highlight our achievements to our team, clients and suppliers.



Work environment

4 Stafford Street

Our headquarters at 4 Stafford Street, Edinburgh is an exciting, modern and collaborative workplace. The building provides a range of facilities that enhance collaboration opportunities including innovative furniture solutions, breakout spaces and quiet rooms in addition to dedicated spaces for training and client meetings, a kitchen, outdoor green space, a bar, plus cycling and shower facilities

Spaces

Our South African HQ is located within serviced offices 'Spaces' on Dreyer Street, in the heart of Claremont, just 15 minutes from the buzzing heart of Cape Town. It is a vibrant and collaborative work space and provides a range of facilities that help enhance our innovation and energy. Not only does it have stunning views of Table Mountain and outside space to think and inspire, but the office also offers modern and creative meeting rooms and designer workspaces, breakout areas and quiet rooms.

Royal House

A vibrant, modern workspace opposite Harrogate's landmark parkland, The Stray. The office's beautiful private outdoor space, dazzling breakout areas, design-

led meeting rooms and speciality hot drinks on tap makes it an excellent place for our team to work.

Green initiatives

We encourage our team to suggest and implement ideas that will benefit the environment. Some of the initiatives implemented include: living plants to attracts bees, drinking water facilities to reduce plastic bottle waste, recycling and compostable policies to reduce our general waste contribution.



4 Stafford Street, Edinburgh



21 Dreyer Street, Cape Town



Partnerships

supply chain and community support



Partnerships

Taking accountability and adopting practices for performance improvement.

Through our sustainability ambition, Dragonfly have made a long-term commitment to support our local and global stakeholders in solving some of the world's most pressing sustainability challenges. We have made bold commitments and will continue to drive improvements while defining, measuring, and benchmarking our performance.

Our approach is to use world-class management systems to guide our governance. Our integrated ISO management system incorporates ISO 27001 (Information Security Management) and ISO 14001 (Environmental Management).

We also have informal employee networks which interface with the business to address important issues and facilitate innovative practices and solutions. Our largest opportunity to have a positive influence is on our supply chain and it is within this section that we address our final key theme, partnerships.

Our ESG survey identified the below SDG is critical in our work with the community and our partners.



Decent work and economic growth

Promote inclusive and sustainable economic growth, employment and decent work for all



Partnerships and community support

We believe in giving back. Whether we are supporting major charities, hosting small office events that raise money for projects close to our peoples’ hearts, or volunteering our time for good causes.

DFSA Trust

Over the past two years, Dragonfly South Africa has implemented a giving back program, whereby we randomly selected charities across South Africa and donated R5000 a month to each one. Our giving back journey has been a resounding success, prompting our CEO Vicky Grant to establish the ‘Dragonfly Trust South Africa’ (DTSA).

At Dragonfly Trust South Africa, our aim is to make a positive impact by supporting various charitable organisations on behalf of our clients. Every time we create and send out a mail pack, a portion of its cost will be donated to a local charity. By working together with our clients, we can contribute towards building a stronger and more prosperous South Africa.



Dragonfly mail sacks

Instead of discarding our Dragonfly mail sacks, we saw an opportunity to re purpose them for a supportable cause. The sacks, which were originally designed for transporting Dragonfly mail, have found a new life in serving the underprivileged communities of South Africa.

One of the primary uses of these recycled mail sacks is for the distribution of blankets and clothing. Operation Hunger recognises the importance of warmth and protection, especially during colder months. By utilising the mail sacks as carriers, the organisation ensures that those in need receive essential items to combat the harsh weather conditions and improve their quality of life. Through this insightful approach, Operation Hunger has been able to make a positive impact on multiple fronts.

See later in report.

Volunteering days

We support the causes, people and the places our customers and our team care about, and we get involved; from volunteering with local community-based projects like Ronald Mcdonald or helping to clean the beaches in Cape Town.

Donations and sponsorships

In addition to our giving back initiative in SA, we have participated in multiple Kindness By Post exchanges; hosted a Macmillan coffee morning where we raised a superb £130; sponsored Vicky our CEO as she trekked the Arctic for Children 1st, and Isla our MD as she hiked up Ben Nevis in the dark for MND Scotland.

Giving Tuesday

This day is all about celebrating the different ways people and companies support charities. We give each member of our team £500 to donate to a charity or good cause of their choice, and share our stories around the who and why at our boardroom campfire.





Dragonfly are supporting a number of local charities. These have been selected by our team who have personal connections with each one.

Zero Hunger

Food banks

These are to be a combination of Edinburgh, York, Glasgow food banks all local to the team.

