

**RACCOON
MEDIAGROUP**



ESG REPORT 2025

A message from our CEO

As I reflect on the past year, one word comes to mind: momentum.

We're growing fast – expanding our reach, evolving our work and scaling our impact in ways we could only have imagined a few years ago. With that growth comes responsibility: to our people, our communities and the planet we share.

This ESG report is more than a set of metrics. It reflects who we are – a company driven by passion, grounded in purpose and committed to delivering profit the right way.

Transparency sits at the heart of how we operate. We're open about where we're succeeding – and honest about where we need to do better. Our focus isn't perfection, but steady, meaningful progress. That begins with listening to the people who power our business.

We're proud to have growing teams in both the UK and US. These are different markets, and we recognise that a one-size-fits-all approach doesn't work. Our policies and initiatives are shaped by the needs of our people, wherever they're based. Equity and inclusion are built into every decision.

As we grow, we'll keep aligning our values with our strategy – building a business where doing good and doing well go hand in hand.

Mike

MIKE SEAMAN, CEO



Executive summary and ESG Strategy

Raccoon Media Group Ltd was founded in 2018 with the launch of the multi-award-winning National Running Show and over the next few years went on to launch many popular consumer events in health and wellbeing markets. The business has expanded significantly since its inception and is now a dynamic, scaled, high-growth media business focused on mobilising passion-led B2C and B2B communities across the globe. Our events and media properties deliver year-round content and advice to specialist, self-identifying audiences. Raccoon is entrepreneurial, fast-paced and disruptive. As a business we question the status quo, we invest in exceptional people, we operate with a clear purpose and deliver sustainable events that directly meet the needs of our audiences in a way that ignites and bolsters the industries in which we operate.

Our ESG strategy is rooted in a simple but powerful belief: that passion, profit, and purpose can – and must – coexist. As we grow rapidly across the globe, we're committed to building a sustainable, inclusive business that reflects the diverse needs of our people and communities. We prioritise transparency, continual improvement and accountability, ensuring our policies are not only responsible, but relevant. By embedding ESG principles into every part of our decision-making, we aim to create lasting value for all our stakeholders – and for the world around us.

Raccoon values

Our values are what make us who we are – bold, entrepreneurial and unafraid to break the mould. Like raccoons, we're agile, clever and thrive off the beaten path. We're a global team, united by trust, driven by impact and committed to delivering exceptional work without losing sight of what matters most: our people, our planet and our purpose. We challenge convention, embrace flexibility, champion inclusion, and back our team to think big, act boldly and support one another – wherever they are in the world.

Raccoons ...

- Are a team that spans the globe, working together to deliver first-class events and digital activations
- Are a company that deliver on our promises and commitments
- Support flexible working, we are achievement-based not hours based
- Are a trust-based business that believes in empowering people to think beyond the boundaries of their role
- Put diversity and equality at the top of our agenda, we operate a policy of conscious inclusion
- Are one team and we are all in it together, regardless of job title or geographical location
- We challenge the status quo, we are innovative and open-minded and encourage an entrepreneurial spirit at all levels
- We prioritise reducing our environmental impact
- Believe that health is wealth and we promote the benefits of being active and outside and looking after your physical and mental wellbeing
- We treat our team like adults, allowing them to manage their time, their working hours and are flexible and accommodating



ENVIRONMENTAL

Our sustainability strategy

The path we are on is known as a “Net Zero” strategy. We have actively avoided picking a long term year for achieving Net Zero (a 90% reduction) as it is so hard to predict and would take too long to calculate. Time which we feel could be better used on near term goals which we can start influencing today.

When we first set out on our Sustainability journey we, like many others, set ourselves the goal of being Net Zero in a relatively short time frame. We achieved zero emissions in Scope 1 and 2 emissions in just 2 years, but as guidance and criteria and definition of Net Zero has changed, we know now that achieving that goal by 2025 is unlikely to be possible.

