



Annual Impact Report

Social and Environmental Progress
Using business as a force for good

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2022

About Us

GreenKite is a boutique professional services firm with extensive London Market (LM) experience with diverse expertise in operational infrastructure and business support for firms operating in the Lloyd's and Company Markets.

We advise, deliver hands-on expert support, structure and help resource programs of work for our clients to build, develop and scale businesses seeking transformational growth brilliantly, compliantly and with significant value to the end-customer.



Our brand combines the vibrant green of new shoots of growth together with the agile, nimble trajectory of a kite, continuously soaring and reaching for new heights of success while remaining fundamentally grounded.

Our Vision

To grow a financially successful, agile, deeply knowledgeable consultancy. To support firms of all sizes in realising their ambitions within the insurance landscape through smart, commercially viable, sustainable and practical business solutions.

Our Mission

1

To bring a fresh perspective to doing business in a traditional industry, leveraging extensive insurance experience, and combining it with laser-sharp analysis and cutting-edge technology solutions.

2

To be the 'go-to' partner for those who challenge themselves to work smarter and to support industry innovators navigating their route into the insurance space.

3

To provide an inclusive, collaborative environment with a culture of continuous improvement - a place where colleagues respect each other and a culture of mutual trust and flexibility within a typically traditional industry.



Our Values

GreenKite's business model is built on the three core values of trust, collaboration, and a culture of striving for continuous improvement.

These values permeate every interaction and are key to attracting and retaining the talent we need to grow and the client base that will support our evolution as a firm.

By living our core values, we aim to foster long-term successful relationships with the GK Team, our client base, and the wider insurance community, carving out our place as a trusted partner and insurance industry expert.

Our team will be technically strong and will be seen as industry experts. Our reputation as true business partners will be more apparent as we continue to work alongside and strengthen our relationships with clients and other market participants.

Technically accomplished. Passionate. Collaborative. Authentic. Values-driven. Individually respected experts, we came together to create a new kind of independent professional services firm and a fresh option for Insurance and Financial Services.



A Year in Review

Since its inception in 2019, GreenKite has undergone significant growth. 2022 has been a period of significant development and 'growing up' for GreenKite: we have seen sustained growth not only financially but also in terms of our team, our visibility and reputation in the market.

The strategic vision of building a flexible, collaborative culture has been at the forefront of decisions over this period, and GreenKite has implemented a number of initiatives to drive forward its commitment to becoming a business driven by its people.

'ESG' or 'Environmental, Social and Governance' has been an emerging priority within the insurance industry over recent years, with growing significance being placed on the importance of businesses operating not only profitably, but also ethically, responsibly and sustainably.

GreenKite is founded on the belief of delivering smart, sustainable and practical business solutions through strong ethics, a focus on resilience, and excellent customer service.

It is therefore intrinsic to our business to align ourselves with positive environmental, social and governance goals and to operationalise these principles so we can be part of collective efforts to build sustainable markets, and a better tomorrow for all.



Community and Workers (Social)

During 2022, GreenKite has demonstrated its commitment to building a people driven business: allowing flexibility and personal development aligns with our core value of ensuring that GreenKite is a great place to work.

Some of the metrics recorded to evidence this include:

- Cost of living bonus paid to employees (December 2022)
- Appraisal and mentor programme introduced
- Training platform introduced
- Employee Benefits and Private Pension plan rolled out
- Over 100 hours voluntary work undertaken by GreenKite employees



Environment

GreenKite recognise that it is imperative for all businesses, regardless of sector, to make a commitment to cooperating with the global drive to reduce the human impact on our natural environment.

As such, we have identified the following ways in which our business can contribute to our industry's ecological efforts:

- We aim to conduct our operations with a minimal footprint
- We strive to travel with purpose, limiting unnecessary travel when there is not a business need to do so
- We choose to partner with those who share our values and are considerate of meeting the needs of the present without compromising the future.

Customers and Suppliers (Governance)

As an organisation, we hold ourselves accountable for decisions, performance, behaviour and operating to regulatory governance and control standards,

By striving to uphold strong governance, GreenKite are committed to operating transparently, adopting best practices with a focus on continuous improvement and evolution to ensure we hold ourselves to the same standards expected of our clients.

Corporate objectives have been identified for 2023 and include:

- Legal revision of the current Shareholders' Agreement and Articles of Association to maintain good governance and controls
- Development and implementation of an EMI Scheme for GreenKite employees
- Development of corporate organisation structure charts
- Review of internal policies and procedures

By holding ourselves accountable for upholding good internal governance, we intend to demonstrate that we are a reliable and trustworthy partner for both customers and suppliers alike: by operating transparently, ethically and responsibly, we can demonstrate to potential partners that we share in, and are committed to, the collective efforts to address the environmental challenges facing us all.



Summary

2022 has been a busy year for GreenKite, with the business growing not only in terms of size but also, increasing our number of clients and building our reputation within the market as industry experts.

We have begun to set out what and who we are as an organisation, and what we intend to achieve over coming months and years.

As we move into 2023, we intend to continue building on the foundations we have built in 2022, to drive forward with our intention to become the go to partner for scaling insurance firms.

What Next?

We intend to:

- Review and reinforce our internal policies around sustainability
- Strengthen our training and development offering, including talent management and succession planning
- Develop opportunities for colleague communication and collaboration
- Embark on our journey towards B Corp certification



Get in touch

We provide smart, sustainable business solutions for:

- Delegated Authority
- Operational Resilience
- Data & Digital
- Outsourced Services
- Services for Technology Providers

Reach out to find out more about our services and our objectives for 2023 and beyond.



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