



Social and Environmental Incentives Policy

Aligning impact with reward.

Effective date: February 2026

Review cycle: Biannual

Approved by: Director of Harrison Brands Ltd

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Social and Environmental Incentives Policy

High Level Summary

We believe impact is part of performance, not an optional extra.

Social and environmental responsibility is considered alongside business performance in how our people are recognised and rewarded.

1. Policy purpose

This policy sets out how Harrison Brands Ltd recognises and incentivises social and environmental performance alongside business performance.

Harrison Brands believes that incentives shape behaviour. This policy exists to ensure that social and environmental responsibility is embedded into how performance is recognised, rewarded, and developed across the business.

Social and environmental performance will never be treated as optional or secondary to financial performance.

2. Scope and application

This policy applies to:

- All employees of Harrison Brands Ltd
- The Director of Harrison Brands Ltd

This policy applies automatically to future employees and evolves as the business grows.

3. Principles

Harrison Brands applies the following principles when linking incentives to performance:

- Incentives must reinforce the company's purpose and values
- Financial success must not come at the expense of people or the planet
- Recognition should be fair, proportionate, and transparent
- Learning and improvement are prioritised over blame

4. Financial incentives

Harrison Brands does not operate a fixed or contractual bonus scheme.

Bonuses may be awarded on a discretionary basis each December.

Where awarded, bonuses are informed by a balanced assessment of:

- Overall business performance
- Social and environmental performance
- Individual contribution, development, and responsibility

No single factor is considered in isolation.

Bonuses are not guaranteed and do not form part of contractual entitlement.

5. Non financial incentives

Harrison Brands recognises that incentives extend beyond pay.

Non financial incentives may include:

- Paid volunteering days, as set out in the Employee Handbook
- Investment in training and professional development
- Time allocation for learning, mentoring, or advocacy aligned with the company's purpose

These incentives are intended to support long term impact, wellbeing, and growth.

6. Assessing social and environmental performance

Social and environmental performance is assessed using proportionate, qualitative methods appropriate to the size of the business.

This assessment is informed by:

- Monthly strategy meetings
- Six monthly documented 360° reviews

These forums provide space to reflect on impact, behaviour, and alignment with Harrison Brands' values.

7. Underperformance and course correction

Where social or environmental expectations are not met, Harrison Brands adopts a learning led approach.

This includes:

- Review and reflection on what has not worked
- Agreement on corrective action
- Ongoing support and improvement

There is no automatic financial penalty for underperformance.

Harrison Brands operates a no blame culture, focused on honesty, accountability, and progress.

8. Governance and accountability

This policy is approved by the Director of Harrison Brands Ltd.

The Director is accountable for ensuring that incentives are applied in line with this policy.

This policy is reviewed biannually.

8. Collective environmental responsibility

Harrison Brands recognises that its influence extends beyond its direct operations.

We seek to contribute to wider environmental progress through:

- Client challenge and refusal where environmental harm is likely
- Responsible marketing and communications
- Advocacy and collective action aligned with our Responsible Lobbying and Advocacy Policy
- Sharing learning and encouraging better practice

9. Governance, monitoring, and review

Environmental responsibility is governed at the highest level of the business.

- The Director is accountable for this policy
- Environmental risks and progress are reviewed regularly
- Outcomes are reported through the Truth Report

This policy is reviewed biannually and updated as standards, regulation, and understanding evolve.

10. Related policies

This policy should be read alongside:

- Employee Handbook
- Purpose and Stakeholder Governance Policy
- Environmental Policy
- Responsible Marketing and Communications Policy
- Code of Ethics

Truth matters

Harrison Brands believes that what gets rewarded gets repeated.

By aligning incentives with social and environmental responsibility, we aim to build a business that performs well, acts responsibly, and continues to learn.

Harrison Brands recognises that its influence extends beyond its own operations and seeks to contribute positively to wider systems through advocacy, collaboration, and responsible client work.

Through collaboration and authenticity, we uncover the real stories behind brands, crafting narratives that inspire action and create meaningful impact.

We aim to be a force for good, using our expertise to drive honest change and help build a better future for all.

harrisonbrands.com

Artificial intelligence was used to support the drafting of this policy. All content has been subject to substantial human input, critical analysis, and editorial judgement. All data, positions, and statements contained within this policy are truthful to the best of our knowledge and have been reviewed and approved by the Director of Harrison Brands Ltd.



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