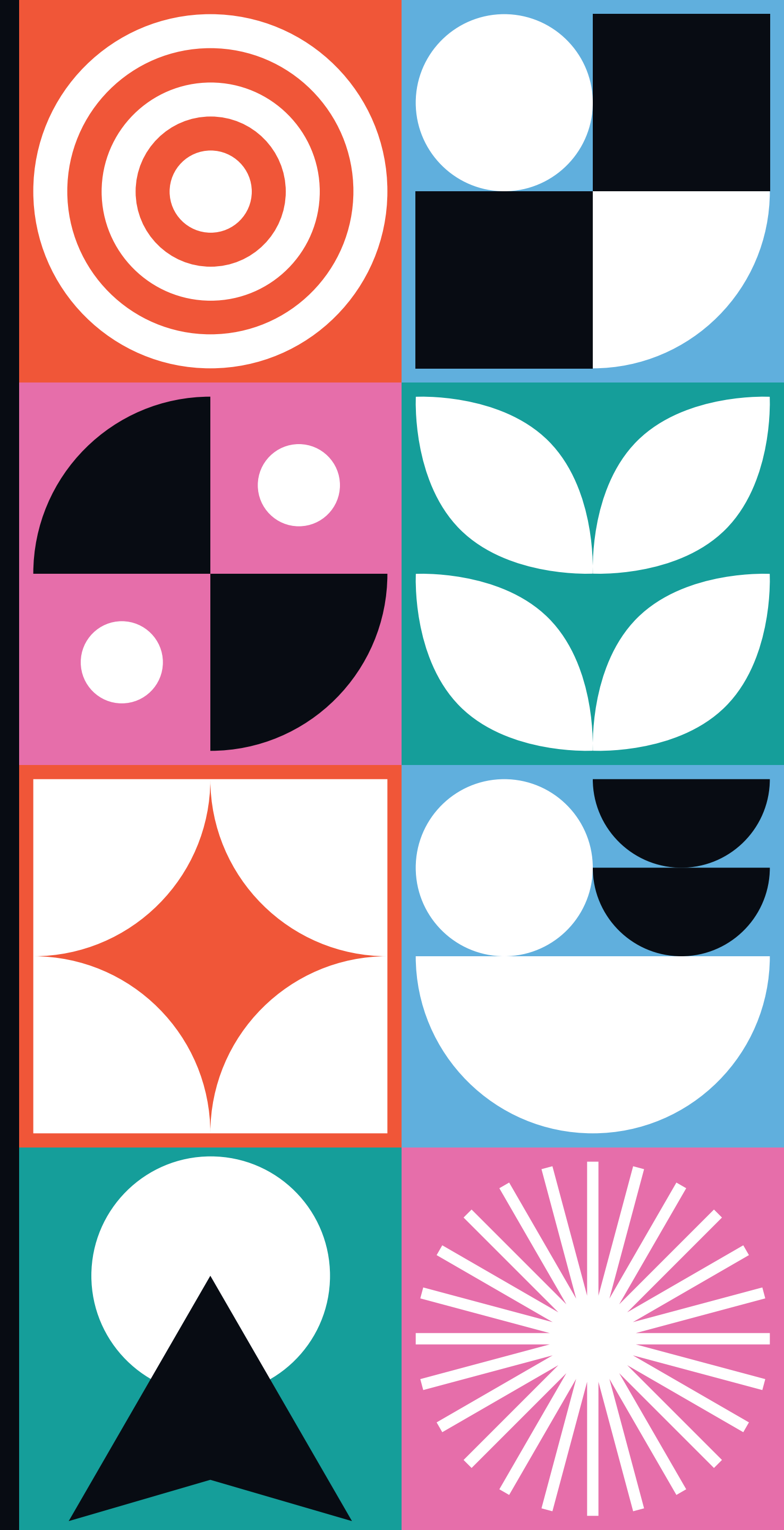




B Corp Impact Report

2023 - 2024



In This Report

Who We Are	3
Founder’s Thoughts	4
Our Journey	5
Our Score	6
Our Values	7
Our Highlights	8
Impact Area 1 - Governance	9
Impact Area 2 - Workers	11
Impact Area 3 - Customers	13
Impact Area 4 - Environment	15
Impact Area 5 - Community	17

Who We Are

Commerce Built to Scale

As an award-winning, B Corp certified, ecommerce agency, we help drive sustainable business growth by connecting people, technology, and innovation.

Our talented team of technicians, builders, artists, wordsmiths and navigators make up our commerce agency.

With offices in Birmingham, London and New York, we work with worldwide brands such as FurnitureBox, Movora and Tackle Direct.

As industry leaders who have over 16 years experience and 350 builds in our portfolio, our team of experts are of certified status within our extensive strategic partner network, including the likes of BigCommerce, Shopify, Akeneo, and Jitterbit.

