

# Virgin Media O2 Reporting Criteria 2024



# Virgin Media O2

## Reporting Criteria 2024

### Introduction

The data indicators described in this document cover the year 1st January 2024 to 31 December 2024, in line with our financial reporting.

Unless we state otherwise, all data relates to the direct operations of Virgin Media O2 (VMED O2 UK Ltd) and covers performance data for our most material issues.

Our data indicators are subject to external assurance.

### Reporting policy

Our reporting policy is guided by the following principles:

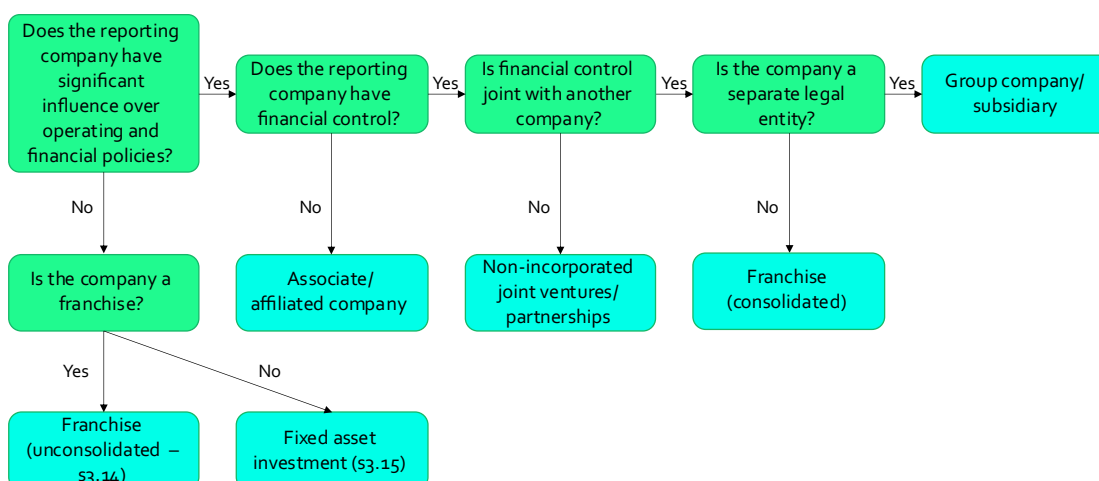
- **Relevance:** identifying the data sources and reporting outputs that meet the needs of users
- **Completeness:** ensuring data provided is comprehensive and reflects the reporting boundary with estimations used where necessary. In the case of emissions, only excluding sources with good justification that cumulatively account for less than 5% of the total footprint
- **Consistency:** using the same hierarchy of data sources, for example, using the same methodologies to calculate emissions or highlighting where changes have been made, updating historic emissions where new approaches or data sources result in a change in historic emissions of 5% or more (per scope)
- **Transparency:** reporting all data sources, data estimation methods, assumptions, exclusions, historic recalculations, and anything else that adds to the interpretation of results
- **Accuracy:** for example, prioritising actual activity data, then estimated data, then average data, then financial data to calculate emissions, using the most accurate and relevant (in terms of geography, technology, time, completeness and reliability), using activity data at the most granular level available, recording areas to improve accuracy in subsequent data collection and emissions calculations

To ensure consistency in our data, we have applied a hierarchy of data sources. For example, using the same methodologies to calculate the metrics or highlighting where changes have been made. In some cases, estimates will be required to be made as actual data is missing or not readily available. For example, where metered data or utility invoices are not available, estimates may be calculated using previous consumption data.

## Emission Reporting Boundaries

Virgin Media O2 defines its reporting boundary using the operational control method.

The organisational boundary flowchart below is used as a tool to select the appropriate accounting treatment:



For the 2024 calendar year, this includes the following entities:

Name	Accounting category	Consolidation of emissions (control approach)	Notes
giffgaff	Group company / subsidiary	100% of GHG emissions	100% of giffgaff's emissions are consolidated in respective scopes
Upp	Group company / subsidiary	100% of GHG emissions	100% of Upp's emissions are consolidated in respective scopes – energy and procurement data have already been absorbed into Virgin Media O2

Any acquisitions or divestments after the 30th of June 2024 are excluded from our emissions reporting.

## Environment

### Zero carbon future

In line with the Greenhouse Gas (GHG) Protocol, our emissions have been calculated in carbon dioxide equivalent (CO<sub>2</sub>e) using the 2024 emission factors from Defra, with the exception of the residual electricity mix factor from the AIB.

The following emissions sources are in scope of the reporting boundary. All relevant greenhouse gases are included unless otherwise stated.

### 1. Total Scope 1 GHG emissions (metric tonnes CO<sub>2</sub>e)

The data indicator reports direct emissions (Scope 1) from fuel consumption and leakage of refrigerant gases in our operations.

