

EXPOSURE NINJA 2023

# Annual Impact Report



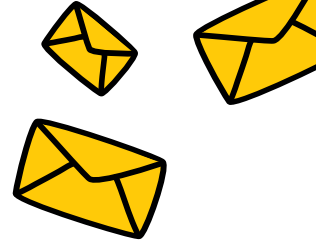
Certified



Corporation

At Exposure Ninja,  
we're **obsessed with  
positive impact** and  
relentlessly proactive  
about making it  
happen.

# A Letter from our CEO



At Exposure Ninja, we're obsessed with how we can make a positive impact. For us, running a business isn't just about chasing ££££ (though we unapologetically focus on our bottom line too). It's what we can do with the £s to do some good in the world that we care about. A company is, after all, the people that make it.

On 28th March 2023, Exposure Ninja became a certified B Corporation with an impact score of 86.5. It has been an ambition of ours to continue to become a better, more socially and environmentally aware business.

Before B Corp was even on our radar, we'd decided to do a bunch of things over the years because we felt they were the right thing to do. This includes remote and flexible working policies, a health and wellness subsidy, a generous sick pay policy way above the UK's SSP, enhanced maternity and paternity leave, and opening a mentoring scheme to inspire and develop more talent in our industry.

The process of becoming B Corp certified has been fascinating and a lot of hard work.

It has been really useful to benchmark our various initiatives and realise some of the areas that hadn't occurred to us before. It's been full of growth, learning, a lot of policy-making, doing our figures, benchmarking and figuring out how to keep improving.

We're one of only 1000 businesses in the UK to achieve B Corp status, and we're proud to be among other companies that give a c%\*! and are committed to looking after their people, communities and our planet. We plan to continue to pursue social and environmental progress and encourage other businesses to do so as well.

**Charlie Marchant**  
CEO, Exposure Ninja



# B Impact Score =

**86.5**

B Corp certification is a rigorous process that examines how businesses are governed and how they contribute positively to their workers, customers, community and the environment.

A minimum score of 80 is needed to achieve B Corp status. We're proud to have chalked up 86.5 points! We share the breakdown of our scores in each category below:

## Category

## Score

March 2023

Governance



**21.8**

Workers



**29.8**

Community



**23.8**

Environment



**7.9**

Customers



**3**



# Our Recognition



In 2023, our Exposure Ninja team triumphantly brought home eight awards across our industry's most prestigious awarding bodies. Our awards are a testament to our hard-working and talented team for the revenue-increasing, business-transforming and life-changing campaigns we deliver for our clients.

1

**Global Search Awards: Best UK SEO Campaign**

— Step by Step Recovery

2

**Global Search Awards: Best Large, Low Budget PPC Campaign**

— MCS Cleaning

3

**UK Search Awards: Best Large, Low Budget PPC Campaign**

— MCS Cleaning

4

**European Content Awards: CRM/Email Content Campaign of the Year**

— Purus Life

5

**Global Search Awards: Best Integrated Campaign**

— Step by Step Recovery

6

**UK Search Awards: Best Use of Search - Health (Large)**

— Step by Step Recovery

7

**UK Search Awards: Best Integrated Campaign**

— Step by Step Recovery

8

**Global Content Awards: CRM/Email Content Campaign of the Year**

— Purus Life



# Our Team

Our team is made up of 67% women, making us way above the national average. In the UK marketing sector, 58% of the marketing workforce are women.

## 71 Ninjas

48 women



22 men



1 undisclosed



**73%**

of our team are  
based in the UK



**14%**

in the  
Philippines



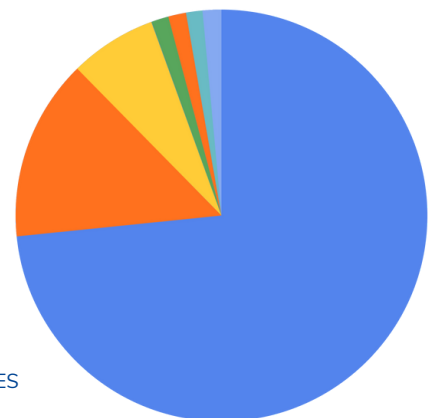
**13%**

from other  
countries

## Where in the World Our Ninjas Are Working From

We're proud to have a multi-national team working across the globe. We believe successful teams are diverse and our global hiring policy reflects this.

We now have offices in London, Nottingham and the Philippines, and a remote-working policy that gives our team the freedom to work from home.



# Our Management Team

Our Management Team is 69% women. That's double the UK national average of 32.4% in mid-market businesses.

