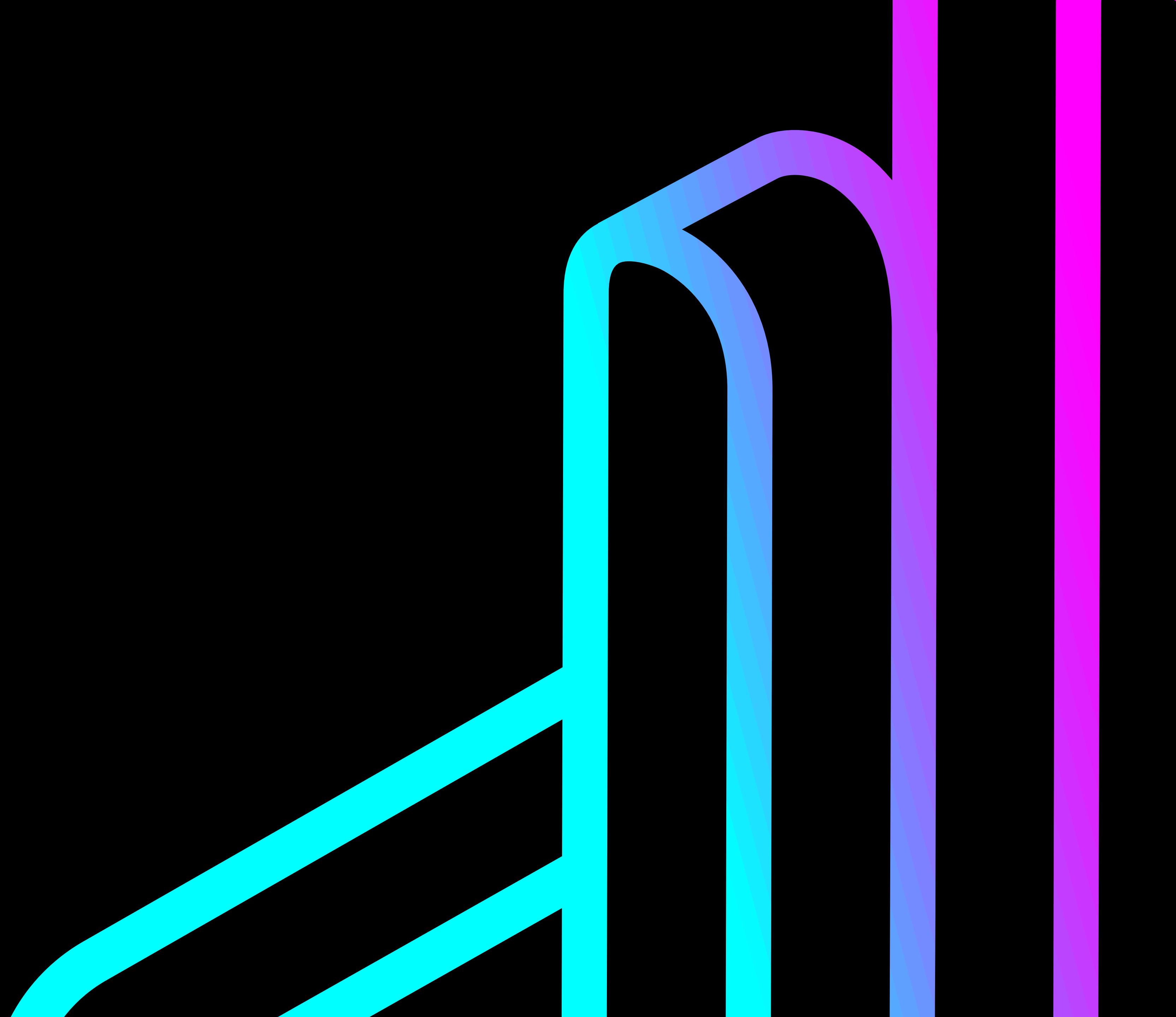


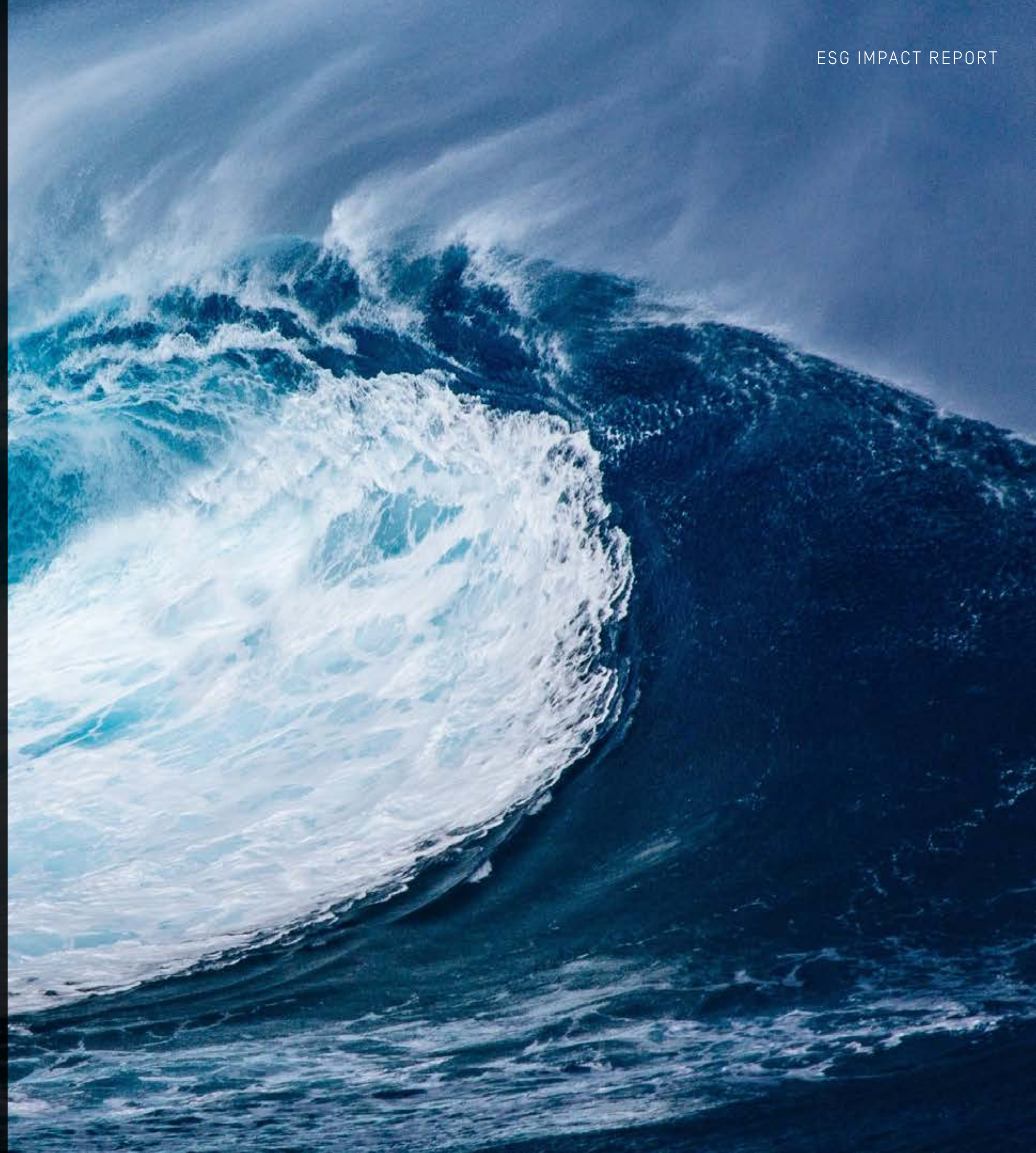
ESG IMPACT REPORT

FY2024



STATEMENT OF REASON

Embracing Environmental, Social, and Governance (ESG) principles is essential for our business. By prioritising sustainable practices, we aim to reduce our environmental footprint and align with global environmental goals. Fostering diversity, inclusion, and community engagement enriches our creative output and strengthens our communities.



OUR MISSION

At Jellyfish Pictures we believe in nurturing a community of talent to create amazing worlds where people want to spend time. Jellyfish Pictures believes in promoting and joining causes that inspire positive change in our employees, clients, communities, shareholders, and other stakeholders to help drive our business towards a more sustainable future.

