

ELVIS

UNEXPECTED & UNFORGETTABLE

CLIENT DISCLOSURE REPORT
FINANCIAL YEAR 2021-2022



INTRODUCTION

THIS IS ELVIS' THIRD CLIENT DISCLOSURE REPORT

In 2019, following the Extinction Rebellion uprising and the leadership shown by Futerra, we committed to sharing our climate conflicts yearly.

Elvis is not an agency that has its origins in purpose, social change, sustainability or environmental causes. We are a London-based creative agency specialising in FMCG and entertainment brands, with roots in social, digital and shopper activations. However, we do believe that the power of creativity and storytelling can change the course of climate change, and that we have a responsibility to harness this power, starting with honesty and transparency around our own business.

Sharing our client disclosure report was one of two immediate climate crisis related decisions we took back in 2019. The other was to work towards becoming a B Corp during 2022. B Corp companies must demonstrate a balance between profit, people & planet, and are legally obliged to consider their social and environmental impact as much as their financial returns. I am delighted to say that as of June 2022, ELVIS is a B Corp certified company.

We know that widespread change in all areas of society is required to bring us and our planet back from the brink, but we believe that actions such as these can start to challenge the status quo immediately and help to bring about the shift in mindset our industry desperately needs.

Caroline Davison, Managing Director & Sustainability Lead, Elvis London

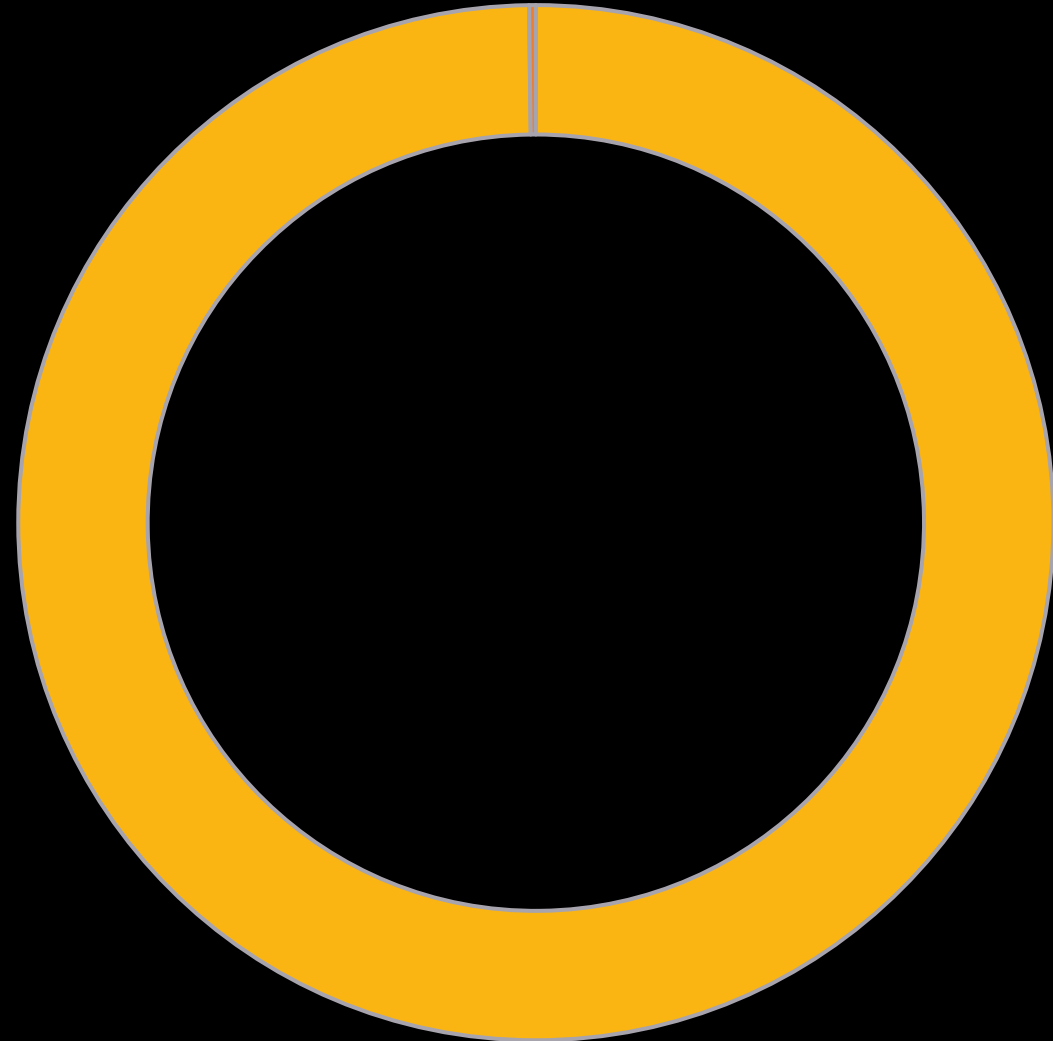
Submission: June 2022





Disclosure Period: February 2021- January 2022

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<https://www.linkedin.com/company/elvis/>