## 11 Managers

7 women



3 men



1 undisclosed



**91%**

of our Management Team identify as Caucasian / White



**9%**

identify as Asian



**18%**

of our Management Team describe themselves as having a disability



**18%**

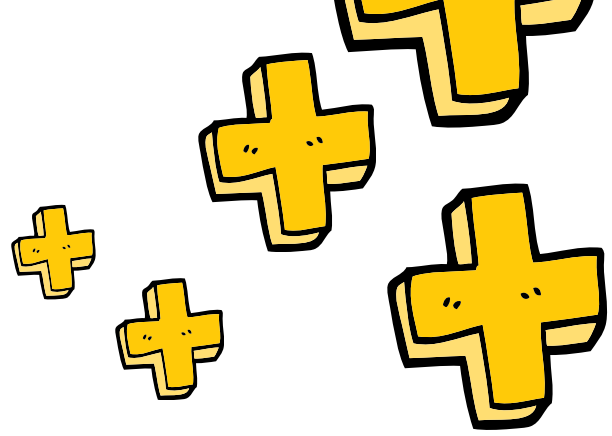
of our Management Team identify as one or more LGBTQA+



**54.5%**

of our Management Team would be considered as being from an under-represented social group.

# Positive Impact Comparison



Positive Impact Goal	2022	2023	Score
Score 80+ points on the B Corp B Impact Assessment.	n/a	86.5	We're doing great!
Increase annual % of company's profit to charitable causes.	0.63% donated	1% donated	We're doing great!
Increase the amount of volunteering hours used by the EN team per year.	174 hours	185 hours	We're doing great!
Increase the amount of pro bono and volunteering work completed to 2% (based on the percentage of per capita worker time).	0.26%	0.2%	We can do better
EN attend at least four speaking engagements per year to raise awareness around key impact issues.	0	0	We can do better
Increase the number of mentees through the Ninja Digital Marketing Mentoring Programme annually.	34 mentees	35 mentees	We're doing great!
Amount of CO2 offset.	489.92t of carbon reduction in 2022	331t of carbon reduction in 2023	We're doing great!
Increase the number of suppliers from an under-represented group to over 50%.	n/a	51%	We're doing great!



# Governance



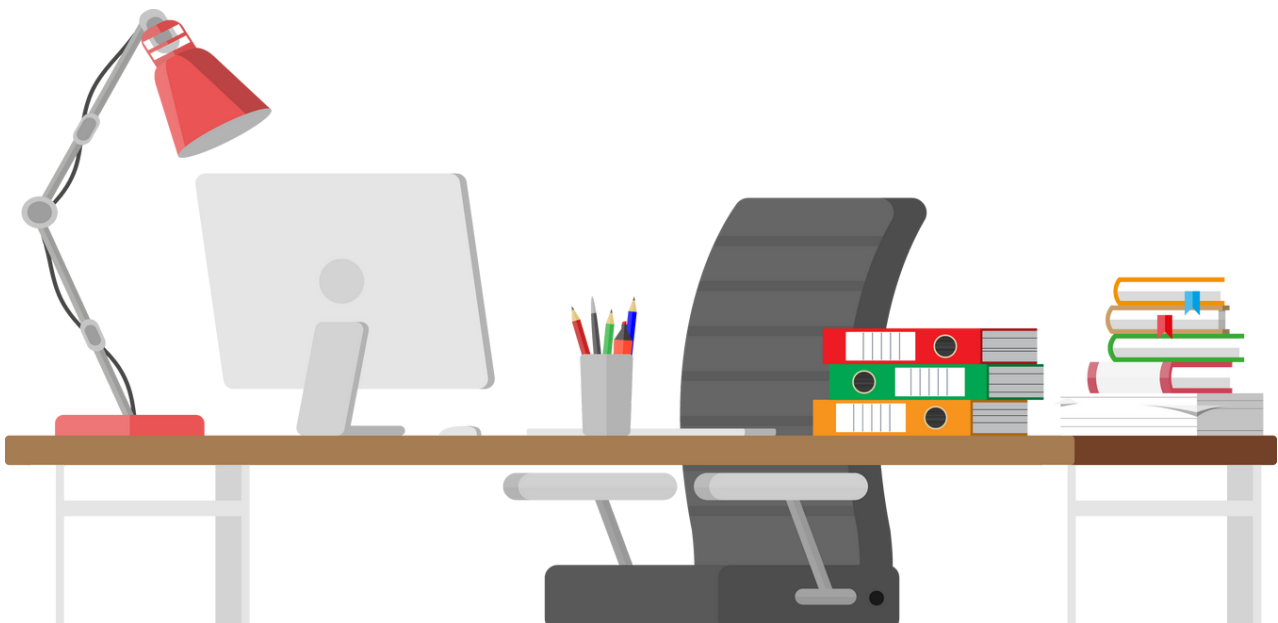
Our governance has undergone some changes since we first became B Corp certified. Previously, Exposure Ninja's governance structure included a Non-Fiduciary Advisory Board.

Exposure Ninja has now moved to a Management and Executive Committee-led governance structure. This change follows the end of our 12-month contract with our non-executive board advisor, Andrew Bloch.