Empty Kitchens – Full hearts

This is another charity that works with food waste to distribute to vulnerable and in need, but we are also adding in volunteer days for the team. This will be across various tasks within the foodbank, with helping prepare meals, delivering/ driving.

Donation of £3,150 to be split out with £350 for every 2nd month

Donation of £3,150 to be split out with £350 for every 2nd month

Clean water

SeaProject

**1 kilo of plastic = 1,000 straws
1 kilo = 8 Euros**

We would be donating £2,500 quarterly, which is 375 kilos of plastic = 375,000 plastic straws.

Dragonfly are donating £15,000 over 18 months to remove plastic from the oceans.

Beach tidy

– Keep Porty Tidy

We are also planning 5 beach trips over the next 18 months, to the local beach in Portobello. This will help keep the ocean and beaches tidy!

5 beach clean-up trips over the next 18 months



Dragonfly Trust South Africa

Dragonfly has built positive relationships with its clients and suppliers in South Africa over the past 5 years. Personally and as a business we have a love for Africa, the people, the wildlife and all it has to offer. Over the past 2 years Dragonfly has supported multiple charities through a giving back programme called 12 months of giving back. We have supported 24 amazing charities in their mission to help improve life for disadvantaged children, adults, animals and the environment.

As part of Dragonfly's commitment and its passion for South Africa, its people and its natural resources, we created the Dragonfly Trust South Africa (DTSA), which will donate money to chosen charities, in order to promote broad-based economic transformation for the benefit of poor and needy black people.

For every mail pack Dragonfly SA produces, we will donate a portion of that pack price to the Trust. (circa 0.04c) We also wish to invite our clients to contribute to the Trust to increase donations to our charities.

The Trust has a number of objectives it needs to achieve to ensure we quantify our purpose. Trustees shall engage in a number of activities, the funding or continuation of initiatives that pursue the following:

Poverty relief and anti-poverty, community development for poor and needy persons, job creation and skills development, conservation and the protection of the natural environment, finally education and training programs relating to environmental awareness and sustainable development. All these activities are conducted for the benefit of previously disadvantaged South Africans.



Trustees:

- Vicky Grant
- Moyra Lambert
- Londiwe Mokiti
- Enid Jacqueline Sinequan



“Together with our clients, we can help build a better and stronger South Africa.”

Vicky Grant, CEO





Operation Hunger

Dragonfly South Africa works closely with Operation Hunger, a charity who have implemented remarkable initiatives in the re-use of the Dragonfly mail sacks.

The mail sacks, which are originally designed for transporting Dragonfly mail, have found a new life in serving the underprivileged communities of South Africa. Instead of discarding these mail sacks, they are re purposed for the distribution of blankets and clothing. Operation Hunger recognises the importance of warmth and protection, especially during colder months.

Operation Hunger has also leveraged the recycled mail sacks for use as containers for growing a variety of vegetables, through vertical gardening initiatives in

informal settlements. These settlements often lack sufficient space for traditional horizontal gardening methods. By utilising vertical gardening techniques, Operation Hunger maximizes the available space and cultivates vegetables for the benefit of soup kitchens and community members facing food insecurity.





Governance

*supply chain, innovation
and governance*



ISO

At Dragonfly we are committed to leading the way in environmental efficiency savings with our rigorous environmental management system as standard.

ISO 14001:2015 applies to the environmental aspects of our activities, products and services. Using the ISO we can determine whether we can either control or influence aspects when considering a life cycle perspective.

We were certified by BMTrada on 6 October 2022 as having obtained the ISO14001:2015 qualification. Throughout the period since certification Dragonfly have continued to define ways we can have a positive impact on our clients and suppliers life cycle.

Since certification Dragonfly have committed to benchmarking the sustainability performance and diversity of our supply chain. This will allow our stakeholders to select suppliers based on a range of sustainability performance criteria, alongside traditional economic models.

In support of this, we are also developing product life cycle sustainability analysis across all products and services, for all supply partners and geographies. This will provide the information for our stakeholders to make informed, responsible choices. We will continue to work with our trusted supply chain and partners to provide environmentally friendly solutions for the direct mail industry.

Further information is provided in the next section.

Our ESG survey identified the below SDG is critical in our work with the community and our partners.



Decent work and economic growth

Promote inclusive and sustainable economic growth, employment and decent work for all



CERTIFICATE OF REGISTRATION

This is to certify that

The Dragonfly Agency
4 Stafford Street
Edinburgh •
EH3 7AU

has been audited and found to meet the requirements of standard
ISO 14001:2015 Environmental Management System

Scope of certification

The Provision of Creative, Data Processing, Print and Project Management Services.

