

HARMONIC

Certified



Corporation

B Corp Annual Impact Report 2025



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Message From Our Founder

“At Harmonic, we’ve always believed that business should be a force for good. Since day one, our mission has been to build a company that prioritises purpose, care, and community, while proving that strong values and commercial success can go hand in hand. Becoming a certified B Corp was a key milestone in that journey, and I’m incredibly proud that we’ve now successfully re-certified, with each year seeing meaningful improvements in our social and environmental impact.

In a world that feels especially divided right now, I believe leaders have a responsibility to create workplaces grounded in empathy, inclusion, and integrity. That’s what we strive for at Harmonic: building a culture where people feel seen, supported, and proud of what we’re building together.

This report is a reflection of that ongoing commitment.”

Charlie Walker

Founder & CEO

Our B Corp Journey



February 2017
The Harmonic journey begins!



January 2021
Launch of the US brand



June 2021
Opening of Manchester office



August 2022
B Corp certified!



March 2023
Opening of Boston office



May 2023
Opening of our Shoreditch office



October 2025
First B Corp Re-Certification

Harmonic Impact Assessment

121.2

Overall B Corp Impact Score

96.5

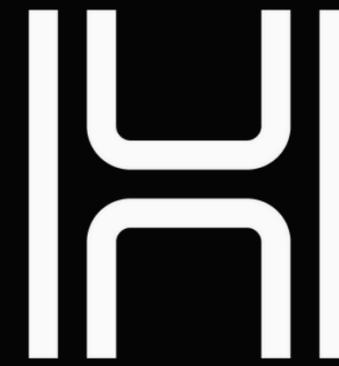
2022 Impact Score

80

Qualifies for B Corp Certification

50.9

Median Score for Ordinary Businesses



19.6

Governance

40.8

Workers

47.6

Community

8.6

Environment

4.4

Customers

Our Values



Knowledge

At Harmonic, we believe that 'brains beats brash' every time. Colleagues are encouraged to impress with their specialist knowledge, not with how much business-jargon they can drop into a sentence. Our company structure and job titles reflect this commitment: we're analysts and community builders first, business development professionals second. With each of our colleagues fully committed to producing the most detailed and high-quality industry analysis for their sector.



Respect

At Harmonic, we act, communicate and think with respect front of mind, and— as with all of our company values display of respect directly determines promotion prospects and annual compensation. Respect is fundamental to our Harmonic organisational culture and our guarantee of outstanding customer service. Our colleagues treat one another with consideration and kindness, and every customer is treated as equal.



Community

We measure our success as a business by our social impact, not just our revenue growth. And have consistently committed 5% of our net profits to charities and social causes which are important to us in the UK and USA. This covers ongoing commitment to supporting mental health and wellbeing organisations, children's literacy charities, race and gender equality and LGBTQ+ organisations. We are firm believers that small gestures of kindness can make a huge difference and reject 'culture war' dialogue and social division.



Why We Joined Harmonic



Mandy Brenner
Community Analyst

"Harmonic's B Corp certification, and the pride with which Harmonic bears said certification, played a large role in wanting to join the team. From the beginning, it was clear that Harmonic qualifies as a B Corp because of the values they uphold, the community they've built and the respect with which they conduct the business. There are no performative measures taken to attain this certification, it is a rightful reward for a company created on a foundation of respect, community and knowledge- three pillars our founders, managers, and community work to uphold every day. Harmonic's values are present in our growth, social impact, and the company culture that's been created from the inside out."



Jamie Huddart
Lead Community Analyst

"I was drawn to Harmonic for several reasons. Having met the team in person, it was palpable how kind and genuinely supportive the team were - what's not to like?! The fact that Harmonic is a B Corp was the deciding factor for me. I've always felt a strong desire to 'do more,' and joining a B Corp perfectly embodies that mission. Harmonic also provides fantastic opportunities for both personal and professional growth, with a clear structure in place for developing into a future leader and being recognised for your contributions in a truly meritocratic environment. I've also always been passionate about giving back to the community, particularly when it comes to mental health. The opportunity to use my Friday afternoons to get involved in initiatives really stood out to me."



Ollie Walker
Lead Community Analyst

"I wanted to join Harmonic mainly for 2 reasons. The first being the tight-knit community where everyone wants to see each other thrive and do well while also holding each other to a very high standard. This creates a sense of independence while also knowing there is a whole team cheering each other on. The second reason I wanted to join Harmonic is because of the early stage the Boston office. I wanted to join a place where I could have a real impact on growth and genuinely see my work help the company as a whole."



Audrey Sellers
Lead Community Analyst

"I joined Harmonic because career growth is genuinely prioritized here by both managers and peers. I am consistently supported and encouraged to do my best work. It's the kind of environment where you can turn to anyone with a question and always find someone ready to help."



