

# Impact Report

## 2024





**Liam Houghton**  
CEO & Co-Founder

As we release our second annual Impact Report, I'm proud of how far we've come. This year, our biggest milestone has been our push toward B Corp certification, a rigorous process that has challenged and strengthened every part of our business. It's a commitment to accountability, transparency, and impact, and we're embracing it fully.

We've also made big strides in enhancing our app, making it easier than ever to curate your memories into beautiful keepsakes. These improvements reflect our mission: to help you preserve life's moments effortlessly.

Thank you for being part of our journey.



# About Popsa

Founded in 2016, we've built an award-winning app that's made printing your memories so easy and accessible, anyone can do it. No more barriers. No more time-wasting. In fact, everything we do as a business is designed with this ethos. We help people turn their best moments into something beautiful and lasting, in no time at all.

Today we're best known for photobooks, but our vision of the future goes far beyond print. We're building a platform to help people to curate their experiences in lots of exciting ways. We want to become THE place where people come to capture their life stories. To celebrate their most important people and relationships. To create lasting meaning from their experiences.



# Popsa's Vision

We've been led to reflect on life's stock moments. But the real richness is found by leaning into life's texture and processing every emotion: light, dark and shades between.

Popsa is a space to process through your photos.

To feel what's in them, around them, beyond and between them. To explore the happiness, anger, anticipation, fear, pain, regret and pride that runs through our lives and our relationships – and through our photo libraries too.

The more we thread it all together and reflect on what we feel, the better we understand ourselves – and our connections with others. The readier we are to embrace life's bittersweet stride.



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# Highlights

In 2024, we have made significant progress in reducing our impact while strengthening our social and environmental sustainability efforts. This includes new partnerships, innovative product launches, and key initiatives that bring us closer to becoming a more responsible and sustainable company.

## B Corp Sustainability

We submitted our B Corp certification application in Q2 2024, marking a major step in our commitment to accountability, transparency, and long-term impact. The rigorous process challenged us to refine and strengthen practices across the business, ensuring we continue to operate with clear purpose and integrity.

At the time of publishing this report, we are proud to share that Popsa is now officially a Certified B Corporation.

## Reduced Carbon Intensity Sustainability

We have reduced our carbon intensity (CO2e per 1m Revenue) score YOY.

–3.00 %  
▼ YOY reduction

## YOY Growth Finance

Popsa grew by 22% year over year, a fantastic achievement driven by the dedication and hard work of our team

+22%  
▲ £ Revenue Growth

## Launched Foil & Layflat New Feature

This year was a milestone for new products, as we launched two innovative additions—a first for us—that enhance and elevate our photobooks like never before.

## 100% Recycled White Photo Tiles Sustainability

After extensive testing, we finally perfected the formula for our 100% recycled white photo tiles, further reducing our impact.

–60%  
▼ Lower CO2e Per Tile

## 100% Carbon Emissions Offset Sustainability

Since January 2024, we’ve offset 100% of the emissions generated by every product sold, ensuring we take responsibility for our impact. Partnering with Ecologi, we support high-quality carbon reduction projects worldwide, from reforestation to renewable energy initiatives. Explore the projects we’ve contributed to at <https://ecologi.com/popsa>.



# Overview

Here are some of our key metrics from the year, featuring our financials, employee satisfaction, and our carbon footprint for the year.