While achieving Net Zero status is still the ultimate goal, we now better understand how much that relies on the behaviour and choices of others and so, while we remain 100% committed to continuing the trajectory of carbon reduction, we are aware that that lofty ‘Net Zero’ status may take some wider cultural and infrastructure shifts outside of our control. In the meantime, we will focus on everything within our own control, working to reduce our carbon emissions, whilst simultaneously actively influencing and incentivising others to make smarter environmental choices.

As a growing business (we have launched and acquired 18 events over the last 6 years) we want to allow for growth while being transparent about our emissions. In order to track this we measure our emissions per visitor.



ENVIRONMENTAL

Our Goals and progress

GOAL 1:

Achieve and remain Net Zero in Scope 1 & 2 emissions in how we operate as a business.

Currently Net Zero - aim is to maintain that despite business growth in 2024/25.

GOAL 2:

Reduce our UK event emissions per visitor.

Currently 21 kg per visitor (a 12.5% reduction from 22/23), aim is to achieve a further 15% reduction in 24/25. Work with venues to reduce energy and waste at each event.

GOAL 3:

Reduce our US event emissions per visitor.

Currently 40 kg per visitor (a 29.8% reduction from 22/23), aim is to achieve a further 15% reduction in 24/25. Work with venues to reduce energy and waste at each event.

GOAL 4:

Reduce our newly acquired event emissions per visitor.

With an aggressive growth plan in place our focus will be to ensure we continue to reduce event emissions for all new launches and acquisitions.

GOAL 5:

Influence and incentivise reduced visitor emissions to impact Scope 3 emissions.

Make low carbon travel easier, encouraging and incentivising travel by public transport, cycling, car sharing and even electric cars.

