



Electrify ESG Report 2024



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Founded in 2021, Electrify Video Partners is a next-generation media company that invests in and scales established creator businesses helping them go to the next level.

As a dynamic media company reaching millions, we aim to inform and inspire generations through high-quality content, while being a positive force within the creator community.

In just three years, Electrify has grown to a team of 65 digital media experts and expanded our portfolio to include 10 channel brands ⁽¹⁾



We remain deeply committed to advancing and strengthening our approach to environmental, social, and governance (“ESG”) issues, ensuring we serve our creator partners, employees, shareholders, and investors while enhancing our business success.

(1) One acquisition was completed at the end of December 2024, and binding documentation for another was signed in 2024, with completion in March 2025. These acquisitions are excluded from the 2024 ESG Report and will be included in the 2025 ESG Report



Governance and Organisation

Board of Directors

Our aim is to build a strong and diverse board, including independent non-executive directors. At the end of 2024, we appointed Tim Shey as a new independent non-executive chairperson to our board, reinforcing our commitment to governance and ensuring alignment with best market practices and standards.



Governance Policies

Our employees, as well as our advisors are bound to the Electrify Employee Handbook which details a range of policies, including, but not limited to, the Equal Opportunities Policy, Harassment Policy and Bribery and Corruption Policy.



Cybersecurity

We completed a cybersecurity assessment in 2024 to thoroughly evaluate the underlying risks in our operations. This year, we are focused on implementing the necessary actions based on the findings.



Social Impact

A Culture of Diversity, Equity and Inclusion

We are dedicated to building a culture that attracts and retains top talent, fostering a community where everyone feels welcome, safe, and inspired.

Operating remotely with a workforce across the globe, we take pride in our rich tapestry of diversity, which is represented by 28 nationalities from 23 countries.

As of the end of 2024, Electrify has achieved 48% female and minority gender representation among our employees. We continue to prioritize diversity and aim to maintain a balanced culture with strong female and minority gender representation throughout 2025. In 2024, we expanded our headcount by adding 32 new employees, 25% of whom

are female, through both new hires and the acquisition of three leading creator brands.

Across the Electrify Group, the combined representation of female and underrepresented gender groups on our Leadership Team was 30%. Our goal is to further develop the next generation of female and non-binary leaders in senior positions and ensure the retention of women and other minorities currently in leadership roles.

We maintain a remote work policy that supports 100% work-from-home flexibility. This approach enhances our ESG initiatives by reducing business travel, office space needs, and the company's carbon footprint. Additionally, the flexibility of remote work opens up new opportunities, particularly in terms of equal opportunities, inclusiveness, and diversity.



Employees' Well-being

While we remain fully remote, we continue to prioritize team connection by organizing two in-person gatherings each year, fostering stronger relationships and enhancing team bonding across our remote workforce. Last year, we held two successful team gatherings — one in Bath, UK, and the other in Split, Croatia

External Social Impact

Electrify Video Partners continues to demonstrate its commitment to social responsibility through both internal and external initiatives. Electrify's Creator Foundation has been established to provide expertise, resources and industry insights to emerging creators and non-profit organisations. The Foundation's work is specifically aligned with the United Nations' 17 Sustainable Development Goals (SDGs), supporting the development of informative and inspirational content that drives positive change.

Our flagship YouTube-partnered EduTuber Creator Accelerator programme saw significant expansion in 2024, building on the success of our 2023 initiative. We began accumulating our cohort of 25 North American multi-platform creators for an extended programme from a prior twelve week program to a twenty week commencing mid-January 2025. This programme particularly emphasises diverse representation, reflecting our commitment to amplifying underrepresented voices in the creator space.

Changer Studios delivers and facilitates this programme with a bespoke curriculum tailored to YouTube learning. The programme features personalised one-to-one mentorship sessions complemented by masterclasses. Throughout the duration, industry leaders and established content creators, coach the cohort on key topics. The discord community enables both alumni and the current cohort to collaborate, share and connect, building an organic community hub.

In addition to preparing our 2025 accelerator, we deepened our partnership with Human Rights Watch in 2024, providing strategic consultancy and content development support for their YouTube presence. Our advisory role focused on expanding their reach and engaging new audiences while maintaining the integrity of their channel.



HUMAN
RIGHTS
WATCH

Changer



Fostering the Sustainable Development Goals

We focus on learning & education and our commitment to SD4 (United Nations Sustainable Development Goals – Quality Education) is demonstrated through our efforts to make free informative and high quality content available to everyone.



Veritasium



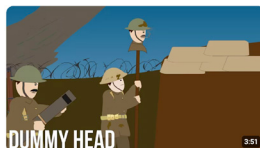
Why Are 96,000,000 Black Balls on This Reservoir?
105M views · 6 years ago
Veritasium
I took a boat through 96 million black plastic balls on the Los Angeles reservoir to find out why they're there. The first time I heard ...
4K Subtitles



These are the asteroids to worry about
79M views · 4 years ago
Veritasium
Researched and Written by Petr Lebedev, Jonny Hyman and Derek Muller 3D anim...
4K Subtitles



Simple History



Sniper Decoys: Dummy Heads
23M views · 6 years ago
Simple History
The job of making decoy heads out of paper mache was entrusted to camouflage units, who were working in their small ...
Subtitles



Schwerer Gustav - Rail Super Gun (Behemoth)
16M views · 7 years ago
Simple History
The Schwerer Gustav was the largest artillery gun ever made. Please do not reapi...
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Astrum



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Become a Patron today and support my channel! Donate link above. I can't do it w...
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Mentour Pilot



The REAL story About the Crash that Killed Concorde! | Air France flight 4590
14M views · 3 years ago
Mentour Pilot
On the 25th of July 2000 the world changed forever. With the first fatal crash of a...
Subtitles