Emissions come from sources that are company owned or controlled, including:

- static combustion (i.e. fuel used in generators for power and gas used in boilers for heating);
- mobile combustion (i.e. vehicle fuel from company owned or leased fleet); and
- coolants and propellants used (i.e. in air conditioning units and fire suppression systems).

This information is collected via company fuel cards, business travel expenses, third party reports, invoices, and site visits.

### 2. Total Scope 2 GHG emissions (market-based) (metric tonnes of CO<sub>2</sub>e)

Scope 2 emissions (market-based) are indirect emissions from secondary energy sources. Emissions come from purchased energy.

This information is collected from electricity consumption invoices, co-location service invoices (i.e. where electricity is estimated by market operations), on-site meters or inverters.

Scope 2 emissions are calculated using a supplier-specific emissions intensity method. The residual mix factor from the AIB is used where the supplier-specific emissions factor is unknown.

Market-based emissions have been calculated including the impact of 107,500 Megawatt hour (MWh) of Renewable Energy Guarantees of Origin (REGO's) for which we have agreed the purchase but have not yet completed the transactions. Management expect to complete the purchase by the 30th June 2025.

### 3. Total Scope 2 GHG emissions (location-based) (metric tonnes of CO<sub>2</sub>e)

Emissions come from purchased energy.

This information is collected in electricity consumption invoices, co-location service invoices, on-site meters or inverters.

Scope 2 emissions (location-based) are calculated for using grid-average emissions intensity.

### 4. Total Scope 1 and 2 GHG emissions (market-based) (metric tonnes of CO<sub>2</sub>e)

This indicator is the combined total of Scopes 1 and 2 (market-based) as detailed above.

## 5. Total Scope 1 and 2 GHG emissions (location-based) (metric tonnes of CO<sub>2</sub>e)

This indicator is the combined total of Scopes 1 and 2 (location-based) as detailed above.

## 6. Reduction in Scopes 1 & 2 GHG emissions (market-based) against 2020 baseline (Percentage)

The indicator relates to the percentage reduction in Scope 1 and 2 emissions (market-based) against the 2020 baseline. The 2024 emissions data has been subject to assurance, as well as the percentage reduction, however the restated 2020 baseline has not been subject to external assurance.

## 7. Reduction in Scopes 1 & 2 GHG emissions (market-based) against 2023 baseline (Percentage)

This indicator relates to the percentage reduction in Scope 1 and 2 emissions (market-based) against the assured 2023 baseline.

## 8. Total energy consumption (MWh)

Relates to the total electricity and fuel consumption used in Virgin Media O2's facilities and operations.

Due to the reporting deadline and occasional gaps in data, estimation is used to gap fill December/other missing months, based on the current year's run rate, on a pro rata basis. Where the data is not based on a regular data stream, data is provided based on the owner's understanding of works in the missing period.

Fuel consumption includes consumption of natural gas, diesel, petrol and HVO, mainly in generators, vehicles, and offices. Data is collected from business fleet fuel cards, business use vehicle expense claims and generator run records.

Generator fuel consumption for embedded support generators is recorded via an on-load test or response to a genuine mains fail. For generators permanently supporting sites, fuel invoices will be used.

Electricity consumption includes electricity consumed in our own facilities and in the facilities of third parties, excluding electricity consumed by third parties housed in our facilities. Billing and invoices from all providers and landlords are collated and reviewed. The totals provide the basis for this indicator.

## 9. Total electricity use (kWh)

This indicator is based on the total electricity consumption that underpins our Scope 2 emissions.

Electricity consumption includes electricity consumed in our own facilities and in the facilities of third parties, excluding electricity consumed by third parties housed in our facilities. Billing and invoices from all providers and landlords are collated and reviewed. The totals provide the basis for this indicator.

#### 10. Electricity use per petabyte of data (KWh/pb)

The electricity use from our products and services per petabyte of data.

#### 11. Renewable electricity consumption (MWh)

This indicator details the total consumption of electricity from renewable sources in Megawatt hour (MWh) as extracted from the total energy consumption indicator above. Renewable energy sources include wind and hydro assets where a certificate is available to confirm renewable credentials.

#### 12. Non-renewable electricity consumption (MWh)

This indicator details the total consumption of energy from non-renewable sources in Megawatt hour (MWh) and underpins the Scope 2 market based footprint measurement.

#### 13. Percentage reduction in non-renewable electricity consumption against 2022 baseline [%]

This indicator relates to the percentage reduction in electricity consumption from non-renewable sources against the 2022 baseline.