Revenue for 2024

£33.4m

Employee Engagement Score \*

Average across employees

80/100

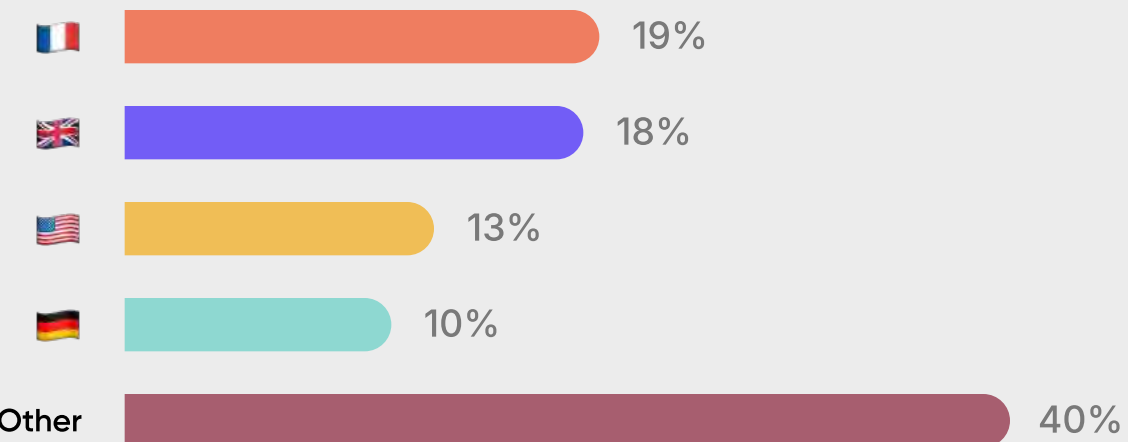
Carbon Footprint

Tonnes of Carbon Emissions

1,410 tCO<sub>2</sub>e

Sales per Market

% per Country



Number Employees

2024 Average

55

\* To get a comprehensive view of our employee engagement, we've asked a series of questions that cover development, alignment, enablement and leadership. We use a 5-point scale and consider 1, 2 = detractor; 3 = passive; 4, 5 = promoter.



# Measuring 2023 Targets



We believe in transparency and accountability, so we’re taking a close look at the goals we set for 2023—celebrating our successes, but also acknowledging where we fell short.

✓ B-Corp Application

Target

Submit our B Corp before end of Q2

Results

After a year long piece of work we submitted our B Corp application in July. B Corp are currently accessing our application and signing off documentation. We should know early 2025 if we have been succesful.

✗ Net Zero Road Map

Target

Build a detailed Road Map for reducing and removing 100% of our carbon footprint by 2050

Results

While we aimed to build a 2050 Net Zero roadmap this year, our focus shifted more than expected toward our B Corp certification journey. As a result, we didn’t meet this target, but it remains a priority and is firmly on the agenda for 2025.

⚖ Renewable Energy

Target

Work with suppliers to use renewable energy.

Results

58% of our suppliers are on 100% renewable energy. We are pushing to increase this further.

✓ Carbon Offset

Target

Offset 100% of our emissions\* for 2024

Results

We successfully offset all of our emissions for Cradle-to-Customer, through a combination of verified carbon offset projects and operational efficiencies, we reduced our environmental impact.

✓ Recycled Photo Tiles

Target

Switch to 100% Recycled White Photo Tiles

Results

After extensive testing and refinement, we perfected the formula for our white photo tiles, ensuring they are 100% recycled without compromising on quality or durability.

⚖ Reduce Reprints

Target

Reduce reprints by 5%

Results

We made progress by reducing reprints by 493 orders (1.3%), totalling 35,294 for the year, but fell short of our target. Improving the customer experience remains a key priority,and continue to refine our processes and quality controls to drive this number down further.

\*offsets are against all CO2e measure, this measurement currently excludes end of life and all upstream processes related to the extraction, processing, and transportation of raw materials till more data is collected.



# Sustainability



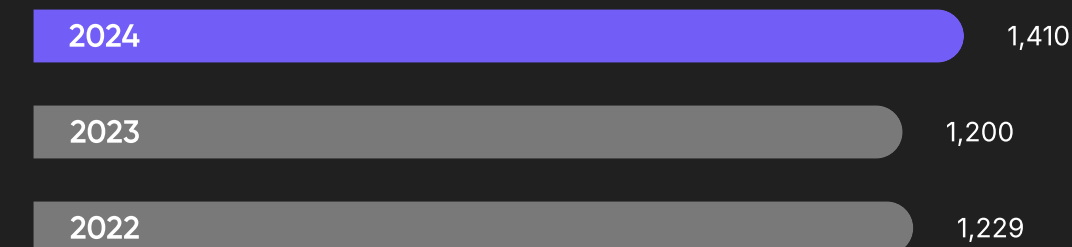
# Sustainability

As Popsa continues to grow rapidly, we know our emissions will rise too, which is why reducing carbon intensity is a key focus. This year, we've successfully lowered our carbon intensity, meaning we are reducing emissions relative to our growth, ensuring a more sustainable future as we scale.

