



Carbon Reduction Plan

Supplier name: Kantar UK Limited

Publication date: 10/02/2026

Commitment to achieving Net Zero

Kantar UK Limited is committed to achieving net zero emissions by 2050.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: 2022

Additional Details relating to the Baseline Emissions calculations.

Kantar UK Limited is an indirect wholly-owned subsidiary of Kantar Global Holdings S.à r.l. which is the global Kantar entity under which SBTi targets have been approved. The UK organisation is a key area of focus for our carbon reduction plan, and progress at a country and entity level is critical to Kantar achieving its target.

In 2022, Kantar conducted a comprehensive corporate carbon footprint analysis, covering all internal activities for scope 1, 2 and 3 emissions.

Kantar uses the operational control approach for Green House Gas (GHG) inventory accounting, as this most accurately reflects the boundary of our business and is most appropriate for our business structure

This footprint includes emissions from offices across the globe, business travel, commuting and scope 3 emissions through Kantar's procurement tracker using spend, service and country for emission calculations.

As a marketing, data and analytics business, most of our scope 3 emissions are in purchased goods and services emissions and originate from online and in-person surveys and personnel-related activities.

This analysis provided the baseline against which Kantar can measure its emissions reduction efforts and progress towards achieving net zero, and on which our Science Based Target initiative (SBTi) commitments are calculated.

Baseline year emissions: 2022

EMISSIONS	TOTAL (tCO₂e)	
Scope 1	3,366	
Scope 2	13,188 (Market Based)	
Scope 3 (Included Sources)	1. Purchased goods and services	151,067
	2. Capital goods	1,814
	3. Fuel- and energy-related activities	4,284
	4. Upstream transportation and distribution	577
	5. Waste generated in operations	36
	6. Business travel	10,520
	7. Employee commuting	10,923
	8. Upstream leased assets	0
	9. Downstream transportation and distribution	0
	10. Processing of sold products	0
	11. Use of sold products	0
	12. End-of-life treatment of sold products	0
	13. Downstream leased assets	0
	14. Franchises	0
	15. Investments	42,530
	Total Scope 3	221,750
<p>Categories 1, 2 and 4 use spend as proxy for activity data and apply generic emissions factors – referred to as “economic environmentally extended input output” (EEIO) analysis”. Categories 3, 5, 6 and 7 use actual activity data and generic emission factors from relevant sources to calculate emissions.</p>		
Total Emissions	238,304	

Current Emissions Reporting

Reporting Year: 2024																																			
EMISSIONS	TOTAL (tCO ₂ e)																																		
Scope 1	3,388																																		
Scope 2	9,118 (Market Based)																																		
Scope 3 (Included Sources)	<table border="1"> <thead> <tr> <th colspan="2">196,553</th> </tr> </thead> <tbody> <tr> <td>1. Purchased goods and services</td> <td>138,170</td> </tr> <tr> <td>2. Capital goods</td> <td>2,229</td> </tr> <tr> <td>3. Fuel- and energy-related activities</td> <td>3,443</td> </tr> <tr> <td>4. Upstream transportation and distribution</td> <td>388</td> </tr> <tr> <td>5. Waste generated in operations</td> <td>327</td> </tr> <tr> <td>6. Business travel</td> <td>9,557</td> </tr> <tr> <td>7. Employee commuting</td> <td>7,975</td> </tr> <tr> <td>8. Upstream leased assets</td> <td>0</td> </tr> <tr> <td>9. Downstream transportation and distribution</td> <td>0</td> </tr> <tr> <td>10. Processing of sold products</td> <td>0</td> </tr> <tr> <td>11. Use of sold products</td> <td>0</td> </tr> <tr> <td>12. End-of-life treatment of sold products</td> <td>0</td> </tr> <tr> <td>13. Downstream leased assets</td> <td>0</td> </tr> <tr> <td>14. Franchises</td> <td>0</td> </tr> <tr> <td>15. Investments</td> <td>34,464</td> </tr> <tr> <td>Total Scope 3</td> <td>196,553</td> </tr> </tbody> </table> <p>Categories 1, 2 and 4 use spend as proxy for activity data and apply generic emissions factors – referred to as “economic environmentally extended input output” (EEIO) analysis”. Categories 3, 5, 6 and 7 use actual activity data and generic emission factors from relevant sources to calculate emissions.</p>	196,553		1. Purchased goods and services	138,170	2. Capital goods	2,229	3. Fuel- and energy-related activities	3,443	4. Upstream transportation and distribution	388	5. Waste generated in operations	327	6. Business travel	9,557	7. Employee commuting	7,975	8. Upstream leased assets	0	9. Downstream transportation and distribution	0	10. Processing of sold products	0	11. Use of sold products	0	12. End-of-life treatment of sold products	0	13. Downstream leased assets	0	14. Franchises	0	15. Investments	34,464	Total Scope 3	196,553
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Total Emissions	209,060																																		

