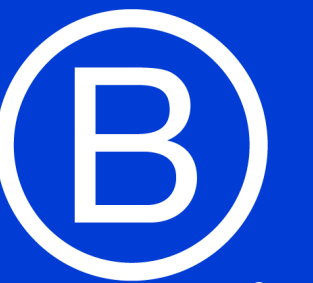


# Urban Jungle Impact Report

2023 – 2024



Certified



Corporation

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# A word from our CEO

2024 marked Urban Jungle's second year as a B Corp. Since our certification in 2022, we've been proud to work on the commitments we made when first starting the company – to build an insurance business that's different by nature.

This past year has been no different. FY23/24 has been a great year of growth for the business and a pivotal year in deepening these commitments. We grew our team to 83, while maintaining our carbon neutral status and engaging with our suppliers on how we can collectively build a more sustainable business.

The climate challenges facing our industry have only intensified, with extreme weather events continuing to impact insurance costs worldwide. This reality reinforces why our environmental commitments matter not just for the planet, but for the sustainability of our business long-term and the financial wellbeing of our customers.

We're proud to have helped over 300,000 people access better insurance, and as we look toward recertification in 2025, we're energised by what we've built together. Our original mission – to create a world where everyone feels confident about their financial future – feels more relevant than ever.

**Jimmy Williams,**  
Co-Founder & CEO



# Our B Corp Journey

## Our Mission & Values

At our core, Urban Jungle is driven by the mission to build an insurance brand which is **fair and transparent to all customers**, and has a positive impact on its members, employees, community and environment.

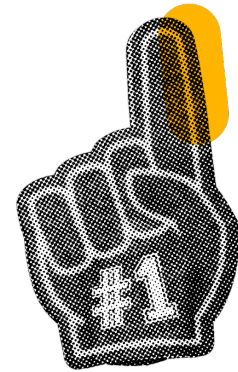
Since becoming a B Corp in 2022, we've strengthened this commitment through continuous iteration of our products & services - **with a particular focus on serving underserved groups and promoting financial inclusion.**





# Our Values

Our values keep us accountable in all that we do:



## Customer first

We do the right thing, even when no one is watching.

We'll always talk to our community of customers to stay on top of what that is.



## Keep getting better

We always look for ways to innovate and improve next time.

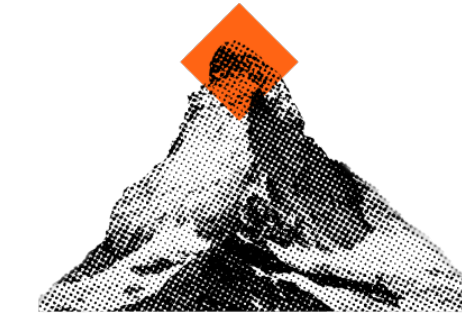
We're open and honest about what's working and not.



## Be responsible

We don't just say we care, we show it with our actions.

We make decisions that take into account the world around us, whether that's the environment, our customers or our team.



## Aim for extraordinary

Nothing daunts us. We never back away from the toughest problems, and hold ourselves to the highest standard.

We're setting a new pace in an industry that moves slowly.

# Our Business Model & Operations

We're committed to changing the insurance industry for good. Specifically, that means using the latest tech to **make insurance that's simple, fair, and affordable**. Over the last year we've focused our efforts on ensuring we can scale our positive impact while maintaining our commitments to:

100% of employees owning shares in Urban Jungle.

Local community support through our partnerships with Be Enriched & Community Tech Aid.

Being a Living Wage accredited employer.

Maintaining our Carbon Neutral Status.

— TOP 10% —



# Our Journey Since Certification

Since publishing our first impact report last year, we've:

Implemented initiatives designed to increase our engagement with and impact on the communities in which we operate.

Taken steps to increase awareness amongst the team of our company mission, and our social, environmental and ethical goals.

Developed comprehensive policies for environmental purchasing and philanthropy.

Our B Corp status has **provided a framework for measuring and improving our impact**, while connecting us with a wider community of customers, businesses, investors and partners that share our vision for responsible growth. We're excited to build on these relationships and further these commitments as we move towards recertification in 2025.



# B Corp Impact Score

We've put lots of work in over the last two years to continue delivering on our commitments and we are excited to recertify in 2025. We've set ourselves a conservative target of 87 for next year which we're hopeful we'll meet.