OVERALL INCOME



-  Business: 99.79%
-  NGO / Charity: 0.21%
-  Foundation: 0%
-  Government: 0%

BUSINESS CLIENT REVENUE BY SECTOR

Food/non-alcoholic beverage 85.3%

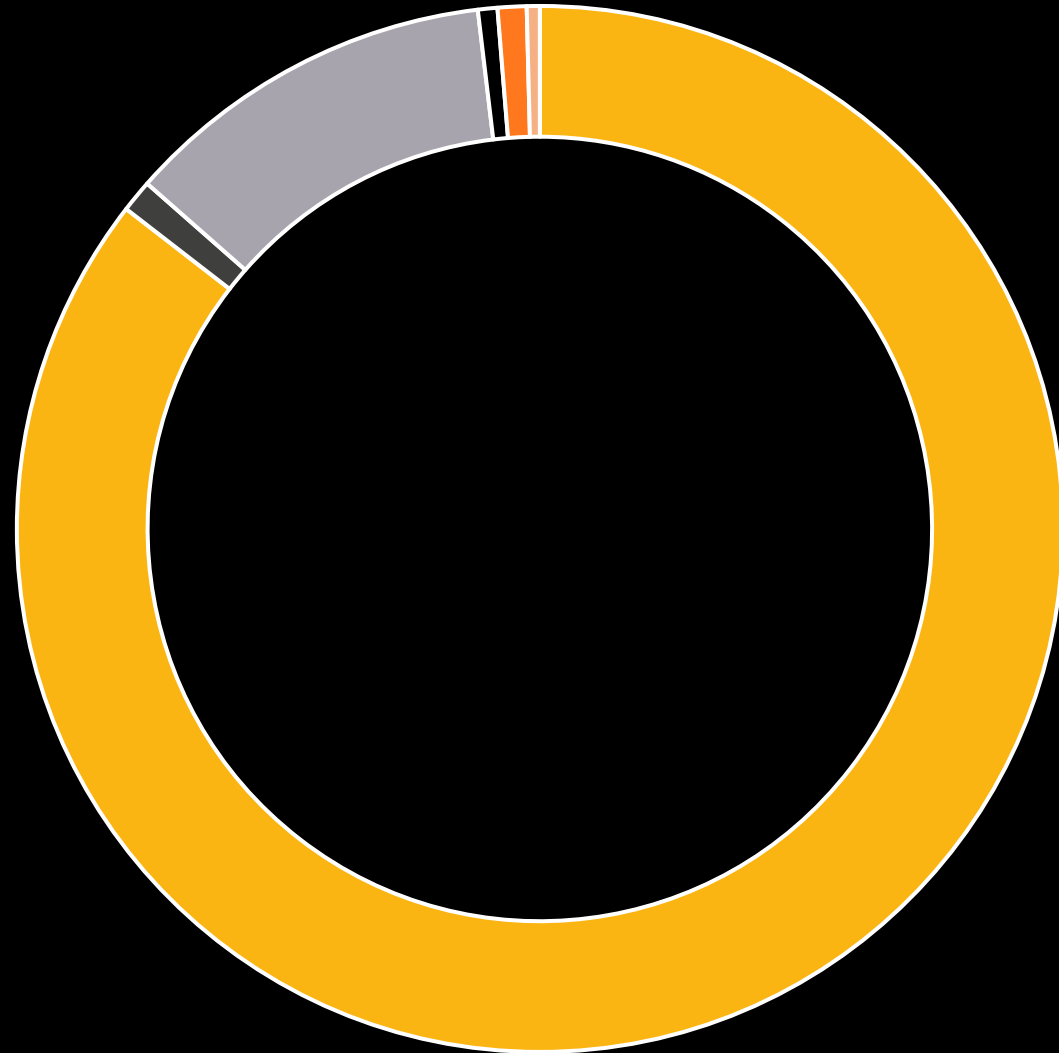
Alcoholic beverage 1%

Media & Entertainment 12.5%

Automotive, cruising, motorcycles 0.6%

Healthcare / Pharma 0.4%

Fashion, Homeware 0.89%



OUR CLIMATE CONFLICTS

PERCENTAGE OF DIRECT REVENUE FROM CARBON CRITICAL INDUSTRIES

0%

Aviation

0%

Chemicals

0%

Coal, oil, gas

0%

Iron, alu, steel

0%

Meat, dairy*

0%

Plastics

0.57%

Private cars

0%

Timber, pulp, paper

0%

Trucking, shipping

* Indirect disclosure: >50% revenue from client brands for whom dairy is a significant raw material in part of their business

POTENTIALLY CONTROVERSIAL CLIENTS

PERCENTAGE OF REVENUE FROM POTENTIALLY CONTROVERSIAL SECTORS

1.12%

Alcohol

0%

Arms

0%

Gambling

0%

Politics

0%

Pornography

0%

Religion

0%

Tobacco

Sectors taken from the International Finance Corporation and Ethical Investment Criteria

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LARGEST PROJECTS DEFINED BY INCOME

1.

Pan-European confectionery brand partnership campaign

2.

Equity and rebranding campaign for a pan-European entertainment business

3.

Strategic consultancy & support for a FMCG brand

4.

Sports sponsorship based activation for a FMCG client

5.