MESSAGE FROM OUR LEADERS

Founder - Phil Dobre

It is heartening to see the progress we are making towards our goals. Whether this is our governance structure, our environmental policies, our DEI targets, or our charitable and community involvement, we are seeing steady progress on all fronts. It's no secret how hard it is to achieve, and we need to thank and help the champions in our company who work so hard on this mission. Please find time to see how you can contribute to this incredibly worthy target.



MESSAGE FROM OUR LEADERS

CEO - David Patton

We are dedicated to prioritising environmental sustainability, social responsibility, and ethical business practices. By pursuing B Corp certification, we aim to lead by example, demonstrating that profitability and positive impact can coexist. This certification signifies our dedication to reducing our ecological impact, fostering inclusive workplaces, and uplifting communities.



OUR BUSINESS IMPACT

Our commitment to ethical business practices, transparency, and stakeholder engagement builds trust and positions us as a responsible industry leader. Integrating ESG into our strategy is not just about meeting standards but driving long-term success and sustainability in our industry.

STAN & GRAN

STAN AND GRAN

OUR PURPOSE FILLED ANIMATION

Our commitment to corporate social responsibility and environmental sustainability is integral to our business strategy. As a people centric workforce, we understand the potential influence we have through our animation and VFX service to improve lives by the inclusion of positive messaging, creativity and entertainment. We celebrate this through one of our productions – Stan and Gran, which purposefully highlights the importance of nature, environmental conservation and the beauty of intergenerational friendships.



OUR POSITIVE IMPACT ON SOCIETY AND THE ENVIRONMENT

FY 2023 - 2024

The following initiatives illustrate how we have sought to achieve a material positive impact on society and the environment:

Environmental Sustainability
Social Responsibility
D, E & I Targets
Community Engagement
Charity Engagement

ENVIRONMENTAL SUSTAINABILITY

Our efforts as a group to decrease our impact is reflected in our dedication to conserving resources, improving air quality, and contributing positively to global efforts in combating climate change. Our ability to set our first reduction initiatives for FY2024/2025 has been driven by:

- Our first published GHG report following The GHG Protocol
- Implementing policies such as Sustainable Travel, Environmental, Outsourcing and Supply Chain.
- Auditing, Tracking and overseeing energy consumption for all sites.
- Switching to 100% renewable energy at our Brixton site alongside supporting remote workers to find renewable options for their homes.
- Switching to an award-winning sustainable waste management vendor to weigh and track our waste in Brixton.
- Obtaining Albert certification for a production



SOCIAL RESPONSIBILITY

Our Company is committed to making a positive social impact. Over the past year, we have undertaken various initiatives and implemented policies to foster diversity, equity, and inclusion, and to support our employees and communities. Here are the key highlights of our efforts:

- Opening Doors into the Creative Industry for Youth from Underrepresented Backgrounds
- Implementing Employee-Friendly Policies, such as study leave, sabbatical leave and breastfeeding.
- Engaging in numerous Charitable projects in and around our communities.
- Auditing our most significant suppliers and our outsourcing vendors on their ESG and ethical performance.
- Giving an ethical pension investment option to UK employees



D, E & I TARGETS

We monitor our diversity metrics for ethnicity, gender identity, and sexuality. Alongside this, we are working to increase the number of employee resource groups to enhance diversity and inclusion throughout our studios.



COMMUNITY ENGAGEMENT

Supporting our local communities helps to establish a strong network around us. A strong network means people look out for each other. So, by engaging with our communities in time or money, we are helping to create an equitable future for everyone.

Brixton Bid

As a part of the Brixton Bid board, we have representatives from JFP who participate in monthly meetings. Through our investment of time and money, Brixton BID works to make our district a sustainable and distinctive destination.

Youth Outreach

Speakers for schools, Next Gen Academy, Spiral Skills, Aptech and Baytree

We send senior members from our company to talk to schools and youth groups about their career journey, with the hope of inspiring the next generation. We also invite these groups to our studios for tours and activities.

