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B Corp Impact Report 2021

Founders' thoughts



We have always believed that the better a business is doing the more it should do. Having had many ups and downs over the past 17 years, I know more than most how hard it is to move the needle when times are tough. Businesses have to focus on surviving and prioritise their own health over anything else. A business that doesn't exist can't change anything.

In 2021, the Pandemic continued to disrupt our lives but as a business we returned to health

and, after an incredibly challenging 2020, we had our best year in history. This means we are now able to think longer term about our future.

We will continue to use B Corp as our moral north star. We have some big plans for the business as we enter our first recertification year. Please take a look at what we've been up to and some of our plans for 2022.

— Mills & Sinx, co-founders of ustwo

What we did in 2021

People

At the beginning of the year, we launched resilience training in all our studios to support our employees through the pandemic and the return to normality.

We trained 16 ustwobies to become Mental Health First Aiders, including our CEO, members of our European leadership team and every member of our People Team. In addition, all managers and ustwobies also received mental health and awareness training.

In October, for World Mental Health Day, we invited experts and inspirational speakers to share more about bipolar disorder, digital

wellbeing and healthy sleep. We have also offered all employees a weekly Virtual Yoga session and revived our 'let's talk' slack channel for mental health peer support.

We invited all our managers to attend hiring training, inclusivity training and manager training.

We celebrated LGBTQ+ month and Black History Month to fortify our commitment to building a welcoming environment for all, creating awareness, and keeping an open dialogue on social inequality and injustice.

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Process

This is the second consecutive impact report we've published, staying true to our commitment to total transparency relating to our social and environmental performance.

This year, we made considerable strides in our B Corp data reporting within our systems. We created a B Corp dashboard and many bespoke reports. Now, we can easily access all of our B Corp-specific data. We also set up a point-in-time snapshot to compare current and historical data.

In addition, we started tracking sensitive demographic data that we need to better understand our progress with regard to diversity, equity, and inclusion. We also completely overhauled the way we measure our investment in training, and we introduced subcategories to give us more visibility on where time and money is being invested.