Sports sponsorship based activation for a FMCG client

6.

Event-based brief for a European confectionery brand

7.

Promotional led campaign for a confectionery business

8.

European brand equity refresh campaign for a FMCG client

CHANGES INDEX

	FY	FY	%
	2020-21	2021-22	change

Overall income

Business	100%	99.79%	-0.21%
NGO / Charity	0%	0.21%	0.21%
Foundation	0%	0%	0%
Government	0%	0%	0%

Business, Client Revenue By Sector

Food / Non-alcoholic Beverage	94%	85%	-9%
Alcoholic beverage	2.7%	1%	-1.7%
Media & entertainment	1%	11.6%	10.6%
Professional Services	1%	0%	-1%
Automotive, cruising, motorcycles	1.9%	0.6%	-1.3%
Fashion, Beauty, Homecare	0.4%	0.89%	0.5%
Gambling	0.07%	0%	-0.07%
Healthcare/ Pharma	0%	0.4%	0.4%

	FY	FY	%
	2020-21	2021-22	change

Climate Conflicts

Aviation	0%	0%	0%
Chemicals	0%	0%	0%
Coal, Oil, gas	0%	0%	0%
Iron, Alu, Steel	0%	0%	0%
Meat, dairy*	0%	0%	0%
Plastics	0%	0%	0%
Private Cars	1.9%	0.57%	-1.33%
Timber, pulp, paper	0%	0%	0%
Trucking, shipping	0%	0%	0%

Indirect disclosure: revenue from client brand for whom dairy is a significant raw material for part of their business

>50%

Potentially Controversial Clients

Alcohol	2.7%	1.12%	-1.6%
Arms	0%	0%	0%
Gambling	0.07%	0%	-0.07%
Politics	0%	0%	0%
Pornography	0%	0%	0%
Religion	0%	0%	0%
Tobacco	0%	0%	0%

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THANK YOU
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