

denomination Climate Disclosure Report – December 2020

THE CLIMATE CHALLENGE

Extinction Rebellion has challenged the creative agencies of the world to step up.

As such, we declare a climate & ecological emergency.

We commit to using our power to inspire change and to disclose any climate conflicts. We commit to revealing the percentage of our company turnover by industry category including fossil fuel companies and other high carbon clients.

Furthermore, we commit to not working with fossil fuel companies and other companies with high negative impact on the environment.

OUR CLIMATE CONFLICTS

Percentage of revenue from clients predominantly involved in:

0%

NON-RENEWABLE
(Coal, Oil & Natural gas)

0%

METALS
(Iron & Steel manufacture)

0%

CHEMICALS &
PETROCHEMICALS

0%

CONCRETE

0%

TRUCKING &
SHIPPING

0%

AVIATION

CONTROVERSIAL CLIENTS

Percentage of revenue from clients predominantly involved in:

0%

ARMS

0%

POLITICS

0%

TOBACCO

0%

RELIGION

0%

PORNOGRAPHY

0%

GAMBLING

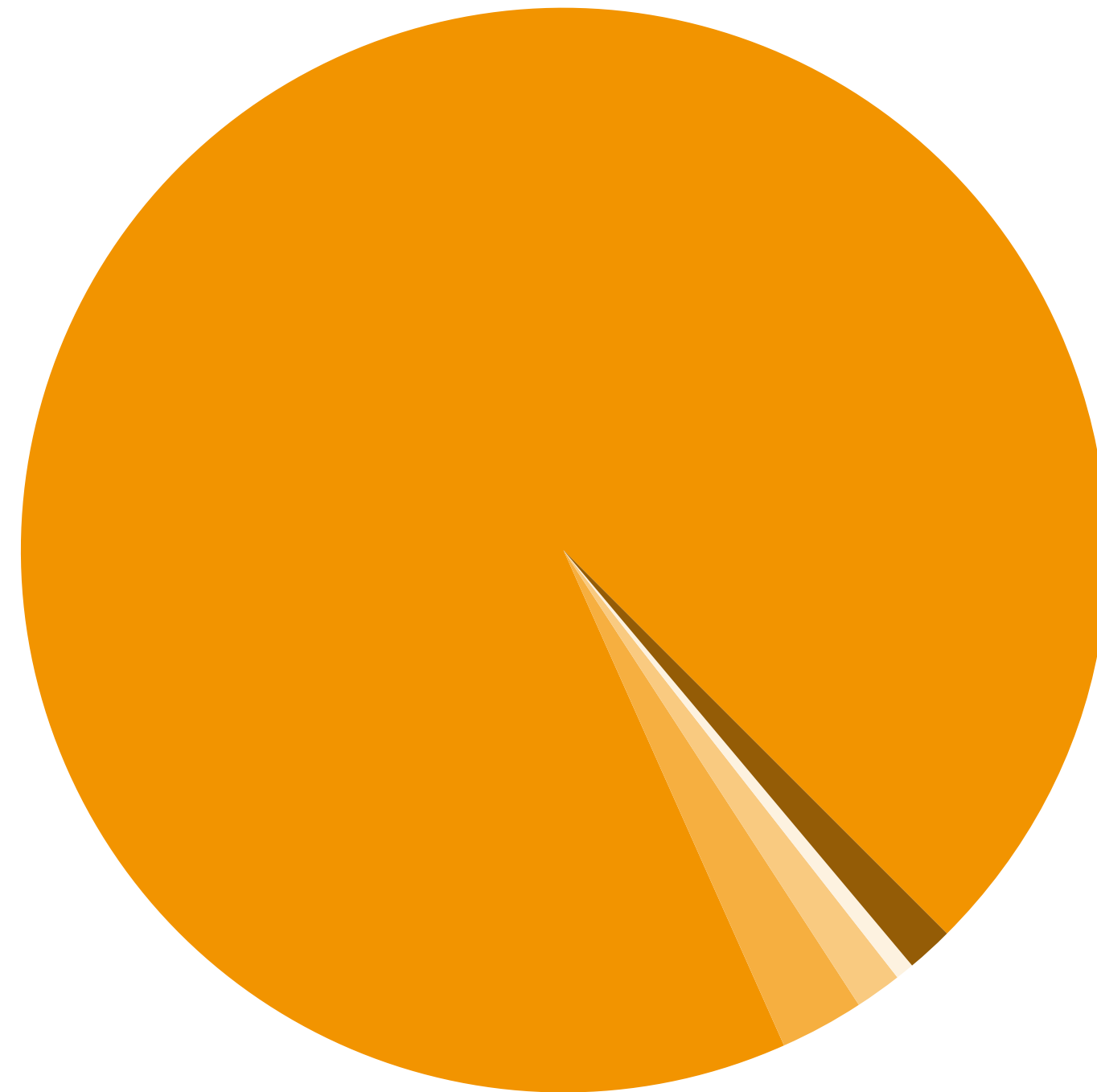
OUR SPECIALITY

Percentage of revenue from clients predominantly involved in:

100%

DRINKS

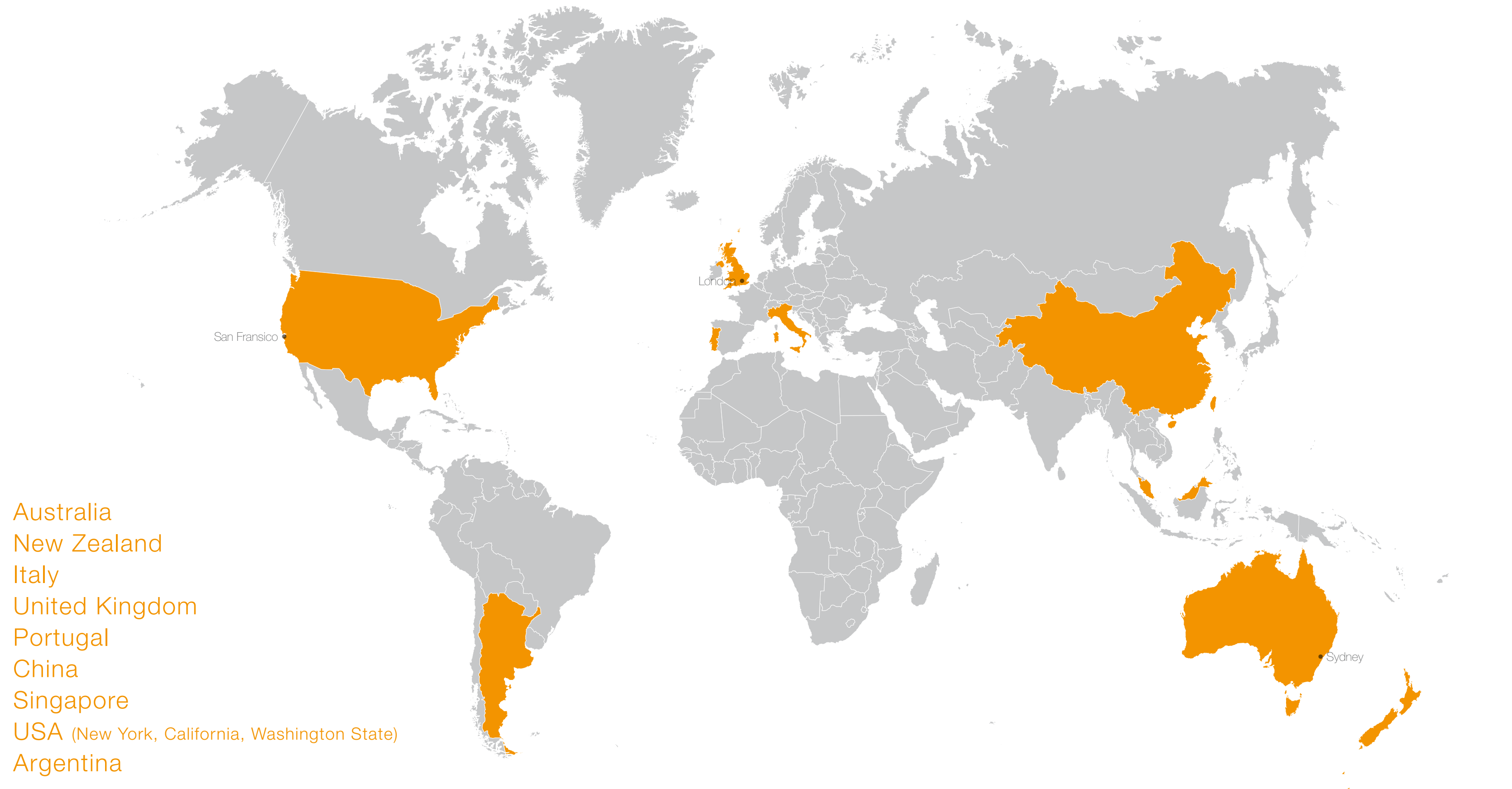
Our clients range from large global players to tiny startups. This scope and diversity means since 2002, we have completed more than 4,000 projects for over 350 clients in the wine, spirits, cider, beer and non-alcoholic drinks markets. We know how to create unique, beautiful drinks brands that resonate with consumers. This is our speciality. This is our passion. This is us.



| | | |
|-------------------|--------|---|
| Beer | 1.59% | ■ |
| Cider | 0.45% | ■ |
| Soft Drinks/Water | 1.41% | ■ |
| Spirits | 2.5% | ■ |
| Wine | 94.05% | ■ |

MAP OF REVENUE FROM ALL CLIENTS

Based on head office location:



- Australia
- New Zealand
- Italy
- United Kingdom
- Portugal
- China
- Singapore
- USA (New York, California, Washington State)
- Argentina

SUSTAINABILITY

Denomination. We are designers, thinkers, and doers. We live, breathe and dream drinks design.

We are also creatives for climate. We are driving sustainable efforts to cut down on the waste that is destroying the natural world. We are transparent with our impact on the environment and are taking steps to make our agency as neutral towards the planet as possible.

This year we have started company training in sustainability and circular design. We are driving change within our behaviour and our design practices. We aim to become a sustainable creative agency and being the leaders of sustainable, impactful packaging. Our knowledge of sustainable practices, packaging, printing and production make us a sustainable partner for our clients willing to embark on a sustainable journey with us.

Denomination has signed up for certification to become Climate Neutral by April 2021. We will be calculating our carbon footprint for 2020 across all three global offices. We will then purchase credits to reach a zero status, before embarking on a program to reduce our footprint year by year.

We invite our clients and other creative agencies to disclose their climate disclosure reports, and to take steps in acting for the planet too.

RCurlewis

Rowena Curlewis
Global CEO & Co-founder

MNolan

Margaret Nolan
Global Creative Director & Co-founder

