

**Chime Group Holdings Limited**

**Annual Report Addendum for the year ending 31 December 2022**

**Non-financial Key performance indicators (KPIs):**

In addition to the financial KPIs reported within the Group's Annual Report for the year ending 31 December 2022 ("the Annual Report"), Chime Group Holdings Limited ("the Group") measures its performance through the following non-financial KPIs:

- **Digital diversification**
- **Environmental performance**
- **Employee Engagement**

**Digital diversification:** As detailed in our Chairman's statement in the Annual Report (page 3), a core focus for the Group is the range of services, and in particular digital services, we offer to clients. In the 2022 year, the Group expanded its capabilities in Customer Engagement, Data, Retail and Product & Service Design. The Data team at VCCP now works for 80% of its top 20 clients and, with CX and integrated brand planning and strategic insights, the Group is focussed upon expanding digital insights into the modern buying experience of our client's customers. In addition, the Group has launched Faith, the VCCP Group's artificial intelligence (AI) creative agency. By responsibly embracing AI and all of its potential, the Group is aiming to supercharge the creative process for our network of international offices and worldwide roster of clients. The Group will report further on progress and targets in the 2023 Annual Report.

**Environmental performance:** The Director's Report to the Annual Report (page 33 and following) details the work undertaken across the Group to monitor and reduce our environmental footprint. In 2022, VCCP Group and CSM Sport and Entertainment (the two constituent divisions of the Group) submitted targets to SBTi for validation. The VCCP Group has committed to reduce absolute Scope 1 & 2 GHG emissions by 46.2% by 2030 from a 2019 base year, and also to reduce absolute Scope 3 GHG emissions 27.5% within the same timeframe. The VCCP Group's performance against these targets is a significant focus of the Board.

**Employee Engagement:** A motivated workforce is essential to the success of the Group, and the Board and Executive Management Team consider this a key strategic focus for the business. Employee engagement includes employee retention, employee wellbeing and employee diversity. The Annual Report (page 27 and following) sets out our approach and provides detail on the wellbeing and DEI initiatives adopted as part of our sustainability strategy. Furthermore, as detailed in the Stakeholder Review of the Strategic Report, (page 20) we undertake regular employee surveys, including an annual Net Promoter Score (NPS) survey to monitor the % of promoters minus % of detractors. By monitoring our NPS scores across a variety of relevant areas, by setting targets for improvement reflected in our employee responses, and by taking targeted actions, we expect to see increased employee retention, and more engaged and motivated colleagues and a consequent increase in the effectiveness of services delivered to clients. Key performance indicators include: the rate of retention of employees measured against the proportion of voluntary leavers; rates of employee satisfaction across areas including workload, perception of work/home life balance, benefits, and management; achievement of targets for diverse recruitment; and achievement of targets for recruitment from a diverse candidate base.

### Gender Diversity Information:

At page 32 of the Annual Report, the Director's Report details the split of employees. In accordance with Guidelines for Disclosure and Transparency in Private Equity the following additional information is provided:

	2022			2021		
	Men	Women	TOTAL	Men	Women	TOTAL
Employees*	1,102	1,531	2,686	1,201	1,177	2,402
Senior Management	68	31	99	65	29	94
Board (including Executive Management Team)	6	2	8	7	2	9

\* Totals reported include those reporting as undefined.

The Board is satisfied the Group has complied with the requirements set out in the Walker Guidelines for Disclosure and Transparency in Private Equity within the Group's Annual Report and this Addendum to the Annual Report. The Board has also acknowledged the opportunity to make improved disclosures under the guidelines in the Strategic Report of financial and non-financial KPIs and will be making more detailed disclosures in the upcoming Annual Report for the year ended 31<sup>st</sup> December 2023.