



CORPORATE AND SOCIAL RESPONSIBILITY

2024





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and Supporting Good Causes

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Introduction

At Imagination, we are extremely proud of our commitment to supporting local and global communities. While 2024 continued to present our business with challenges I would like to thank our employees for their passion and dedication for our CSR activities.

Their individual efforts and support for meaningful causes inspire all of us, and we are immensely grateful to our employees for dedicating their time to such causes throughout the year.

As you explore this report, we hope it provides a deeper understanding of our culture, values, and steadfast commitment to making a positive impact through our CSR initiatives.

John Richardson

General Counsel & Company Secretary,
and CSR Executive Sponsor

Our Approach Charitable Giving and Supporting Good Causes

At Imagination, our approach to supporting charities and good causes consists of three elements:

Making a difference together. Through our CSR team, Imagination identifies charities that our people want to support. We work with these charities, either supporting their events or creating our own, fund matching up to £10,000 per event.

Doing good on your own. We appreciate that our people often have strong affiliations to certain charities, typically due to personal experience or the experiences of those close to them. We want to support our people in doing good, and so for any independent fundraising, Imagination fund matches up to the value of £250 per employee per year.

Supporting our local communities. We want to help our local communities, whether it is through supporting local events, litter picking, volunteering, championing the environment, talking in schools or something else. We encourage all employees to share ideas as to how we can continue to be good citizens and make a difference to those around us.

Numbers

While the numbers aren't the most important part of this report, we do believe in transparency. We also want to celebrate the efforts of our amazing employees.

Company donations	£19,367.67
Employee fundraising	£3,115.00
Company fund matching	£3,060.00
Total	£25,542.67



SUPPORTING OUR LOCAL COMMUNITIES

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During 2024, we undertook the following local initiatives:

- ▲ **Kings Langley Carnival Recycling.** In June, Imagination supported the Kings Langley Carnival by covering the cost of recycling for the event. This contribution helped ensure the carnival was not only a celebration for the community but also an environmentally conscious one, reinforcing our commitment to sustainability and local engagement.
- ▲ **India CSR Donation .** CSR in India is governed by the Companies Act 2013. Companies are obliged to make charitable donations upon exceeding certain financial thresholds. While the donation is not optional, as a company committed to supporting others through our CSR initiatives, Imagination was happy to make donations totalling over £14,000 in 2023 / 2024 to The Akshaya Patra Foundation (TAPF) and Rotary International.

Imagination
CSR IN INDIA
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All the ways Imagination is supporting the Akshaya Patra Foundation.

644 ... students aged between 6 to 13 years of age

1 mid-day meal for every student...

240 days

That's **154,560** meals!

AKSHAYA PATRA
Institutional food for education

The Akshaya Patra Foundation:
TAPF is a charity Imagination knows well through its CSR outreach in the UK and therefore working with the charity in India made sense. They have various initiatives to help support education, and stop hunger and malnutrition, particularly in children. TAPF identified a school in the district in the state of Gujarat for Imagination to support.

Rotary

Rotary International:
From literacy and peace to water and health, Rotary International looks to create lasting change. In this instance, Imagination's donation was used to support an All-Women's University in Pune, the location of one of our three India offices.

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▲ **Food Bank Donations.** In December, the CSR team came together to determine the best use for the remainder of our annual CSR budget. After thoughtful discussion, the team chose to donate to food banks supporting communities near each of our 14 office locations excluding India due to the CSR donation already made, aiming to provide meaningful assistance to those in need.

By partnering with colleagues at each site, we identified food banks that aligned with our criteria, ensuring that the contributions would have a tangible impact during a critical time of year. This initiative underscores our commitment to supporting local communities and addressing food insecurity.

Each food bank received **£350** to support those most in need.