Qualifies for B Corp  
certification (80)

**50.9**

Median score  
for an non B-  
Corp certified  
business

**81.3**

Our first verified  
B Impact score  
(2023)

**87**

Our aspirational  
recertification  
score (2025)

# Score breakdown

We continue to believe that one of our biggest impact drivers is our work to increase financial inclusion for our customers, and target previously underserved segments of the market.

As we prepare for recertification, we'll be engaging our customers to further understand how our products & services have impacted their financial well-being and resilience.

**4.5**

**Customers**

**17.4**

**Governance**

**36.3**

**Workers**

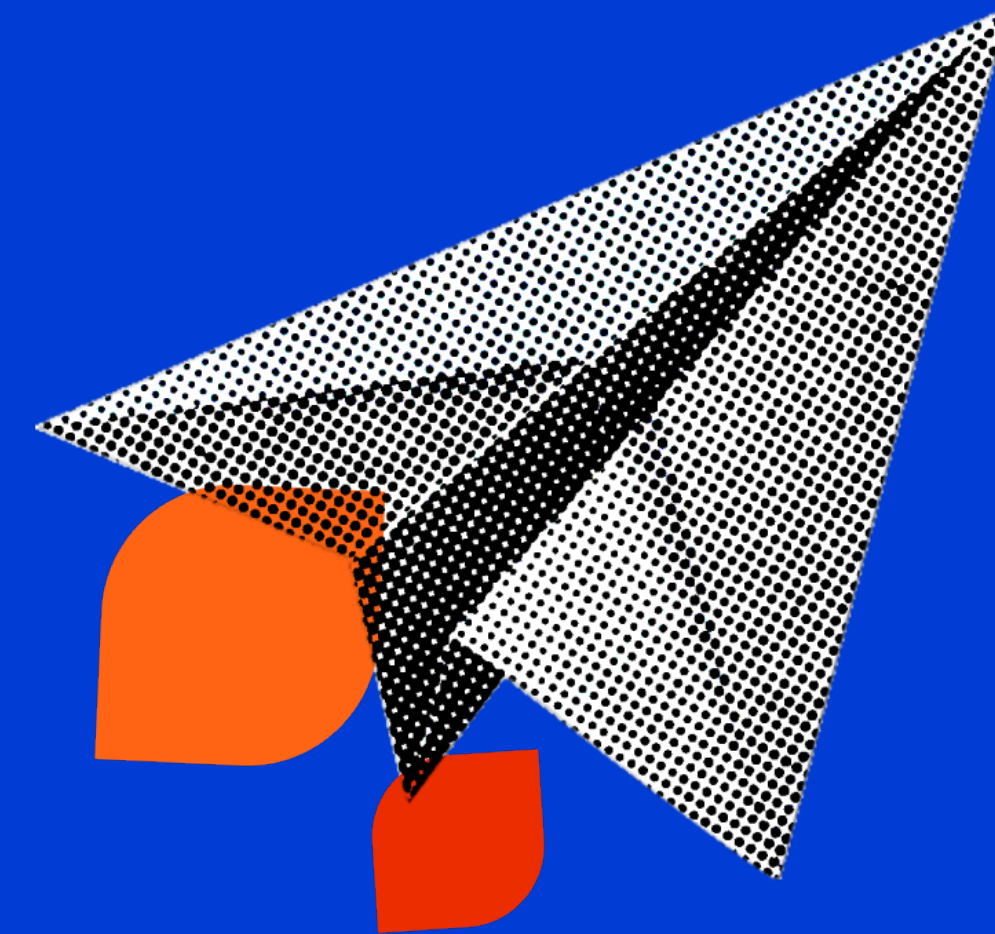
**12.5**

**Community**

**10.5**

**Environment**

# Our Impact Areas



# **Impact Area Plans and Progress**

## **Governance**



# Governance

In 2023, we focused on increasing our governance by broadening interest groups on our board and increasing our team's awareness of the company's social and environmental commitments.

## In 2024:

We continue to have a strong Board, with broad representation, which can keep holding the company to account.

This is supported by robust compliance and audit procedures, which help ensure that our high standards are consistently met across the business.

We also invited our customers to hold us to account, by making our ethical credentials a more central part of our brand message - we are much more specific publicly about what we are trying to achieve.

We are also in the process of making some important changes to our company objective setting and performance management process, with specific social and environmental objectives for the entire team, with some members of the team having specific social or environmental focused work objectives.

**Impact Area Plans and Progress**

**Our Team**



# Our team <sup>1/3</sup>

We have a huge focus on people within the team at Urban Jungle.

In 2024, our team has continued to grow, increasing to 83 people strong. 100% of our team continue to be given a stake in what they are building.



