V1.3

Carbon Reduction Strategy 2026

Stocksigns Ltd and Messagemaker Displays

V25.1.1

Stocksigns
Your Personal Signage Expert

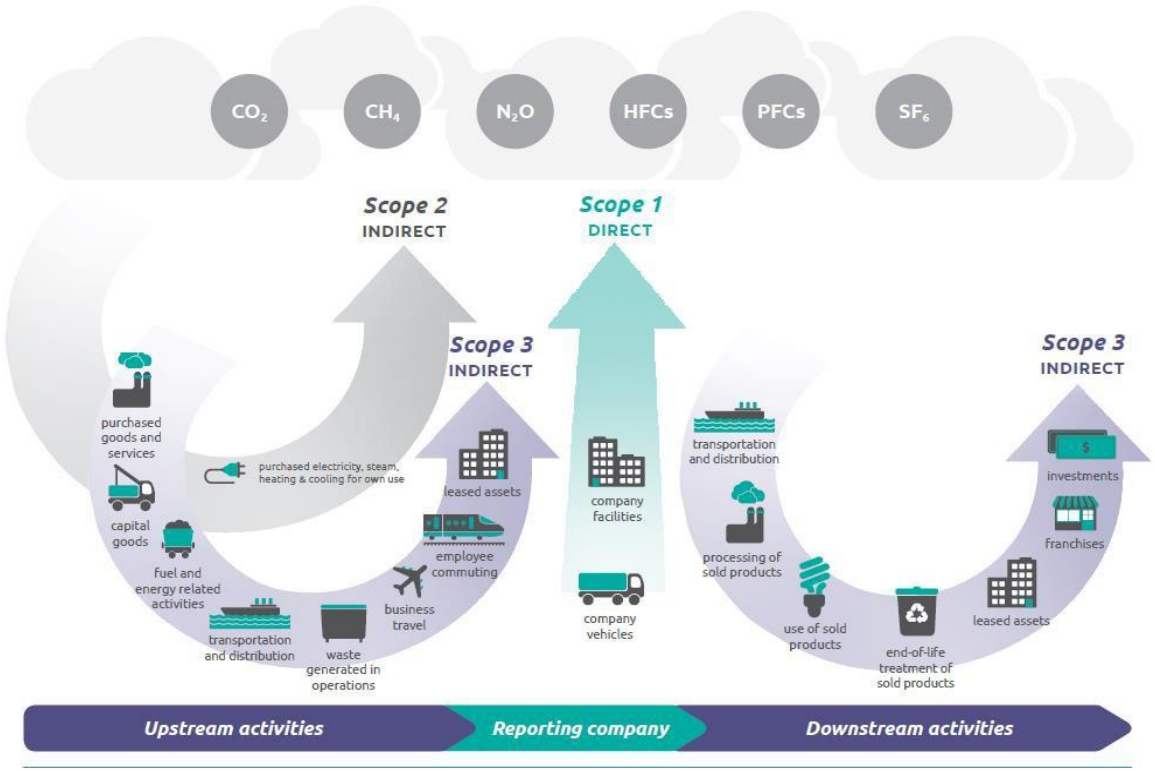
Messagemaker Displays

BEYONDLY

Carbon emissions are measured and targets are set alongside Beyondly, a B-Corp certified, environmental consultancy agency enlisted by Messagemaker Displays on a yearly basis.

Contents

Figure [5.2] Overview of GHG Protocol scopes and emissions across the value chain



Baseline Emissions Footprint

Measure → Target → Reduce → Offset

Baseline emissions year : 2019

Operational Control Boundary applied with selected Scope 3 emissions included.