Emissions Reduction Targets

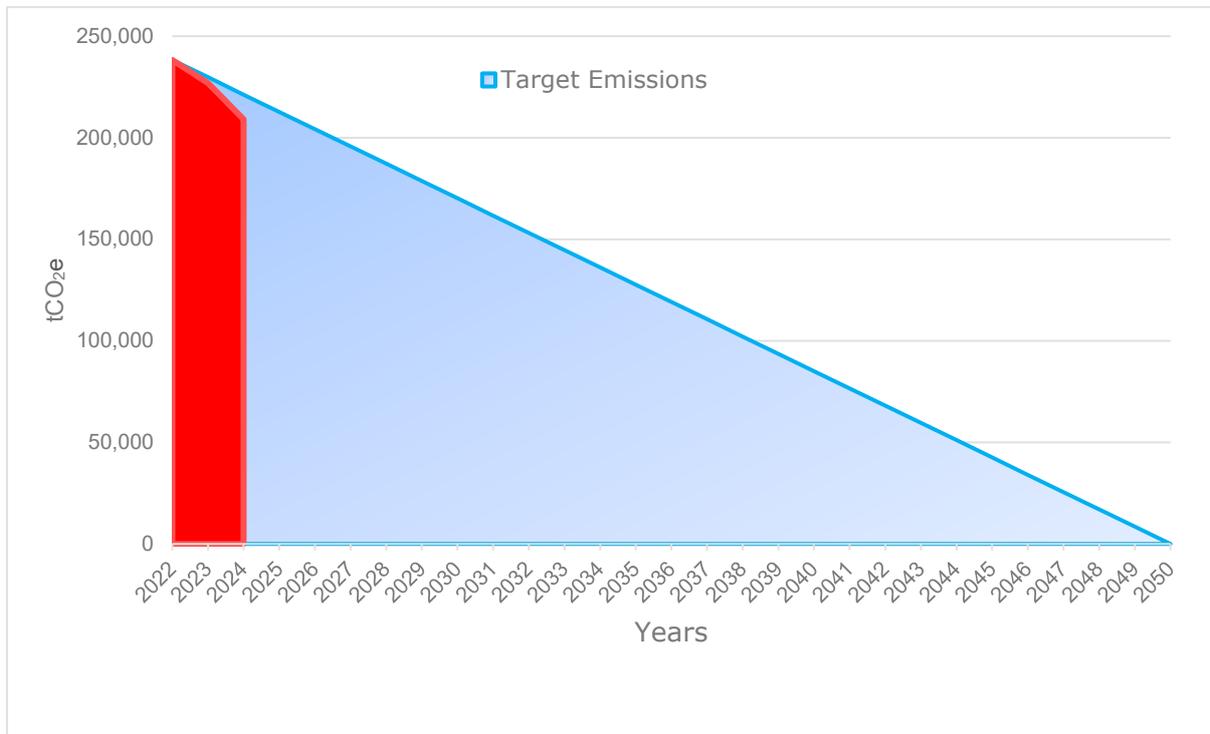
Overall Net Zero Target: Kantar Global Holdings S.à r.l. commits to reach net zero greenhouse gas emissions across the value chain by 2050.

Near-Term Targets: Kantar Global Holdings Sarl commits to reduce absolute scope 1 and 2 GHG emissions by 42% by 2030 from a 2022 base year.* Kantar Global Holdings Sarl commits that 82.2% of its suppliers by emissions covering purchased goods and services will have science-based targets by 2029. Kantar Global Holdings Sarl commits to reduce absolute scope 3 GHG emissions from investments by 57.37% by 2030 from a 2022 base year.

*The target boundary includes land-related emissions and removals from bioenergy feedstocks.

Long-Term Targets: Kantar Global Holdings Sarl commits to reduce absolute scope 1, 2 and 3 GHG emissions by 90% by 2050 from a 2022 base year.

Progress against these targets can be seen in the graph below:



Carbon Reduction Initiatives and Progress

Introduction

At Kantar, we believe that long-term success is built on a foundation of responsible and sustainable practices. Our ESG strategy, Data Positive, reflects our deep commitment to environmental stewardship, social responsibility and strong governance. We recognise that our actions today shape the future for our clients, our communities and the planet, and we are proud to embed ESG principles into every aspect of our operations and decision-making.