**We pushed especially hard in the period to amplify and socialise our commitments to our team by:**

Developing our Employee Value Proposition (our “People Promise”) and embedding this internally and externally to give current and future employees clarity on what they can expect from their time with us.

Launching our employee-led “Women of UJ” group, which seeks to develop a community around women’s experiences through networking, workshops and education.



# Our team <sup>2/3</sup>

**In FY24 we launched a number of new benefits, including:**

Introducing a new “Work from Away” policy designed to give our team increased flexibility.

Introducing the opportunity for sabbaticals for longer serving employees.

Increasing our Maternity Leave pay.

Increased paid leave allowance for our longer serving team members.

Introduced Income Protection cover for everyone in the business.

# Our team <sup>3/3</sup>



**To continue to support our team's rapid development, we:**

Launched personalised Progression Plans to give our employees clarity on exactly what we need to see in order for them to progress within the business, and what their roles will look like once they do.

Overhauled our internal People Manager's training to ensure all of our People Managers are equipped with the context & skills they need to be successful in their roles.

**Alongside the above, we increased gender diversity in our Leadership team by 25%.**

# Employee Testimonial

“ Feeling heard in a company is often overlooked, but at Urban Jungle, open communication with senior leadership and opportunities to contribute to business decisions ensure everyone has a voice. Beyond that, making a positive social impact whether through food drives or company-wide charity events, makes my role as Chief Joy Officer of our internal social committee, Joy Division, even more fulfilling. We have fun while giving back, creating a workplace where we're invested in each other's success and keeping morale high, even during intense periods. ”

*Thanuj, Urban Jungle*

# **Impact Area Plans and Progress**

# **Community**

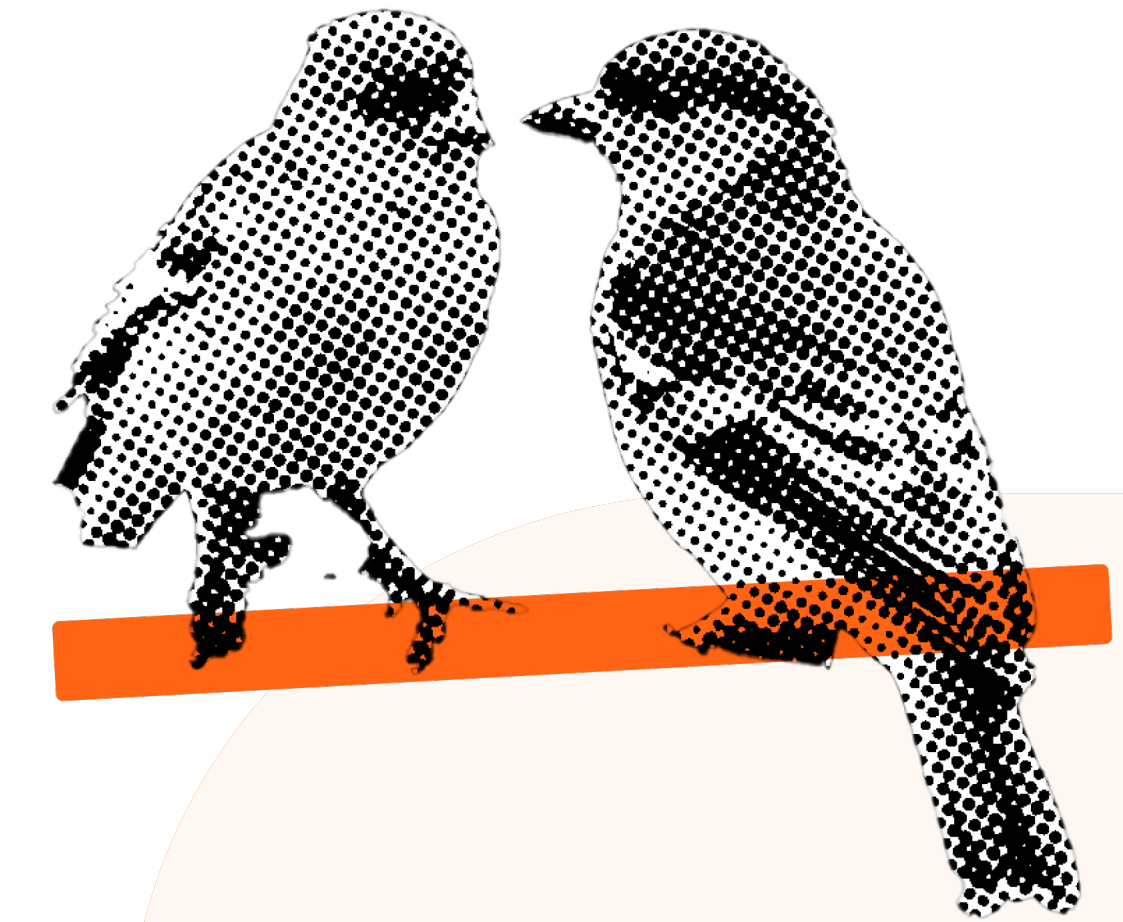


# Community <sup>1/2</sup>

We have an internal team dedicated to strengthening our impact both within and beyond the company.