We pride ourselves on our technical know-how and our ability to add value to the entire digital landscape of our clients. Our knowledge extends far further than just the initial development piece or marketing campaign.

We work with our clients on an ongoing basis to achieve long term and most importantly, sustainable success.



RUPERT CROSS

Founder's Thoughts

One year is both a very short time and a very long time in business.

2024 has been the toughest year in 5874 Commerce's history but has become more positive as we get towards the end of it.

In Q1, it quickly became apparent that the macroeconomic climate that the world was going through was going to hit 5874 hard and some tough decisions had to be made and the business needed to restructure properly for the first time.

This saw us reduce in size from a team of 35 to 25 including Richard, one of the Co-Founders, leaving the day to day running of the business to focus on other things.

It took until the end of Q2 for the business to get comfortable with its new shape and size but we have emerged the other side as a stronger, leaner business who are still keen to push the envelope of what good looks like within eCommerce.

Despite all of this we have pulled B Corp closer to our core as a business. The award-winning, Women's Domain campaign has evolved into a 12-month accelerator programme designed to support female-driven ecommerce brands, we've hosted two purpose-driven events (one in New York) and launched a financial wellbeing programme for our employees.

We end the year better than we started, and motivated for the challenges of 2025.



Our Journey

Our journey to becoming a B Corp was driven by a commitment to being a business that truly puts people, planet, and purpose at the heart of everything we do.

It began with a desire to not only deliver exceptional services but to ensure that our impact on the world reflects our core values.

Earning our B Corp Certification wasn't just about meeting standards - it was about **setting** the standard for how we approach business.

From adopting environmentally conscious practices to creating a workplace culture rooted in inclusivity and community, every step was an opportunity to improve and align with the B Corp ethos.

Our certification process involved a rigorous assessment of our operations, from governance to environmental impact, social responsibility, and employee well-being.

We took this challenge as a moment to reflect, adapt, and innovate - proving our dedication to making a difference.

Now, as a proud B Corp, we're not just celebrating this milestone;

We're using it as a foundation to grow, inspire, and lead the charge for a more sustainable and equitable future.



Our Score

Our 2023 Certified Score

87.2

out of 142 total points

Recertification Target for 2026

90

Governance 16.6 / 25



Workers 36.2 / 50



Customers 3.0 / 5



Environment 8.8 / 20



Community 22.4 / 42



Our Values

Reliable

We are focussed, trustworthy and dependable.

We believe consistency is the key to building trust.

Empathetic

We listen to and consider the thoughts and feelings of others before acting.

This allows us to foster stronger and more impactful connections.

Dedicated

We value every relationship from clients and partners to team members and their families.

We provide an environment for everyone to succeed and grow.

Excellence

We face challenges head on and strive to be the best at what we do.

We deliver results that exceed the highest expectations.

Our Highlights

3 PROMOTIONS

**3 MAJOR SITE
LAUNCHES**

**2 CLIENTS
ONBOARDED**

**1 FINANCIAL WELLBEING
PROGRAM LAUNCHED**

**2 PURPOSE
DRIVEN EVENTS**

**1 LAUCHED THE
ACCELERATOR**

**1 INDUSTRY
AWARD**

**RESHAPED THE
BUSINESS**

**5 NEW
PARTNERSHIPS**

Governance

Overview

For a number of years, we have used the mantra to act like a medium sized business and in the last 12 months, we have doubled down on this to slicken our processes and maintain high standards.

16.6 / 25



Mission & Engagement 1.9 / 6



Ethics & Transparency 4.7 / 9



Mission Locked 10 / 10



Governance

What we said we'd do:

- Act like a medium sized business in all aspects of the business
- A general commitment to social & environmental responsibility
- Continued team empowerment and transparency

What we did:

- Introducing monthly Board and Quarterly SLT meetings to review, plan and strategise the growth of the business
- Business transparency via monthly all hands
- Monthly anon team surveys to really understand how the team are
- Monthly 1-2-1's and bi annual performance reviews to review progress and targets
- Work with finance, legal and HR professional to ensure best practice and compliance wherever possible

Plan for 2025

- Continuing to act like a medium sized business in all aspects of the business
- Commitment to B Corp, recertification and the new standards
- Greater transparency and delegation to the team wherever possible

Workers

Overview

The first half of this year was a testing period for 5874 and due to ongoing macroeconomic pressures, we had to make the decision to cut headcount for the first time in our history.