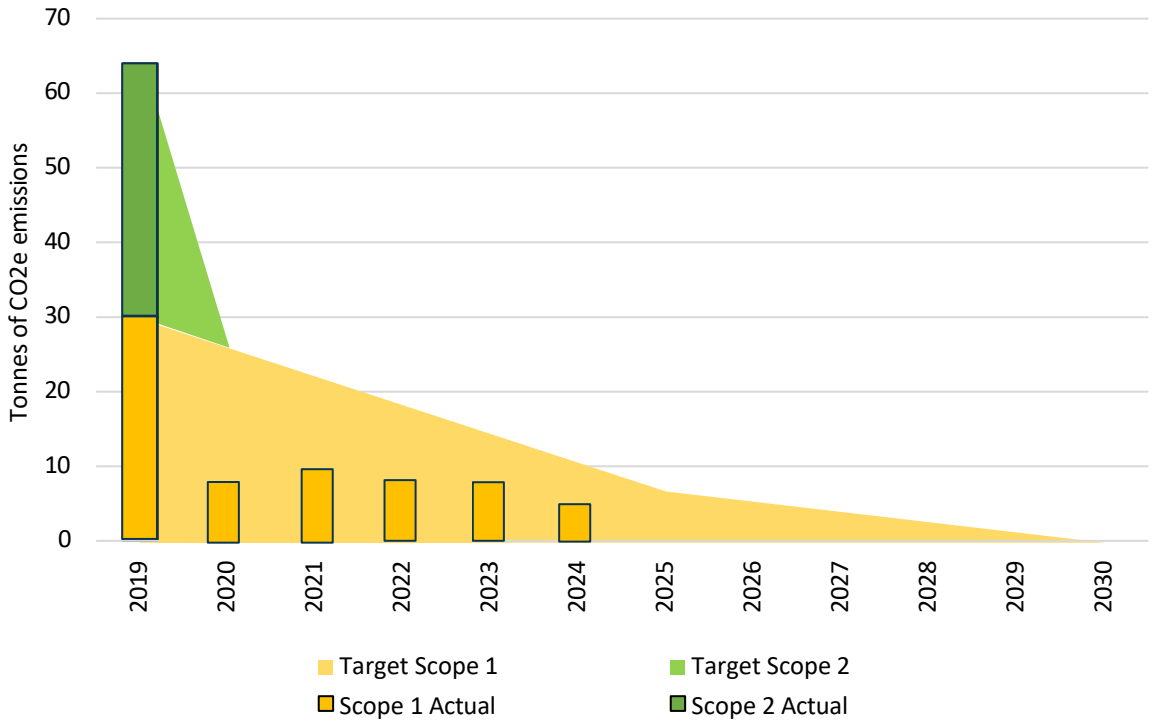
Scopes and categories	Metric tonnes CO_2e
Scope 1: Direct emissions from owned/controlled operations	29.2
Scope 2: Indirect emissions from the use of purchased electricity	34 *(location-based)*
Scope 3: Value Chain Emissions	5,118.0
Total Gross Emissions	5,181.2

Scope 3 emissions Breakdown:	Metric tonnes CO2e
Category 5: Waste generated in operations	Not recorded in 2019.
Category 6: Business Travel	3

Baseline Emissions Footprint – Scopes 1 & 2

Measure | **Target** | Reduce | Offset

In our commitment to reaching Net Zero by 2030 we need to reduce our carbon emissions 90% by 2025.
Within our Scope 1 and 2 activities we have already achieved this, with our 2023 emissions being 90.5% less than the 2019 baseline.



	Phase 1	Phase 2
Target Date	2030	2050
Reduction %	90%	100%
Number of years	7	5
Annual % Reduction	13	20

Our Targets exceed those recommended by the Science Based Targets Initiative which equate to approximately a 4% reduction annually based on the 1.5 degree pathway. Our Targets are absolute, meaning we will aim to meet them, even as the business grows.