We continue to work with our charity partners, **Be Enriched and Community Tech Aid** who actively participate in impact forums to drive government-led initiatives.

We also continued to develop our **work experience program** to ensure that local school attendees fully understand the kinds of jobs which might be available to them locally.



# Community <sup>2/2</sup>

Across 2024, we doubled down on our efforts to support our local community across both.

## Specifically, we:

Expanded our charity work with our two local charity partners, which included skilled volunteering from some of our Engineers and Marketers, as well as making ongoing donations.

Continued to support other local charities where possible, for example, a product drive for the Hygiene Bank as part of International Women's Day.

Solidified our work experience programme by creating internal policies, frameworks, and templates to improve the experience for future students.

Continued to support fellow B Corps and local impact businesses by making them our preferred suppliers for team events.

# Supplier Testimonial

// I've had the privilege of working with Urban Jungle over the past few years, and their commitment to excellence has truly stood out. As their dedicated Account Director, I have seen first-hand how highly engaged they are with LinkedIn, utilising the platform to its full potential. Over the past few years, this engagement has directly contributed to the success of their hiring strategy, with impressive results in both the volume and quality of hires. It's clear that Urban Jungle's dedication to driving meaningful impact extends across every aspect of their business, and we're proud to be a part of their journey. //

*Shona, LinkedIn*

# **Impact Area Plans and Progress**

# **Environment**

# Environment <sup>1/3</sup>

We have continued our **long standing commitments** to operating in as sustainable a way as possible. For example, we have maintained our **Carbon Neutral status**.

In 2023, we supported new **carbon removal technologies** such as Enhanced Weathering, and took steps to reduce our energy usage in our offices.

We investigated ways to **improve water efficiency**, switched to **environmentally-preferred vendors** for office supplies such as low-VOC inks, and **supported composting food waste in the office**.