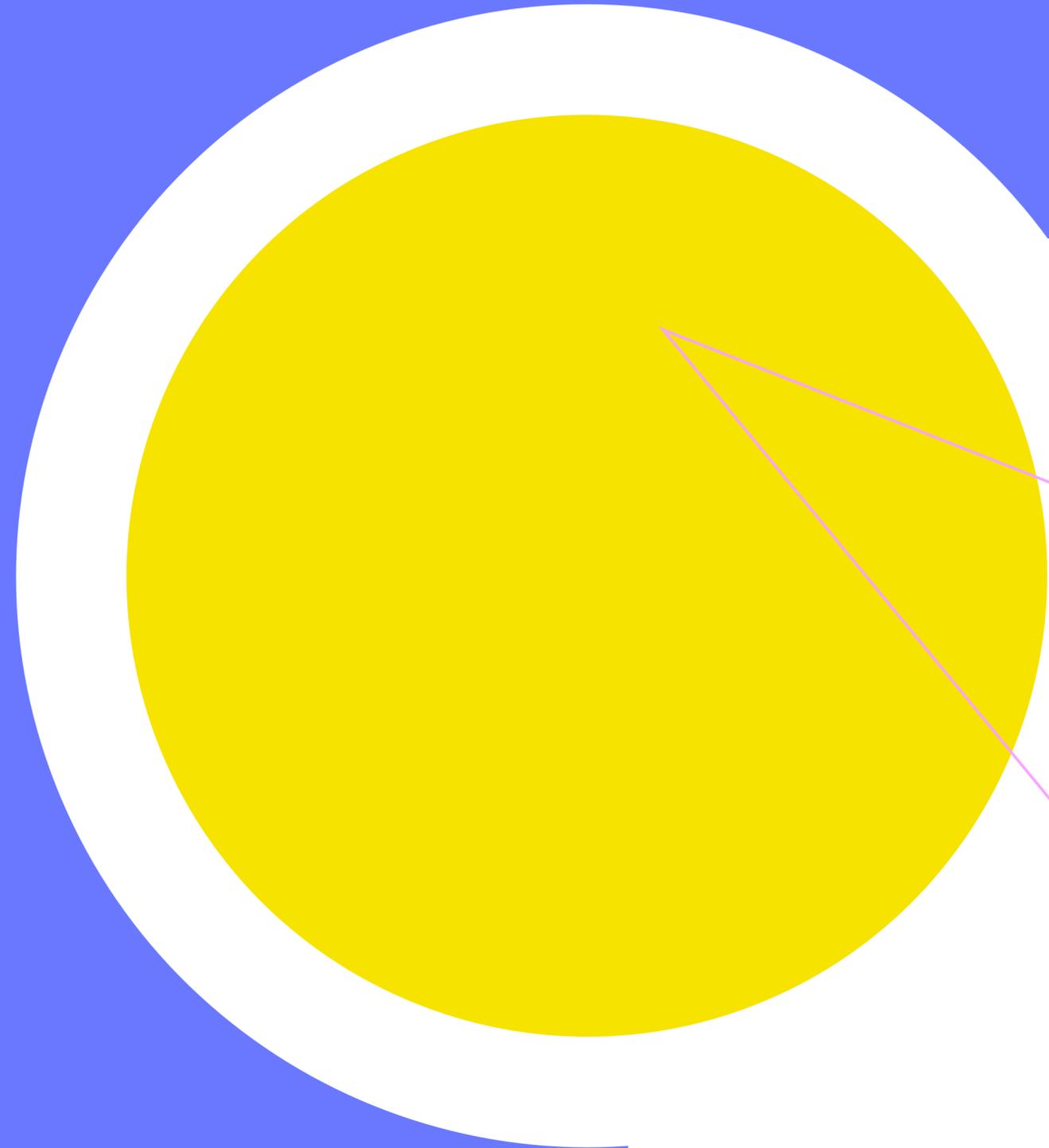


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Community

In March, our founders agreed to donate our UK Government furlough money to London food banks. We created a volunteering committee, which decided on Hackney Foodbank and FareShare. In addition to our monetary donation, ustwobies took part in a volunteering initiative with Hackney Foodbank to see and build upon the impact of our donation.