Certificate number: 3466

Issue number: 2022-01

Certificate effective date: 6 October 2022

Certificate expiry date: 5 October 2025

Date of initial certification: 6 October 2022

Vicki Howlett
General Manager - Certification UK

Issuing Office: Warringtonfire Testing and Certification Limited t/a BM TRADA Chiflem House, Stocking Lane, High Wycombe, Buckinghamshire, HP14 4ND, UK
Registered Office: Warringtonfire Testing and Certification Limited, 3rd Floor, Devision Building, 5 Southampton Street, London, WC2E 7PA, UK
Reg No: 1137435.

This certificate remains the property of BM TRADA. This certificate and all copies or reproductions of the certificate shall be returned to BM TRADA or destroyed if requested. Further clarification regarding the scope of this certificate and verification of the certificate is available through BM TRADA or at the above address or at www.bmtrada.com/certified-companies/bmtrada-certificates.

The use of the UKAS accreditation mark indicates accreditation in respect of those activities covered by the accreditation certification number 012. For further information on bmtrada activities covered by UKAS accreditation please go to: <https://www.ukas.com/search/accredited-organisations>



Data security

Dragonfly has a robust information security management program in place to protect the personal data and other information that we process. We have achieved ISO27001:2013 certification of the firm's technical and organisational controls across a broad spectrum of systems and processes.

These measures are monitored, reviewed and regularly enhanced in order to meet our professional responsibilities and the needs of our clients and are independently audited annually.

Anti corruption

Dragonfly is committed to conducting its business, in all of the jurisdictions where it operates, with the highest degree of integrity. We are mindful that a failure to have adequate controls in place can result in severe penalties for individuals and the firm, but as well as the imposition of legal penalties, those found to be in breach of the legislation are likely to face other consequences including exclusion from public contracts, reputational issues and brand damage.

This commitment includes having implemented proportionate and robust policies and procedures, based upon the nature, scale and complexity of our commercial activities, intended to ensure compliance with the UK Bribery Act 2010, and other global legislation and regulation; and a zero tolerance approach towards all forms of bribery and corruption, whether on the part of the firm itself or on the part of our clients, suppliers or other stakeholders.

Human rights

We acknowledge our responsibility to respect and support the dignity, wellbeing and human rights of all people including the communities where we live and work, our personnel and others affected by our activities and business relationships. The human rights-related expectations we have for our suppliers are set out in our Procurement Policy. We also expect that our suppliers will hold their own suppliers to the same high standards.

In conjunction with the Firm's Modern Slavery and Human Trafficking Statement, we reject any form of slavery, forced or child labour, and work to ensure that such practices are not present in our business or supply chain.



Health and Safety

The Dragonfly Agency follow the Health & Safety at Work Act 1974. Staff are informed, trained and resourced accordingly in order to operate a healthy workplace. We promote health and safety initiatives through weekly meetings, staff noticeboards throughout the office and our office culture. Our goal is to sensibly manage risks to protect our workers and our business.

Training

New members of the team are inducted to the business with a health and safety tour of the building. Records are kept and maintained.

First aider

There are two appointed first aid representatives in the UK. Notices are displayed around the building listing the first aiders. The stock in the first aid box is checked regularly.

Fire warden

There are two qualified fire wardens in the UK. Fire notices and lights are displayed around the building, corridors and stairwells are kept clear of obstructions, fire doors are kept closed and we conduct quarterly fire drills.

Health & safety audits

We are pleased to have reported no accidents during our 12 years of business. We have regular health & safety audits performed by an external Compliance Officer to ensure that our policies are practices adhere to current legislation.

ISO 14001 & 27001

Some of the requirements of our ISO 27001 (Information Security Management) and ISO 14001 (Environmental Management) certifications cover health and safety and these requirements are audited every year by an external party.



Dragonfly hold the following insurances:

Employers Liability -	£10,000,000	Professional Indemnity -	£1,000,000
Public Liability -	£5,000,000	Cyber Insurance -	£1,000,000



Environmental supply chain network

As part of Dragonfly's ISO14001:2015 certification we have implemented an Environmental Management System (EMS) framework that helps us achieve our environmental goals through consistent review, evaluation, and improvement of its environmental performance. This system records and monitors our direct impact on the environment. We also must consider our indirect impact and our ability to influence our mail packs life cycle perspective.

