

EXPOSURE NINJA 2024

Annual Impact Report



 exposure
ninja

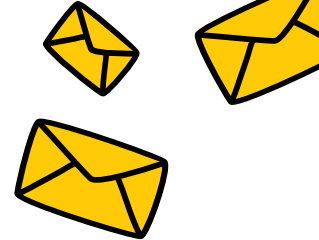
Certified



Corporation

At Exposure Ninja,
we're **obsessed with
positive impact** and
relentlessly proactive
about making it
happen.

A Letter from our CEO



At Exposure Ninja, we've always believed that business should be a force for good. Yes, we care about performance, profits, and growth — but we care just as much about the impact we have on our people, our clients, and the world around us.

We're proudly a certified B Corp and we're continuously working to build an even better business.

In 2024, we set out to be an aspirational and industry-leading search marketing agency in the work we deliver and the impact we create.

We celebrated some big wins. Our Exposure Ninja team brought home nine industry awards, a testament to the exceptional talent and bright minds we have here. We grew our revenue while maintaining profitability, ensuring we can continue to invest in both our people and our mission.

Most importantly, we achieved our highest-ever client retention rate. We're not just driving results but building lasting client relationships that create impact.

We also took our commitment to positive impact even further. In 2024, we increased our charitable donations, expanded our mentorship programme, and empowered our team to give back through paid volunteering.

From mentoring aspiring digital marketers to supporting underprivileged communities in the Philippines, our team contributed 386 hours to causes that matter — smashing our previous record by 51%.

Positive impact isn't a milestone; it's a continuous journey. In 2025, we remain committed to taking care of our team, our clients, and our communities — while pushing for better business practices in our industry.

Charlie Marchant
CEO, Exposure Ninja



B Impact Score =

86.5

B Corp certification is a rigorous process that examines how businesses are governed and how they contribute positively to their workers, customers, community and the environment.

A minimum score of 80 is needed to achieve B Corp status. We're proud to have chalked up 86.5 points! We share the breakdown of our scores in each category below:

Category

Score

March 2023

Governance



21.8

Workers



29.8

Community



23.8

Environment



7.9

Customers



3



Our Recognition



In 2024, our Exposure Ninja team triumphantly brought home nine awards across our industry's most prestigious awarding bodies. Our awards are a testament to our hard-working and talented team for the business-transforming and life-changing campaigns we deliver for our clients.

1

Global Agency Awards

— Best Culture Transformation Initiative

2

Global Agency Awards

— Best Flexible Working Policy

3

Global Search Awards: Best Large, Low Budget PPC Campaign (Silver)

— MCS Cleaning

4

Global Search Awards: Best US SEO Campaign

— Golf Course Lawn

5

UK Content Awards: Best CRM/Email Campaign

— Fabrics Galore

6

UK Search Awards: Best Integrated Campaign

— CHAS

7

UK Search Awards: Best Low Budget Campaign (PPC)

— MCS Cleaning

8

UK Search Awards: Best Low Budget Campaign (SEO)

— MCS Cleaning

9

UK Search Awards: Best Use of Search - B2C (SEO)

— Age Care Bathrooms



Our Team

Our team is made up of 65% women, making us way above the national average. In the UK marketing sector, 58% of the marketing workforce are women.

69 Ninjas

45 women



24 men



74%

of our team are
based in the UK



14%

in the
Philippines



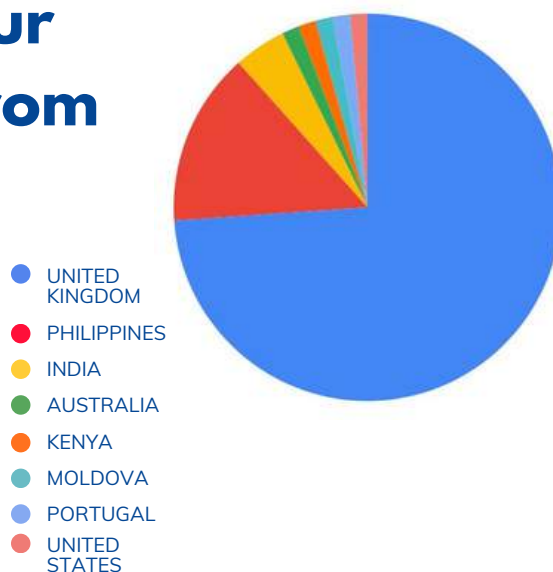
12%

from other
countries

Where in the World Our Ninjas Are Working From

We're proud to have a multi-national team working across the globe. We believe successful teams are diverse and our global hiring policy reflects this.