## Total Emissions

▲ 17.5% from 2023

1,410 tCO<sub>2</sub>e



## Average Footprint per Product

Cradle to Customer\*

0.87 kgCO<sub>2</sub>e

## Carbon Intensity

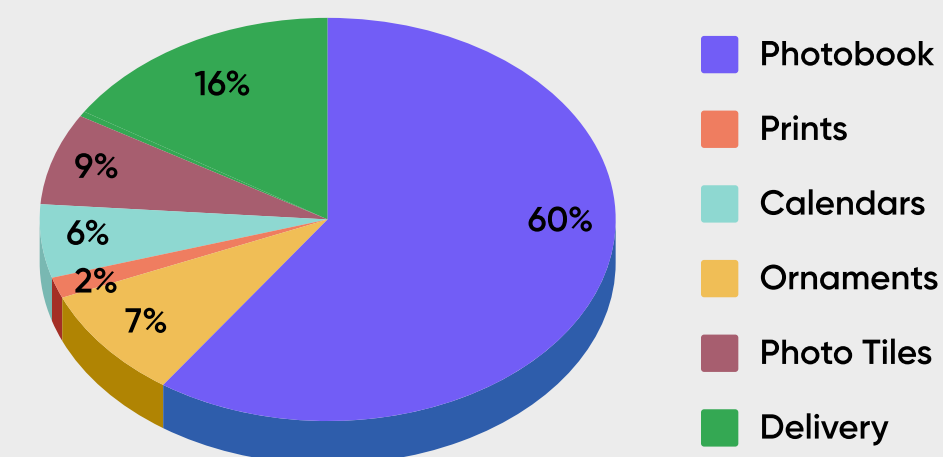
tCO<sub>2</sub>e/£1m of revenue

42.2 ▼ 3.00%



## Emissions by Product

% per Category



## Emissions by Scope

tCO<sub>2</sub>e



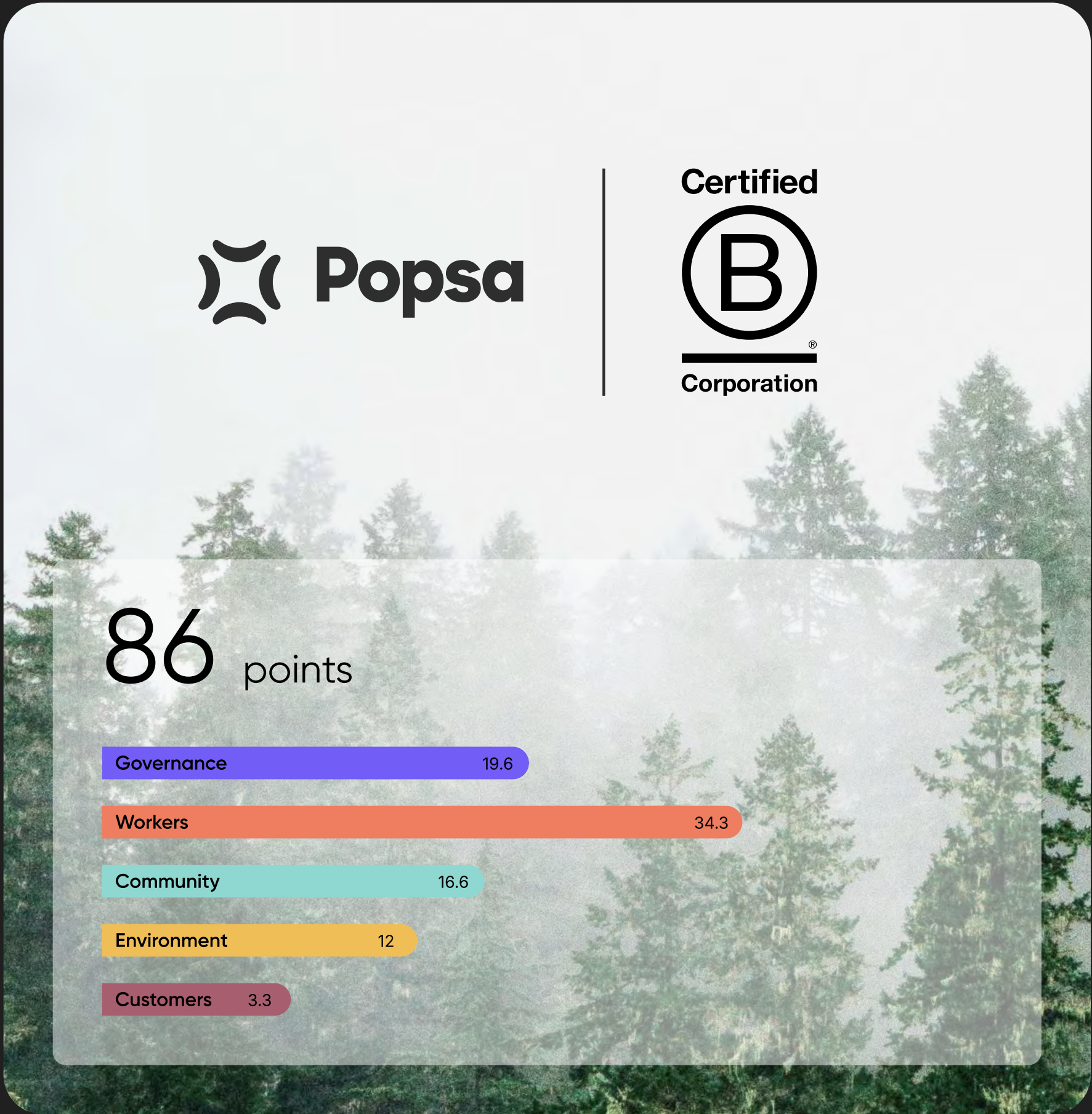
\*Our LCA currently excludes all upstream processes related to the extraction, processing, and transportation of raw materials till more data is collected.