In order to do this, we continue to work closely with our trusted suppliers. We regularly audit their environmental credentials, their compliance with laws and regulations and appetite to

become more sustainable. We have partnered with print management specialists to share technical knowledge to take clients ideas and make them into environmentally friendly practical reality. Our team are passionate about continuously pushing boundaries of what can be done and we are very lucky to work with some incredible people who share the same vision.

Dragonfly have sought out memberships with organisations that can assist with support, information gathering and training. We are members of Two Sides, and we are always interested in meeting new people who can help on the journey to sustainability.



“Only through collaboration can we make a significant difference.”

Anthony Bagshaw, Chairman





Governance and controls

Not only are regulators creating new standards around ESG governance frameworks, but customer expectations for transparency and ethical partnerships are mounting. At Dragonfly we are committed to adhering to 'best practice' on all areas of ESG, but we also genuinely want to help preserve the planet for the next generation. We realise we cannot do this alone and undertaken the following actions to form alliances to help achieve our ESG goals.

B Corp

As part of Dragonfly's B Corp certification, the Board made a legal change in March 2022 which formalised our alignment with the B Corp movement's values and embeds a stakeholder-focused mindset that separates B Corp's from other businesses. The B Corp legal requirement adopted is designed to:

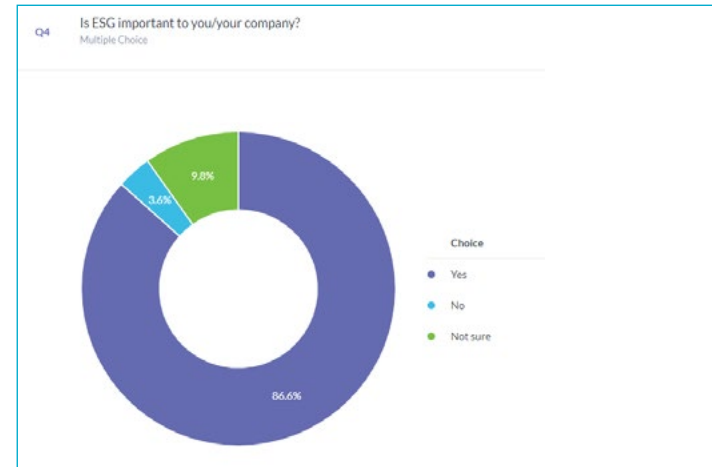
- Provide a legal basis to allow directors to consider the interests of all stakeholders, not just shareholders, when making important decisions.
- Protect the company's mission and values through capital raises and leadership changes, and give business leaders more flexibility when evaluating sale and liquidity options.

Dragonfly ESG Committee

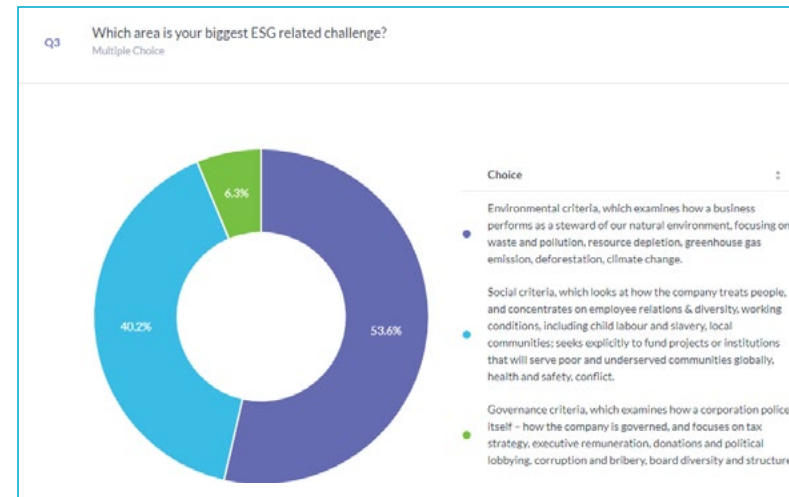
The Dragonfly Board of Directors formed the Dragonfly ESG Committee in 2022. In March 2023 we emailed all our stakeholders asking their thoughts on ESG. The feedback was very positive, and we discovered that we have a lot of like-minded stakeholders. The results from this survey, together with the objectives of the Board, have helped shape this report.

Facts from ESG survey:

Responses came from four countries, United Kingdom, South Africa, Switzerland and the Netherlands. Of these four countries, 67 separate cities responded. 86.6% of respondents said ESG was important to their business.



53% of responses said that Environmental was their biggest ESG challenge.





thanks
we'd love to chat more

If you would like to discuss anything further please contact us.

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