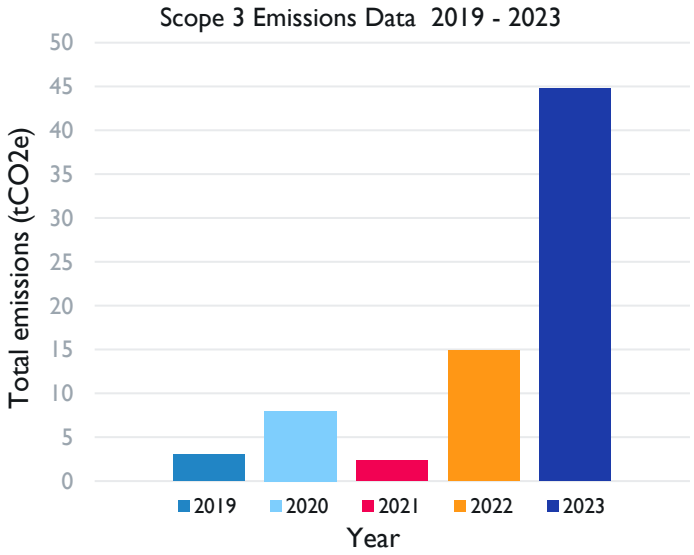
Scope 1: We have reduced our Scope 1 emissions by 79% from the 2019 baseline. Scope 1 emissions reduced from 29.2 tCO2e in 2019 to 3.6 tCO2e in 2025, representing an 88% reduction.

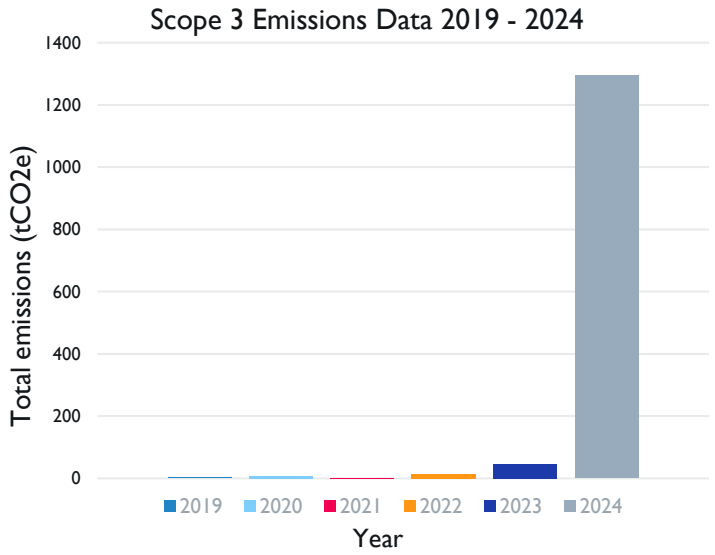
Scope 2: Scope 2 location-based emissions reduced from 34.0 tCO2e in 2019 to 8.8 tCO2e in 2025 (74% reduction). Market-based emissions remain zero because 100% renewable electricity is purchased.

Measuring Scope 3

Measure → Target → Reduce → Offset

- Pre 2024 – only business travel and waste measured.
- Decision made in Nov '24 to commence measuring the entirety of Scope 3
- Note that all of scope 3, including employee commuting will be measured
- To ascertain Scope 3 baseline, data from 2022 onwards will be evaluated





Scope 3 emissions have now been fully calculated for both 2019 and 2025. The largest contributor is Category 11: Use of Sold Products. Scope 3 emissions increased from 5,118.0 tCO2e in 2019 to 10,535.5 tCO2e in 2025.

Current Emissions Reporting

Our latest emission report is for 2024. We purchase offsets from Verra certified projects to offset our unavoidable emissions and are carbon neutral.