We now have offices in London, Nottingham and the Philippines, and a remote-working policy that gives our team the freedom to work from home.



Our Management Team

In May 2024, we sent out a Diversity Survey to everyone and 11 out of 13 managers responded. The below data is based on the survey results:

63% of the managers who responded to the survey identified themselves as women. That's almost double the [UK national average of 33.5% in mid-market businesses](#).

11 Managers

7 women



3 men



1 undisclosed



91%

of our Management Team identify as Caucasian / White



9%

identify as Asian



18%

of our Management Team describe themselves as having a disability



36%

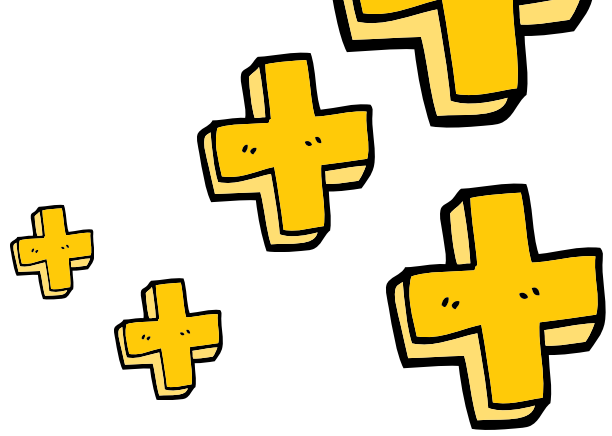
of our Management Team identify as being a caregiver



27%

of our Management Team would be considered as being from an under-represented social group

Positive Impact Comparison



Positive Impact Goal	2023	2024	Score
Score 80+ points on the B Corp B Impact Assessment.	86.5	86.5	We're doing great!
Increase annual % of company's profit to charitable causes.	1% donated	1.02% donated	We're doing great!
Increase the amount of volunteering hours used by the Exposure Ninja team per year.	185 hours	386 hours	We're doing great!
Increase the amount of pro bono and volunteering work completed to 2% (based on the percentage of per capita worker time).	0.2%	0.4%	We can do better.
EN attend at least four speaking engagements per year to raise awareness around key impact issues.	0	0	We can do better.
Increase the number of mentees through the Ninja Digital Marketing Mentoring Programme annually.	35 mentees	24 mentees	We can do better.
Amount of CO2 offset.	331t of carbon reduction in 2023	300t of carbon reduction in 2024	We're doing great!
Increase the number of suppliers from an under-represented group to over 50%.	40%	40%	We can do better.