#### 14. Total Scope 1 & 2 (market -based) per Petabyte data [metric tonnes CO2e]

#### 15. Total Scope 1 & 2 (location-based) per Petabyte data [metric tonnes CO2e]

We measure our Scope 1 and 2 emissions per petabyte (PB) of data traffic generated as we run our networks and customers use our services. This calculation reflects internet protocol (IP) based data traffic from fixed broadband services, such as web browsing, IP streaming of video and voice services. Currently, our intensity calculations do not take into account data traffic generated through non-IP-based and non-cable services. These services include analogue television, asymmetric digital subscriber line (ADSL) and others, because power consumption does not reflect the actual traffic generated by customers through use of these services. We intend to convert all non-IP based services to IP-based over the next 10-15 years. As we migrate to full IP, our intensity metrics will reflect an increasing proportion of our total services, eventually covering our entire service offerings.

#### 16. Total Scope 3 GHG emissions (metric tonnes of CO2e)

Relates to the total of all Scope 3 emissions across each category listed below.

## Operational boundary

<b>Category</b>	<b>Scope</b>	<b>Description</b>
1	Purchased goods and services	Embodied emissions of customer premises equipment, mobile phones, as well as of other goods and services (including equipment purchased for upgrades and development of telecoms network)
2	Capital goods	Included in purchased goods and services
3	Fuel and energy related activities	Upstream well-to-tank/transmission and distribution emissions associated with Scope 1 fuel and energy consumption and Scope 2 electricity
4	Upstream transportation & distribution	Transportation and distribution of mobile phones and customer premises equipment
5	Waste generated in operations	Operational waste generated from offices, technical sites, forward logistics partners, retail stores, IT equipment and projects
6	Business travel	Air and land travel for business purposes
7	Employee commuting	Employee travel to and from company sites and employee working from home emissions
8	Upstream leased assets	Not applicable: not relevant to the business
9	Downstream transportation & distribution	Not applicable: not relevant to the business
10	Processing of sold products	Not applicable: not relevant to the business
11	Use of sold products	Electricity use associated with mobile phones and customer premises equipment
12	End-of-life treatment of sold products	All end-of-life treatment of mobile phones and customer premises equipment
13	Downstream leased assets	Energy use from corporate cell sites leased to B2B customers
14	Franchises	Heating and electricity used in franchise retail stores
15	Investments	Not applicable: investments are either non-emissive or accounted for elsewhere in the GHG inventory

### Category 1- Purchased Goods and Services

This category includes all upstream (i.e. cradle-to-gate) emissions from the production of products or services purchased or acquired by the reporting company in the reporting year.

Emissions associated with purchased goods and services are calculated using either the hybrid, spend-based or average-data methods.

## **Hybrid method**

- Customer Premise Equipment (CPE) – primary data on the quantity of inbound CPE is collected monthly from Oracle ERP by the CPE planning team. Emissions are then calculated using supplier-specific Life Cycle Assessment (LCA) data in the first instance, where product specific LCA data is not available, averages or proxy data is applied.
- Mobiles and Accessories – primary data is obtained from the S099 system to determine quantity of inbound devices (for brand new and ‘Like new’ ranges) as well as accessories. Associated emissions are then calculated using supplier-specific Life Cycle Assessment (LCA) data in the first instance, where product specific LCA data is not available, averages or proxy data is applied.
- Smart Meters – primary data is obtained from the Smart Metering team regarding the quantity of smart meters purchased from suppliers.
- Suppliers – data is sourced from the Carbon Disclosure Project (CDP), company reporting in the public domain, and from direct engagement with suppliers. Emissions are then calculated by allocating supplier emissions according to Virgin Media O2’s spend as a proportion of the supplier’s revenue, then applying various emissions sources to the full set of spend data.

## **Spend-based method**

- Suppliers – invoiced spend data for suppliers is taken from Oracle ERP. Emissions are calculated by mapping the procurement categories to emissions factor categories, using Defra’s Table 13 for 2020. The index is cumulative and only new procurement categories have been added for 2024. This ensures consistency in the application of spend-based factors throughout reporting years. Average annual inflation figures taken from the Bank of England are applied to the 2021 BEIS spend-based emissions factors to adjust for the time boundary.

## **Average-data method**

- Sim Cards – inbound sim purchases for mobile phones and smart meters are captured through the S099 platform and emissions are calculated using a proxy emissions factor taken from the Statista LCA on sim cards.

## **Category 2 - Capital Goods**

Emissions associated with capital goods are reflected under category 1 purchased goods and services.

## **Category 3 - Fuel and Energy Related Activities**

This category includes the upstream emissions from the production of fuels and energy purchased and consumed by the reporting company in the reporting year (not already included in Scope 1 or Scope 2). Emissions for this category are calculated by applying the relevant BEIS 2024 emissions factors to:



- total electricity consumption to calculate emissions from transmissions & distribution losses, well-to-tank (generation) and well-to-tank (transmission & distribution)
- stationary fuel consumption well-to-tank emissions
- mobile fuel consumption well-to-tank emissions

Please see pages 2-3 for Scope 1 and 2 for details of how activity data is collected.