Scope	Description	2019	2020	2020 v 2019 Change	2021	2021 v 2020 Change	2022	2022 v 2021 Change	2023	2023 v 2022 Change	2024	2023 v 2024 Change	2025	2024 vs 2025 Change
Scope 1	Total Energy Consumption (Kwh)	253,009	138,013	-45%	145,893	6%	183,871	26%	127,650	-31%	88,552	-31%	75,307	-15%
	Fugitive emissions from air conditioning (Scope 1) (tCO2e)	2	2	0%	2	0%	2	0%	1	-50%	1	0%	1.5	0%
	Company Cars (tCO2e)	9	2	-78%	2	0%	1	-50%	0	-100%	0	N/A	0	N/A
	HGVs and Vans (tCO2e)	18	6	-67%	6	0%	7	17%	5	-29%	2	-56%	2.1	-7%
Scope 2	Emissions from purchased electricity (Scope 2) (tCO2e)	34*	29	-15%	31	7%	35	13%	26	-26%	14	-43%	8.8	-41%
Scope 3	Category 1: Purchased goods and Services (tCO2e)	-	-	-	-	-	-	-	-	-	878	N/A **	839.9	-4%
	Category 2: Capital goods (tCO2e)	-	-	-	-	-	-	-	-	-	106	N/A **	26.3	-75%
	Category 3: Fuel and Energy related activities (tCO2e)	-	-	-	-	-	-	-	-	-	9	N/A **	3.9	-29%
	Category 4: Upstream transportation and distribution (tCO2e)	-	-	-	-	-	-	-	-	-	156	N/A **	115.9	0%
	Category 5: Waste generated in operations (tCO2e)	- *not measured*	1	N/A**	1	0%	1	0%	9	800%	10	15%	5.0	-52%
	Category 6: Employee business travel (tCO2e)	3	6	100%	1	-83%	14	1300%	36	157%	30	-15%	14.2	-53%
	Category 7: Employee commuting (tCO2e)	-	-	-	-	-	-	-	-	-	47	N/A **	41.9	-11%
	Category 9: Downstream transportation and distribution (tCO2e)	-	-	-	-	-	-	-	-	-	1	N/A **	0.8	+9%
	Category 12: End-of-life treatment of sold products (tCO2e)	-	-	-	-	-	-	-	-	-	17	N/A **	5.3	-69%
	Category 13: Downstream leased assets (tCO2e)	-	-	-	-	-	-	-	-	-	40	N/A **	39.8	0%
Totals	Total Gross Carbon Emissions Scope 1 and 2 (tCO2e)	63	10	-84%	10	0%	10	0%	6	-40%	3	-50%	12.4	-4%
	Total Gross Carbon Emissions Scope 3* (tCO2e)	3	8	167%	2	-75%	15	650%	45	200%	1294*	2788%	10,535.5	+717%
	Emissions per £m turnover (tCO2e)	19	12	-37%	12	0%	24	100%	51	113%	355	596%	3,129.9	+784%
Notes	**Purchased Electricity in 2019 was not from a renewable supplier*		*2020-2021 statistics affected by COVID-19s*						*Biffa waste added to Scope 3*		*Full Scope 3 first measured in 2024*			+706%

*A location-based method of reporting reflects the average emissions intensity of the electricity grid (which in the UK is a mix of renewables, gas etc), whereas a market-based method reflects any contractual supply of green energy.
** Full Scope 3 emissions were first measured for 2024. Prior years were partially measured.

Emissions Reporting – VS the Baseline year

In order to be Net Zero by 2030….

- We are regularly measuring and reducing our carbon output and comparing our progress to the baseline year.

- We are in the process of measuring the A full Scope 3 inventory has now been established for both 2019 and 2025. The largest source of emissions is the use of sold products, accounting for approximately 89% of emissions in 2025.

Scope 1 and 2 emissions have reduced by 95% since the 2019 baseline.

Notes:

The electricity that was purchased in 2019 was not from a renewable supplier. In 2020 we switched to a renewable energy supplier and as such **our Scope 2 emissions have been 0 since.**

In 2024 we have increased our carbon reporting to encompass the entirety of Scope 3. **The full Scope 3 for all years prior have not yet been calculated, hence the major increase in reported emissions.**

N/A ** Full Scope 3 emissions were first measured for 2024. Prior years were partially measured hence no available changes to report at this time.