The Food banks we supported:

UK

- **Kings Langley** - [DENS](#)
- **Bristol** - [Bristol Food Club](#)
- **Cambridge** - [Ely Foodbank](#)
- **Manchester** - [Manchester South Central Foodbank](#)

Poland

- **Wroclaw** - [Bank Zywnosci](#)

Romania

- **Timisoara** - [Banca Pentru Alimente](#)

China

- **Beijing** - [Give2Asia](#)
- **Shanghai** - [Shanghai Oasis Green Food Bank](#)
- **Shenzhen** - [Give2Asia](#)

Japan

- **Tokyo** - [The Global FoodBanking Network](#)

South Korea

- **Seoul** - [The Global FoodBanking Network](#)

Taiwan

- **Taipei** - [Chinese Christian Relief Association](#)
- **Hsinchu** - [Chinese Christian Relief Association](#)

USA

- **California** - [California Association of Food Banks](#)

DOING GOOD ON YOUR OWN



Chris Herbert's Charity Gaming Stream for PASIC



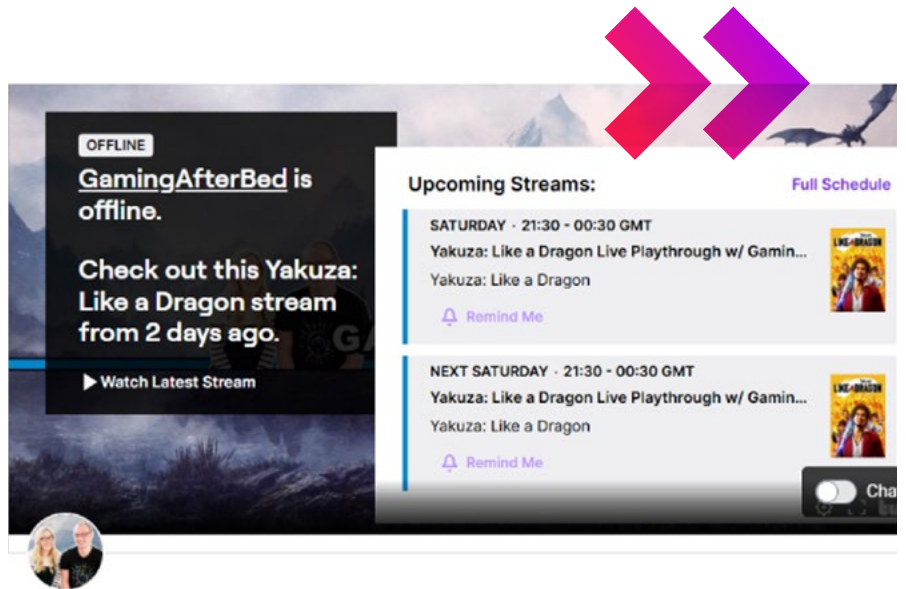
Chris Herbert, a passionate YouTube gamer and a member of our talent acquisition team, and his wife organised an incredible charity livestream to support [PASIC](#), a children's charity providing cancer support for young people and their families.

The livestream took place over the weekend of October 26th–27th, with the couple streaming for a total of 24 hours (12 hours each day). They played a variety of games chosen via a spin wheel, making the event engaging and interactive for viewers.

Chris was inspired to take on this challenge after learning about the support PASIC has provided to his teammate's son, Ammaar, who has been undergoing cancer treatment over the past few years. PASIC has offered invaluable assistance to Ammaar and his family, helping them navigate this difficult journey.

Through their efforts, Chris and his wife raised £575, surpassing their initial target. With Imagination's **£250** company donation, the total contribution was **£825**.

Congratulations to Chris and his wife on this fantastic achievement!



Gaming After Bed

Charity Stream for PASIC - Cancer support for children and young people

MAKING A DIFFERENCE TOGETHER



Movember



Imagination participated in [Movember](#) for the first time this year, recognising the initiative's alignment with the company's values and its obligation to raising awareness around men's health.

Movember, a global movement, funds innovative projects addressing prostate cancer, mental health programs, the Movember Institute of Men's Health, and suicide prevention.