#### **Category 4 - Upstream Transport and Distribution**

This category includes transportation and distribution emissions (including WTT) of mobile phones, customer premises equipment and materials to fixed network build sites. Supplier-level spend emissions have been allocated to this category for the reporting companies' main distributor GXO. Product-level emissions data are calculated from product LCAs to account for the transport of products from manufacturers to distributors for CPE, mobiles and accessories. All other transport and distribution emissions are accounted for in category 1 purchased goods and services, due to inability to split out the travel associated emissions from the spend.

#### **Category 5 - Waste Generated in Operations**

This category includes emissions related to third-party disposal and treatment of waste and water generated in the reporting companies owned and controlled operations, this includes waste produced in corporate sites, technical sites, retail stores, logistics sites, as well as project waste across the company and IT equipment waste.

Primary data on waste from corporate, technical, and retail sites is gathered from ISS, the facilities management provider, on a quarterly basis. Logistics waste data is provided quarterly by GXO and Likewize, the reporting companies two forward logistics partners. Project waste is reported quarterly by project teams, while IT equipment waste data is compiled bi-annually by internal IT teams via respective external IT recycling partners (HPE for Virgin Media and Computer Aid for O2).

The disposal of the following waste types and treatments are included in emissions calculations:

- Municipal solid waste sent to landfill (Hazardous/Non-Hazardous)
- Paper and Cardboard
- Plastics
- Office Computing and Electrical Equipment
- Network Waste
- Glass
- Composting (Food)
- Furniture
- Water

Emissions are calculated by applying the relevant BEIS 2024 emission factors to the volume of waste from each waste stream type and disposal route.

## **Category 6 - Business Travel**

- 17. [Scope 3 Total business travel \(metric tonnes of CO2e\)](#)
- 18. [Scope 3 - business travel – air \(metric tonnes of CO2e\)](#)
- 19. [Scope 3 - business travel – land \(metric tonnes of CO2e\)](#)

Business travel emissions are split by land and air travel. Emissions are based on the well-to-wheel approach using emission factors from BEIS 2024.

Both distance and spend-based methodologies are applied: distance-based where data is available and spend-based otherwise.

### **Land travel**

- Oracle expenses - data is extracted from our company expense platform (Oracle) which includes claims from Virgin Media O2 and giffgaff employees. Oracle data includes expenses for business travel mileage in employee vehicles, taxi, bus and rail travel.
- Egencia – data is extracted from the companies travel booking system for rail and car hire, which includes bookings for Virgin Media O2 and giffgaff employees.
- Agiito – further rail data is captured within a third-party agent report for Virgin Media employees only. The Agiito account closed in 2024, therefore travel is only accounted for during the months the account remained open.
- Uber - claims are extracted from our business account with Uber, which contains business account journeys only. All other Uber claims are captured in the Oracle expenses report.
- Shuttle bus - office shuttle bus data is obtained from the bus company, which operates at the Reading site only.
- Nexus – rental data is provided by our rental broker Nexus. Some rental companies used through our broker Nexus report the mileage at the start and end of a vehicle rental to calculate the distance travelled, however not all rental companies take these readings. To account for travel associated with rentals with these companies, we have calculated the mean distance in 2024 associated with rentals that do report mileage and applied this mean distance to rentals where mileage is not reported.

### **Air travel**

- Oracle – data is extracted from our company expense platform (Oracle), which includes claims from Virgin Media O2 and giffgaff employees.
- Egencia - data is extracted from the companies travel booking system, which includes bookings for Virgin Media O2 and giffgaff employees.
- Agiito - data is captured within a third-party agent report for Virgin Media employees only. The Agiito account closed in 2024; therefore, travel is only accounted for during the months the account remained open.

- AMEX – data is captured within a third-party agent report for O2 employees only. The AMEX account closed in 2024; therefore, travel is only accounted for during the months the account remained open.

### Category 7 - Employee Commuting

This category includes the upstream emissions from employee commuting, which may arise from automobile travel, bus travel, rail travel, air travel and other modes of transportation. Emissions associated with teleworking are also included within this category, this includes emissions from heating, lighting, and use of equipment.

### **Employee Commuting**

Access control data for Virgin Media O2 offices across the country has been used to determine the number of commutes taken per reporting year. We then apply the average distance travelled per person based on the national travel survey and a breakdown of mode of transport used as per the national travel survey. The relevant emission factor is then applied to the total distance travelled by each mode of transport.

### **Working from Home**

Total FTE data is sourced from the People Insights team and includes all employees directly employed by the reporting company, who are under Virgin Media or O2 contracts - excluding Tesco Mobile. Number of days working from home are then calculated from access control data by subtracting number of commuting days by total working days for the reporting year. The relevant emission factor is then applied to the total energy use for each activity (heating, lighting, and use of equipment).

