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Global Outdoor's Carbon Reduction Plan

Supplier Name:
Global Outdoor Media Holdings Limited
Global Outdoor Media Limited
Primesight Limited

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Published in accordance with PPN 06/21

Commitment to achieving Net Zero

Global Outdoor Media Holdings Limited (the parent company of Global's outdoor advertising business) and its wholly owned subsidiaries Global Outdoor Media Limited and Primesight Limited (the principal operating companies of such business) (henceforth together referred to as "Global Outdoor") are committed to achieving Net Zero emissions by 2050 in the UK. Along with Global Outdoor Media Holdings Limited, Global Outdoor Media Limited and Primesight Limited fully support and adopt this Carbon Reduction Plan.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past as a reference point against which emissions reduction can be measured. Please note that this year, we have retrospectively added emissions from the Northern Ireland business since 2022-23, hence the change in baseline emissions.

Baseline Year: Financial Year 2022 - 2023

	Financial Year 2022 -2023
Scope 1:	349 tCO2e
Scope 2 :	(location-based): 2506 tCO2e
Scope 3*:	2156 tCO2e
Total Emissions:	5011 tCO2e

	*Scope 3 emissions included:
Cat 4:	Upstream Transport and Distribution
Cat 5:	Waste Generated in Operations
Cat 6:	Business Travel
Cat 7:	Employee Commuting
Cat 9:	Downstream Transport and Distribution

Financial year 2022-2023 was the first year Global Outdoor expanded the Scope 3 categories we measure, and so will serve as our baseline footprint for this Carbon Reduction Plan.

Nevertheless, Global Outdoor has introduced many reduction measures prior to the measurement of this extended PPN 06/21 baseline.

Current Emissions Reporting

Emissions	**Financial Year 2024-2025** TOTAL (tCO2e)	**Financial Year 2023-2024** TOTAL (tCO2e)	% Change from last year
Scope 1:	349	311	+12%**
Scope 2 (location-based):	2413	2542	-5%
Scope 3*:	1720	2127	-19%
Total Emissions:	4482	4980	-10%

	*Scope 3 emissions included:
Cat 4:	Upstream Transport and Distribution
Cat 5:	Waste Generated in Operations
Cat 6:	Business Travel
Cat 7:	Employee Commuting
Cat 9:	Downstream Transport and Distribution

**This increase is due to an increase in building heating during colder months, as well as slightly more fuel consumption across our fleet. Global are working to reduce fuel use in both of these areas; please see below table.

Emissions Reduction Targets

To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

Global Outdoor is committed to achieving Net Zero emissions by 2050. As signatories to Ad Net Zero and the United Nations Race to Zero, Global Outdoor has also committed to the following carbon reduction targets:

- To reach net zero across operational emissions, including Scopes 1 and 2, Business Travel, and Employee Commuting by 2030; and
- To reach Net Zero emissions across remaining Scope 3 categories by 2050.

We project that Global Outdoor's carbon emissions will decrease to 501.1 tCO_2e by 2050, in line with UK Government requirements. This represents an average annual reduction of 8.39% from the current financial year.

Progress against these targets can be seen in the graph below: Please note, this graph uses location-based reporting, and Global Outdoor procures renewable energy certificates for our managed Outdoor assets, warehouses, and offices, making Scope 2 emissions 0 under market-based reporting.

