

ESG Annual Update 2026

(Financial Year Ending February 2026)

Executive Summary and Strategic Context

QStory is a high-growth Software provider to enterprise clients. Our software is designed to provide real-time data analysis to optimize contact centre operations. Our mission is to transform the everyday lives of customer service professionals by creating happier, more productive, and engaging workplaces through innovative technology.

Primarily based in the UK with operational sites in South Africa and Ireland, we serve a diverse global market across the UK, USA, and Europe. Our workforce is a lean, highly skilled team of 30 professionals, including engineers and enterprise sales experts, operating under a 100% remote model. 75% of our team is based in UK, 20% in South Africa in a remote hub and 5% in Ireland.

QStory has experienced a "hyper-growth" phase, marked by a strategic decision to expand into the US and South African markets in 2024. . This expansion drove a significant 4.5x increase in business travel, which we are now actively decoupling from our carbon footprint through a "Virtual First" model and "Virtual-First" support. Looking ahead, we are committed to sustainable scaling, targeting a 50% reduction in carbon intensity by 2030. Our future is anchored in ethical AI governance, robust data security (ISO27001), and a formalized commitment to employee wellbeing as a Good Business Charter accredited organization.

Our foundational commitments include science-based targets for Net Zero by 2050, ethical AI governance, robust data security (ISO27001), and formalized employee wellbeing via our Good Business. We are committed to measurable and transparent progress across environmental and social sustainability. Our KPIs are aligned with the GHG Protocol, ISO 14064, SBTi, and ESG best practice

KPI Methodology

- **Environmental Scope:** 100% of Scope 3 emissions (travel, events, energy (upstream and location based))
- **Social Scope:** All employees
- **Frameworks Used:** GHG Protocol, SBTi standards internal stakeholder feedback
- **Assurance:** Carbon Neutral Britain and Ecovadis assessments

Performance Highlights for y/e Feb 2026

Environmental Review::

- Maintained 100% offset of all corporate emissions through a verified, gold-standard Climate fund.
- Achieved a Silver Medal from Ecovadis in July 2025 in our new category of Small Company (from XS), requiring additional complexity of reporting
- Emissions reporting was conducted in accordance with ISO 14064:1-2018 and GHG Emissions Protocol Accounting and Reporting Standards.
- Scope 1 and 2 emissions remain at zero due to our fully remote operational model
- Scope 3 emissions have significantly grown but significantly improved data collection, monitoring and set targets for reduction in line with SBTi targets for 2034.
- Rolled out our Environmental Policy to 100% of employees
- Updated our Climate Action & Mitigation Plan and shared with all management.

Social and Employee Wellbeing Update:

- Significantly enhanced employee benefits by introducing Private Health Insurance for 100% of employees, which includes dedicated mental health support.
- Introduced new Wellbeing in the Workplace policy and training
- Introduced a new training module on “Equality in the Workplace - How we work together at QStory” - undertaken by 100% employees
- Introduced a new Integrity Playbook training course, undertaken by 100% employees - which combines Ethical practices with Whistleblowing, Anti Bribery & Corruption and Financial Crime /Fraud into one training module.
- Introduced a new training module “Sexual Harassment in the Workplace” , currently being rolled out to ALL employees
- Introduced a new HRIS platform with enhanced performance management and training modules for ALL employees.

Governance and Compliance Review

- A new Materiality Assessment was conducted with the input of Leadership Team and discussed in the March 2026 Leadership Team Meeting
- Achieved renewal of the ISO27001 security certification for 2026 - 2029, demonstrating continued commitment to robust data security.
- Enhanced governance structures through the introduction of a formal AI policy.
- Maintained our record of zero whistleblowing reports, data breaches, ethics complaints, or fraud instances.
- Maintained high Business Continuity and Disaster Recovery adherence, meeting all fault and downtime timeframes 100% of the time.
- Achieved 100% compliance in mandatory annual training (Equality & Diversity, Standards of Ethical Conduct, Anti-Bribery & Corruption).

Strategic Priorities for 2026 - y/e 2027

Environmental Focus:

- Implement annual environmental policy training for all staff. A new “NET ZERO ROADMAP” training module has been written is ready to roll out
- Target a **2% per person reduction** in business travel, in spite of projected growth of 31% in turnover, to decouple growth from emissions.
- Target an increase in employee use of 100% renewable energy at home to **40%**.
- Introduction of an Electric Car Policy
- Focus on achieving Ecovadis Silver medal

Social & Wellbeing Focus:

- Ensure **100% Health & Safety training** completion for all new employees.
- Roll out new Equality and Harassment awareness training for all new staff via the onboarding process.
- Enhance mental health support through new tools and conduct a new monthly happiness survey for employee sentiment tracking.

Governance Focus:

- For y/e 2027, establish a formal ESG team that convenes regularly.
- Update key corporate governance documents, including our Ethics and Data Privacy policies.
- Implement a new anonymous whistleblowing reporting system via Employment Hero.
- Introduce a new Annual Conflict of Interests declaration on Employment Hero
- Continue to maintain all data incident and business continuity logs.

