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Supplier Name: Rebel Lion Advertising Limited

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Commitment to Achieving Net Zero

Rebel Lion Advertising is committed to achieving Net Zero emissions by 2050. We are dedicated to implementing sustainable practices that reduce our environmental impact and advance our progress towards this significant goal.

Baseline Emissions Footprint

Baseline Year: 2024

Baseline Year Emissions:

Emissions Scope	Emissions Total (tCO₂e)
Scope 1	1.4
Scope 2	0.8
Scope 3 (Included Sources)	7.1
Total Emissions	9.3

Additional Details Relating to the Baseline Emissions Calculations

In 2024, Rebel Lion Advertising Limited established its baseline emissions footprint as the reference point for future emissions reduction. This baseline year reflects our comprehensive accounting of all relevant greenhouse gas (GHG) emissions across Scopes 1 and 2 and included sources within Scope 3. These figures were calculated following the GHG Protocol Corporate Accounting and Reporting Standard, ensuring accuracy and transparency in our reporting.

This baseline is particularly significant as it represents our first detailed emissions report. Before this, Scope 3 emissions had yet to be comprehensively assessed.



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Establishing this baseline coincides with organisational restructuring and a renewed focus on sustainability, marking 2024 as a pivotal year in our environmental journey.

Current Emissions Reporting

Reporting Year: 2024

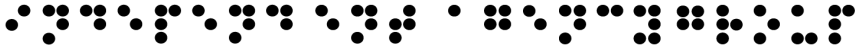
Emissions Scope	Emissions Total (tCO2e)
Scope 1	1.4
Scope 2	0.8
Scope 3 (Included Sources)	7.1
Total Emissions	9.3

Emissions Reduction Targets

To continue our progress towards achieving Net Zero by 2050, Rebel Lion Advertising Limited has set ambitious carbon reduction targets. By 2029, we aim to decrease our total carbon emissions to 5.0 tCO2e, which represents a reduction of 46.2% from our 2024 baseline.

This target aligns with short-term operational changes and long-term strategic planning, emphasising energy efficiency, waste reduction, and the transition to renewable energy sources. Our approach includes:

- Enhancing energy efficiency across all operations.
- Increasing the use of renewable energy in our facilities.
- We reduce business travel emissions by implementing virtual meeting technologies and promoting sustainable travel policies.
- Engaging with suppliers to reduce upstream and downstream Scope 3 emissions.



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Conclusion

Rebel Lion Advertising Limited is committed to environmental stewardship and fulfilling our Net Zero commitment. These efforts will contribute to global climate action and align with the values of our clients and partners. We look forward to continuing our journey towards sustainability and reporting our progress in subsequent years.