

life:style[®]



B Corp

Impact Report



Certified



Corporation

An aerial photograph of a lush green forest with a winding road. A large, dark green semi-circular graphic is overlaid on the left side of the image. In the center of the forest, there is a stylized logo consisting of two light green leaves, one larger than the other, positioned side-by-side.

Our declaration

At Lifestyle, we believe in leading by example. We're committed to running our business in a way that benefits everyone - offering valuable products, supporting our partners and team, and protecting the planet we share.

Our focus is on the future. We're planning ahead to keep delivering exceptional products and services that reflect our values. By staying true to our purpose and inspiring those we work with, we aim to be part of a powerful movement - one that drives meaningful change and acts as a force for good.

Adam Hobbs

CEO



Founder's thoughts

When we founded Motivates in June 2018, we were vocal about our goals to use the business to make people's lives better. This philosophy touches everyone connected with us, from our customers and suppliers to the local Hackney community we're proud to call home.

Our very first promise was to commit to sharing 10% of our profits to our staff remains unchanged. Recognising that every voice, every role, and every contribution drives our collective impact. We believed then, as we do now, that success is something we create together. Achieving B Corp certification became the natural next step in this journey.

The B Corp framework doesn't just align with our values – it amplifies them in the belief that businesses should be a force for good.

More than that, it keeps us humble – as a company you are there for the people, not the other way around. This mindset shapes everything we do and reminds us to pause and make sure every single business decision from the paper suppliers to the office coffee is the right one for both the people and planet.

As we continue our journey as a certified B Corp, we've hit our stride – launching fresh initiatives while strengthening the foundations we've built. Each year brings new opportunities to grow, evolve, and create meaningful impact. And honestly? We're having fun and loving every moment of it.

Mark Boyce

Founder

Chairman's reflection

We founded the business to make a difference, and the B Corp certification permeates through our DNA. It defines every contact we have with the outside world, and how we treat people and the environment.

I believe it humanises capitalism; recognising that the business has a responsibility to work closely with the community we are based in, to develop and look after our people, whilst also trying to leave the planet in better shape than when we started.

We're only at the beginning of our journey and understand there is so much we can do to make a difference whilst running a business successfully, but we're proud to be where we are.

Bill Alexander

Chairman



What we did last year

This past year has been all about looking forward. Doing the work that sets us up to be in the best position possible to give more back to our people, our community and our planet. We've made improvements, across four B Corp Areas:

Governance | Workers | Community | Environment



2024/25

2024/25 at a glance



1. Financials

	2022/23	2023/24	2024/25
Revenue	£43.8m	£54.9m	£75.3m
EBITDA	£3.5m	£4.0m	£5.3m
Cash	£12.3m	£15.1m	£14.9m
Profit share paid	10%	10%	10%
Number of employees	34	49	55

2. B Corp Assessment Score - Final

	2022/23	2023/24	2024/25
Governance	21.2	21.5	19.3
Workers	36.7	36.7	37.9
Community	19.0	21.2	21.4
Environment	10.8	13.1	13.5
Customers	1.8	3.0	2.8

Governance



Bill Alexander
Chairman



Parin Shah
COO



Sara Perry
Head of Client Success



Rachael Stow
Consumer Product Manager



Jon Abbey
Account Director



Trina Scott-Priestley
Head of Partnerships



Ola Sabak
Data & People Operations Executive



Cathy Parker-Sauer
People and Culture Director

Meet the Governance team

Led by Parin, our Governance team plays a vital role in guiding Lifestyle’s B Corp efforts and keeping every team aligned with our impact goals.

Key achievements this year:



B Corp recertification successfully completed



Internal learning materials developed to raise B Corp awareness



B Corp values embedded into our employee induction programme



Shared impact calendar introduced for easier access to events and resources



B Hive engagement boosted through onboarding and training



Employee Nominated Director

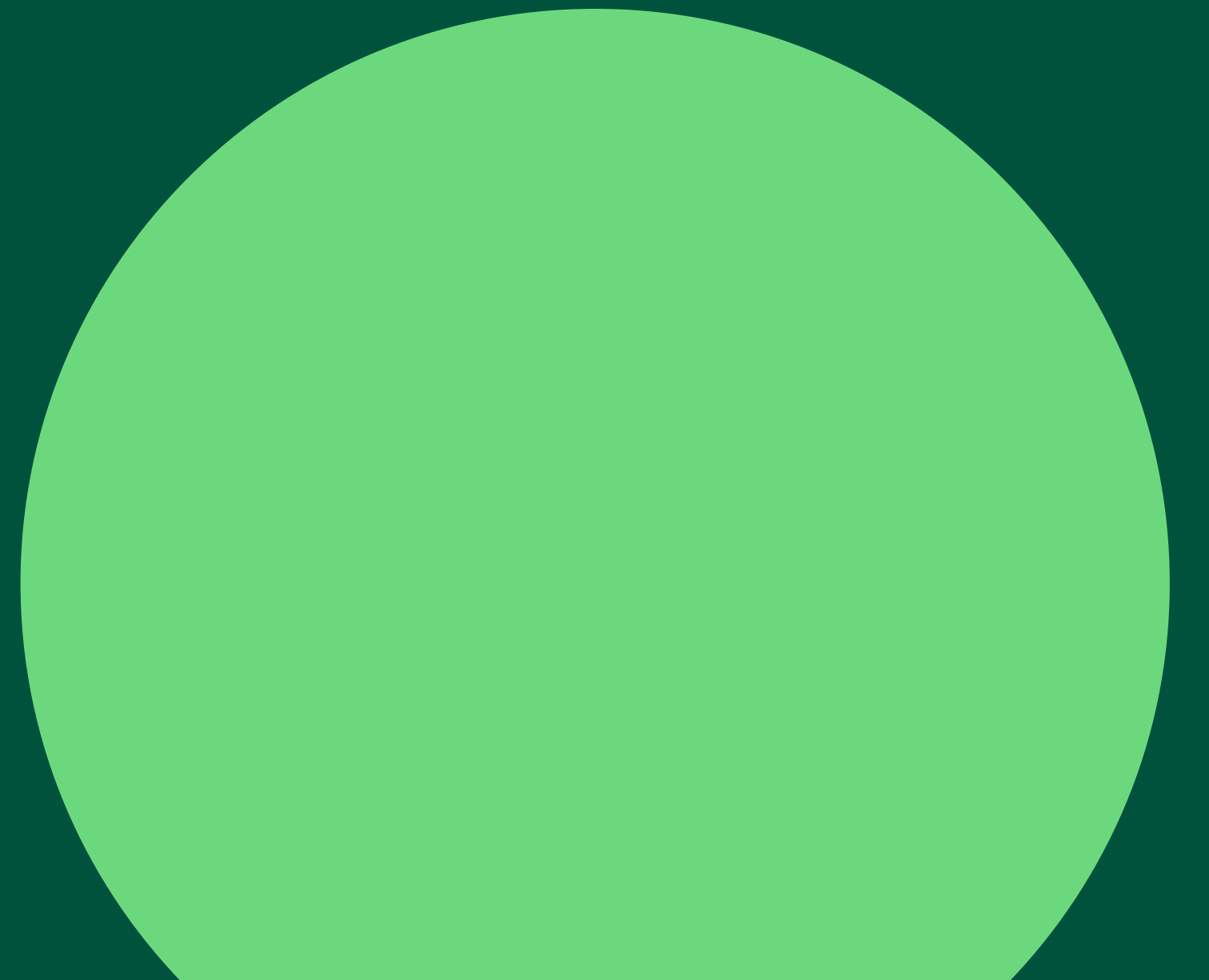
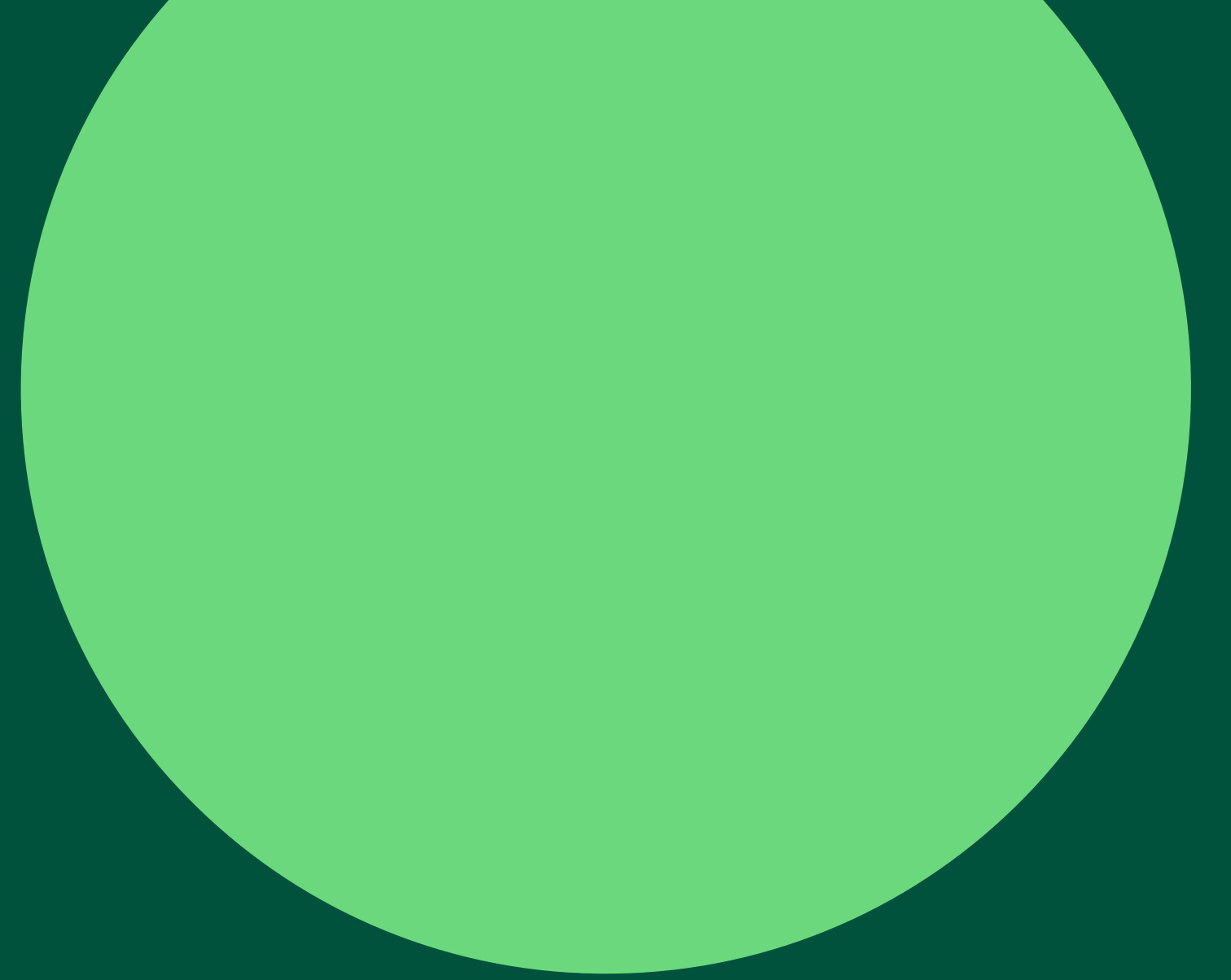
Rachael Stow