## Becoming B Corp

In July 2024, we submitted our application for B Corp certification, marking a major step in our commitment to accountability and positive impact. This rigorous process challenged every part of our business—from governance and employee well-being to sustainability and customer experience. Preparing for certification required months of detailed internal audits, policy changes, and data collection, ensuring we met B Lab’s high standards for social and environmental responsibility.

While the process has been demanding, it has also been transformative. At the time of publishing this report, we are proud to share that Popsa is now officially a Certified B Corporation. This achievement validates the work we have done to build a business that balances profit with purpose and pushes us to continue improving every year. We know this is just the beginning of our ongoing commitment to making a meaningful and lasting impact.

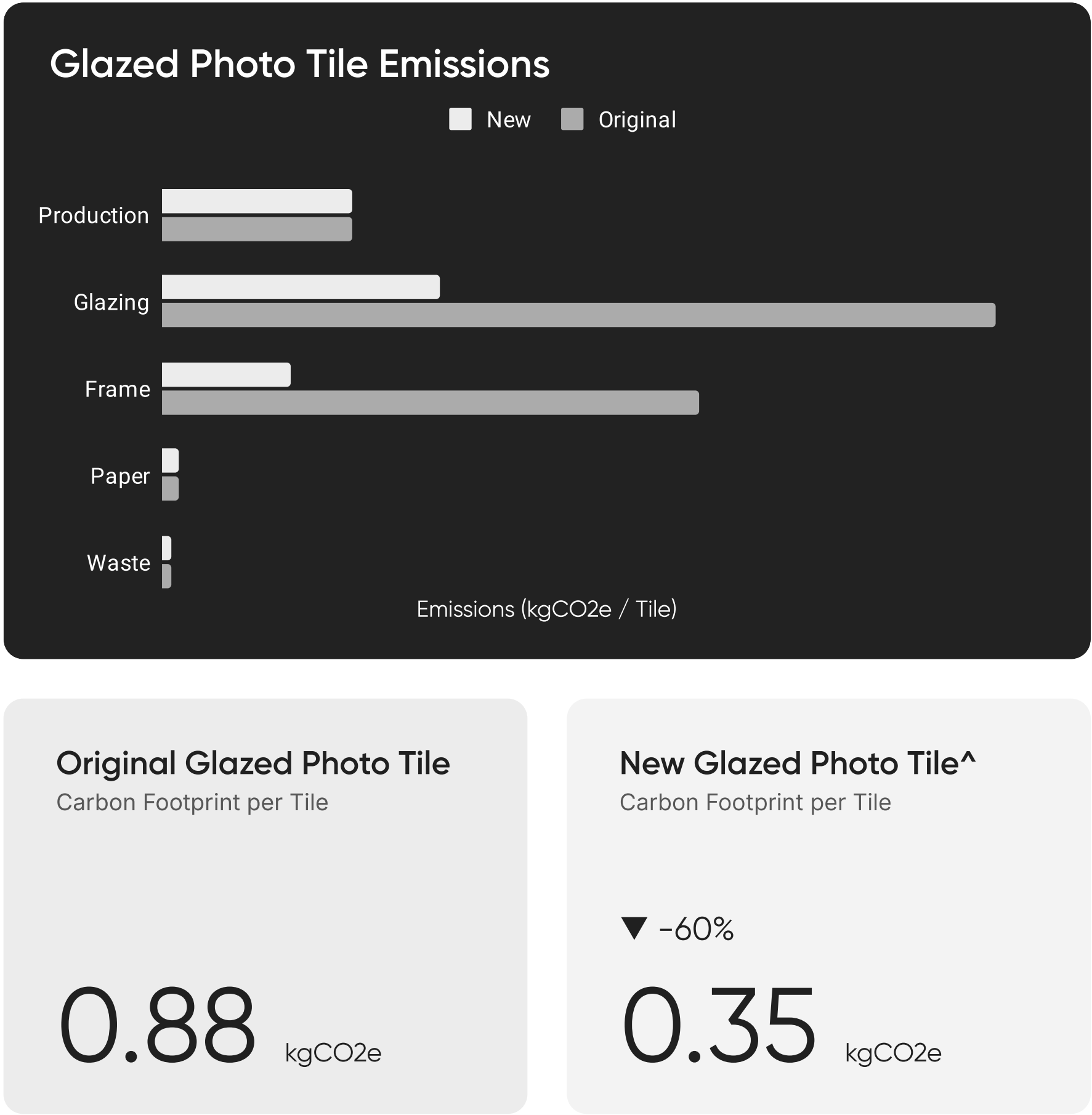




## Reduced White Photo Tile Emissions

Last year, we successfully transitioned our black photo tiles to 100% recycled plastic. However, switching to a white recycled tile proved to be a greater challenge. Achieving a natural white colour with recycled materials is far more complex than with darker shades, as impurities in recycled plastics can cause unwanted discoloration. It took months of fine-tuning to find the right balance between sustainability, durability, and aesthetics.

After extensive development, we finally perfected the formula for our white 100% recycled photo tiles, ensuring they meet the same high-quality standards as our black tiles. This shift means that all of our photo tiles are now made entirely from recycled plastic, drastically cutting their carbon footprint while maintaining the crisp, clean finish our customers love.





## Offsetting Emissions

In 2023, we made a commitment to offset our emissions in 2024 for every order you made with us, ensuring we take responsibility for our environmental footprint. Thanks to the detailed groundwork we laid in measuring every aspect of our operations, we were able to successfully offset 100% of our emissions with high confidence in our calculations. With a clear understanding of our impact, we have supported a range of high-quality carbon reduction projects, from methane avoidance initiatives to the restoration of vital rainforests. These efforts not only balance our emissions but also contribute to funding vital climate solutions in a meaningful way.

Offsetting of course is just the beginning. Our next step is to finalise our Net Zero roadmap, allowing us to ramp up efforts to reduce our footprint at the source and eventually move beyond offsetting to removing carbon from the atmosphere. All our efforts can be seen live over on our emissions page at [ecologi.com/popsa](https://ecologi.com/popsa).



