

EXPOSURE NINJA 2025

Annual Impact Report



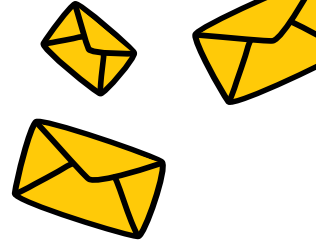
Certified



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 great businesses don't have to choose between performance and positive impact. We exist to deliver outstanding results for our clients, and look after our people and the world around us.

2025 has been a defining year for Exposure Ninja.

We strengthened the business's foundations, achieving sustainable growth while significantly increasing profitability. Our revenue rose, and our margin increased, giving us the stability and resilience needed to invest confidently in our team, our systems, and our long-term vision.

That progress was reflected in our work. This year, our team won 12 industry awards across SEO and PPC, including recognition for our growing expertise in AI search innovation. These awards are a powerful validation of the strategic thinking, creativity, and care our Ninjas bring to every client partnership.

Alongside business performance, we continued to deepen our commitment to positive change. In 2025, we donated 1.19% of our profits to charitable causes and increased team volunteering hours by 50%.

From disaster relief to grassroots community support, our team showed once again that impact is strongest when it's shared.

We also invested heavily in our people, enhancing training programmes, improving mental-health return-to-work support, and upgrading our HR systems to better support well-being, development, and engagement.

Positive impact isn't something we ever consider "done." It's an ongoing commitment that evolves alongside our business and industry and will remain critical as AI transforms our sector in 2026.

Thank you to our clients, partners, and incredible team for being part of this journey.

Charlie Marchant
CEO, Exposure Ninja



Our Recognition



In 2025, our Exposure Ninja team triumphantly brought home 12 awards across our industry's most prestigious awarding bodies. Our awards are a testament to our hard-working and talented team.

1

Global Agency Awards

— Best Charitable Initiative

2

Global Search Awards: Best Use of Search — Finance (PPC)

— DSLD

3

Global Search Awards: Best US PPC Campaign

— DSLD

4

Global Search Awards: Best US SEO Campaign

— DSLD

5

Global Search Awards: Best UK PPC Campaign

— Age Care

6

Global Search Awards: Best Canadian SEO Campaign

— The Ordinary

7

UK Search Awards: Best SEO Campaign

— Age Care

8

UK Search Awards — Silver: Best PPC Campaign

— Age Care

9

UK Search Awards — Silver: Best Large SEO Agency

10

UK Paid Media Awards: Lead Gen Campaign of the Year

— Age Care

11

UK Digital Excellence Awards: B2C Website of the Year

— DSLD

12

Midlands Enterprise Awards: Most Innovative SEO & AI Search Specialists 2025



Our Team

Our team is made up of 65% women, well above the national average. In the UK advertising and marketing sector, 60% of the workforce are women.

60 Ninjas

39 women



21 men



75%

of our team are
based in the UK.



18%

in the
Philippines.



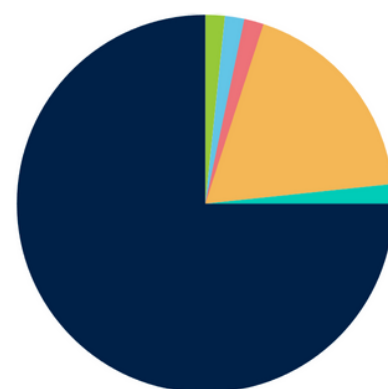
7%

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 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 2025, we sent out a Diversity Survey. Eleven out of 12 managers (senior leadership and department heads) responded. The data below is based on the survey results:

54% of the managers who responded to the survey identified themselves as women. That's almost two-thirds of the UK national average of 33.5% in mid-market businesses.

11 Managers

6 women



3 men



2 undisclosed



91%

of our Management Team identify as Caucasian/White.



9%

identify as Asian.



27%

of our Management Team describe themselves as having a disability.