Planet

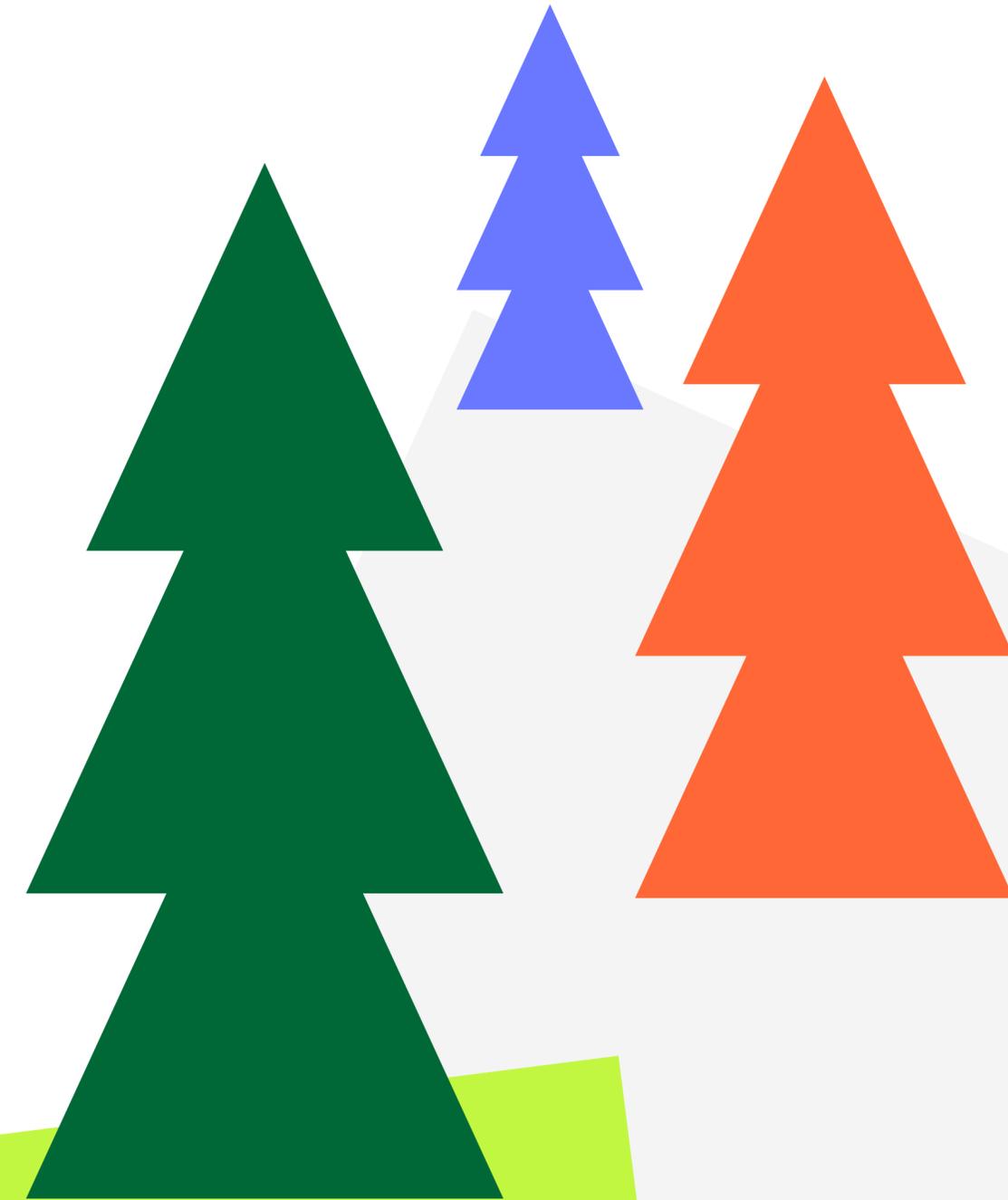
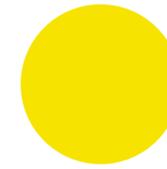
Our Climate Committee has been busy working on many initiatives, with the aim to find new ways to cultivate environmental awareness within ustwo.

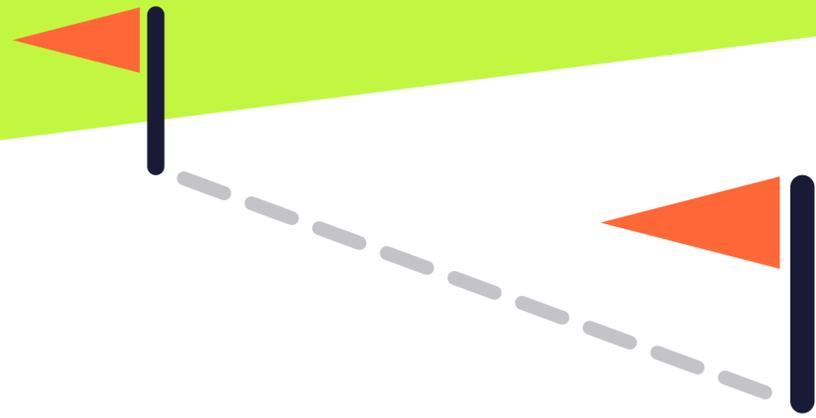
First of all, we have created an internal platform where ustwobies can learn more about B-Corp, Ecologi, our environmental goals for the year, and our upcoming environmental initiatives. Along with it, we made a slack channel for sharing resources and all things green. Since September, we've been sharing a weekly green post to cultivate environmental awareness and start conversations, share resources, and learn a bit more from each other. We talked about circular economy and recycling, climate change and technology, reforestation and Gold Standard projects, and many other relevant topics.

We invited academics and experts in climate change and ecology to present, including Prof. Raimund Bleischwitz, Prof. Emily Lines and industry experts in positive impact such as Deborah Mensah-Bonsu and Daniel O'Connell.