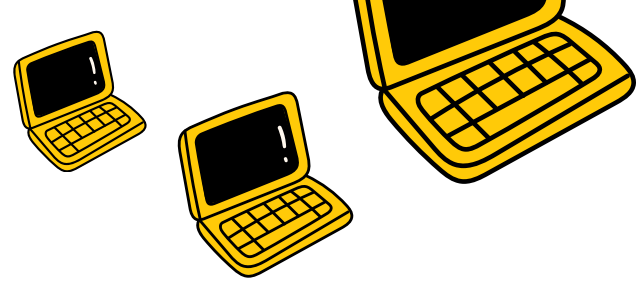
Our Executive Committee consists of our Senior Leadership team (Charlie Marchant, Luke Nicholson, Ali Newton, Victoria Lane and Rain Agustin) and Exposure Ninja's Founder, Tim Cameron-Kitchen.

On 20th November 2023, Tim Cameron-Kitchen passed over the role of CEO to Charlie Marchant, Exposure Ninja's previous COO.

In 2023, we implemented an AI usage policy and included policies on AI as part of our Code of Ethics.



# Workers



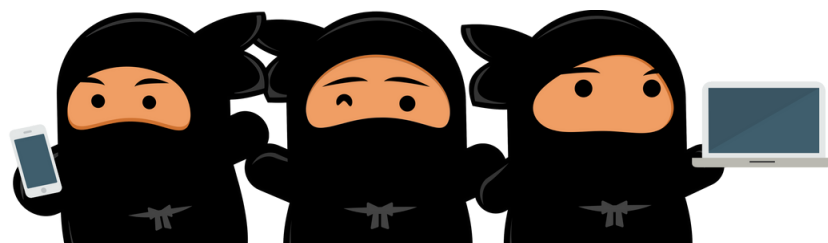
In January 2023, we introduced Sabbatical Leave and Career Breaks for employees who want to take an extended period off work.

In October 2023, we held our second wellness week. Our main goal was to promote the different aspects of well-being, including social, physical, emotional, intellectual, and spiritual. Sixteen different wellness sessions were held across the company, ranging from yoga classes, art masterclasses, discussions about self-care, resilience, and building healthy relationships to daily self-led 30-minute walks and reflection time.

In October 2023, we added Paid Medical Leave for UK and PH employees. This leave can be used to take time off for emergency medical visits, specialist consultations and medical screenings (e.g. cancer checks).

We reviewed our Employee Assistance Program (EAP) usage and coverage. In October 2023, we changed our provider to Health Assured to cover local native-speaking counsellors for team members located outside the UK.

In November-December 2023, we ran our second round of 360 feedback through CultureAmp. Our 360 feedback process allows the team to understand their strengths and areas for development. The CultureAmp tool allows Ninjas to view their focus areas, select recommended development plans or create their own based on feedback received.



# Diversity



An annual Diversity and Inclusivity Survey was sent to all Ninjas in May 2023, with a 79% participation rate.

Results highlight Exposure Ninja's zero tolerance for discrimination and harassment, garnering the highest score among all other survey factors. We have processes in place on how to report instances of discrimination and harassment, and the management takes serious and appropriate actions against these incidents.

Ninjas also gave a high score in having a voice in the organisation. Our culture of open communication encourages every Ninja to freely share their thoughts and raise concerns that affect their work.

In general, these are the things we're doing well:



**94%**

**of our Ninjas say that  
people they work  
with are respectful to  
one another**



**92%**

**say that EN treats  
everyone fairly regardless  
of age, gender, disability,  
race, ethnicity, origin or  
economic status**



**92%**

**say that EN values  
diversity**



# Community

In 2023, we donated 1% of our profit to charity. This was a total donation of £2,945.36 to charities. Our charitable donations include contributions matching the charitable donations made by our team members.

Charitable donations in 2023 include:



**£539.17**

**to employee  
donation matches**



**£1,077**

**to Become, our team's  
chosen charity of the year**



**£1000**

**to support a toy  
and rice drive in  
the Philippines**

For our charity month in September 2023, we supported Become, a charity that supports young people in care and care leavers. We raised £1,600.

In November 2023, we led our second volunteering week. In total, our team spent 185 hours of volunteering time on initiatives such as mentoring, wildlife conservation research, toy drives, coaching students during their career day programme, and coaching local sports teams.

In December 2022, we kicked off our third round of digital marketing mentoring. Our mentoring spans six months. We had 28 Ninja mentors sign up to share their knowledge and experiences with 35 mentees across the world. Our mentoring scheme focuses on supporting mentees to improve their confidence, raise their aspirations, and get access to new experiences, learning resources, and networks.

# Customers



In 2023, we updated our customer feedback and complaints mechanisms to include clearer internal criteria for items requiring escalation and resolution.

In 2023, we achieved our best every year of client retention with a 92% retention rate. Our client retention monitoring is a key measure of our client satisfaction.

In 2023, company-wide cyber security training has been made mandatory for all employees and new hires. This is part of our commitment to ensure data privacy for our clients and minimise risks.



# Environment

In 2023, we offset 300 tonnes of CO2 emissions through 30 verified carbon avoidance projects. This is measured by our offsetting via the Ecologi platform.



**10,870**

trees funded



**846.22**

tCO2e avoided



**30**

projects funded