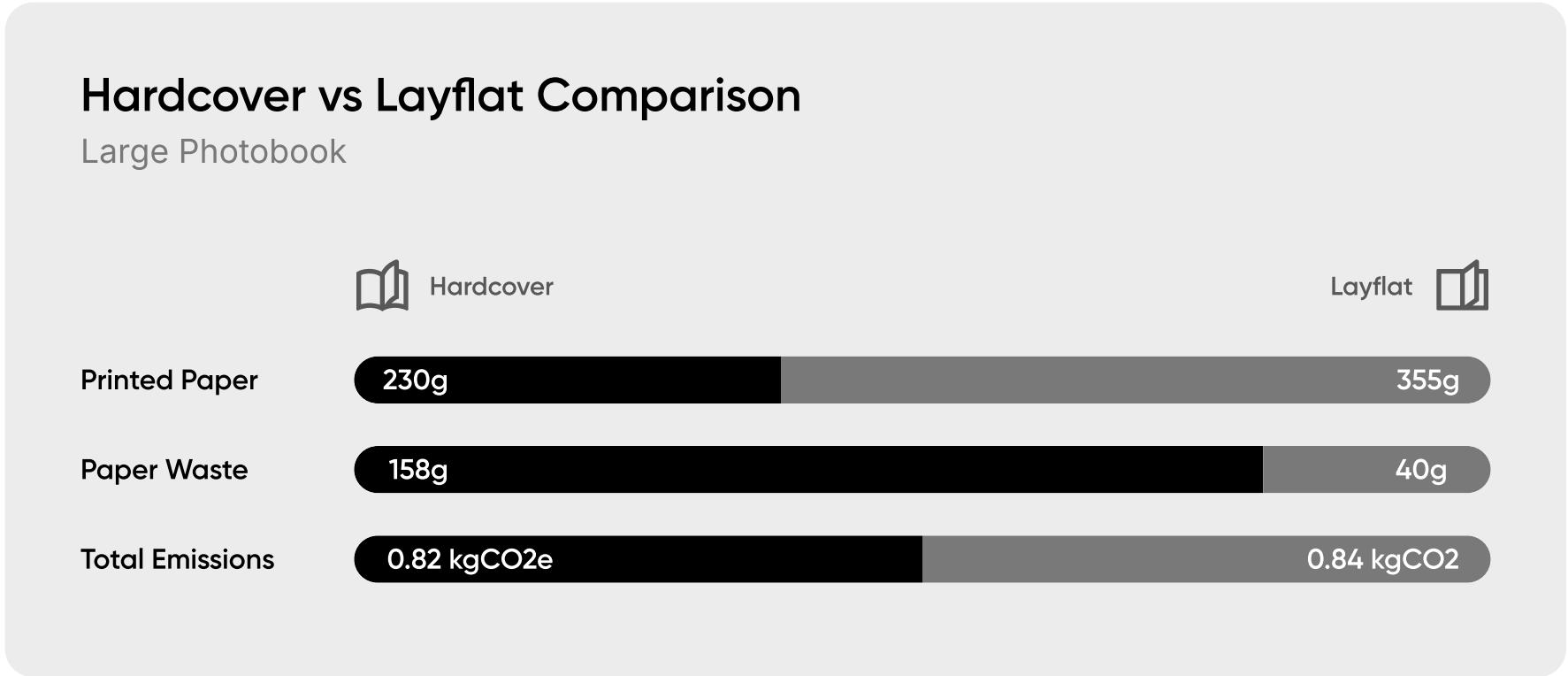


# Layflats Launch

The launch of our Layflat Photobook is key step in making sustainability a core part of our product development process. It introduced inkjet printing to our Photo Book production, which uses less energy printing and water-based, environmentally friendly inks, reducing emissions and chemical waste.

Beyond the switch in printing technology, we have also redesigned how our layflat books are printed to further minimise waste. By printing on large rolls of paper instead of individual sheets, we have drastically reduced offcuts and material waste. Despite using 54% more paper than a standard Large Photo Book, the CO<sub>2</sub> impact of a Large Layflat Photobook is only 2.4% (20g) higher, due to the reduction in paper waste.

This process is not available for production of Layflats in North America yet, but we plan to expand it and also roll it out to all standard books in the future to further reduce our impact.