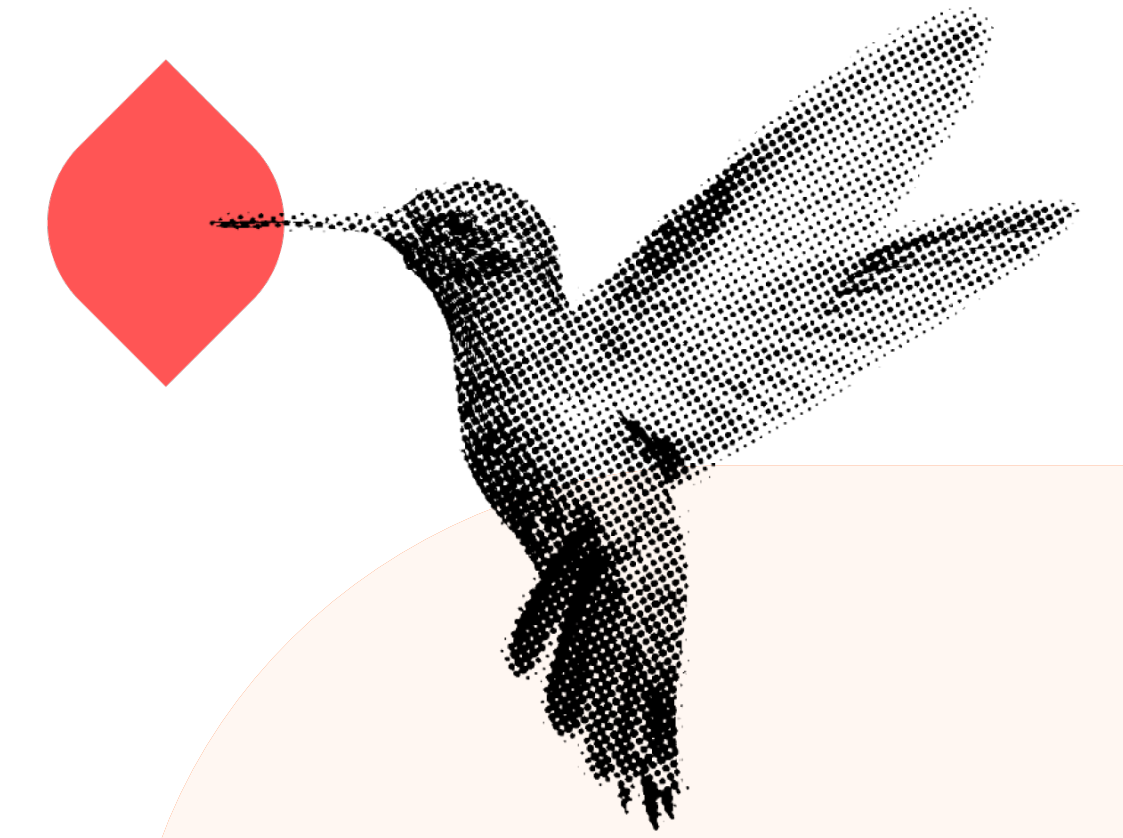




# Environment <sup>1/3</sup>

Over 2024, we maintained our commitment through continued **measurement and off-setting of our greenhouse gas (GHG) emissions** in accordance with the GHG Protocol Corporate Accounting and Reporting Standard.

We maintained **zero scope 2 emissions** as a result of procuring electricity through a 100% renewable tariff. Our carbon intensity metric was 42.7% lower than companies of similar employee size (75–125 FTE), with largely digital operations.





# Environment <sup>3/3</sup>

## In FY24 we also:

Increased our recycling efforts, donating all of our old electronic items, including laptops, to our charity partner Community Tech Aid.

Made a formal commitment, as part of our Responsible Purchasing Policy, to give preference to suppliers who align with our ethical and environmental goals, and outlined our stance on how to safely dispose of e-waste in the office, and in our homes.

Curated a list of sustainable suppliers across various categories for the team to use when purchasing office supplies, organising team events, and much more!

Placed **18/100 in Supercritical's Climate 100** in 2024 which highlights tech companies in the UK who are leading the way on climate action.

# **Impact Area Plans and Progress**

## **Customers**

# Customers <sup>1/2</sup>

Looking after our customers and delivering impact through our activities is a central pillar of our mission at Urban Jungle. **Our primary area of focus continues to be financial inclusion.**

We've continued to look after our customers' interests with **formal tracking and reporting mechanisms in place** to monitor the quality of the products we sell, as well as **collecting frequent feedback from customers on their experiences.**



# Customer Testimonial

// **Really simple and clear process** – after wasting a lot of time with other insurers who don't seem to understand tenant's insurance. Easy to customise to your own requirements. Also great to see that Urban Jungle is a B Corp!

*Sian, Trustpilot*

//





# Customers <sup>2/2</sup>

Across 2024, we continued our commitment to our **"Customer First"** mindset by:

Consistently making decisions with customer outcomes in mind, specifically when designing our digital product experiences and assessing our pricing strategies.

We continue to be especially conscious about making our products accessible to underserved groups (e.g. lower income renters), and to not price on characteristics beyond our customers' control.

Outlining a new set of Consumer Duty metrics that we report on to our board, and the wider business on a monthly basis, to keep us accountable and help us identify any risks to the delivery of great customer outcomes.

Running a full 'Fair Value Assessment' on all of our products, to ensure that they continue to deliver great outcomes for our customers.

**We're proud to have been recognised for our continued commitment – being highly commended for Best Customer Centric Culture in the 2024 Insurance CX Awards.**



# Customer Testimonial <sup>1/2</sup>

“ **Peace of mind with Urban Jungle Content Insurance.** Navigating the world of content insurance can be overwhelming, but Urban Jungle has made the process not only straightforward but surprisingly pleasant.

What sets Urban Jungle apart is its transparency and commitment to simplicity. The policy details were presented in clear, easy-to-understand language, eliminating the usual insurance jargon confusion. The online platform for managing my policy is user-friendly, making updates and claims hassle-free.

# Customer Testimonial <sup>2/2</sup>

// In terms of coverage, **Urban Jungle goes above and beyond.** Their comprehensive policies offer protection for a wide range of possessions, from electronics to jewellery. The flexibility to customize coverage allowed me to create a plan that genuinely suited my lifestyle.

Urban Jungle has turned the mundane aspect of adulting into a positive experience. If you're searching for content insurance that not only covers your belongings but also provides peace of mind, Urban Jungle is the answer.

*Alexander, Trustpilot*



**Thank you**