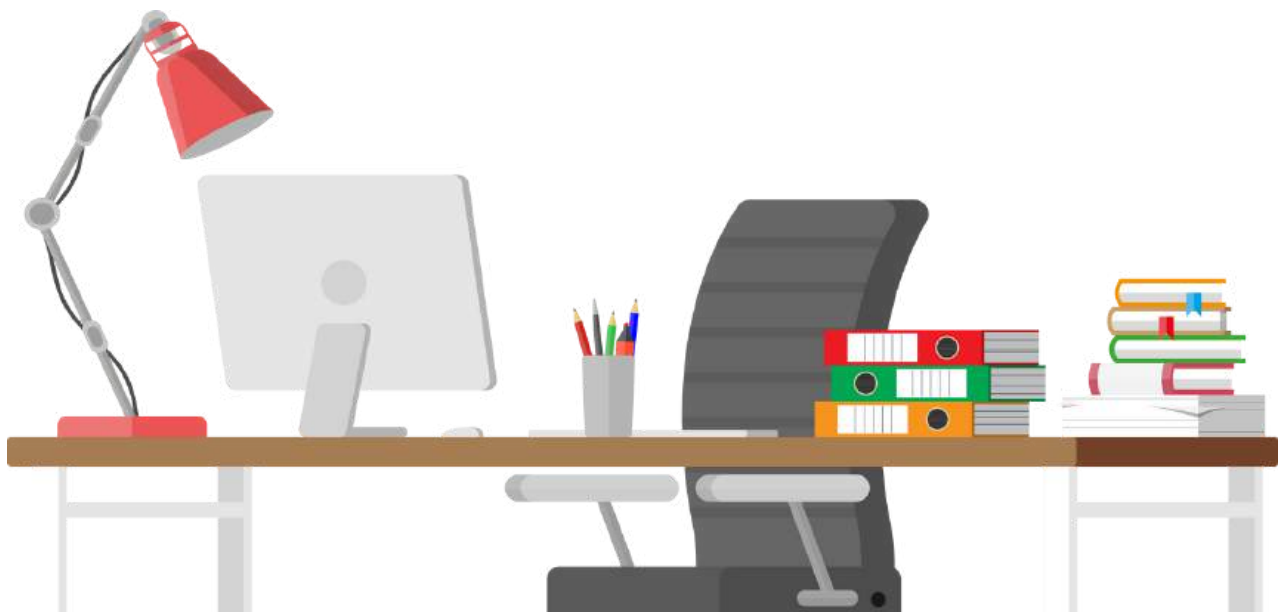
Governance



Our Executive Committee consists of our Senior Leadership team (Charlie Marchant, Luke Nicholson, Victoria Lane, Rain Agustin) and Exposure Ninja's Founder, Tim Cameron-Kitchen.

We've updated our company mission to reflect our strategies and impact: *"We want to be an industry leader in search; an aspirational agency that everyone wants to work with or work for. We're proactive, positive and supportive."*

We've updated our policy documents to cover attendance, incapacity and return-to-work policies, hiring, termination and offboarding policies, and software, social media, internet and AI usage, confidentiality and data protection.



Workers



In 2024 we ran our second year of the LEAD Training Programme, an internal training course to help our employees develop their leadership, strategy and people management skills. This year, four employees successfully completed the LEAD Training.

In March 2024, we introduced an annual mandatory training on Physical and Verbal Abuse, Bullying and Harassment. We also required all employees to complete courses on stress-awareness, homeworker awareness, and display screen equipment.

In October 2024, we held our third wellness week to promote the different aspects of well-being. We sent wellness gifts to all employees and we allocated 30-minute daily sessions for wellness webinars and physical activities.

In November-December 2024, we ran our third round of 360 feedback through Culture Amp. Our 360 feedback process allows the team to understand their strengths and areas for development. This year, our participation rate increased to 97%, which is 13% more compared to the previous year.



Diversity



Our annual Diversity and Inclusivity Survey was sent to all Ninjas in May 2024, with a 67% participation rate.

Results highlight Exposure Ninja's zero tolerance for discrimination and harassment, garnering the highest score among all other survey factors. We have processes in place on how to report instances of discrimination and harassment, and the management takes serious and appropriate actions against these incidents.

Ninjas also gave a high score in having a voice in the organisation. Our culture of open communication encourages every Ninja to freely share their thoughts and raise concerns that affect their work.



91%

say that Exposure Ninja treats everyone fairly regardless of age, gender, disability, race, ethnicity, origin or economic status



91%

know how to report instances of harassment and discrimination



89%

say they never personally experienced discrimination at Exposure Ninja



Community

In 2024, we donated 1% of our profit to charity. This was a total donation of £2,800 to charities. Our charitable donations include contributions matching the charitable donations made by our team members.



£1350

to chosen charities for PRIDE Month and Black History Month, 12 Days of Charity, and employee donation matches.



£250

to Gawad Kalinga Philippines, our team's chosen charity of the year.



£1200

to support a toy and rice drive in the Philippines

We supported Stonewall for PRIDE Month and Southall Black Sisters for Black History Month. In December 2024, our employees chose 12 different charities for the 12 Days of Charity event.

For our charity month in September 2024, we supported Gawad Kalinga Philippines, a charity that helps community building, shelter and land security, child and youth development, health and wellbeing, social business and family productivity in the Philippines.

In April 2024, we kicked off our volunteering with the Earth Day initiative, where Ninjas participated in environment-related activities such as litter picking, tree planting and composting. In total, our team spent 386 hours of volunteering time for the full year for initiatives such as beach clean-ups, community gardening, mentoring, animal rescue, food bank, medical mission, toy drives and school kit drives, coaching local sports teams, and digital marketing work for charities.

In March 2024, we rolled out our third round of digital marketing mentoring. We had 23 Ninja mentors sign up to share their knowledge and experiences with 23 mentees across the world. Our mentoring scheme focuses on supporting mentees across six (6) months, helping them improve their confidence, raise their aspirations, and get access to new experiences, learning resources, and networks.

Customers



In 2024, we achieved our best every year of client retention with a 95% retention rate. Our client retention monitoring is a key measure of our client satisfaction.

In September 2024, we switched to 1Password which provides a more secure way to keep our business account passwords.

We also updated our software, tools and equipment policies to ensure compliance to software licensing, access management and information security. In line with this, we also started our journey to Cyber Essentials certification.



Environment

In 2024, we offset 300 tonnes of CO2 emissions through 31 verified carbon avoidance projects. This is measured by our offsetting via the [Ecologi platform](#).



12670

trees funded



1171

tCO2e avoided



31

projects funded