We've been appointing Employee Nominated Directors to the board since 2021 to ensure employee voices are represented in senior decision-making.

Now in her first term, Rachael Stow has played an active role in shaping policies that matter to our people including the introduction of enhanced maternity and paternity policies. She's currently working with our HR Director to develop a clear progression framework, taking part in the pilot ahead of a wider company rollout.

Rachael also consistently advocates for open and transparent communication from the board, helping ensure that key decisions are shared in a way that's clear and inclusive. Outside of internal initiatives, she's been involved in our local community engagement and is working closely with the Environment Team on the farm project, supporting our broader sustainability goals.

Workers





Parin Shah
COO



Andy Lister
Non-Executive Director



Steve Malduca
Corporate Product Manager



Cathy Parker-Sauer
People & Culture Director



Ola Sabak
Data & People Operations Executive



Rachael Stow
Consumer Product Manager

Meet the Workers Team

Through the Workers Group, we’ve focused on listening to what matters most and turning ideas into action — creating a workplace where people feel proud, supported, and excited for the future. This year, some of the initiatives we’re most proud of include introducing an enhanced parental leave policy, planning a new office space, and supporting our team’s financial wellbeing.

Cathy Parker-Sauer
People and Culture Director

Workers

We've added to our employee proposition, implementing initiatives around our core elements:



Health

Family Leave Policy has been updated to support parents with enhanced pay including support pre-during & post babies' arrival.

We also launched a new Carer Policy to support Carers with work-life balance.



Peace of mind

We are launching our own Workplace ISA to support everyone's financial wellbeing.

This initiative aims to make saving easier and more accessible for all employees, helping them plan for a secure financial future.



Happiness

We introduced a Holiday Purchase Scheme, allowing you to buy additional leave to spend with those you love most.