### Category 11 - Use of Sold Products

This category includes the total electricity emissions from use of mobiles, accessories, and CPE in the reporting year for Virgin Media O2. Emissions are calculated using the product-level method. For CPE, annual energy consumption is calculated using power consumption data for standard use profiles of products or using data for similar products where information is not available. Assumed lifetime per product group is then applied to calculate annual electricity consumption, then to the grid average emission factor to calculate lifetime use emissions. For mobiles and accessories, use emissions reported in LCAs are used. Product data is collected as per category 1 purchased good and services.

### Category 12 - End-of-Life Treatment of Sold Products

This category includes the total emissions from end-of-life disposal of mobiles, accessories, and CPE as purchased in category 1. Emissions are calculated using the product-level method by applying the EoL emissions intensity of each product.

### Category 13 – Downstream Leased Assets

This category includes emissions from 299 corporate cell sites, which are leased under B2B contracts and homed in customer offices, we do not maintain operational control of the assets. Energy consumption data in KWh for each cell site is estimated based on the tech type. All energy is assumed to be derived from fossil fuels as we do not have evidence of a green supply, and therefore a conservative approach is taken to calculating the associated emissions using BEIS 2024 emissions factors. Further investigation is pending to determine the actual energy source for these cell sites for more accurate reporting.

### Category 14 - Franchises

This category includes total emissions from electricity and fossil fuel consumption in the reporting year for Virgin Media O2 franchise stores. Activity data is collected on total square footage of franchise stores, energy intensity metrics (kWh/sqm) are then applied to estimate energy consumption. Emissions are calculated using both location-based and market-based approach where activity data is multiplied by the relevant BEIS 2024 emission factor. As of 26th June 2024 onwards, all franchise stores have become company owned stores and will therefore be captured under Scope 2. The report includes the last day of trade for each store, emissions are captured for active trading days only.

### 20. Percentage of electric vehicles out of total owned and leased vehicle fleet at 2024 year end [%]

The number of electric vehicles at year end is determined by taking the fleet list which is maintained by our third party leasing provider, and calculating the number of vehicles as a percentage of the overall fleet size. For the purposes of this KPI, we define electric as meaning vehicles that require a plug-in charge. This includes both full and plug-in hybrid electric vehicles. Hybrid plug-in vehicles must be below 50g/CO<sub>2</sub>/km.

## **Circular Economy**

### 21. Total operational waste (metric tonnes)

Refers to the total waste produced in the company and includes all waste managed regardless of the type of treatment applied. This includes all O2 and Virgin Media sites – Switch, Retail, Corporate, IT waste streams, projects and supply chain. Waste generated from giffgaff supply chain processes are captured through our supply chain partners reporting as stated below. giffgaff corporate office waste is not included in this metric as considered immaterial.

Corporate offices – ISS are the outsourced facilities management partner for all Virgin Media O2 sites. Waste is collected daily and transferred for recycling or incineration. A waste transfer notice is then provided monthly.

Reported waste categories includes general waste, confidential paper, catering waste, batteries and mixed WEEE, paper/cardboard and furniture waste.

Stores waste is recovered centrally by our logistics partner at the Wellingborough site, processed and shared via a quarterly report.

All supply chain partners provide summary waste management plans to report on waste.

## 22. Total operational waste recycled (metric tonnes)

This indicator relates to the waste produced by the company to which recycling, and material recovery treatments have been applied. These treatments allow these used or worn materials to be transformed and converted into resources that can be used in other products and services, thus reducing the extraction of new material resources from the environment.

Recycled waste data is provided as part of the waste transfer notices provided in the indicator above.

## 23. Total operational waste incinerated (metric tonnes)

This indicator relates to the amount of waste produced by the company that has been incinerated, either in refuse derived fuel or energy from waste facilities. Weights of incinerated waste are provided as part of the waste transfer notices.

## 24. Total operational waste sent to landfill (metric tonnes)

This indicator relates to the amount of waste produced by the company that has been sent to landfill. Weights of waste sent to landfill are provided as part of the waste transfer notices.

## 25. Percentage of operational waste recycled (%)

## 26. Percentage of operational waste incinerated (%)

## 27. Percentage of operational waste sent to landfill (%)

The percentage of operational waste recycled, incinerated and sent to landfill against all operational waste produced.

## 28. Number of returned customer network equipment (CPE) repaired, reused and recycled

This indicator relates to the number of CPE (set top boxes and modems) which have been refurbished for reuse, or sent to be recycled. The figures are taken from an internal asset tracking systems.

Refurbished volumes are captured via a monthly report from our partner CTDI and reported volumes relate to completed units shipped back for re-use.

Recycle volumes relate to units beyond economical repair and sent for disposal aligned to our responsibilities under the WEEE producer compliance scheme.]