RACCOON MEDIAGROUP

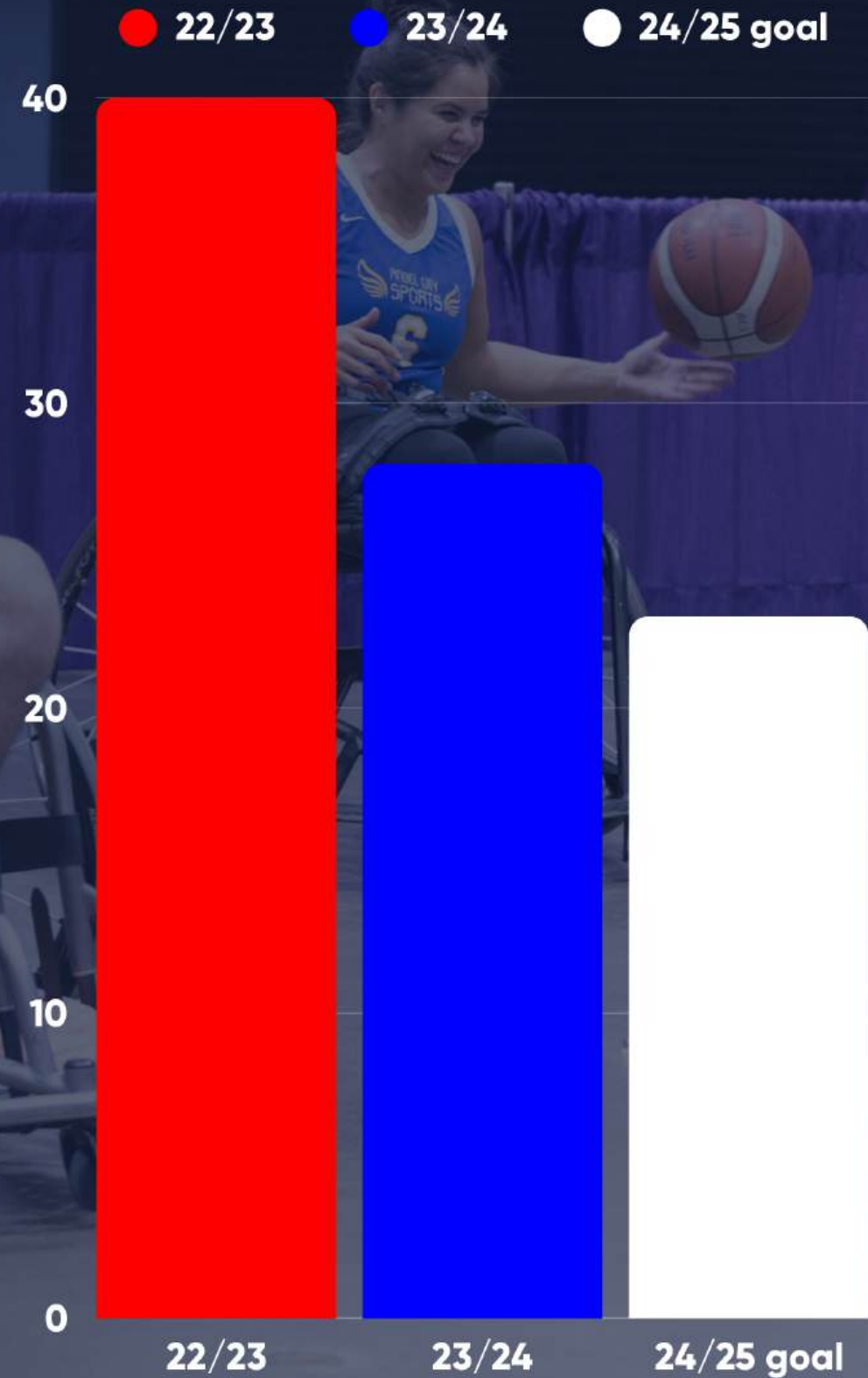
UK Visitor Emissions

KG per visitor



US Visitor Emissions

KG per visitor



RACCOON MEDIAGROUP

SOCIAL

People are at the heart of everything we do. We're committed to creating an environment where every team member and every visitor feels valued, supported and empowered – no matter where they're based. From wellbeing to development, inclusion to flexibility, we prioritise policies that genuinely reflect the needs of our global workforce and the industries we serve.

COMMITMENTS

1. Zero gender pay gap commitment
2. Equal opportunities for management promotions (62% senior management & 40% board members are female)
3. Experience-based hiring to encourage workforce diversity
4. Flexible working – accountability-based, not hours-focused
5. Employee & Community Engagement
6. Regular team-building events across locations
7. Charity volunteer days included in leave allowance
8. Long-term charity partnerships (e.g., Birmingham Children's Hospital)
9. Monthly care packages for remote workers
10. Personal development budget
11. Mental Health First Aider at work
12. Living wage employer status
13. Industry & Event Accessibility
14. Inclusive content programmes ensuring diverse representation
15. Community partnerships to increase event accessibility
16. Open ambassador programmes to encourage diverse participation
17. Event accessibility features: hearing loops, subtitles, wheelchair access, quiet spaces

GOVERNANCE

Good governance is the backbone of our growth. We hold ourselves to high standards of ethics, accountability and transparency, ensuring every decision we make supports the long-term health of our business and the trust of our people, partners and clients.

- Bi-monthly board meetings (executive & non-executive)
- Regular senior management reviews of processes
- External oversight (accountants, HR, legal advisors)
- Anonymous whistleblowing surveys
- Data protection & cybersecurity policies with staff training
- Shareholder transparency & engagement
- A culture of challenge between the team - we hold each other accountable and aren't afraid to question and challenge

RACCOON MEDIAGROUP

OUR CORPORATE GOVERNANCE BOARD



Mike Seaman
Group CEO



Jo Tyler
Group COO



Doug Emslie
Chairman



Hannah Lewis
Finance Director



Dan O'Brian
Non-Exec Director

Future outlook and continuous improvement

We're not chasing perfection – we're driving meaningful progress. Our focus is on pushing boundaries with intention, doing the right things well, and avoiding unnecessary complexity. As we continue to grow, our commitment remains the same: to do right by our people and our work, wherever they are in the world. From the UK to the US and beyond, we're building a culture of accountability, inclusion and excellence. And when it comes to sustainability, we won't just follow the path – we'll lead it.

Read more about our
Sustainability Goals