Risks, Opportunities, and Long-Term Commitments

Key Risks:

- Continued reliance on air travel as global client servicing expands.
- Resource availability and technical recruitment challenges in our industry.
- Key supplier industries (e.g., Google, aviation) fail to meet their own declared decarbonization targets on which our targets are partly reliant.
- Internal resources are stretched with a growth profile of 31%. Ensure adequate resource is allocated in budgets, manpower and training.

Key Opportunities:

- Strengthening our ESG brand value to drive client engagement.
- Improving staff wellbeing and personal development processes to enhance retention.
- Evolving our processes and procedures for improved environmental reporting

Sustainability Targets

- **Monitor and reduce overall GHG emissions by 50% by 2035**
- **Net Zero by 2050**
- **Offset 100% of residual emissions annually** Text
- **Grow responsibly using intensity-based emissions tracking**
- **Promote employee wellbeing and sustainable business practices across the group.**

Report prepared by



J KNIESE
Compliance & Ethics, EA to Board

31 March 2026

Appendix 1

Statistics/Results

ESG TARGETS SNAPSHOT	Measure	Actual/Results	Actual/Results	Actual/Results	Targets	Targets	Targets
		2023	2024	2025	2026	Feb 2027	2030
Ecovadis Scorecard Results		72 - GOLD	76 - GOLD	72 - Silver	silver		
ENVIRONMENTAL		Actual/Results - 2023	Actual/Results - 2024	Actual/Results - 2025. NEW BASELINE YEAR	Targets 2026	Targets 2027	Targets - 2030
Total Emissions tCO2KG	tCO2e KG	50.400	60.080	289.48	360.16	482.88	768.71
Intensity Based Turnover per £1m t/o Scope 3	tCO2e KG	16.701	14.380	70.142	66.70	64.384	60.988
Intensity. Based FTE Scope 3	tCO2e KG	2.100	2.731	14.380	13.41	13.413	12.419
Residual Emissions offset %	TARGET 100%	100.00%	100.00%	100.00%	100%	100%	100%
Target of Annual Emissions reduction					4.91%	8.38%	14%
Environmental policy awareness	Target 100%			100%	100%	100%	100%
% of people in our team using 100% renewable energy at home	TARGET - 50% by 2030	23%	23%	37%	40%	45%	50%

SOCIAL		Actual/Results - 2023	Actual/Results - 2024	Actual/Results - 2025. NEW BASELINE YEAR	Targets - 2026	Targets 2027	Targets - 2030
Hours worked in the year			46,410.00	54,600.00	56,550.00	70,200.00	111,150.00
Hours absent due to sickness			528.00	982.80 estimated*	1.80%	1.80%	1.80%
Hours spent on external training per employee		11.25	76.33	data loss*	3%	3%	3%
Spend on training per individual average		£629.92	£1,316.22	£28.67	3%	3%	3%
Health & Safety Risk Assessments	Target 100% completion		100%	100%	100%	100%	100%
Health & Safety Training	Target 100% completion		100%	100%	100%	100%	100%
Basic First Aid for Remote Workers - new course 2026					100%	100%	100%
Accidents at work reported	target 100% completion	0	0	0	100%	100%	100%
Employee Happiness Survey Results		5	5	6.7	7.00	7	7
Gender Equality & Diversity	% male	62.50%	60.70%	52%	tbc	tbc	50%
	% female	33.33%	28.60%	29%	tbc	tbc	50%
	% unknown	4.17%	3.60%	19%	tbc	tbc	tbc
Completion of Employee Training on Sustainability				100%	100%	100%	100%
Provision of free Mental Health Care access		just UK	just UK	just UK	100%	100%	100%
Provision of free Private Health Insurance	Target 100%	just SA	Just SA	just SA	100%	100%	100%
Annual Performance Reviews	Target 100%	98%	100%	100%	99%	100%	100%

GOVERNANCE		Actual/Results - 2023	Actual/Results - 2024	Actual/Results - 2025. NEW BASELINE YEAR	Targets - 2026	Targets 2027	Targets - 2030
Annual ESG Report	ANNUALLY COMPLETED	not done	Completed	Completed	Completed	annual	annual
Annual Board Agreement with ESG Strategy.& Targets				discussed in 2025	implemented in 2026	yes	yes
Data Breaches & Cyber Security Incidents	TARGET ZERO	zero	zero	zero	zero	zero	zero
Disaster Recovery within mandated timeframes	Monthly	100%	100%	100%	100%	100%	100%
Annual Information Security training completion	Annual, run by Deon	100%	100%	100%	100%	100%	100%
Whistleblowing Reports	Number Received	zero	zero	zero	zero	zero	zero
Ethics Complaints	Number Received	zero	zero	zero	zero	zero	zero
Integrity Training completion	Target 100% completion	100%	100%	100%	100%	100%	100%
Equality & Diversity Training	Target 100% completion				100%	100%	100%
Conflict of Interest Disclosures	Target 100% completion				100%	100%	100%
Fraud Detection Reports	Target ZERO			zero	zero	zero	zero
Supplier Risk Assessments completed	Target 100%				100%	100%	100%