



Client Disclosure Report 2020 - 2021



As the IPCC Sixth Assessment Report gives us a final warning and European fuel security is dealt a shuddering blow by the tragic situation in the Ukraine, the UK has a golden opportunity to convert to a sustainable energy economy.

It's vital that businesses show support for this ambition and make it easy for our government to embrace the 'open goal' it has in front of it. The Client Disclosure practice is a good place for agencies to start.

This report reveals the percentage of our company turnover by industry category including fossil fuel companies and other high carbon clients and this year our percentage of revenue from these industries remains at zero - as it will continue to in the future.



Olly Willans, Co-Founder, Torchbox Ltd

About Torchbox

Digital for good

Since 2000, we've been committed to helping socially and environmentally progressive organisations make the most of digital.

Torchbox is an employee-owned digital agency. We are the leading provider of digital marketing services to UK charities and nonprofits: online advertising, email marketing, SEO and data analytics.

We help tomorrow's nonprofits create digital products and services

fast, and transform their organisations along the way.

And, we are the founding developers of the Wagtail CMS and lead the open source project for the benefit of thousands of organisations worldwide.

% turnover from potentially controversial clients*

| | |
|-------------|-------|
| Arms | 0% |
| Politics | 0% |
| Tobacco | 0% |
| Religion | 3.15% |
| Pornography | 0% |
| Alcohol | 0% |
| Gambling | 0% |

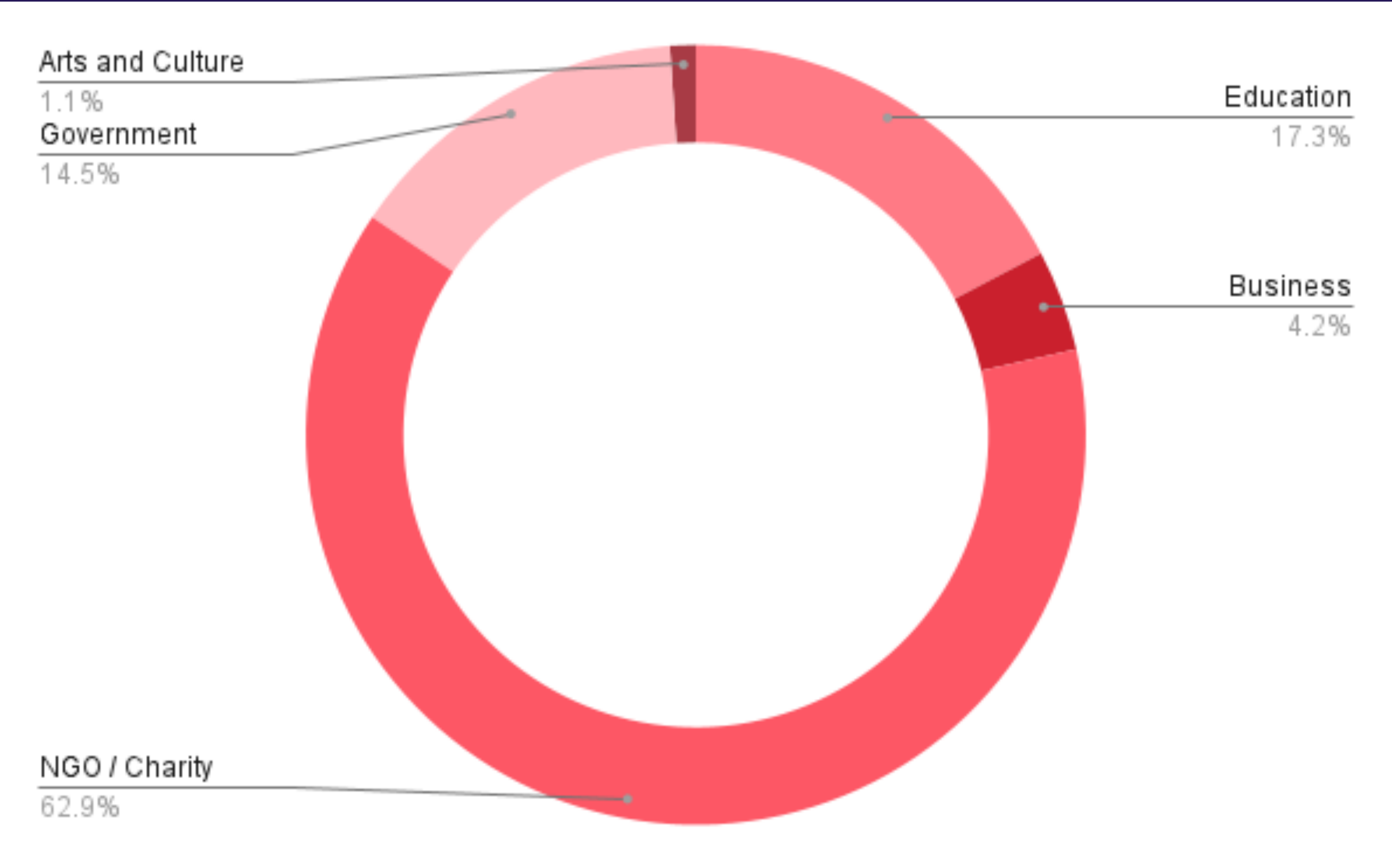
The clients that make up the Religion category comprise of Open Doors, Open Doors UK, Islamic Relief and Islamic Relief UK.