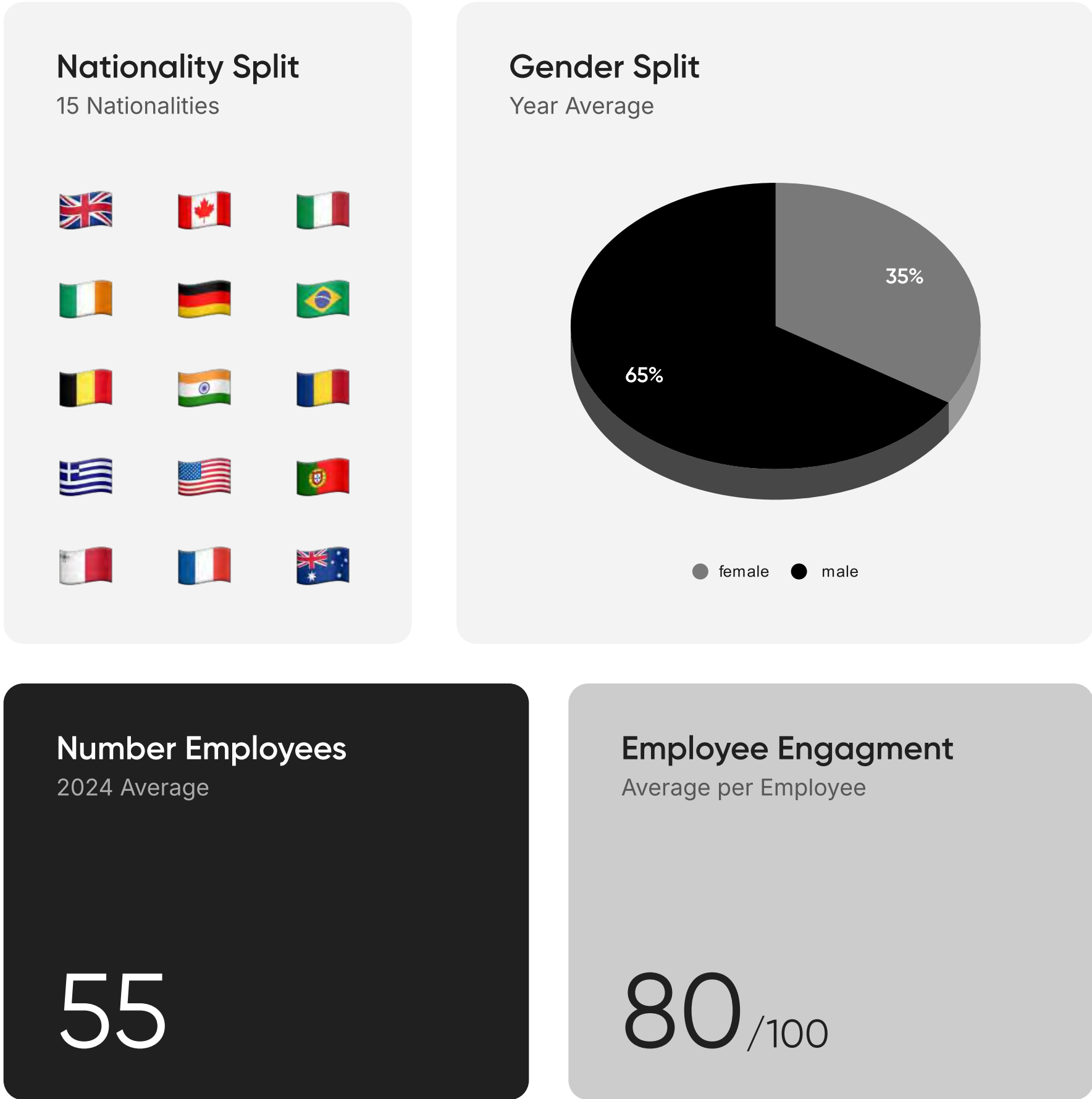
# Our People



# The Popsa Team

2024 was a year of shared achievements and strengthened connections. In a Popsa first, we celebrated hitting our 2023 stretch targets with an unforgettable company away day in Paris, travelling together on the Eurostar to reward the hard work of our dedicated team.

Beyond milestones, we’ve focused on building a strong, supportive culture where collaboration, innovation, and teamwork are at the heart of everything we do. As we continue to grow, investing in our people remains our greatest priority.



\*To get a comprehensive view of our employee engagement, we’ve asked a series of questions that cover development, alignment, enablement and leadership. We use a 5-point scale and consider 1, 2 = detractor; 3 = passive; 4, 5 = promoter.



# Team Events

Throughout the year various activities and events were organised to help foster strong team bonds, while boosting engagement and mental wellbeing.