27%

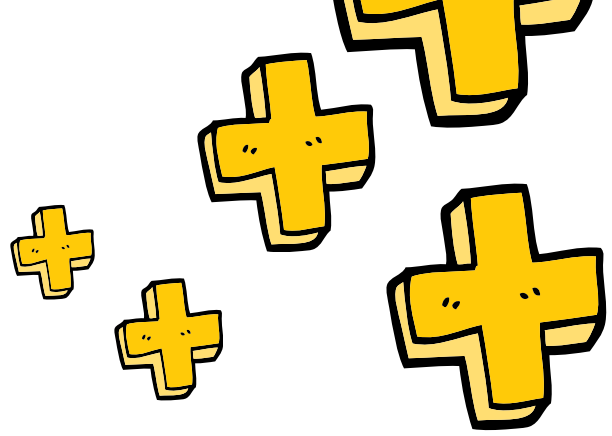
of our Management Team identify as being a caregiver.



27%

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

Positive Impact Comparison



Positive Impact Goal	2024	2025	Score
Score 80+ points on the B Corp B Impact Assessment.	86.5	86.5	We're doing great!
Increase the annual % of the company's profit to charitable causes.	1.02% donated	1.19% donated	We're doing great!
Increase the amount of volunteering hours used by the Exposure Ninja team per year.	386 hours	577 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).	0.4%	0.6%	We're doing great!
EN attend at least four speaking engagements per year to raise awareness around key impact issues.	0	4	We're doing great!
Increase the number of suppliers from an under-represented group to over 50%.	40%	50%	We're doing great!
Amount of CO2 offset.	300t of carbon reduction in 2024	300t of carbon reduction in 2025	We're doing great!

Governance



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

We've updated our company vision to reflect our values and priorities: *"Do our best work, live our best lives."*

We've refreshed our company values to reflect our drive for excellence and spirit of collaboration:

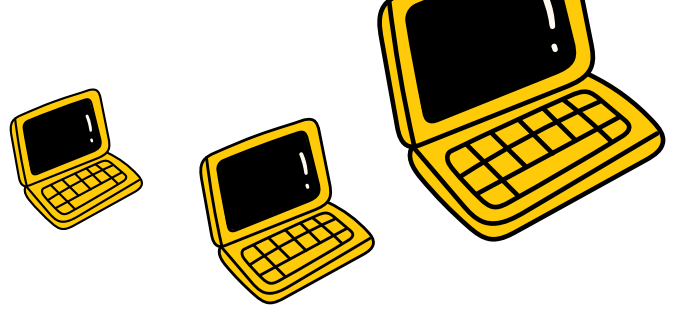
- Love what you do
- Proactive and collaborative
- Rise to new challenges.

These values encourage us to bring passion and purpose to our work, take initiative while supporting one another to achieve great results, and embrace opportunities to grow, innovate, and exceed expectations.

Our CEO, Charlie Marchant, attended four speaking engagements to raise awareness on key impact issues:

- House of Lords — We were part of a panel of employers who shared our perspective on the importance of remote working in the UK.
- Better Business Day — We expressed our support for the Better Business Act because it provides legal backing for what we already believe: that businesses should serve people, the planet, and profit.
- HerStory podcast — Charlie shared her career journey, highlighting the role of flexible and remote working in enabling career progression, particularly for women and underrepresented groups, and helping to raise awareness of inclusive leadership and equitable workplace practices.
- University of Exeter — Marketing Employment Panel.

Workers

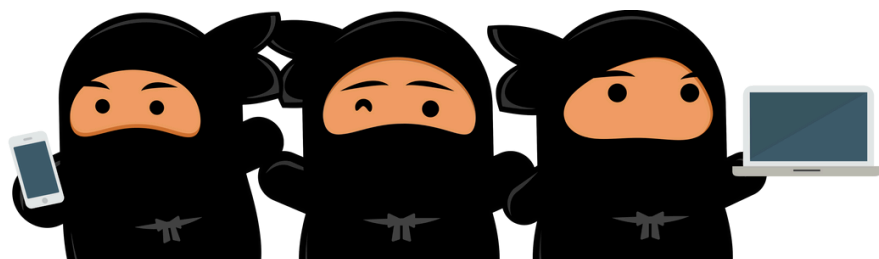


In October 2025, we changed our HR system from Zoho People to HiBob. This new tool supports a streamlined experience through an intuitive interface that makes it easy for employees to access information, manage time off, and provide feedback, while enabling managers to efficiently oversee performance, well-being, and team engagement.

