



Annual Impact Report

Using business as a force for good
January - December 2025

Ben Ryan
2025



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About Us

GreenKite is an award-winning, independent professional services firm operating in the UK Insurance market.

We provide advisory services and strategic support to insurance businesses from MGA and broker start-ups to global (re)insurers and pride ourselves on being truly collaborative - understanding clients' challenges and provide streamlined solutions, developed by industry experts. In helping our clients navigate a complex regulatory landscape, we help develop resilient business platforms, supporting long-term growth and risk mitigation.



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 support organisations throughout the insurance industry in delivering intelligent, commercially feasible, and practical business solutions to meet the needs of their business model and clients alike.

Our Mission

To bring a fresh perspective to doing business in a traditional industry, leveraging extensive insurance experience, and combining focused analysis and solutions.

We partner with organisations throughout the insurance market, supporting in the delivery of tailored solutions for the needs of the business and end customers.

Our Values

At GreenKite Associates, we embody innovation, integrity, and excellence in everything we do. Through collaboration and client-centricity, we prioritise delivering exceptional quality and tailored solutions while fostering continuous learning and adaptability.

We uphold responsibility and empowerment, striving to make a positive impact on our clients, communities, and the environment, all while promoting sustainability and ethical practices in the insurance industry.



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.

The Year in Review: A Message from our CFO & B Corp Champion

2025 has continued to be a year of transition and growth for GreenKite, with new colleagues, associates and clients welcomed into the fold.

A key milestone achieved throughout the year was the on-going capturing and monitor of B Corp metrics as part of our strategy for 2026. I am pleased to share these metrics throughout this report which showcases some of the ways in how we are using our B Corp status as a force for good whilst helping to embed both a socially and environmentally aware culture.

During 2025 we were recognized by the Sunday Times as being one of the top small business employers of the year – which is testament to the commitment and loyalty of our colleagues in helping GreenKite be a great place to work whilst developing new services which make a real difference to our clients and partners, alike.

As we embark on our journey into 2026, we will continue to focus on our social and community engagement and commence planning for our 3 year annual recertification.

For more information on understanding our B Corp strategy and associated monitoring of key metrics, please contact me at ben@greenkiteassociates.com.

Ben Ryan
CFO & B Corp Champion



Spotlight: Engaging with our stakeholders

Community and Colleagues

Charitable Support

2025 saw our continued partnership with IUAD (Insurance United Against Dementia) who continue to be our charitable partner of choice, which continues to receive strong support and affiliation within the Insurance industry.

To support the IUAD, our colleagues organised a charity collection in November 2025 outside Blackfriars tube station. Throughout the day, there were many heartwarming stories from passers-by and well-wishers who shared personal stories of how dementia has impacted their loved ones. This re-affirmed our commitment to continuing to support the IUAD and pressed home the continuing importance of keeping dementia front and centre. Our colleagues were treated to an impromptu tour of the control room at Blackfriars; although chilly (!) the day was a success with GreenKite generating over **£800** (net of matched funds by Zurich) for the IUAD.

The IUAD is a partnership which we will continue to champion and support with various initiatives throughout 2026. More information can be found on the IUAD and how it is making a difference to the community (Link: [Insurance United Against Dementia](#)).

Insurance
united
against
dementia



Community and Colleagues (continued)

Supporting Volunteering in the Community

Colleagues have continued to remain active within their local communities, through undertaking volunteering activity. Across the past year, colleagues volunteered almost 600 hours of their time through schools, sports teams and other diverse activities; this will continue to be a key theme throughout 2026 which GreenKite's Board will continue to encourage and build upon.

Colleague Training and Development

GreenKite's roll-out of its performance management process (Evalu-8) was further embedded within 2025 and will continue to act as the bedrock in identifying, supporting and developing our colleague's training needs at each stage of their development.

Throughout the year, colleagues attended numerous industry training events (including some hosted by GreenKite); study support was provided to various staff members' and our leadership team completed a programme of learning related to both collective and individual business coaching. These are areas where we will continue to invest time and resource to ensure our colleagues have the right skills and behaviours both at GreenKite and for their future roles.

In total, 3.4% of total available working hours within the year was dedicated to supporting colleagues with both internal and external training.



Community and Colleagues (continued)

Employee Benefits

We continue to offer a wide range of benefits to our employees, covering life assurance and income protection, private medical and company pension contributions (as % of salary as opposed to workplace statutory scheme). Other benefits remain optional for our employees. When compared to companies of a similar size and structure, we are able to offer an overall remuneration and benefits package favourable to our peers.

By the end of 2025, uptake of all available benefits to colleagues reached 72%, which we will seek to build on throughout 2026 whilst keeping our benefit offering under review.

Sharing in our Success

Our EMI share scheme continues to be a positive factor in both recognising colleague performance and allowing individuals to share in the business success. During 2025 the scheme was further extended with recognition of EMI shares being granted to members of the Executive Team.



Supporting our Environment

2025 saw a continued focus on ways in which we can limit and mitigate our impact on the environment. GreenKite predominantly operates a hybrid policy, with various office days dedicated to team collaboration and purposeful team meetings, including Executive meetings, Board meetings and all-team briefings ('GKonnect').

Use of public/electric transport

We have continued to encourage all colleagues to utilise public/electric transport where necessary to limit their carbon footprint. Throughout 2025, we achieved a rate of more than 99% for all commuting trips to our London office where public transport was utilised. Further, on all business trips to and from client locations, we managed to achieve a rate of over 98% where public transport was utilised. We also support and operate a cycle to work scheme to help colleagues get to and from train stations.

Re-purposing of IT Equipment

A concerted effort has been made during 2025 to limit IT equipment purchases and re-use/upgrade existing hardware where required. This has brought about not only internal cost savings, but a reduction in electrical equipment waste. We are proud to have supported a local school in the community (where one of our leadership team is a Governor) through donating laptops for use by the school, which were deemed surplus to requirements.



Our Clients and Suppliers

We have continued to champion our BCorp status amongst our existing network of suppliers and clients, both of sets of whom have continued to express an interest in our business operations.

Building and developing our existing client relationships has remained a key theme throughout the past year, with the majority of our business development coming from customer referrals and re-engagements from previous clients. This is testament to the culture our leadership team and colleagues strive to embed, the outcome being the vast majority of our clients enjoy working with us and are happy to recommend our services to their peers.

Throughout 2025 we continued to engage with industry peers and clients though hosting seminars, training and facilitating round table discussions on pertinent business topics which, all of which have been well received. This will continue into the next year as we look to broaden our reach, further develop our brand awareness and evolve our service offering.



2026 Key Focus

Areas

- ④ Reviewing our existing benefits offering and engaging with third party providers to help develop colleague understanding of key benefits.
- ④ Commencement of the 3 year B Corp audit recertification process, ensuring our new subsidiary entity is within scope.
- ④ Continued strengthening of our relationship with our charitable partner (IUAD) and developing further fund-raising initiatives.
- ④ Increasing our engagement with local communities through volunteering initiatives and supporting with electronic recycling and donations to local schools.
- ④ Further developing our presence within the industry through aligning our corporate values with clients and suppliers we want to engage with.

Get in touch

We offer practical, cost-effective solutions to help improve governance, meet regulatory requirements, and support sustainable growth and transformation.

Our flexible solutions are built around three core pillars and underpinned by our team's extensive market expertise and commitment to meaningful collaboration, ensuring the best possible client outcome.

Reach out to find out more about our services and our objectives for 2026 and beyond.

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