What REALLY Caused the Tenerife Airport Disaster? The WORST Aviation Accident in...
10M views · 3 years ago
Mentour Pilot
On the 27th of March, 1977, two Boeing 747 passenger jets collided on Los Rode...
Spanish (automatic) Subtitles



Fern



Mapping the Trump Shooting
18M views · 11 months ago
Fern
We mapped and animated the Trump assassination attempt. Events are still unfol...
4K



The Kids Who Hacked The CIA
14M views · 1 year ago
Fern
This is the story of the kids who Hacked the CIA. Check out Darknet Diaries Episode on D44ult...
4K



Environmental Impact

We are a fully remote company with no physical offices, yet we acknowledge that our operations and technology still contribute to ongoing climate challenges. We are committed to measuring our environmental impact with the help of external experts, reducing our footprint in collaboration with our investors, and actively working to remove emissions in an informed, data-driven manner.

In 2024, we continued to measure our GHG emissions and carbon footprint, with support from Greenly. According to Greenly, Scope 1 emissions remain below 0.1 tCO₂e, Scope 2 emissions are at 0 tCO₂e, and Scope 3 emissions are 12 ktCO₂e — 62% higher than last year due to an increase in content creation activities.

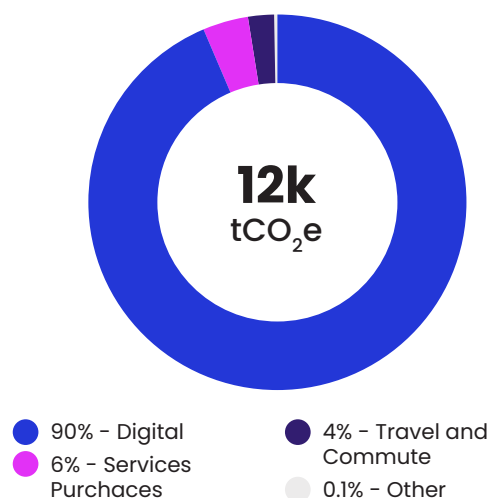
Scope 1 emissions, which represent direct emissions from sources owned or controlled by our company, amounted to <0.1 tCO₂e. These emissions typically result from operational activities, such as the use of fossil fuels in company-owned vehicles and equipment. Currently, we do not have any company cars contributing to carbon emissions.

Scope 2 emissions, which are indirect emissions resulting from the generation of purchased electricity and heat consumed

by our company, totaled 0 tCO₂e. As a 100% remote company, we do not have any office space contributing to carbon emissions.

Scope 3 emissions, which represent indirect emissions within our value chain beyond our operational boundaries, totaled 12 ktCO₂e. These emissions primarily arise from digital activities, covering internet use, data storage, and cloud computing including emissions from data centers, servers, and network infrastructure. We acknowledge the critical importance of addressing Scope 3 emissions as part of our sustainability commitment.

Total emission of Electrify Video Partners, by activity (% tCO₂e)

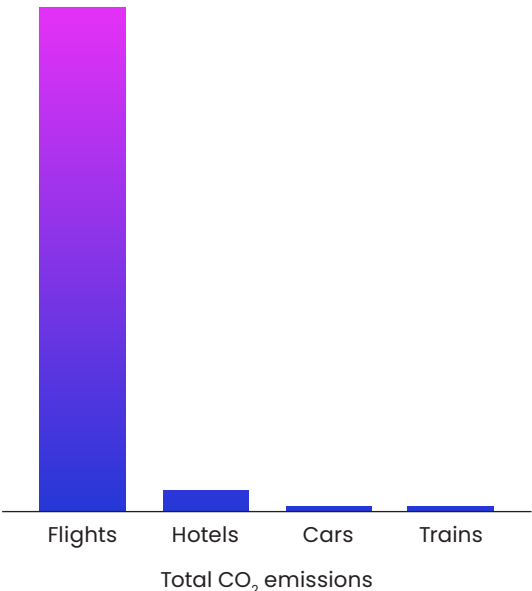


We are collaborating with our suppliers, customers, and other stakeholders to identify and implement strategies aimed at reducing emissions. For instance, we book all business travel through TravelPerk, which offers a carbon offsetting program that helps businesses neutralize the carbon emissions generated by their travel. By offsetting these emissions, we significantly reduce our carbon footprint and contribute to a more sustainable future. These efforts demonstrate Electrify's ongoing commitment to minimizing emissions and promoting sustainable practices across our business operations.

Total CO₂ Emissions

136,060 kg

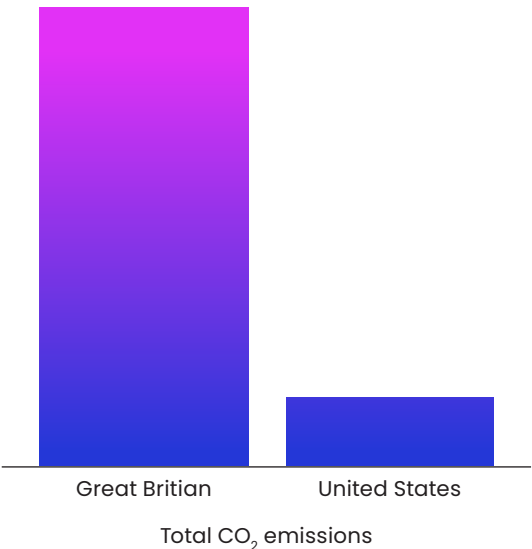
CO₂ emissions by service



£1,107.52

Spent on CO₂ offsetting

CO₂ emissions by payment profile country



1.0408%

% of total cost spent on CO₂ offsetting

Source: Tavelperk Sustainability Report