## 29. Total circular actions (number)

Our Better Connections commitment to enable 10 million circular actions for consumers to tackle e-waste include; returning set top boxes, modems and mobile devices for recycling and re-use; repairing devices instead of replacing;

purchasing refurbished devices; and returning other e-waste, such as chargers and cables, for responsible recycling. All data reported as a circular action are mutually exclusive with no overlap between categories when calculating the totals. The categories included as a circular action are;

- Numbers of CPE (Set top boxes & modems) returned

Consumer Premise Equipment (CPE) are the products which deliver broadband and TV services to customers. The figures relate to the total returned volume and are taken from internal billing and asset tracking systems. All returned equipment are processed centrally with 100% repaired, recycled or re-used.

Total customer returned volumes are provided via a monthly report from our partner's, GXO and CTDI.

- Number of devices returned via O2 Recycle

This indicator relates to the total number of devices returned via O2 Recycle schemes from all sales channels (O2 stores, Online, Business and Voice)

The categories that fall under devices are; Mobile handsets, tablets, wearables and airpods. Included are devices "traded-in" (i.e. customer returns their current handset and uses value towards the cost of a new device) and devices recycled (not part of another transaction).

Reported volumes relate to those physically received at the outsourced service providers warehousing facilities (excluding orders placed but not yet received).

Outsourced service partners provide all reports.

- Number of devices and other electronic waste sent for recycling

This relates to the number of individual items returned as part of WEEE take back regulations. The data is reported via the O2 store systems team. WEEE regulations state as sellers of electronic equipment, Virgin Media O2 must offer a facility to take back free of charge any like for like electronic waste. This includes devices, headphones, speakers, accessories, batteries, routers and chargers.

- Number of devices repaired

This data relates to the annual volume of devices repaired via our outsourced repair partners. The reported number relates to devices processed where a repair has taken place, excluding those processed but not repaired. For example, the device is out of warranty and returned to the customer. Devices repaired include handsets and tablets.

- Number of refurbished devices sold

Annual sales volumes of refurbished devices sold via O2's Like New proposition. This includes all sales channels and both pay monthly and pre-pay devices. A report is extracted from SO99 – the Virgin Media O2 supply chain demand planning and reporting system which details all order shipments from the warehouse direct to customers. The data originates from Virgin Media O2's warehousing partner.

- Number of CPE accessories returned for reuse or recycling

The indicator relates to returned CPE accessories (Power Supply Units and Cables) from customers via postal returns or technicians, which are sent to Virgin Media O2's logistics partner, GXO. The report is provided by a third party, who are responsible for screening the quality of the returned products and deeming them

either 'Good' for reuse or 'Damaged' and sent for recycling. The returns include Power Supply Units (PSUs), Power Cables, and HDMI Cables. Since PSUs and Power Cables are paired products, only the lower annual total of either PSUs or Power Cables is counted, alongside the number of HDMLs.

- Number of devices recycled via Community Calling

The indicator refers to the number of devices that are deemed unsatisfactory for distribution via Virgin Media O2 and Hubbub's, 'Community Calling' proposition, and are therefore sent to a third party, Genuine Solutions, for end-of-life recycling.

### 30. Total circular actions since 2022 (number)

This indicator represents the cumulative total of all circular actions since 2022.

### 31. Percentage reduction in plastic packaging for own brand products since 2022 [%]

The zero waste products baseline for the year 2022 is based on the quantities of CPE products purchased for the given year and the weight and type of material of the packaging for each product. Indicator represents the reduction in packaging since the baseline year. The 2024 data has been subject to assurance, as well as the percentage reduction, however the 2022 baseline has not

## **Social Impact**

### **Connected Communities**

### 32. Total number of people equipped with digital skills through Internet Matters & Good Things Foundation in 2024

Through the Virgin Media O2 partnerships with Internet Matters and Good Things Foundation, the calculation refers to the volume of people who have accessed support and training each month via the Internet Matters website and registrations on the Learn My Way website.

The data is collected from each of our partners via a monthly report.

Internet Matters provide support and information for parents and carers to keep young people safe online. The figure used is based on the proportional amount of funding (23%) that Virgin Media O2 provides to the charity as one of a number of funders. Internet Matters run a survey every six months to understand the impact of their programmes. From this data, a multiplier is applied to the figures based on the proportion of people that have learned something from the Internet Matters website.

Learn My Way is free online course platform providing digital skills training. The platform is hosted and operated by Good Things Foundation. When calculating the number of people benefitting from Learn My Way, the number of unique users is taken who have signed up to the platform each month and watched at least one digital skills module. Virgin Media O2 is one of a number of strategic partners

for Good Things Foundation and therefore also one of a number of funders for their work, including Learn My Way, however an agreement has been made with Good Things Foundation not to separate out the impact of the Learn My Way platform according to the proportionality of our funding.