We are committed to driving measurable impact through clear goals, robust policies and transparent reporting. Our ESG framework is aligned with global standards and best practices, ensuring we remain accountable to our stakeholders and responsive to emerging challenges. Whether through reducing our carbon footprint, fostering an inclusive workplace or upholding ethical governance, we continue to work to create meaningful, lasting change for a more sustainable future.

Carbon reduction is a core pillar of Kantar's ESG strategy and is embedded across our governance, operations and long-term planning. Our annual ESG Report outlines the strategic foundations of our climate programme, including our Science Based Targets initiative (SBTi) – approved near-term and net zero targets, and our commitment to transparent climate reporting through annual disclosure to CDP. These frameworks ensure that our carbon-reduction efforts are science-aligned, externally verified and underpinned by continuous improvement across our business.

Kantar's SBTi targets are available on the SBTi website. Further details of Kantar's ESG strategy and the actions being taken to reduce our carbon footprint as well as wider sustainability initiatives are available in our annual ESG Report on our website www.kantar.com.

Since establishing our 2022 baseline, Kantar has continued to deliver environmental management measures and carbon-reduction projects across our global operations. By 2024, these actions had already achieved 4,047 tCO₂e of reductions, representing a 1.7% overall and 24.4% on scope 1 and 2 emissions (market based) decrease from the baseline, with all measures remaining in effect for contract delivery.

Scope 1 & 2 Emissions (Energy & Estates Strategy)

Much of Kantar's scope 1 and 2 reductions continue to come from our Estates Strategy, which includes consolidating office locations, embedding sustainability standards into building selection and refurbishment and redesigning workspace in line with hybrid working patterns. These actions improved energy efficiency throughout 2024–2025.

We also progressed plans for an EV fleet transition by 2030 to reduce transport-related scope 1 emissions.

Energy decarbonisation progress includes achieving 100% renewable electricity for strategic data centres by the end of 2023, ahead of target, alongside ongoing use of Energy Attribute Certificates (EACs).

Technology Emissions Reductions

Our technology strategy integrates sustainability-by-design, including:

- Application rationalisation to reduce processing and server demand
- Sustainability-first procurement for technology vendors and data-centre partners
- Responsible and ethical AI principles, including future environmental impact assessments

These measures reduce energy consumption and improve environmental performance across our digital operations.

Scope 3 Emissions (Supply Chain & Operations)

Scope 3 remains our largest emissions category. In 2024–2025, we strengthened our supplier engagement model, targeting our top 500 suppliers to gather improved GHG data, encourage adoption of science-aligned targets and integrate carbon KPIs into new contracts.

We continued the transition from in-person to digital-first research methodologies, which reduces emissions associated with travel, venues, printing and logistics.

Kantar expanded the integration of EcoVadis assessments across the supply chain to strengthen transparency and supplier sustainability performance. This supports our goal for 82% of suppliers (by emissions) to hold SBTi-aligned targets by 2029.

We continue to work with stakeholders across our value chain to emphasise the importance of emissions reporting, target setting and alignment with Kantar's climate commitments. This is a key lever in reducing emissions across the wider value chain.

Limited Assurance on Core Carbon Metrics

To strengthen transparency and credibility, 2024 marked the first year Kantar obtained independent limited assurance from Grant Thornton UK LLP over our core carbon metrics — including scopes 1, 2 and 3, carbon intensity and total energy consumption.

In 2025, limited assurance extended to eight additional ESG indicators, including ethics, labour, human rights and procurement measures.

Training and Reporting

Kantar updated its global policy book to include a formal Environmental Policy, which has been integrated into our mandatory training programme for all employees. This ensures consistent awareness of our environmental commitments and expectations across the organisation.

Kantar's 2024 ESG Report aligned fully with the GRI Universal Standards 2021 and relevant topic standards, enhancing transparency, comparability and readiness for future regulatory frameworks such as CSRD.

Kantar's internal EcoVadis performance also improved, achieving a Gold Medal (74) in 2024. This has increased to platinum (87) currently, reflecting strengthened governance and procurement controls.

About Kantar: Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and the 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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

Scope 1 and scope 2 emissions have been reported in accordance with SECR requirements, 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) Standard³.

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

Signed on behalf of Kantar UK Limited:

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Name: Alison Ma

Date: 10.02.2026

¹<https://ghgprotocol.org/corporate-standard>

²<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

³<https://ghgprotocol.org/standards/scope-3-standard>