36.2 / 50



Financial Security 7.6 / 20



Health, Wellness, & Safety 10.6 / 12



Career Development 7 / 8



Engagement & Satisfaction 7.9 / 10



IMPACT AREA 2

Workers

What we said we'd do:

- Commitment to a safe and meaningful place to work
- Commitment to listening to and empowering our team wherever possible
- Encouraging team socialisation and engagement
- Commitment to DEI

What we did:

- Remote first working -
 - Core working hours alongside flexible working
 - Work from anywhere
- Continued team manifesto development and improvement
- Whole team salary review -
 - 3.5% across the board above inflation rise
 - Living wage commitment
- Culture team reactivation
 - Team Day get together in October
 - Financial well being sessions
- Charity Giving, Electric Car and Cycle to Work schemes

Plan for 2025

- DEI hiring focus - we have lost some of our diversity whilst reshaping the business in 2024
- Whole team salary review
- Continued Manifesto development
- Continued Culture Team development

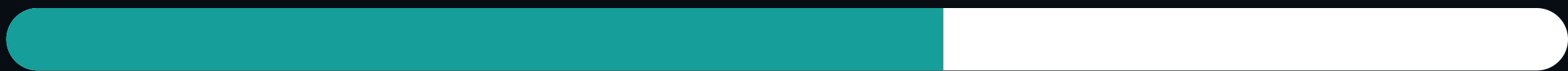
Customers

Overview

In 2024, we maintained our commitment to building strong partnerships with merchants who align with our ICP and company values.

By focusing on quality, transparency, and consistent improvement of our processes, we strengthened the customer experience.

3.0 / 5



Customer Stewardship 0.83 / 1.25



Customer Satisfaction & Retention 1 / 1.25



Product Impacts 1.25 / 1.25



Customers

What we said we'd do:

- Continue to work with merchants that fit our ICP and company values
- Commitment to project process & quality quality
- Dedicated CSM team
- Quarterly NPS scoring

What we did:

- Continue to work with merchants that fit our ICP and company values
- Continued development of our business processes to ensure quality and transparency

Plan for 2025

- Continue to work with merchants that fit our ICP and company values
- Extending our office hours to cover until 3pm EST to support our US based customers

Environment

Overview

The environment has always been a cause close to 5874's heart, and we are proud to integrate sustainability into our operations wherever possible.

Our commitment to improvement remains steadfast as we explore new ways to reduce our impact and champion environmental responsibility.

8.8 / 20



Environmental Management 4 / 7



Air & Climate 1 / 7



Water 0.3 / 2



Land & Life 2.7 / 4



Environment

What we said we'd do:

- Improve energy efficiency and reduce waste in leased office spaces.
- Advocate for and implement green building standards where applicable.
- Collaborate with landlords on facility improvements to enhance environmental performance.
- Encourage sustainable practices in virtual office operations through written policies.
- Commit to reducing the organisation's carbon footprint and promoting sustainable business practices.

What we did:

- Moved to a remote first model saving the need for an office and any associated travel
- Moving to a remote first model created a lot of redundant IT equipment. This was all resold on or donated rather than scraped to prevent unwanted landfill
- Introduction of Electric Car and Cycle to work schemes
- Continued to use public transport first when possible

Plan for 2025

- Continue to use public transport first when possible
- Continue to prioritise an ethical supply chain where possible
- Continue to be striving to improve

Community

Overview

At 5874 Commerce, our commitment to the community and social responsibility is at the heart of our business.

22.4 / 42



Diversity, Equity, & Inclusion 6.2 / 15



Economic Impact 10 / 15



Civic Engagement & Giving 3.4 / 12



Community

What we said we'd do:

- Support local communities through initiatives that create meaningful social impact.
- Promote diversity, equity, and inclusion within the organisation and the communities we serve.
- Partner with local organisations to address key community challenges.
- Foster employee engagement in community service and volunteerism.
- Enhance the well-being of underserved populations through targeted programs and collaborations.

What we did:

- Developed The Women's Domain campaign exploring the representation of women in the eCommerce industry including -
 - Several in person events
 - Winning a BigCommerce Community Award
 - Initiating an accelerator program to run throughout 2025
- A total of 28 volunteer hours used in support of -
 - Metal For Good with event fundraising for community projects using music to change lives
 - Telford Infant School PTA with fundraising, securing sponsorship and events
 - Kevin Sinfield's 7-in7 MND fundraising event
- Charity Fundraising events for Movember and Metal for Good

Plan for 2025

- Continued commitment to DEI across all areas of the business
- Continued support for the Women's Domain campaign
- Delivery of the 2025 Women's Domain Accelerator and planning of the 2026 version



Birmingham

Grosvenor House
11 St. Paul's Square
Birmingham
B3 1RB
+44 (0)121 369 5874

London

81 Rivington Street
London
EC2A 3AY
+44 (0)20 3369 5874

New York

41 Madison Avenue
Suite 3100
New York
NY 10010
+1 737 400 5874