Popsa in Paris



Office Dog Days



Lunch & Learns



Popsa Annual Sports Day



Halloween Bake Off



Team Socials



Baby Showers



All The Birthdays



Christmas Jumper Day



Christmas Party



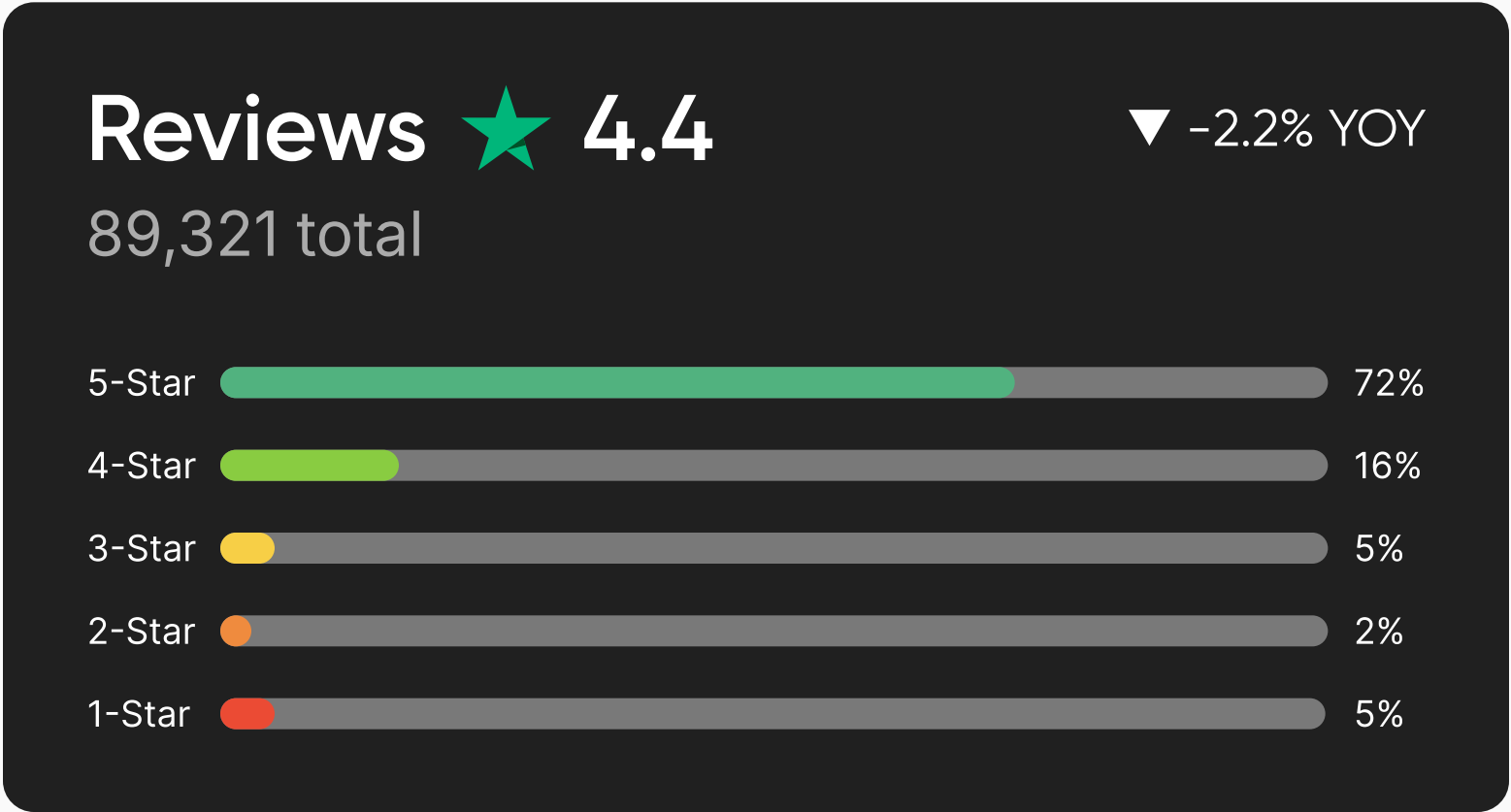
# Our Customers



# Customer Satisfaction



Customer feedback is at the heart of what we do. While our rating dipped very slightly by 0.1 on Trust Pilot, we received an incredible 26,000+ new reviews this year, reflecting the passion and engagement of our community.



Nensworth

 Canada

Creating photo books with Popsa has become a highlight of my vacations. This has been a great way to display and have a physical memory to see and share precious memories rather than have my photos fade away on my phone photo reel.



Aaron

 France

Je suis une fidèle cliente. Très satisfaite de la facilité de faire les albums. Et un merci particulier à l'équipe d'assistance, des réponses rapides, judicieuses, c'est parfait! Envoi rapide et soigné.



Heena

 United Kingdom

I've been using Popsa since 2022 - to create Photo-books and Calendars from photographs taken on my iPhone. The App is so easy to use with clear fast instructions to follow. My son lives 1000's miles away but looking back at Photo-books certainly is entertaining and precious ♥ which is priceless.



Neil

 Australia

Have been using Popsa for almost a year now. I like the ease of uploading, editing and adding captions. I would love to continue using them for the rest of my life to capture beautiful moments of passage of time.



Jahn

 Germany

Na das ging ja schnell! 68 Seiten und etwas mehr als zwei Stunden! Fotos aus 15.000 Fotos herausgesucht, eingefügt, Layout bearbeitet und beschriftet - schneller gehts wirklich nicht. Seiten erweitern, Seiten einfügen, Fotos verschieben geht alles unkompliziert. Ich bin begeistert.