Carbon Reduction Pathway

Legend:
- Scope 1 & 2, Business Travel and Employee Commuting
- Remaining Scope 3 Categories
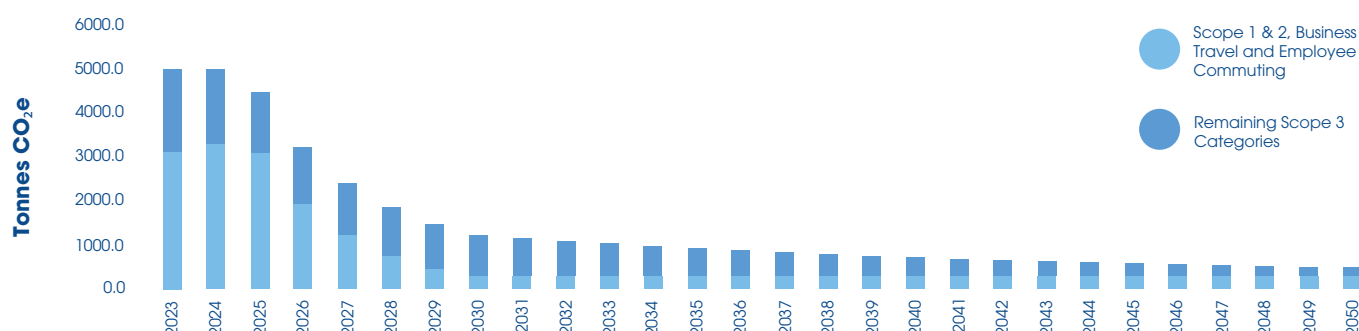
Carbon Reduction Projects

The following environmental management measures and projects have been completed or implemented during the FY 2024-2025. Some highlights are outlined below:

- Investing in R&D for products in our classic advertising estate has resulted in the following carbon reductions for our product range:
  - 'Blueback' paper used for wet posting: 5% carbon reduction
  - Bus boards: 80% carbon reduction
  - 'Eco-cycle' paper: 6% carbon reduction

- 7% reduction in electricity consumption across our outdoor digital, backlit, and illuminated billboard estate.

- Introduced a salary sacrifice scheme for employees to lease electric vehicles for personal use, which will contribute to reducing emissions from employee commuting.

- Introduced a new ESG data platform to improve sustainability data quality and reporting across the business.

- Continued to procure renewable electricity tariffs across our offices, warehouses and displays that use energy so that we continue to use 100% renewable energy.

- Introduced a new Sustainability module for new employee onboarding to educate staff from the start of their role.

- Implemented a new travel booking system which prompts employees to book lower carbon options (e.g. train over flights).

To find out more, please visit https://global.com/global-goodness/environmental-sustainability/

The below table was included in our Carbon Reduction Plan for FY 2022-2023, outlining planned initiatives for the year ahead. Global Outdoor have made significant progress on many of the below initiatives, which can be seen in the last column.

In the future we will implement further measures as outlined below. Actions relating to the whole Global Group and remaining Scope 3 categories are outlined in The Global Group's Net Zero Action Plan. https://global.com/global-goodness/environmental-sustainability/net-zero-commitments/

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
Energy Efficiency (Scopes 1 and 2)	Conduct regular energy audits of all sites to ensure heating and cooling mechanisms are continuously optimised.	HSEQ, Sustainability team	Ongoing throughout, every 2-4 years	Moderate	Moderate	2	Ongoing
	Increase staff engagement – to educate and encourage reduction in their energy consumption when onsite, and in taking personal ownership.	Global Outdoor	Ongoing throughout	Low	Moderate	3	Ongoing
	Investigate ways to reduce energy consumption of our managed outdoor estate.	Operations, Environmental team	Ongoing throughout	Moderate	Moderate	3	Ongoing
	Develop an energy efficiency strategy for each premises.	Operations, Environmental team	Latest by 2026	No cost	Moderate	3	Not Started

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
Fuel Switching (Scopes 1 and 2)	Increase the number of electric vans by five times, from the current 2 to 10 vans.	Operations, Environmental team	Latest by 2024	High	High	3	Completed
	Carry out a feasibility plan to assess the possibility of expanding the number of electric vehicles within the fleet.	Operations, Environmental team	Summer 2025	Low	High	1	In Progress
	Research and calculate return on investment for on-site green energy generation on owned buildings.	Operations, Finance, Environmental team	Latest by 2050	Low	High	3	Not Started
	Investigate switching out high-emitting refrigerants for natural refrigerants where possible across all sites.	Workspace, Environmental team	Latest by 2030	Low/ Moderate	High	3	Completed
	Investigate the potential for entering a renewable energy Power Purchasing Agreement.	Workspace, Environmental team	Latest by 2030	High	High	3	In Progress
	Decarbonise fleet, eliminating diesel and petrol vehicles, and investigating the use of drop-in HVO as a transition fuel.	Operations, Environmental team	Latest by 2030	High	High	3	In Progress
	Explore the potential for Natural Gas elimination from the footprint via Heat Decarbonisation (where applicable) through heat pumps.	Workspace, Operations, Environmental team	Latest by 2050	High	Moderate	3	Not Started