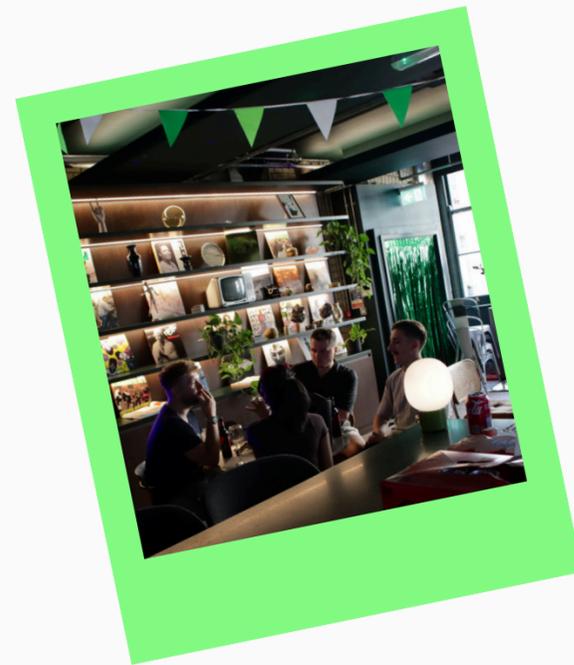
Scarlett Ward
Lead Community Analyst

"I joined Harmonic because I was inspired by the strong female role models in the team. It was important for me to find a company where I'd be empowered to contribute meaningfully and treated equally. Since joining, I've consistently felt supported to speak up and take part in strategic conversations. I've also been trusted with real autonomy in my work and encouraged to trust my own instincts."



B Corp Day 2024

As a celebration of another year within the B Corp community, we came together for B Corp Day to discuss achievements and progress made in the last 12 months, and also to share ideas for improvements for the year ahead.



B Corp Day 2024

B Corp Day 2024 was an opportunity for us to come together as a team and reflect on what being a B Corp truly means both to us as a business and as individuals. The day focused on celebrating our shared purpose, recognising the progress of the global B Corp movement, and exploring how we can continue to grow our impact.

We began by looking back over the past 12 months, reflecting on our journey as a certified B Corp and how the movement has evolved to inspire more businesses to balance purpose with profit. This helped us to reconnect with why our certification matters: it holds us accountable, connects us to a wider community of changemakers, and pushes us to continuously improve.

A key highlight of the day was the launch of our partnership with OnHand, a social impact and corporate volunteering mobile app that makes giving back more interactive, accessible, and rewarding. Through the platform, employees can easily discover and take part in a range of volunteering opportunities- from one-to-one support to community projects- and make direct donations to local charities and individuals in need. The app allows users to see the tangible impact of their actions in real time, helping to strengthen engagement and connection to the causes we support.

Continuing the theme of collaboration, we also held a Purpose-Driven Partnerships workshop where we explored how we can work alongside other purpose-led businesses to create greater positive impact. The session encouraged open discussion around how partnerships can drive change through sustainability initiatives, community engagement and employee wellbeing.

We stepped outside for pickleball lessons before wrapping up the day with a pub quiz and rooftop BBQ. It was a great way to end the celebrations, spend time together as a team, and enjoy some friendly competition in the sunshine!

B Corp Day was a reminder of what drives us- working together, supporting others, and making an impact.



HARMONIC

Progress On Our Goals Since 2024



Progress
On Our
Goals

Community

Since 2024 we have...

- **Provided work experience to local students from Shoreditch Academy**
We welcomed students from Shoreditch Academy for work experience placements, giving them a firsthand view of the workplace and insight into potential career pathways. This was a great opportunity to inspire and equip young people with practical skills and confidence to pursue their future careers.
- **Hosted community-led events, including Libra's Mentor Matching for underrepresented founders**
By hosting events that connect underrepresented founders with mentors, we have helped to bridge gaps in access, knowledge, and networks. These initiatives aim to foster diversity, equity, and inclusion in entrepreneurship, creating opportunities for those who might otherwise face barriers to success.
- **Continued our partnership with OnHand**
Our ongoing partnership with OnHand enables our team to engage in volunteering, community support, and charitable giving. This platform increases accessibility and visibility of impact, allowing employees to see the real-world outcomes of their contributions.

Goals for 2026:

- We will increase team participation in volunteering hours by 50%.

Workers

Progress
On Our
Goals

Since 2024 we have...

- **Introduced a 'work from anywhere' policy**
Giving team members more flexibility to work remotely or travel reflects our commitment to trust, autonomy, and work-life balance.
- **Introduced quarterly JEDI (Justice, Equity, Diversity, and Inclusion) meetings**
These sessions create space for ongoing dialogue, awareness, and actionable steps to foster a more inclusive workplace. They ensure JEDI principles are embedded into our culture, policies, and day-to-day decision making.
- **Created part-time opportunities**
By offering flexible and part-time roles, we have increased accessibility for a wider range of candidates, including those balancing other commitments, and help retain talent within the business.
- **Increased internal mobility through promotions**
Various promotions have been awarded to team members across the business to strengthen career pathways, retain talent, and recognise contribution. Greater transparency and opportunity for development have allowed us to create a motivated, engaged workforce.
- **Introduced monthly team breakfasts**
Small initiatives like our regular breakfasts ensure there is space for the team to connect and share ideas. Plus, it's a great excuse to enjoy coffee and pastries from other B Corps!