% turnover from high carbon clients

| | |
|---------------------------------------|----|
| Coal, oil and natural gas | 0% |
| Private cars | 0% |
| Iron, aluminium and steel manufacture | 0% |
| Concrete and cement | 0% |
| Aviation | 0% |
| Chemicals and petrochemicals | 0% |
| Trucking and shipping | 0% |
| Meat and dairy | 0% |
| Timber, pulp and paper | 0% |
| Plastics | 0% |

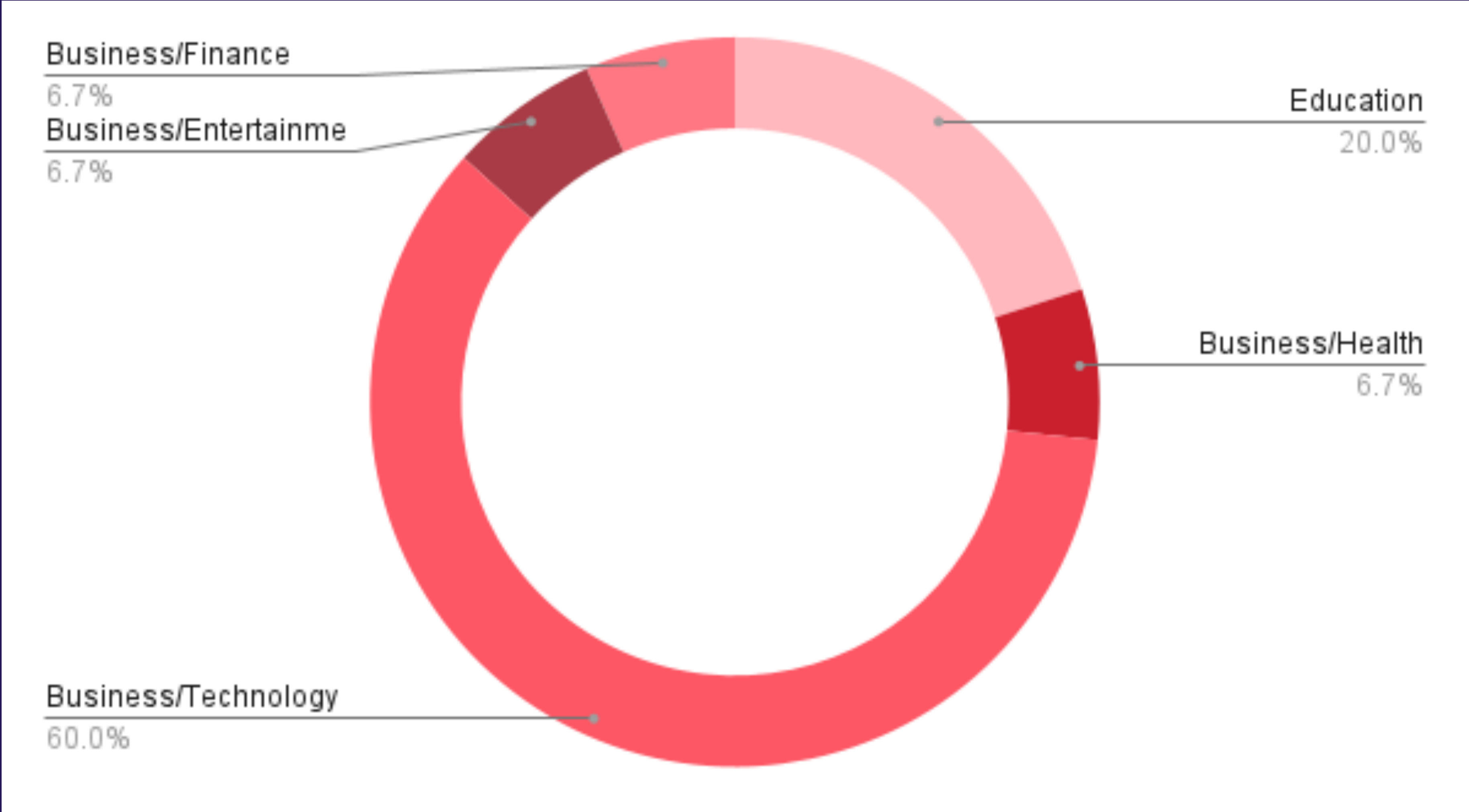
* This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.

Breakdown of income by sector



71.7% of income was from clients in the UK, 17.3% the USA, 4.7% Europe, with Hong Kong, Malta, Norway, Canada, Kenya, South Africa, and Switzerland making up the remainder (all under 1%.)

Of the 4.2% of clients defined as 'Business', a further breakdown by sector is shown in the chart to the right.



The clients included in the 'Business' sector breakdown are Wharton interactive, The Motley Fool, Gandi, YouGov PLC, Hotjar Ltd, Index Ventures Growth (Jersey) Ltd, Jisc, V! Studios, 2U, Dept Agency, Abbott Diabetes Care Ltd, Intelligent Health Ltd, Google LLC, and Hapimag AG.

Disclosure

Five largest contracts

- 1** We continued to develop, support and market a course management system for Wharton Interactive, a major US higher education provider in the area of virtual, experiential learning.
- 2** We provided marketing services and migrated a hospital and charity website from Drupal to Wagtail for Great Ormond Street Hospital, one of the world's leading children's hospitals.
- 3** We partnered with Marine Conservation Society, a UK environmental charity, through a digital transformation programme, including launching a new brand online, designing and building new websites and applications for citizen-science projects and the UK's flagship seafood sustainability handbook and providing marketing services.
- 4** We provided digital strategy, design, development and marketing services for Be The Business, a UK nonprofit that supports small and medium sized enterprises to improve their performance and productivity.
- 5** We provided marketing services and continued to develop a new Wagtail-powered flagship website for Action for Children, one of the UK's leading children's charities that helps vulnerable children and young people, and their families.

As a service agency, who we work for and what we do for them determines the impact that we have on the world. We commit to rigorously monitoring this impact and following the annual discipline of the Client Disclosure Report.