

# Evolving for Impact.

Our health is deeply connected to our planet's well-being. At Real Chemistry, enhancing healthcare means benefiting both. That's why we're committed to impactful Environmental, Social and Governance (ESG) strategies that uplift our people, clients and communities. From environmental sustainability and the Science Based Targets initiative (SBTi) commitments to championing employee satisfaction, belonging and well-being, and driving change through pro bono work and philanthropy, we're dedicated to making a lasting difference.



# A Message from our CEO.



**Shankar Narayanan**  
Chief Executive Officer  
Real Chemistry

2024 was another fast-moving year full of innovation, change and progress. The healthcare marketing and communications industry is at the center of many complex and exciting changes—from the increasing use of AI—to changes in regulation—to monitoring, privacy and safety. All of these are areas where we continue to evolve and improve the ways in which we work and counsel our clients. And throughout it all, we weathered complexity and the need to address healthcare's most challenging problems.

From an ESG perspective, the need for action and definitive change is more urgent than ever. With 2024 surpassing 2023 as the hottest year on record, we are fast approaching the deadline to comply with the Paris Agreement in pursuit of limiting global warming to below 1.5°C. The increase in more powerful natural disasters, such as Hurricane Helene, the Los Angeles fires, and countless others in the United States and around the world, show us there is no time like the present to continue our progress toward carbon emissions reductions.

In 2023, we made a conscious decision to invest in ESG strategies that focused on ensuring our work has positive impact across our people, our clients and our communities. In 2024, our focus was on continuing to build the foundation, while adding in robust data capture and reporting on our emissions to begin identifying targets for the future. We have made progress, and in 2025, we will commit to targets and take steps to reduce our emissions.

And as always, we remain committed to the communities we serve in the pursuit of transforming the healthcare experience. For our people, we are committed to evolving always to create an inclusive workplace that represents every individual. From implementing solutions to improve overall employee satisfaction, belonging and wellbeing for all team members to providing opportunities to give back to our communities, we have focused on making an impact. For our clients, our teams use AI-driven insights to connect patients and healthcare providers, while fighting for inclusion and the democratization of care. The health of each and every one of us reflects the health of the world—our inspiration to positively impact our people, our clients and our communities.



# Our Approach.

## Who We Are

**2,034**  
Global Colleagues

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**9**  
Offices

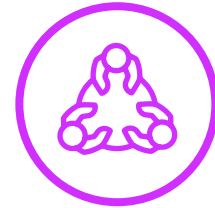
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**\$665M**  
in Revenue

## Key Stakeholders



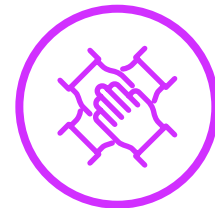
Our Clients



Investors/Private Equity Partners



Current & Future Talent



Suppliers & Industry Partners

## Our Core ESG Pillars

<b>Community Health</b> 	<b>Environment &amp; Adaptability</b> 
<b>People with Purpose</b> 	<b>Accountability</b> 

# Doing our Part.

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Real Chemistry is doing all we can to show up responsibly for our people, clients and communities, but we know the fight to further ESG extends beyond our borders.

That's why we have aligned with the UN Sustainable Development goals as the areas to learn and contribute with our work and natural strengths, to impact some of the world's largest challenges.



ecovadis

CDP



We are also committed to our colleagues and clients and how we can partner with them in advancing our ESG strategies.

We work with clients to ensure we are regularly and publicly reporting to EcoVadis and The Carbon Disclosure Project, and committing to the Science Based Targets initiative, sharing our annual carbon footprint and progress toward reducing emissions.

For our employees, we are continuously investing in building our **#LifeatRealChem**, enhancing our culture, focusing on learning, and creating an inclusive workplace that represents every individual.

# Progress in 2024.

REAL CHEMISTRY DASHBOARD

## Community Health

- Actively partnered with 22 clients on ESG goals
- \$280k+ donated to 50+ organizations
- Supported 7 organizations with pro bono work, with 10+ employees serving on boards



## Environment & Adaptability

- Scope 1 emissions: 26.7 tCO<sub>2</sub>e
- Scope 2 emissions: 283 tCO<sub>2</sub>e
- Scope 3 emissions: 34,352 tCO<sub>2</sub>e
- 2023 carbon emissions baseline set
- Enhanced carbon footprint reporting, including waste, water and PG&S
- Partnered with Gravity Climate for SBTi submission
- ERM audited and approved Scope 2 and partial Scope 3 emissions



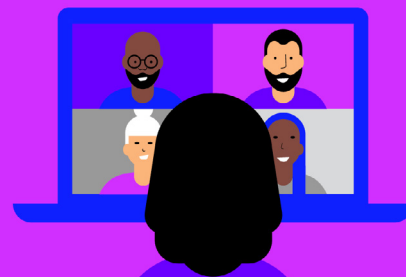
## People with Purpose

- 91% of employees are proud to work here
- 9 Business Resource Groups hosted 20+ learning events for 1,000+ colleagues
- 360+ new hires in 2024
- 79% employee survey participation, 75% engagement score
- 90% of employees trust their manager
- We support our employees' continued learning—both in and outside of work—with \$114k funded to Fidelity for colleagues to put towards their student loans