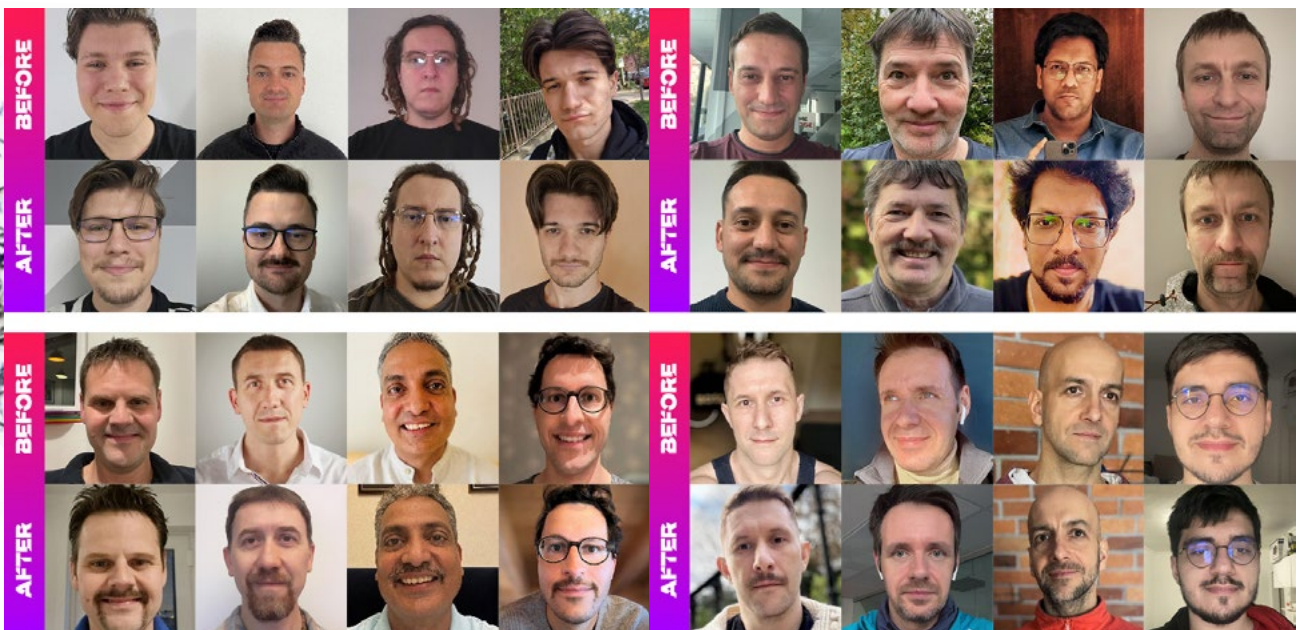
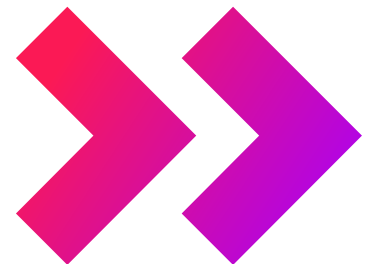
An international team of 15 Imagination employees enthusiastically took part by growing moustaches to support the cause.

One of the highlights was our company-wide quiz, which brought together employees from different departments and geographies in a fun and competitive environment. The quiz covered a range of topics, including a music round, fostering a sense of camaraderie amongst those taking part.

In addition to the quiz, we hosted several sports events, including a hike for colleagues in the UK and football matches for colleagues in Poland office. These activities not only promoted physical wellbeing, but provided opportunities for team bonding and friendly competition.

Fundraising efforts included individual contributions and donations from friends, family, and colleagues, which culminated in an impressive total of **£2,560**. With a company fund match, the overall donation was **£5,449**.

Imagination also hosted informative sessions to educate and inspire our colleagues out the importance of men's health.



Everest Foundation Charity Relay Run

On May 11th, a team from Imagination proudly participated in a charity relay run organised by the Everest Foundation.

With 18 employees joining from across Europe - both locally in Wrocław and remotely via a running app - Imagination united for a great cause while promoting health and teamwork.

Beyond the race, sustainability was a key focus. The event reduced plastic waste by using recycled T-shirts and providing tap water instead of bottled drinks. Additionally, as part of the initiative, 805 trees will be planted in collaboration with Dotlenieni.org, including 20 on behalf of Imagination.

This event exemplified our commitment to social responsibility, wellbeing, and environmental sustainability.





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