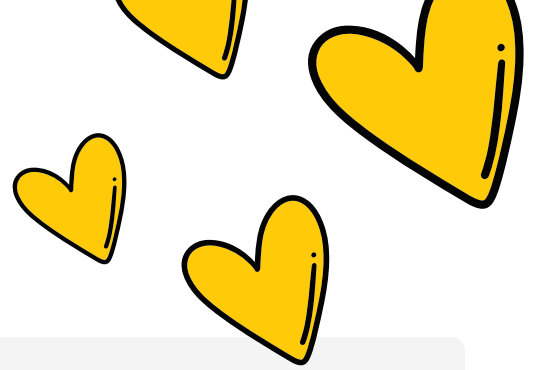
Over the year, we delivered a wide range of training programmes to support employee well-being, compliance, and professional development. This included mandatory health, safety, and well-being training, resilience and unconscious bias sessions, performance and feedback development, a structured Advancing Your Career programme, and regular live training sessions covering digital marketing, data, AI, and client communication. Together, these initiatives help our Ninjas stay confident, continuously upskilled, and future-ready.

We enhanced our return-to-work process to provide additional support for employees who have been absent due to mental health reasons. With their consent, employees can now be referred to Occupational Health, ensuring they receive professional guidance and tailored support as they transition back to work.

We've updated our people policies to provide clear guidance, ensuring employees understand their rights, responsibilities, and available support, reinforcing a fair and supportive workplace.



Diversity



Our annual Diversity and Inclusivity Survey was sent to all Ninjas in June 2025, with an 86% participation rate, which is a significant increase compared to 2024's 67%.

Results highlight Exposure Ninja's culture of respect and inclusivity, where everyone feels they are treated fairly irrespective of age, gender, disability, race, ethnicity, origin or economic status. We have annual training in place to remind our Ninjas of the importance of diversity and inclusivity in the workplace.

Ninjas also gave a high score in their trust that the management would take appropriate action against harassment and discrimination. We have processes in place for reporting instances of discrimination and harassment. The management takes serious and appropriate action against these incidents.



95%

say that the people they work with are respectful to one another.



91%

say that Exposure Ninja encourages a good balance between personal and work life.



88%

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



Community

In 2025, we donated 1.19% of our profit to charity. This was a total donation of £4,550 to charities. Our charitable donations include matching contributions made by our team members.



£2,350

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



£1,000

**to earthquake
victims in the
Philippines.**



£1,200

**to support toys
and a rice drive in
the Philippines.**

We supported Nostell Miners Ladies Football Team for PRIDE Month and Southall Black Sisters for Black History Charity Month. In December 2025, our employees chose 12 different charities for the 12 Days of Charity event.

In our third year of the Toys and Rice Drive PH initiative, we reached out to over 200 kids and 200 families from remote and under-resourced areas in the provinces of Cebu and Antique in the Philippines. We distributed toys to younger kids, reusable water bottles to school children, and rice and food packs to families.

We volunteered at Stonebridge Farm, Emmanuel House and Nottingham Green Guardians during the Ninja annual summer get-together in September 2025.

In total, our team spent **577 hours volunteering** throughout the full year. This is a **50% increase** in volunteering hours from the previous year. The volunteering hours were spent on initiatives such as beach clean-ups, community gardening, mentoring, visits to animal sanctuaries, food banks, used clothing drives, coaching local sports teams, and digital marketing for charities.

Customers



In 2025, we achieved a 93% client retention rate. Our client retention monitoring is a key measure of our client satisfaction.

In July 2025, we successfully achieved Cyber Essentials Certification, a UK government-backed standard that demonstrates our commitment to robust cybersecurity. This certification ensures secure systems, processes, and practices across the company, while also assuring our clients that their data is protected to the highest security standards.



Environment

In 2025, we offset 300 tonnes of CO2 emissions through 31 verified carbon-avoidance projects. Our offsetting measures this via the [Ecologi platform](#).



14,470

trees funded



1,446

tCO2e avoided



31

projects funded

