



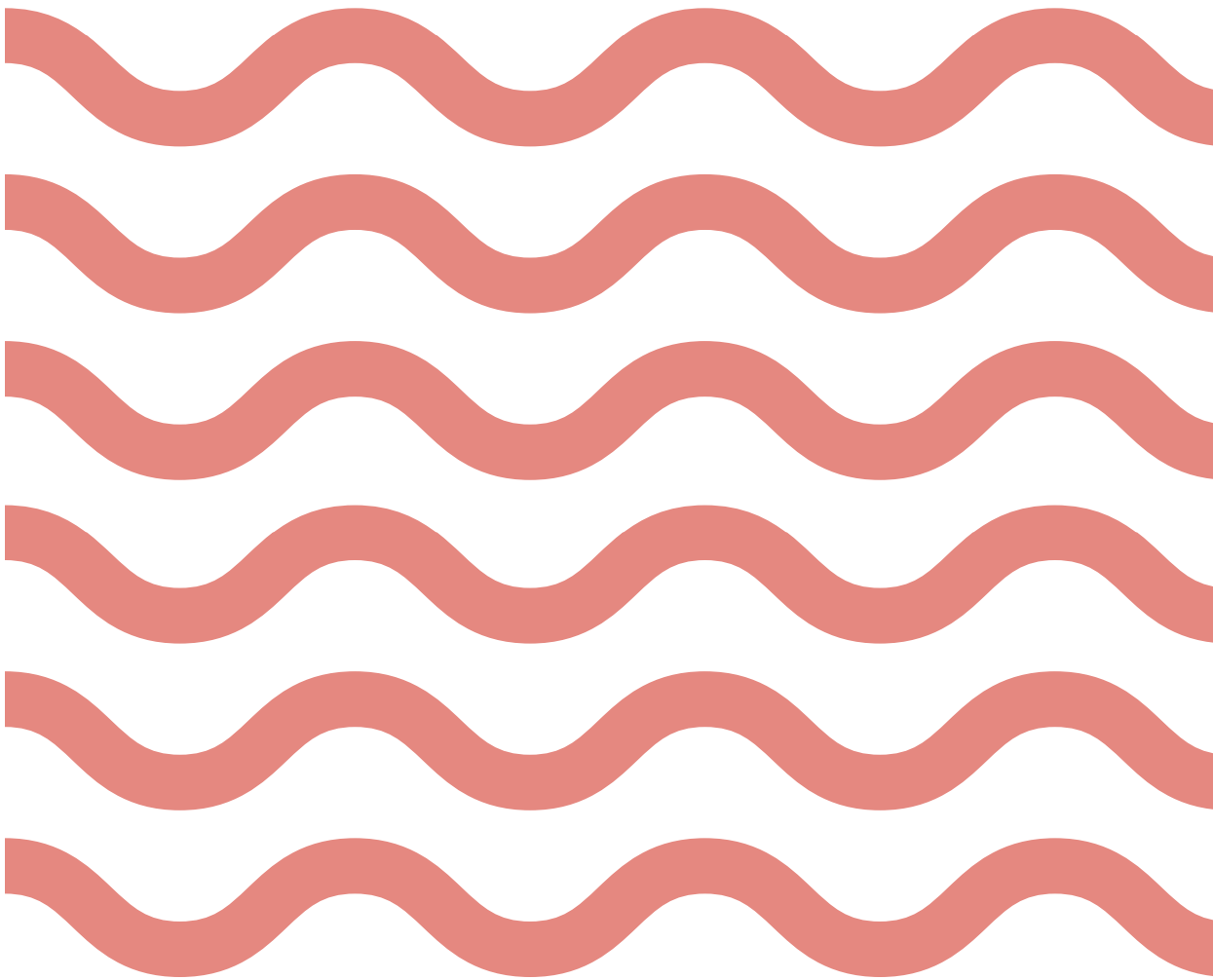
# Kyero B Corp Impact Report<sup>!</sup>

August 2023



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# Letter from our CEO

This past year has seen Kyero grow in many ways in spite of market challenges. We are proud to be a business that has a positive impact with our values upheld whilst growing the team, evolving our products and increasing revenue.