Scope	Description	2019	2025	2019 vs 2025 Change (%)
Scope 1	Total Energy Consumption (Kwh)	253,009	75,307	-70%
	Fugitive emissions from air conditioning (Scope 1) (tCO2e)	2	1.5	-8%
	Company Cars (tCO2e)	9	0	N/A
	HGVs and Vans (tCO2e)	18	2.1	-92%
Scope 2	Emissions from purchased electricity (Scope 2) (tCO2e)	34*	8.8	-74%
Scope 3	Category 1: Purchased goods and Services (tCO2e)	Not measured	839.9	N/A
	Category 2: Capital goods (tCO2e)	Not measured	26.3	N/A
	Category 3: Fuel and Energy related activities (tCO2e)	Not measured	3.9	N/A
	Category 4: Upstream transportation and distribution (tCO2e)	Not measured	115.9	N/A
	Category 5: Waste generated in operations (tCO2e)	Not measured	5.0	N/A
	Category 6: Employee business travel (tCO2e)	3	14.2	+328%
	Category 7: Employee commuting (tCO2e)	Not measured	41.9	N/A
	Category 9: Downstream transportation and distribution (tCO2e)	Not measured	0.8	N/A
	Category 12: End-of-life treatment of sold products (tCO2e)	Not measured	5.3	N/A
	Category 13: Downstream leased assets (tCO2e)	Not measured	39.8	N/A
Totals	Total Gross Carbon Emissions Scope 1 and 2 (tCO2e)	63	12.4	-34%
	Total Gross Carbon Emissions Scope 3* (tCO2e)	3 Partial measurement	3,129.9* Full measurement	+97%
	Emissions per £m turnover (tCO2e)	19	10,535.8	+103%
Notes	**Purchased Electricity in 2019 was not from a renewable supplier*		*Full Scope 3 first measured in 2025*	

Completed Carbon Reduction Projects – Scope 1 and 2

Measure | Target | **Reduce** | Offset

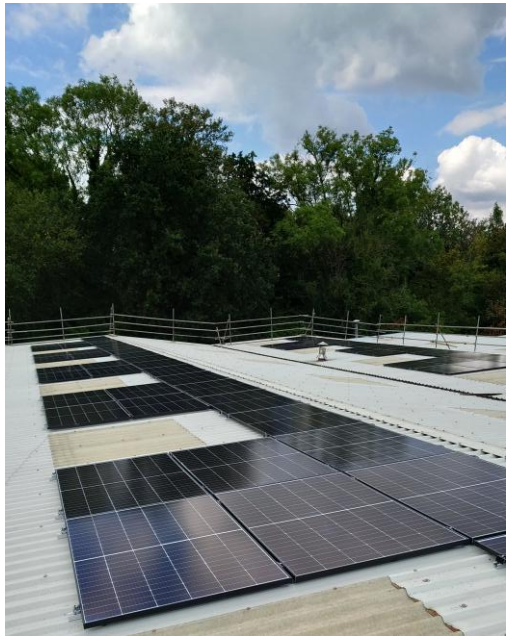
We follow the IEMA Greenhouse Gas Management Hierarchy:

Eliminate > Reduce > Substitute > Compensate.

Our completed carbon reduction projects for Scopes 1 & 2:

Scope 1 emissions have reduced by 88% and Scope 2 location-based emissions by 74% since the 2019 baseline.

- **Reduce:** Transition to low energy LED lighting in 2021 and improved heat insulation for manufacturing and warehousing in 2024.
- **Reduce:** Ongoing staff training for applying energy saving techniques in their roles.
- **Substitute:** Purchase 100% renewable electricity in 2020, then installed Solar Panels at our UK Head Office in 2023.
- **Substitute:** Installation of EV Charging points onsite.
- **Eliminate:** Fossil fuel free heating system in UK Head Office.
- **Eliminate:** Reduction of company car/van fleet from 5 vehicles in 2019 to 1 in 2024. *This resulted in an 81% reduction in emissions from our vehicle fleet (2019 vs 2024).*



Solar Panels on the roof of our UK Headquarters

Planned Carbon Reduction Projects – Scope 1 & 2

We follow the IEMA Greenhouse Gas Management Hierarchy:

Eliminate > Reduce > Substitute > Compensate.

Our planned carbon reduction projects:

- **Substitute:** Explore options to switch the last of our company vehicles to hybrid/electric/hydrogen powered alternatives.
- **Compensate:** Feed excess solar powered electricity back to the national grid.

Completed Carbon Reduction Projects – Scope 3

Measure | Target | **Reduce** | Offset

We follow the IEMA Greenhouse Gas Management Hierarchy:

Eliminate > Reduce > Substitute > Compensate.