### 33. Total number of people equipped with digital skills through Internet Matters & Good Things Foundation since 2022

This indicator represents the cumulative total of the number of people equipped with digital skills since 2022.

### 34. Total number of people digitally connected through National databank, free community broadband, centres connected through Social Value contracts, Community calling, Tech lending hubs, Jangala, Essential mobile and broadband in 2024

Through Virgin Media O2's partnership with Good Things Foundation and Hubbub, as well as our Essential Broadband and Mobile propositions, the calculation refers to the volume of people that have been connected to data or devices each month. Individuals are connected via free O2 sim cards from the National Databank, access to devices from the Community Calling and Tech Lending Hubs, programmes, connectivity from Virgin Media's Essential Broadband and Mobile social tariffs and Jangala's Get Box programme. The data is collected from our partners as well as internal stakeholders via a monthly report.

The National Databank provides free O2 sim cards and vouchers for up to 12 months to beneficiaries across the UK. SIM Cards are distributed by Good Things Foundation's network of community organisations, including O2 stores. The number of O2 sims distributed and activated by the National Databank is reported and then a multiplier applied based on research conducted by Good Things Foundation that every SIM distributed connects additional people (through sharing, hotspotting and multi-use). Details of all multipliers used are included below.

Community Calling rehomes devices donated by the public or businesses, to individuals who need them. Virgin Media O2 set-up Community Calling with the charity Hubbub in 2020 and fund the delivery of the programme. The number of devices distributed is tracked and a multiplier figure applied to that number based on research conducted by Good Things Foundation that every device distributed connects additional people (through sharing and multi-use).

The Tech Lending Community hubs lend tablets and free data to beneficiaries from 5 charities across the UK that work closely with temporary accommodation services, supporting survivors of domestic abuse, refugees, asylum seekers and those at risk of homelessness. The free data is available for the period the device is on loan with the recipient. Our Essential Broadband allows any new and existing Virgin Media customers facing financial difficulty and who are claiming Universal Credit to access a social tariff of £12.5 per month to stay connected with speeds of 15Mbps or £20 per month with speeds of 54Mbps. Tariffs included in the indicator are; essential broadband, essential broadband plus and essential broadband plus with stream. A multiplier figure is applied to the number of connections based on research conducted by Good Things Foundation that every broadband connection will connect further people (through multi-use).



Our Essential mobile plan allows any new and existing O2 customers facing financial difficulty and who are claiming Universal Credit to access a social tariff of £10 per month to stay connected. This offer provides access to 10GB data, unlimited UK minutes, texts and 30 day airtime plan monthly. A multiplier figure is applied to the number of connections based on research conducted by Good Things Foundation that every SIM connection will connect further people (through sharing, hotspotting and multi-use).

Our centres connected through Social Value contracts provide community groups with Voom Gig1 Fibre Business Broadband, having access to 100mpbs upload and 1000mbps download. The indicator for this connection is determined by a community centre receiving free broadband and the circuit being live. Every individual connected with free connectivity at the centre is counted towards this target.

Our partnership with Jangala is rolling out 5,000 Get Boxes (sim-enabled wi-fi) across the UK to provide free Wi-Fi in places where they do not otherwise have connectivity and access to broadband such as in a household, temporary accommodation or community centre. With every Get Box installed, a multiplier is applied based on research conducted by Good Things Foundation that one box will connect additional people.

In December 2023, Good Things Foundation completed a piece of research into the impact of our programmes on a household i.e. for every device, sim or social tariff given for free, how many other people also benefit via a multiplier effect. This has given a number of multipliers for our programmes that have been applied to both our 2022, 2023 and 2024 data. Using Ofcom technology tracker and affordability data, the multiplier applies to direct beneficiaries of the sim, device or connection only. Up until June 2024, the multipliers were:

- Every SIM we distribute through the national databank has a multiplier effect of 2.45
- Every device distributed through community calling has a multiplier of 2.23
- Every Virgin Media social tariff connection has a multiplier of 2.28
- Every Get Box distributed through Janala has a multiplier of 2.28

Based on new Ofcom data produced in July 2024, the multipliers were updated, and are;

- Every SIM we distribute through the national databank has a multiplier effect of 2.59
- Every device distributed through community calling has a multiplier of 2.04
- Every Virgin Media social tariff connection has a multiplier of 2.02
- Every Get Box distributed through Janala has a multiplier of 2.02.
- Every SIM we distribute through the O2 mobile social tariff has a multiplier of 2.5

[35. No of people digitally connected through National databank, free community broadband, centres connected through Social Value contracts, Community calling, Tech lending hubs, Jangala, Essential mobile and broadband since 2022 \(number\)](#)

This indicator represents the cumulative total of the number of people connected since 2022. The multipliers used for 2022 and 2023 were;

- Every SIM we distribute through the national databank has a multiplier effect of 2.45
- Every device distributed through community calling has a multiplier of 2.23
- Every Virgin Media social tariff connection has a multiplier of 2.28

2024 multipliers are detailed in indicator 34 above.