The business has certainly seen uncertainty in a world marked by crises such as the Ukraine war, the implications of Brexit, a sluggish post-COVID-19 recovery, looming inflation, and rising energy prices. Despite these hurdles, we remained steadfast in our commitment, pledging 1% of our top-line revenue to charities.

In this inaugural year as a certified B Corp, we successfully extended our reach into our four core territories – Spain, Portugal, France, and Italy.

Our team doubled in size, and we relentlessly worked towards enhancing our product for our advertising agents and elevating our website experience for visitors.

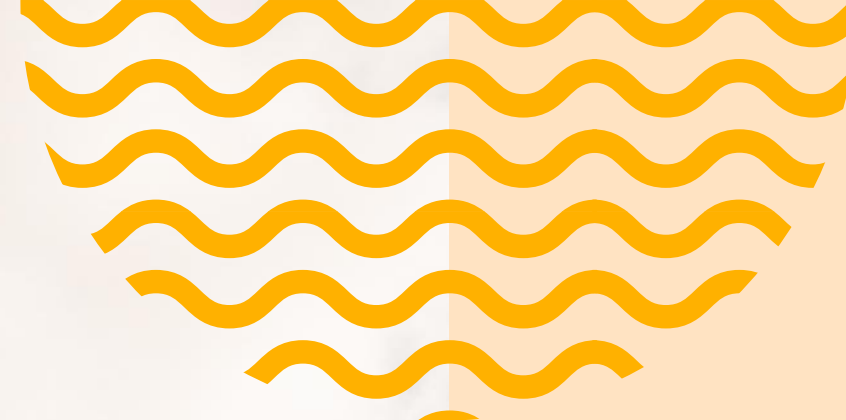
Our path forward is well defined – we are committed to positively impacting people and the planet. This involves continued investment in our team's wellbeing, training, benefits, and a vigilant check on our environmental impact. We know that Kyero can deliver greater impact with scale and we project solid growth through performance, diversification and by continuing to invest in solutions that enable our visitors to find their sunshine.

**Gemma Coles**  
CEO, Kyero



# Our B Corp journey to certification





## Our journey started in 2019 when we recognised and decided to mitigate the environmental impact caused by our industry.

Although not a perfect solution, we calculated the carbon footprint of each individual member of the team, the extra travel we encourage our customers to take and committed to offset double that amount every year.

This initiative led us to question, 'What more can we do?', driving us towards B Corp certification. The certification has acted as a catalyst, shaping our strategy and accountability in creating a positive impact. It has spurred us to consistently ask 'What more can we do?'.

The decision to become a B Corp echoed our core values and principles – to contribute positively to society through our work.

The certification offered us a framework of accountability in line with our commitment, provided us an opportunity to learn from fellow companies on the same path and acted as a driving force, pushing us to prioritise social good in tough times.

The decision to become a B Corp is completely aligned with our business strategy and culture. We have always been committed to using business as a force for good, and we are proud that our B Corp certification has affirmed and verified this. Our team has been genuinely excited to embark on this B Corp journey. It has energised and united us, reinforcing our collective commitment to drive positive change within the world of business.



# B Corp score and future certification goals

Our last B Corp score was 91, broken down as follows:

19.2	Governance
39.7	Team
24.7	Community
3.4	Environment
3.8	Customers



We aim to raise the bar higher, targeting a new B Corp score of 94 upon recertification by impacting all areas.



# Governance



We have fostered a culture of transparency, sharing our quarterly financial summaries with our entire team.

We continue to use the EOS business framework to streamline and improve our business operations.

## What's next

We plan to enhance the review of social and environmental performance against set targets by our Board of Directors. Moreover, we aim to embed social and environmental performance into the roles of our CEO and leadership team.

With robust leadership in place, our founders have now begun to focus solely on enhancing our social impact.







# Team

We have adapted our working hours and locations to accommodate family commitments.

We continue to promote remote-first working, reducing the company's carbon footprint and enhancing our team's wellbeing.

Our team has unlimited access to coaching to help them navigate personal or professional challenges.

We conducted an employee satisfaction survey, highlighting areas for improvement.

We organised a 2-day offsite all-hands meetup in Spain to foster a sense of belonging within our team, particularly essential due to our remote work setup.