We've also teamed up with Tusker, the UK's #1 salary sacrifice car company, to help you find a new car while enjoying savings on tax and National Insurance.

Community



Nikita Shah

Customer Service Advisor



Amy Day

Account Executive



Sara Perry

Head of Client Success



Rachael Stow

Consumer Product Manager



Steph Saba

Marketing Executive



Teresa Riley

Senior Account Manager



Ola Sabak

Data & People Operations Executive

Meet the Community Team

Being part of the B Corp Community Team has given me a direct role in advancing our mission. From organising volunteer initiatives to championing causes close to our hearts, it's helped us build stronger ties with the local community.

I'm especially proud that we're creating opportunities to connect with local organisations - laying the groundwork for future mentoring and deeper impact. It makes me genuinely proud of who I work for.

Sara Perry

Head of Client Success

Community

“People first”

Our community team worked hard to ensure there was plenty of opportunity for every employee to volunteer throughout the year.

We hosted 5 company volunteer days on top of our yearly fundraising, including:

Shoreditch Adventure Playground: the team got into the weeds (literally) to clean up the park for kids to have a fun play space after school

Personal Best Sports Day: We helped host the annual event that was started to encouraged physical wellness to the school children of Hackney

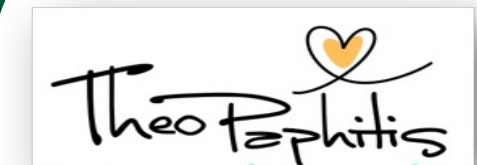
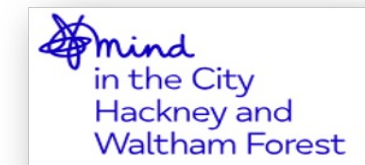
RNLI: We joined forces with their team to fundraise for the organisation at Liverpool St Station

Euston Food Bank & Kitchen: The team chopped, baked and organised meals for over 2,000 local residents in need in the Euston Area

Young Hackney BBQ: We sponsored & Hosted a summer BBQ to celebrate the end of the season – complete with inflatables and face painting



£36,390
donated to
organisations including:



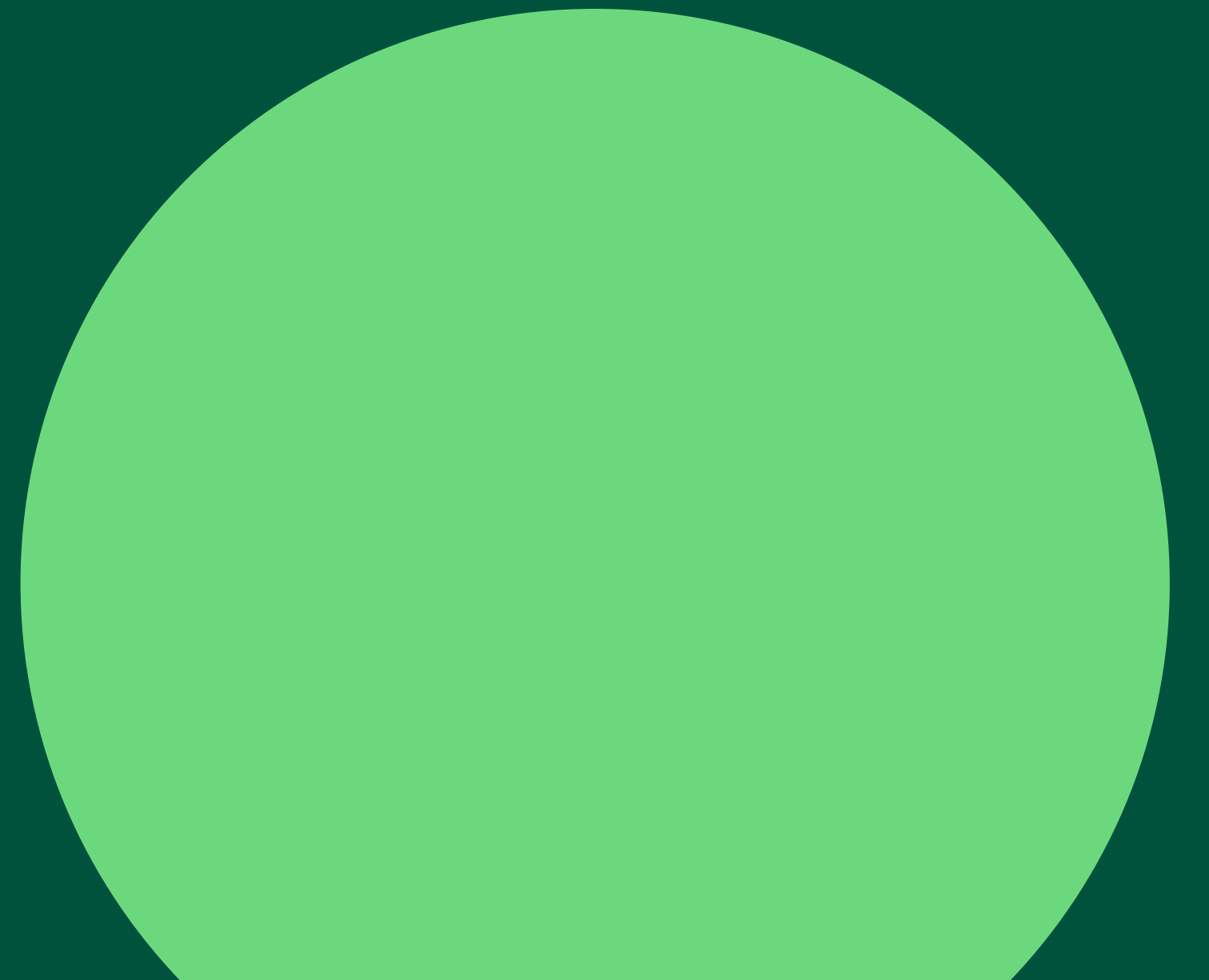
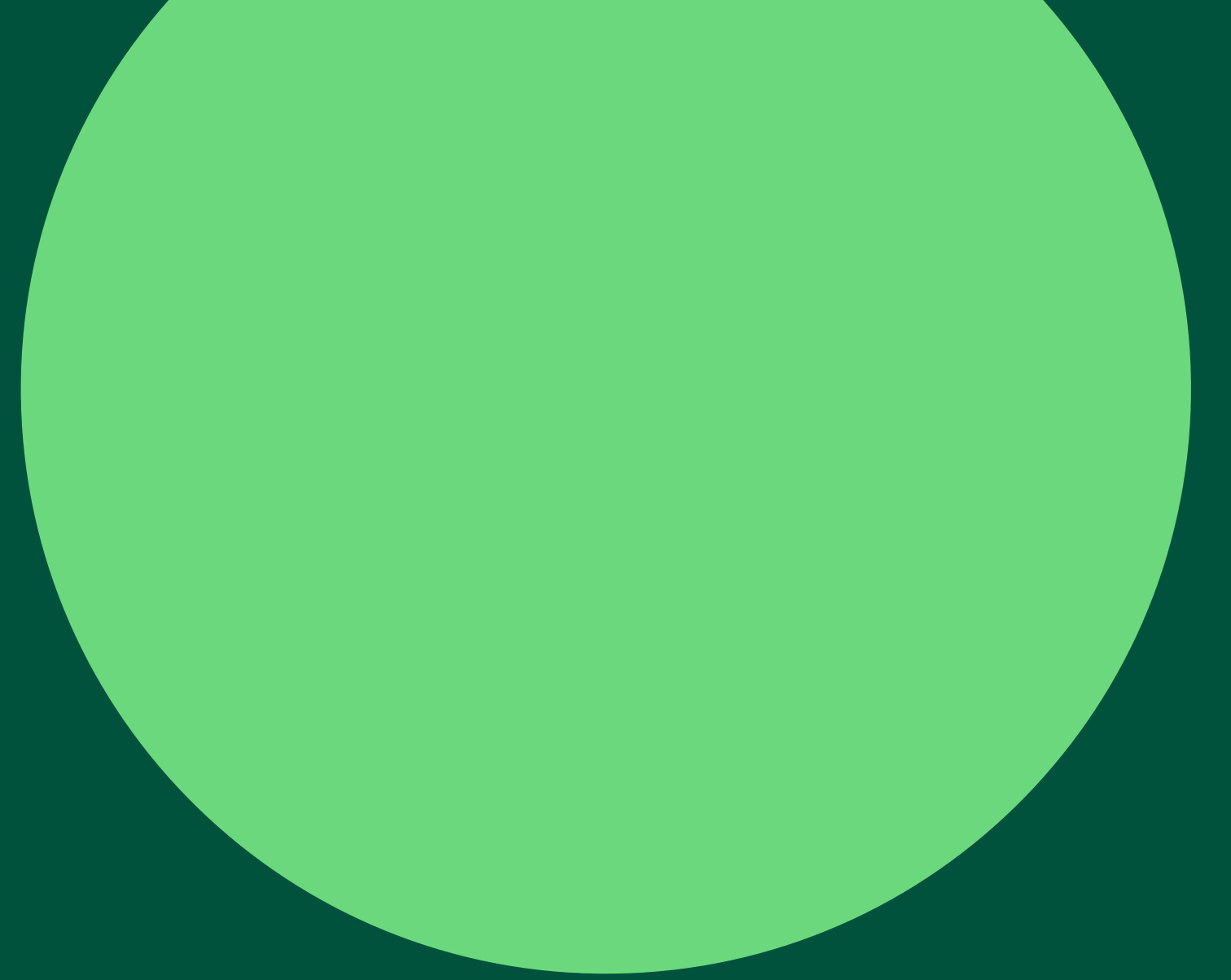
#SBS Small Business Sunday

