

SUSTAINABILITY

OUR APPROACH TO SUSTAINABILITY

AT LBG MEDIA, WE STRIVE TO MAKE A MEANINGFUL IMPACT. WITH OUR POSITION AS A LEADING ENTERTAINMENT BRAND FOR YOUNG ADULTS, WE RECOGNISE THE STRENGTH OF OUR GLOBAL REACH AND USE IT TO CHAMPION SOCIAL RESPONSIBILITY AND HIGHLIGHT OUR AUDIENCE'S PERSPECTIVES FOR CHANGE.

We continue to advance in the key focus areas identified through our materiality assessment, with highlights presented below.



PLANET EARTH

WE REMAIN COMMITTED TO MINIMISING OUR CARBON FOOTPRINT THROUGHOUT OUR OPERATIONS

Progress made during the year

- To further improve the sustainability of our Adtech stack, we've partnered with bid-throttling and blocking providers such as Nexx360 and Greenbids to reduce unnecessary ad requests.
- We've also advanced our supply path optimisation by streamlining our Prebid configuration and refining our ads.txt file, creating more direct and efficient demand paths between our inventory and buyers.

Across LADstudios, we continue to use the Albert and AdGreen calculators to maintain best practices and reduce emissions from production and travel.

We continue to actively engage our stakeholders and employees on climate-positive initiatives and develop a sustainable working environment. Over the past year:

- We have developed our smart-energy tracking features;
- Expanded our recycling streams;
- Increased our use of local suppliers and electric services;
- Strengthened our monitoring of carbon emissions from business travel;

- Partnered with several charities such as CALM, Movember, Macmillan; and
- We are working towards the BREEAM certification, the leading sustainability assessment method of buildings and infrastructure, as we expand to new offices.

Across our platforms, we strive to highlight and inform our audience on global issues. Highlights include interviews with physicist Brian Cox, environmentalists such as Ed Stafford, Benedict Allen and Nicole Stott, on the future of the earth and its protection, as well as within our ongoing educator format 'Run Down' and supporting 'The Ocean Cleanup' initiative. Our ongoing partnerships with the likes of eBay and Greenpeace support our mission to guide audiences toward more sustainable and responsible decision-making.

Our IAB Gold Standard certification underscores our dedication to leading digital advertising standards, and we contribute to IAB board meetings that influence the industry's direction.



SUSTAINABILITY CONTINUED

PEOPLE & SOCIETY

ELEVATING YOUNG PEOPLE'S VOICES

PUTTING A TABOO SUBJECT INTO THE MAINSTREAM

We launched a social responsibility campaign this year to address the growing gap between online porn and real-life sex, driven by new research into Gen Z's experiences. Our study of 5,300 young adults found that 77% regularly consume porn, with many relying on it as their primary source of sex education, and 80% expressing concern about its impact on their generation. In response, the campaign brings together experts, talent such as GK Barry and Jordan Stephens, as well as partners including Fumble, Pivotal and Movember to provide accessible resources, foster open conversations, and encourage government action to improve sex education and support for young people.

The campaign reached an audience of 27 million, with features on This Morning, Lorraine, and LBC, to name a few. More recently, it was discussed at the House of Lords, attended by a number of MPs to support the cause and move it forward.



WOMEN'S AID

We partnered with Women's Aid on a campaign focused on raising awareness of coercive control and domestic abuse among younger audiences. Using LADbible's platform, the campaign leveraged the aspirational "van life" trend, juxtaposing curated social media moments with the reality of abuse. Designed for social and optimised for sharing, the campaign used emotional storytelling and a 10-minute film to engage audiences and signpost support. With 15 million views, the campaign sparked major conversation. Post-campaign tracking showed awareness of Women's Aid jumped 14 points – cementing the campaign as a catalyst for change.

(Source: LADnation and Research Bods 2025)



THE YOUTH CODEBOOK

LADbible Group also launched 'The Youth Codebook', the UK's largest study into Gen Z, to offer vital insight into the values, behaviours and wellbeing of over 6,500 young people. The findings reveal a generation that is digitally connected yet deeply rooted in community, increasingly focused on spirituality, self-care and authenticity, and navigating new pressures around identity, politics and online behaviour. By investing in this research, LADbible Group is helping to elevate young people's voices and provide organisations with a clearer understanding of the challenges and motivations shaping Britain's next generation.



DIVERSITY &

INCLUSION

LBG MEDIA IS DEVOTED TO NURTURING A WORKFORCE THAT IS BOTH DIVERSE AND INCLUSIVE, ENSURING IT REFLECTS THE COMMUNITIES WE ENGAGE WITH GLOBALLY

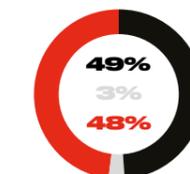
We consistently challenge ourselves and our communities to think differently, creating a culture where our people can shape and influence the work we do.

Our commitment includes ongoing refinement of our policies and practices, monitored each year by the management team. The Group is exceeding performance targets in a number of areas and remains committed to strengthening outcomes across all measures to further enhance workforce and leadership diversity.

Results are based on voluntary responses, with 66% of the workforce responding.

D&I SURVEY RESULTS

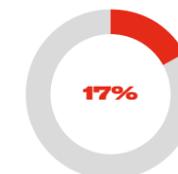
GENDER SPLIT



TARGET – 50/50%

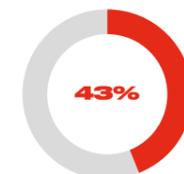
♂ Male ♀ Female ⊕ Other

LGBTQA+ WORKFORCE



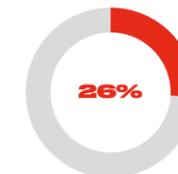
TARGET – 8%

WOMEN IN SENIOR ROLES



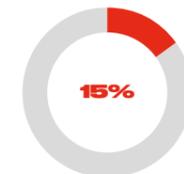
TARGET – 50%

DISABILITY



TARGET – 12%

ETHNICITY



TARGET – 20%