Our completed carbon reduction projects for Scope 3:

- Sea freight remains the dominant transport mode.
- Air freight emissions increased from 22 tCO2e in 2019 to 60 tCO2e in 2025.
- Road freight emissions reduced from 88 tCO2e to 58 tCO2e

A VMS panel being replaced by one of our Engineers

Planned Carbon Reduction Projects – Scope 3

Measure | Target | **Reduce** | Offset

We follow the IEMA Greenhouse Gas Management Hierarchy:

Eliminate > Reduce > Substitute > Compensate.

General supply chain

- **Improve** employee commuting data collection.
- **Obtain** supplier emissions data.
- **Replace** spend-based calculations with actual transport emissions.
- **Obtain** actual weights for packaging materials.
- **Engage** high-spend suppliers to gather product footprints.

Offsetting

Measure | Target | Reduce | **Offset**

Whilst we prioritise reducing our footprint, we choose to purchase carbon offsets to take responsibility for our residual emissions. We procure carbon offsets with the aim of also delivering additional positive social and environmental impacts.

These are from a range of global projects with a variety of biodiversity, social and renewable technology benefits (protecting the rainforest, providing access to safe and clean cooking facilities, and providing clean power through wind generation).

Verified Carbon Standard
A VERRA STANDARD

8 DECENT WORK AND ECONOMIC GROWTH | 13 CLIMATE ACTION | 15 LIFE ON LAND

- **Offset:** Renewable Energy Projects include wind generation in India.
- **Offset:** REDD+ Protecting the Amazon Rainforest.
- **Offset:** Providing Clean Cookstoves in Kenya.
- **Offset:** In 2024 we started a new tree planting initiative, for each Trustpilot review we receive, whether good or bad, we plant trees via Ecologi.

Declaration and Sign Off

Measure | Target | **Reduce** | Offset

This Carbon Reduction Plan has been completed in accordance with PPN 006 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard13 and uses the appropriate government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements (where required), and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signature

D Adamson

Daniel Adamson
Managing Director

Appendix

Descriptive information	Company response
Company Name	Stocksigns Ltd trading as Messagemaker Displays
Description of the company	Sign supplier
Chosen consolidation approach	Operational control
Description of the businesses and operations included in the company's organizational boundary	Stocksigns Ltd
Base Year	2019 – this was the first year Stocksigns measured their carbon footprint.
A list of scope 3 activities included in the report	Category 1: Purchased goods and Services (tCO2e) Category 2: Capital goods (tCO2e) Category 3: Fuel and Energy related activities (tCO2e) Category 4: Upstream transportation and distribution (tCO2e) Category 5: Waste generated in operations (tCO2e) Category 6: Employee business travel (tCO2e) Category 7: Employee commuting (tCO2e) Category 9: Downstream transportation and distribution (tCO2e) Category 12: End-of-life treatment of sold products (tCO2e) Category 13: Downstream leased assets (tCO2e)

Appendix

Scope	Description of the types and sources of data used to calculate emissions	Description of the methodologies, allocation methods, and assumptions used to calculate emissions	Description of the data quality of reported emissions	Percentage of emissions calculated using data obtained from suppliers or other value chain partners
Scope 1	Business miles claimed in company vehicles. Screening method from the GHG Protocol HFC Tool:Calculating HFC and PFC Emissions from the Manufacturing, Servicing, and/or Disposal or Refrigeration and Air Conditioning Equipment DEFRA 2021 published conversion factors for company reporting	Company fleet data was available with car makes and models allowing accurate vehicle size and fuel type conversion factors to be used.	Good	0%
Scope 2	Activity data (primary data): Electricity invoices for all sites DEFRA 2021 published conversion factors for company reporting	A location-based method was used to calculate electricity emissions, a market based method was also used to account for renewable energy purchase.	Good	0%
Scope 3	Activity data (primary data): - Business miles claimed in grey fleet vehicles. - Train milage - Air mileage - Water invoices - Weights of waste Emissions factors (secondary data): Emissions factors were obtained from the DEFRA 2021 published conversion factors for company reporting	Grey Fleet data was available with car makes and models allowing accurate vehicle size and fuel type conversion factors to be used.	Good	0%