

Impact Report Year 2

May 2025 - April 2026

loom



Certified



Corporation™



Reflections on our second year as a Certified B Corp

"Receiving B Corp Certification in 2024 is one of our greatest achievements. It's provided us with a set of values to guide our decision making and shape our behaviour, ensuring we continue to build a more purpose-led business."

The members of the Loom team have fully embraced life as a B Corp, with each individual having their own personal goal they work towards throughout the year. This provides everyone with a way to have an impact, individually and collectively.

Reflecting on the past year - we've managed to build upon the good work we did in our first year B Corp Certified, expand long-standing initiatives and respond to industry developments with a new perspective. We've also found time to have fun along the way.

B Corp Certification continues to be one of our guiding lights as an agency, making Loom a better, brighter and more conscious driven business - and there's so much further to go!"



Karen & Nikki

Directors

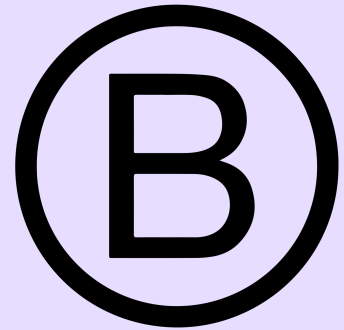
Our Commitment

Loom is a proudly independent Bristol-based agency with positive values at our core. With strong commitments to our team, clients and community, we believe prioritising people and the planet should always be at the forefront of our evolution.

We always promise to:

- Deliver long-term sustainable performance
- Do good by being a good citizen business by donating 1% of our profits to charity each year and giving our time to support local projects
- Be a responsible and responsive employer which is reflected in our policies
- Be honest and fair with clients and suppliers, who are regularly surveyed
- Promise to never work with clients or suppliers who don't share our values by robust qualifying criteria and policies
- Help protect the environment for future generations through our commitment to reduce GHG emissions by at least 5% annually

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Our B Impact Score

(May 2024)

GOVERNANCE



WORKERS



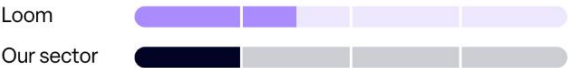
CUSTOMERS



ENVIRONMENT



COMMUNITY



Overall B impact score

85.5

What we've been up to...



**Bristol
Half/10km
Marathon
Charity
Fundraiser**



**Tree
Planting**



**Office
Recycling**



**Loom
Charity
Cake Sale**



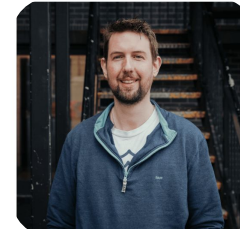
**Pro-Bono
digital
support for 2
charities**



**Food Bank
Donations**



**Hosted 3 x
Work
Experience
Students**



And more...



**Litter
Picking**



**Blood
Donation**



**1% of profits
split between
2 local
charities**



**Business
Mentoring**



**Audit IT
set-up for
carbon
reduction**



**Student
Mentoring**



**Responsible
Advertising
Initiative**



The Results

108 Hours of work experience



1% profits to charity:
Cots for Tots



Team collectively ran 165 kms for
Charity raising £655 in
fundraising



390 tree planted



Pints of Blood Donated



20 Hours Pro Bono work for
Gympanzees & CircoMedia





What's next for year 3?

"To strengthen our impact across the critical areas, we've set our new B Corp goals for our third year of certification. These include the continuation of initiatives over the last couple of years, as well as expansion into new areas.

New charity initiatives for this year include participating in a team charity quiz event to raise more funds and for the team to have a fun evening together.

In partnership with local university UWE, we'll be strengthening our commitment to nurturing young talent through a formal internship programme. A student can gain real world experience for a number months, which will run alongside their study commitments, and get paid!

May 2026 - April 2027

As part of our employee proposition, we're extending our health insurance to include dependents under the age of 18.

We'll go into our third year with an aim of driving more change and working with our community. None of this could be achieved without the incredible commitment and dedication to this goal from everyone in the team. Thank you."

Karen & Nikki
Directors



Digital excellence. Positive change.