As part of our commitment to community values, we wanted to find new ways to support those around us. That's why we partnered with Theo Paphitis and his #SBS (Small Business Sunday) network to launch a gift card that champions small and micro UK-based businesses.

Through this partnership, we aim to build happier, healthier communities - while giving our customers the chance to discover unique brands run by passionate independent business owners.



Environment





Bryan Grimbeek
Head of Finance



Charlotte Dawson
Partnerships Executive



Jon Abbey
Account Director



Trina Scott-Priestley
Head of Partnerships



Ola Sabak
Data & People Operations Executive



Amelia Fetherstonhaugh
Head of Marketing

Meet the Environment Team

The Environment Team is committed to upholding the high standards of the B Corp initiative, making sure our business and our people have a positive impact on the planet.

From offsetting our carbon footprint and improving recycling, to sourcing more eco-friendly office supplies and exploring how our sales can support environmental causes—we're focused on making meaningful change.

Seeing the progress we've made since beginning our B Corp journey makes me proud to be part of the team.

Jon Abbey
Account Director

Environmental Initiatives

We're committed to promoting environmental sustainability both within our physical office spaces and in our virtual work environments.

As part of our ongoing efforts, we've implemented policies that encourage employees to adopt environmentally preferred products and practices including:



Use of eco-friendly packing,
shipping and office materials
and stationary



Energy conservation
with devices and
office equipment



Waste reduction
and sustainable
personal practices

Sustainability at the forefront of our business

As part of our commitment to promoting conscious consumerism, we launched the Sustainable Gift Card, a curated collection of over 50 brands that champion ethical, eco-friendly practices.

Featuring names like Appleyard London, Greener Beauty, Choc on Choc, and dots.eco, the card empowers recipients to choose gifts that align with their values.

From mindful fashion to handmade homeware, this initiative supports our mission to make gifting more purposeful while spotlighting businesses that are actively making a positive impact on the planet.





Packaging with Purpose

It matters to us that our practices put people and the planet at the forefront of what we do.

To have complete confidence in our production, we went to visit Holmen, Sweden to meet the manufacturers of the paperboard used to make the millions of our Lifestyle Gift Cards we produce each year.

The mature pine and spruce trees in the

Holmen forest grow for 80 – 100 years, acting as a carbon sink. When harvested (usually at the end of their natural life when they have stopped being able to process carbon), the trees are used for building material, furniture and flooring.

Any offcuts or remaining wood waste goes into the process of becoming paperboard, which is durable, premium-quality, and 100% recyclable.

Less than a banana!

As well as visiting the site, we delved into the research on the emissions impact from an early study by CarbonQuota, which revealed that the CO2 footprint of one of our Lifestyle gift cards is less than that of a banana!

What's Next

Where we are vs. where we're headed

2024/25	2025/26
£36k donated to charities	Ensure more than 75% of staff are volunteering 1 day or more
62% of staff utilised company provided volunteer days	Maintain our carbon footprint of 2.45 tonnes per million pounds of revenue, as we scale our business
Our 2024/25 carbon footprint was 176.1 tonnes of CO ₂ (Scopes 1, 2 and 3), or 2.35 tonnes per employee	Spend between 5% and 10% of profits supporting the community and environmental projects
Completed B Corp recertification process	Donate over £50k to charitable causes throughout the year

A greener gift for our customers

“ Being a B Corp means the world to us. It shows our commitment to doing good for our people, community, and the planet. Every day, we push ourselves to be better and make a positive impact. We’re proud to be part of a movement that puts purpose and sustainability at the heart of business. ”



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Any Questions?

Email us at: marketing@motivates.co.uk