Our biggest impact has been planting over 1,000,000 trees! For every download of ustwo Games' latest title, *Alba: A Wildlife Adventure*, we plant a tree in [Alba's Forest](#), which is hosted by our friends at Ecologi.

Also through Ecologi, the [ustwo employee forest](#) is growing brilliantly. On top of offsetting the personal and business carbon footprint of all ustwobies, we stuck to our commitment to plant 25 trees to celebrate every ustwobie's anniversary, and 100 trees every time a colleague switches to a 100% green energy provider at home.





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We jumped right into the #RaceToZero to be a Net Zero organisation by 2030. This means we've joined The B Corp Climate Collective, a member of the UNFCCC's Race to Zero campaign. And in the build-up to COP26, our games studio created a new chapter of levels for Monument Valley 2 as part of Playing 4 the Planet's 2021 Green Game Jam.

Tracking our impact this year was very challenging. Two of our studios' leases reached the end of their terms and as a result, most of our workforce has been

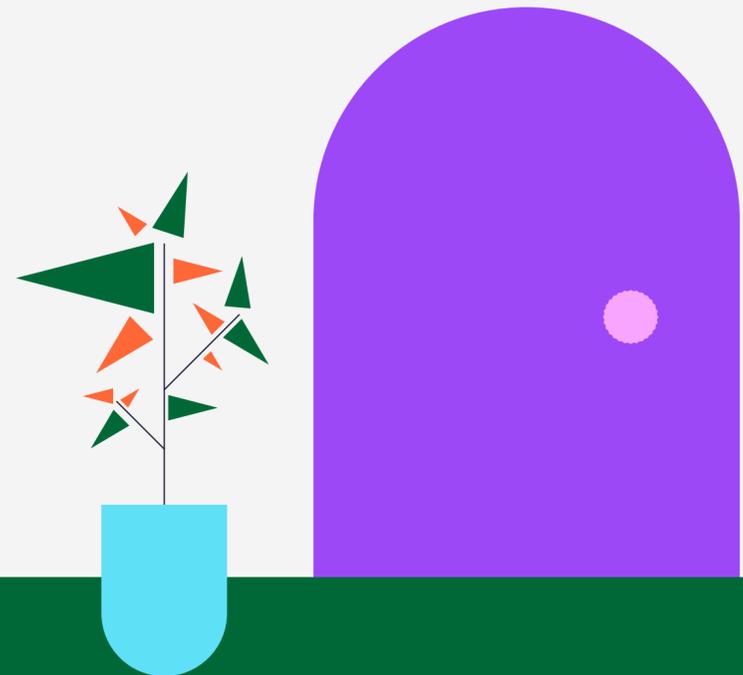
operating remotely for the past two years. We are now looking forward to moving into 2022 with a new, hybrid way of working and new studio spaces in London and New York.

Nevertheless, over the past year, we have been 1) testing carbon footprint trackers that could monitor our emissions and 2) planning on how to make our new studio spaces the most efficient possible.

We hope to start tracking our emissions accurately in Q1 2022.



What we'll do in 2022



Governance

- Write a general commitment to Social or Environmental responsibility
- Incorporate social or environmental performance principles and practises into employee training programs

Workers

- Conduct a benefit realignment investigation
- Conduct a review of our Pension investment

Community

- Improve Supply Chain Management
- Improve practises regarding volunteering, donations or community investments

Environment

- Work with our Landlords to improve our energy efficiency
- Track our impact

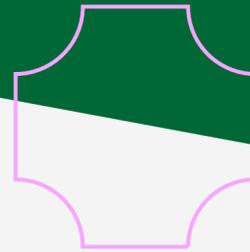
Customers

- Track the impact of our services
- Better track beneficiaries of our products and services

Always moving forward

We achieved a great deal in 2021, and the impact we're delivering makes us incredibly proud.

As we've mentioned before, the achievements listed here aren't items we tick off a list and forget. Being a B Corp is something that every ustwobie is passionate about and we're all committed and excited to deliver our targets in 2022.



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