## Accountability

- EcoVadis score rose 9 points to 58/100, moving from the 49th to the 65th percentile
- Received a bronze medal from EcoVadis, placing us in the top 35%
- CDP score remains at D (unchanged from 2023)
- Engaged 1,500+ diverse suppliers (1.76% increase), with \$9M+ in client spend
- 94% of employees trained in anti-harassment and discrimination



# 2025 and Beyond.

REAL CHEMISTRY KEY PERFORMANCE INDICATORS

## Community Health

- Maintain \$250,000 in corporate philanthropy for communities in 2025
- Explore expanding our partnership with Life Science Cares, to offer additional volunteer opportunities and possibly pro bono work for the organization
- Ongoing pro bono work, including the Ad Council's "Agree to Agree" campaign on youth gun violence, amplifying HCP and teen voices with resources for providers and parents

## Environment & Adaptability

- Submit and approve SBTi targets:
  - Cut Scope 2 by 42% by 2030
  - Cut Scope 3 by 25% by 2030
- Offset 100% of Scope 2 via Renewable Energy Credits in 2025 and beyond
- Explore Sustainable Aviation Fuel (SAFs) for possible offsets to business travel
- Transition business travel: Switch 25% of Northeast short-haul flights to rail for 70% emissions reduction

## People with Purpose

- Host two company-sponsored volunteer events for all Real Chemistry employees
- Continue to support employee-driven philanthropic events
- 80% of our employees feel engaged in their work
- 80% participation in 24 hours of learning and development activities

## Accountability

- Raise CDP score to a C
- Boost EcoVadis score by 5 points
- Launch Supplier Engagement program for supply chain tracking
- Ensure 100% completion of mandatory anti-harassment and discrimination training

# Upcoming Milestones and Regulations.

One of Real Chemistry's values is "Accountability with an I." Through this, we are committed to ensuring transparency along our ESG journey, complying with all current and upcoming regulations and partnering with our clients and vendors on best practices.



As we navigate the evolving landscape of ESG commitments, Real Chemistry remains steadfast in our dedication toward governance and innovative problem solving.

The road ahead is marked by significant milestones and regulatory benchmarks that will guide our journey. Our alignment with these targets underscores our commitment to our clients, employees and the communities we serve. As we approach the implementation of regulatory and strategic initiatives, we aim to proactively adapt our strategies and communicate our progress to stakeholders to ensure transparency while striving to achieve our goals.

**OCT 2023**

Committed to SBTi

**MARCH 2025**

SBTi Goals Submitted for Approval

**JAN 2026**

CA SB 261 Goes into Effect

**2027**

CSRD Goes into Effect for Small and Medium Enterprises

**2030**

SBTi Goals for Absolute Reduction Achieved



# Building a Healthier Future Together.

Health connects us all, which is why we are passionate about making an impact for the health of our people, our communities and the world.

And we can't do it alone—the partnership with our colleagues, clients and vendors has been crucial in getting our ESG practice to where it is today. These collaborative efforts ensure we remain at the forefront of ESG best practices and are also deeply rooted in our company value of being Best Together.

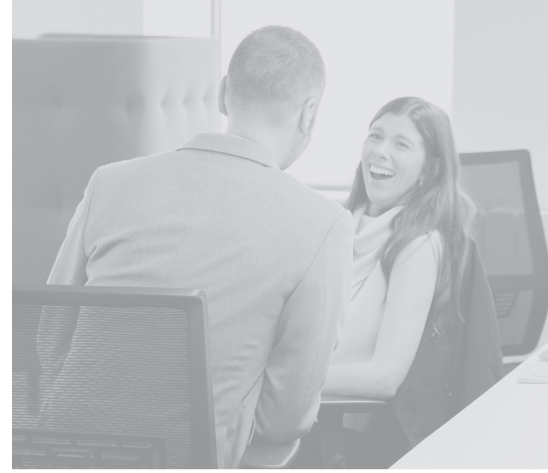
Together, we believe we can build a resilient future that prioritizes the well-being of our environment and the communities we serve. Join us.

**Below are a list of resources available to those who partner with us or are interested in learning more.**

**For clients:** Learn about our commitment to ESG on our website [here](#).

**For vendors:** Familiarize yourself with our code of conduct and commitment to supplier sustainability [here](#).

**For employees:** Learn about our commitment to ESG on our website or check out our internal resources under the “Company Information” tab on RC Navigator.



**Let's get to work. If you're ready to partner with an organization that's transforming healthcare into what it should be, we'd love to connect.**



**REAL CHEMISTRY**

Real Chemistry is a trusted partner to the world's most successful life sciences and healthcare companies. As a leading provider of AI-powered audience analytics and insights, we help the healthcare industry better understand, reach and engage patients and professionals using bold ideas to create human-centric healthcare experiences. Anchored by our culture of innovation and boundless creativity, our 2,000+ experts across the life sciences, marketing communications and technology enable modern medical therapies and those they were designed to help, meet and exceed their potential.