### 36. Total people supported through volunteering in 2024 (number)

Through our Take Five employee volunteering programme, Virgin Media O2 employees have up to five paid volunteering days to give back to their local communities (five days between a team if in retail).. The calculation refers to the volume of people supported through volunteering via the Take Five programme.

The data for the Take Five programme is collected through our volunteering log and includes:

- Employees volunteering through Neighbourly' s volunteering platform; and
- Employees who have sourced their own volunteering opportunities.

Neighbourly calculates the number of people supported as: number of unique events multiplied by the average number of people supported from their community insights survey. The average number of people supported per week, per cause is calculated based on data from;

1. The platform (good causes to input this data when they sign up)
2. Grant survey applications (good causes input this data when they apply for grants)
3. Community Survey (good causes input this data when they complete the community survey)
4. Average from the community survey

Employees that have sourced their own volunteering opportunities are also recorded in the volunteering log. Employees are requested to complete the log with the number of people supported which they are required to source from the charity or cause. The number is calculated as follows:

- The figure is reported proportionately by dividing the total figure by the number of volunteers, so they are only reporting their individual impact
- Large figures or outliers (greater than 1000 people) are removed from the calculation
- Any initiatives relating to climate or non-people related volunteering activities are excluded

### 37. Total people supported through volunteering since 2022 (number)

This indicator represents the cumulative total of the number of people supported through volunteering since 2022.

## Governance

### A Better way to do business

#### 38. Female Representation on leadership team (Leadership level defined as L6+) (%)

This indicator relates to the total percentage of employees identifying as female as captured by the employee on the company HR system, Oracle Cloud, in the Virgin Media O2 leadership team as of 31st December 2024. The calculation is based on the number of female employees within the leadership team as a proportion of the total number of employees in the leadership team.

The leadership level is defined as L6 and above for Virgin Media and O2 levels Board, PCGR, PCGS, PCGT, PSG5, PSG6 and PSGD. This includes permanent employees (Full Time/Part Time) and fixed term contracts. Contractors and inactive payroll employees are excluded. The data is extracted from a report in the HR management system, Oracle Cloud.

#### 39. Female employees across organisation (%)

This indicator represents the percentage of employees identifying as female as captured by the employee on the company HR system, Oracle Cloud, across the whole organisation as of 31st December 2024. The calculation is made by obtaining the number of female employees as a percentage of the total number of employees. This includes permanent employees (Full Time/Part Time) and fixed term contracts. Contractors and inactive payroll employees are excluded. The data is extracted from an Oracle report.

#### 40. Leadership from Global Majority\* communities (leadership level defined as L6+) [%]

This indicator relates to the percentage of employees from Global Majority\* groups in the Virgin Media O2 leadership team as of the 31st December 2024. The leadership level is defined as L6 and above for Virgin Media and O2 levels Board, PCGR, PCGS, PCGT, PSG5, PSG6 and PSGD. The calculation is made by obtaining the number of global majority employees within the leadership team as a percentage of total number of employees on the leadership team.. The leadership level is defined as L6 and above. This includes permanent employees (Full Time/Part Time) and fixed term contracts. Contractors and inactive payroll employees are excluded. Ethnicity data is self-reported and extracted from a report in the HR management system, Oracle Cloud.

Data mapping - If the ethnicity field has been left blank or the data is not available, the grouping is categorised as “data not available”.

If the field response is “I prefer not to say” or “undeclared/not declared”, the responses are grouped under the category “Prefer not to say”.

In both instances, the fields are included within the employee leadership total.

#### 41. Global Majority\* employees as of 31st December 2024 (%)

This indicator represents the percentage of employees from Global Majority groups across the organisation as of the 31st December 2024. The calculation is made by obtaining the number of global majority employees as a percentage of the total number of employees. This includes permanent employees (Full Time/Part Time) and fixed term contracts. Contractors and inactive payroll employees are excluded. The data is extracted from a report in the HR management system, Oracle Cloud.

\*Global Majority is a collective term that first and foremost speaks to and encourages those so-called to think of themselves as belonging to the global majority. It refers to people who are Black, Asian, Brown, dual-heritage, indigenous to the global south, and or have been previously identified as 'ethnic minorities'.

#### 42. Financing raised during the year which is ESG linked (%)

Refers to the percentage of financing related to environmental and / or social criteria, such as green bonds and sustainability linked loans, as captured in the Quantum system within the reporting year. The indicator relates to long term debt financing, excluding short term financing such as Vendor Financing and Securitisations.

The calculation is based on the total value of green financing as a percentage of all debt financing issued within the year.