Charity Engagement

Our efforts in promoting the success of our members and making a positive impact on society are deeply intertwined. By leveraging the strength of our community, we are hosting events, raising funds, promoting charities and providing time for personal involvement. Here are some of the wonderful things we have done for this commitment:

- Our very own JFP football team 'The Stingers' took part in a football marathon to raise money for Tackle Africa and attended a tournament in aid of The TV & Film Charity.
- Multiple bake offs throughout the year to show support to LGBT Hero, Alzheimer's association, save the children and others.
- Monthly donations to Ebony Horses, a Lambeth based charity.
- Voluntary plantation of 250 trees in Karjat, Maharashtra to promote biodiversity



GOVERNANCE

Good governance is crucial to enhancing our ESG performance. By ensuring transparency, accountability, and ethical leadership, we align our operations with sustainability and socially responsible goals. We have made the legal commitment that our governance structure and business operations are for the members' benefit. We seek to have a positive impact on society and the environment.

We have strengthened this by implementing:

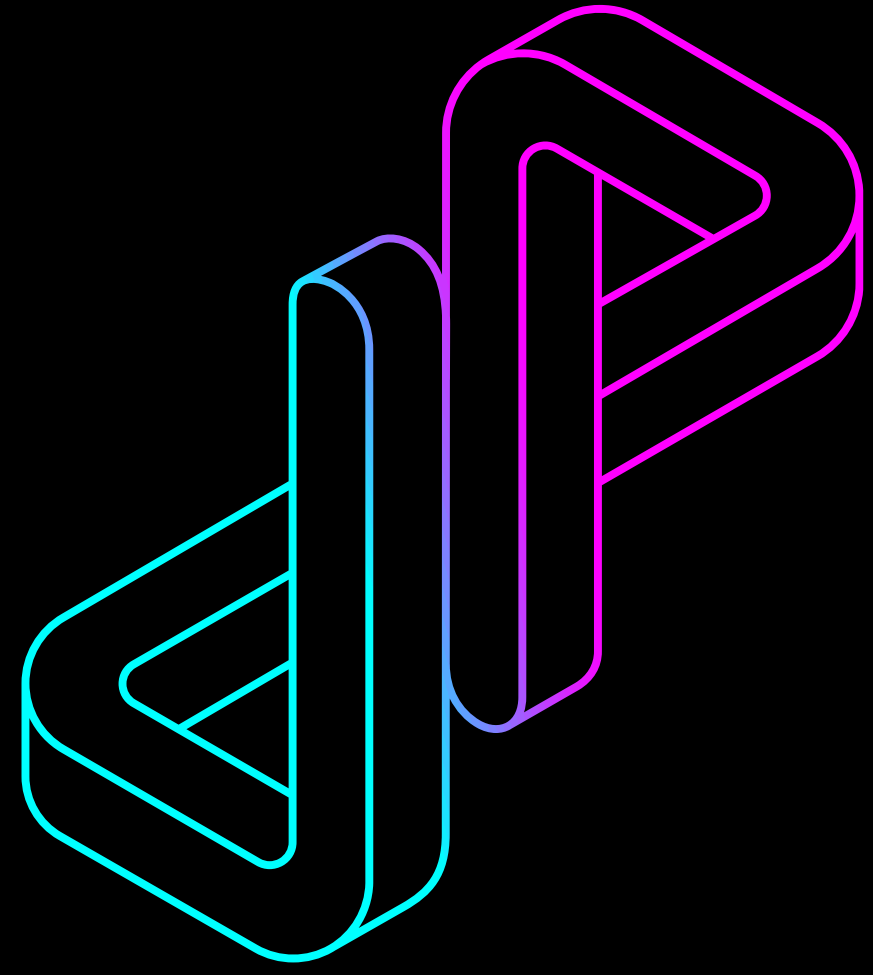
- Our extensive Ethics framework consisting of Whistleblowing, modern slavery statements, created a committee of responsibility and reporting which is complemented with training.

Provided training delivered in:

- Mental Health, Health and safety, Fire safety and First aid
- A company review of essential policies
- Livable pay reviewed, leading to closing the livable wage gap to only 6%.
- Transparency with our Diversity, Equity, and Inclusion [DEI] - we have published our current position, released our targets and published our gender pay gap report.

SUMMARY AND CLOSING STATEMENT FROM THE IMPACT TEAM

There are many small ways, [and big ways] that we can have a positive impact on our environment and society. Speaking honestly and transparently about these issues is a core value of a responsible business. We will continue to show up and be engaged to contribute to a sustainable future.



JELLYFISH PICTURES
VISUAL EFFECTS & ANIMATION

T +44 20 7580 8154
M +44 7597 587410
JELLYFISHPICTURES.COM