We supported our team during the energy and cost of living crisis, providing an inflation-adjusted pay rise across the board.

Over the past year, we have supported the personal needs of our team members, enabling seamless transitions for those relocating between countries and those requiring extended breaks.

## What's next

We are in the process of rolling out a new people management system to elevate the employee experience at Kyero. Our newly appointed People Partner is driving a growth and development plan for the entire team.

We are transitioning to an Employee Owned Trust, engaging Baxendales as our consulting partner.

We remain committed to sharing an end-of-year bonus with our entire team.

We aim to make improvements on the areas that were highlighted in our employee satisfaction survey and increase our employee satisfaction score.





# Community

We donated 1% of our top-line revenue to Hogar Si, a Spanish charity dedicated to supporting the homeless.

**Our team volunteered their time to translate the Hogar Si website into English to assist with their fundraising.**

We sponsored our team's participation in marketing, promoting, and distributing Seth Godin's book 'The Carbon Almanac'. We aimed to raise awareness among our team about the four key contributors to climate change: coal, combustion, cows, and concrete.

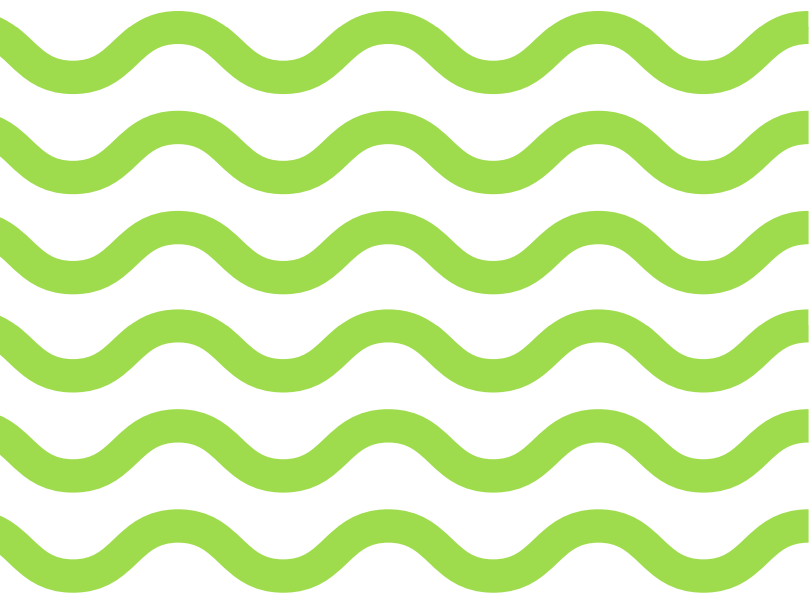
## What's next

Given the diverse geographical distribution of our team, making a significant impact on local communities can be challenging. We plan to tackle this by hiring an individual dedicated to enhancing our community engagement, leveraging the enthusiasm of our team to make a genuine difference.





# Environment



Our team committed to minimising individual environmental impacts, pledging through DoNation during B Corp month, resulting in an average saving of 137kg of CO2 per year, equivalent to 775 car trips from Bristol to Brighton.

## What's next

We plan to adopt a policy focusing on the safe disposal of electronic waste from remote work settings and encourage the use of environmentally preferred products and vendors.



We backed three team members in switching to electric vehicles (EVs) through salary sacrifice and business lease arrangements.





# Customers

We saw an improvement in customer satisfaction, raising our TrustPilot average to 4.2, accompanied by some encouraging 5-star reviews for our sales and customer service team.

We enhanced our value proposition by focusing on increasing the effectiveness of our Prime offering and refining the user experience on our website.

We continued to offer informative content for our website visitors, empowering them to make confident property purchases abroad.

## What's next

We plan to track buyer satisfaction through annual surveys and share the results internally and externally. A similar approach will be taken for agent satisfaction.

We aim to set targets for customer satisfaction and strive to achieve them.

Our commitment to continuous improvement is ingrained in our customer service strategy and is one of Kyero's core values.





# Our conclusion

Despite a challenging inaugural year as a B Corp, we remain dedicated to enhancing our social impact.

We continue to build, nurture, and support a diverse team and stand by our mission of being a company that generates profit by prioritising people and the planet.



# Thank you