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
Waste Generated in Operations (Category 5)	Explore opportunities to introduce new materials that allow for closed-looped recycling of bus.	Product Development, Environmental team	Latest by 2025	Moderate	Moderate	4	Completed
	Investigate ways to fully recycle all e- waste from digital displays at the end-of-life and throughout mainte-nance and upgrades.	Product Development, Operations, Environmental team	Latest by 2030	Moderate	Moderate	3	Ongoing
	Investigate ways to track 100% waste collection from advertising fixing operations – aim is to be sure that no material is being lost in the process.	Warehouse management, Operations, Environmental team	Latest by 2030	Moderate	Moderate	3	Completed
	Explore opportunities to use only materials containing recycled content and that are recyclable at end-of-life in supply chain for classic products, moving towards a circular economy model.	Product Development, Operations, Environmental team	Latest by 2030	Moderate	Moderate	3	In Progress

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
Business Travel (Category 6)	Embed robust, high-quality business travel data collection as part of expense recording. In this case, instead of assuming the average car, establish whether it is diesel/petrol/PHEV or Electric.	People and Culture, Technology, Environmental team	Latest by 2050	Low	Moderate	2	Completed

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
Employee Commuting (Category 7)	Embed robust, high quality commuting data collection as part of commuting recording. In this case instead of assuming the average car, establish is it diesel/ petrol/ PHEV or Electric.	People and Culture, Technology, Environmental team	Latest by 2030	Low	Moderate	4	Completed
	Continue a hybrid working policy – to minimise the need to travel to meetings. Sharing details of the tools available to make virtual work effective.	People and Culture, Environmental team	Ongoing	No cost/ Low	Moderate	4	Completed
	Offer a cycle to work scheme and run internal campaigns to raise awareness of the benefits of cycling.	People and Culture, Environmental team	Ongoing	Moderate	Low	4	Completed
	Offer an electric vehicle salary sacrifice scheme, helping employees access new electric vehicles at a reduced cost (e.g., Octopus EV, Tusker, Drive Electric).	People and Culture, Environmental team	Latest by 2025	Moderate	Low	4	Completed

Category	Project	Accountability	Timeline	Costs	Carbon Saving	Priority	Progress
Upstream and Downstream Transportation and Distribution (Categories 4 and 9)	Encourage current suppliers to decarbonise their fleet for last-mile deliveries or switch to new suppliers already using electric fleet vehicles.	Procurement, Environmental team	Latest by 2050	Low	High	1	Ongoing
	Review logistics associated with supply chain and review efficiency, removing unnecessary journeys where possible.	Procurement, Operations, Environmental team	Ongoing throughout	Moderate	Low	4	Ongoing
	Embedding the criteria for lower carbon delivery solutions (e.g. electrified fleet, route optimisation software) into the procurement policy when engaging with new suppliers.	Procurement, Operations, Environmental team	Latest by 2030	Low	High	1	In Progress
	Implement a procurement policy that scores suppliers according to the carbon-efficiency of deliveries.	Procurement, Operations, Environmental team	Latest by 2030	Low	High	1	Not Started

*Priority: On a scale of 1-5, where 1 is urgent and 5 is low priority

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard[1] and uses the appropriate Government emission conversion factors for greenhouse gas company reporting[2].

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard[3].

This Carbon Reduction Plan has been reviewed and signed off by the board of directors of Global Outdoor Media Holdings Limited, Primesight Limited and Global Outdoor Media Limited.

Signed on behalf of Global Outdoor Media Holdings Limited

Ben Porter

Ben Porter (30/07/2025 13:29:31 GMT+1)   **Ben Porter, Chief Financial Officer**

Date: 30/07/2025

[1] https://ghgprotocol.org/corporate-standard
[2] https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting
[3] https://ghgprotocol.org/standards/scope-3-standard