Goals for 2026:

- We will introduce a future leaders group.

Governance

Since 2024 we have...

- **Increased input from team members on interview panels**
Including employees in recruitment processes ensures diverse perspectives in hiring decisions, promotes fairness, and reinforces a culture of shared ownership over team growth. It also supports in the development of our future leaders within the business.
- **Shared diversity metrics companywide & increased transparency of promotion criteria**
Openly sharing data and processes supports accountability, informs decision-making, and ensures everyone understands how progression and opportunities are determined.
- **Introduced 360 feedback**
Collecting feedback from peers, managers, and direct reports promotes personal and professional growth, strengthens communication, and fosters a culture of continuous improvement.

Goals for 2026:

- We will launch an EMI scheme to employees.
- We will roll out our revised vision statement.

Environment

Progress
On Our
Goals

Since 2024 we have...

- **Introduced new recycling policies to reduce food waste**
Implementing waste reduction measures reduces our environmental footprint and demonstrates our commitment to sustainability in day-to-day operations.
- **Increased preference for B Corp suppliers for internal and external events**
Choosing suppliers like When in Rome, Lucky Saint, and Cheeky Panda supports businesses that share our values, amplifying positive social and environmental impact.
- **Increased hybrid working to reduce carbon footprint**
Allowing a mix of remote and in-office work reduces commuting, energy use, and overall emissions.

Goals for 2026:

- We will introduce a sustainable vendor policy.

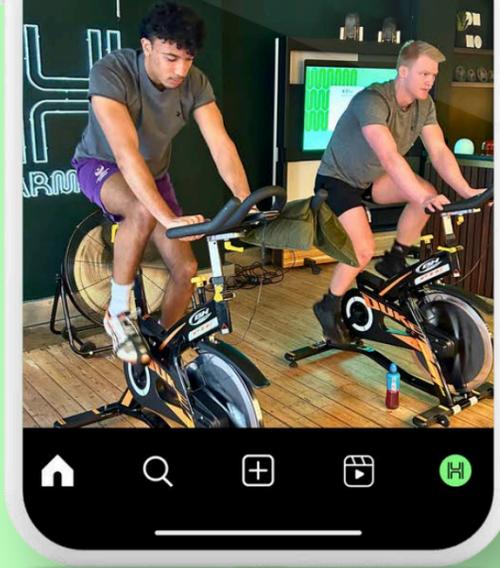
Customers

Since 2024 we have...

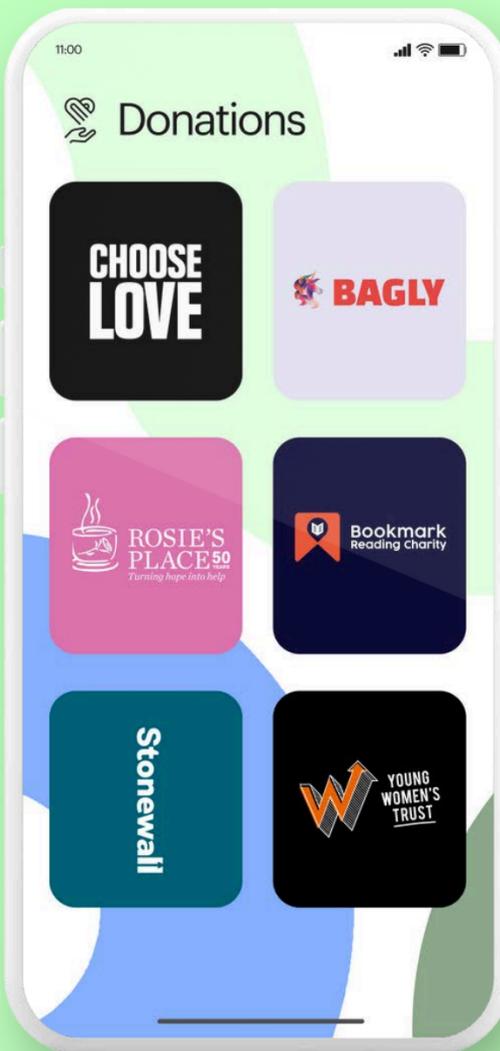
- **Improved customer insights through NPS surveys**
Gathering structured feedback via Net Promoter Scores helps us understand client satisfaction, identify areas for improvement, and ensure our services meet the evolving needs of our clients.
- **Improved tracking of repeat customers**
Monitoring repeat business allows us to evaluate client loyalty, measure long-term relationships, and inform strategies to strengthen partnerships.
- **Strengthened client and candidate feedback processes through direct outreach**
Engaging directly with clients and candidates provides richer, qualitative insights into their experience working with Harmonic, enabling us to refine services and demonstrate accountability.

Goals for 2026:

We will increase industry insight reports on hiring trends.



Social Impact



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