# Next Steps



# Roadmap



In our 2025 roadmap, we aim to further integrate sustainability into our core business practices, setting ambitious targets for reducing our environmental footprint and enhancing social impact. Below are some of our goals for the year.

## Net Zero Road Map

This year, our key focus is on building a detailed roadmap to systematically reduce our carbon footprint. Our ultimate goal is to reach Net Zero, eliminating 100% of our emissions through reduction and removal initiatives.

Commit to Net Zero by

2050

## Increase Local Production

This year we will aim to increase the number of local suppliers in our production network to help reduce our delivery footprint. Last year, we saw a rise in delivery-related emissions, highlighting the need to produce closer to our customers. By expanding our network of regional suppliers, we can cut down on long-distance shipping, lower emissions, and improve delivery speed.

## Switch to Renewable Energy

In 2025, we aim to switch our office energy contract from 21% to 100% renewable energy, ensuring all our electricity comes from sustainable sources. This transition will help reduce our carbon footprint and bring us closer to our long-term sustainability goals.

## Carbon Offset

We will continue to measure and offset for every customer order, employee and office footprint by supporting important carbon avoidance projects.

Offset all emissions for 2025

100%

## Grouped Order Shipments

Currently multiple products in an single order are unable to be sent together as one shipment. We are working on integrating some new procedures that will allow products of the same type to be shipped out together. This will help reduce the number of shipments and create a better experience for our customers.

## Reduce Reprints

We missed this target last year and keen to hit it in 2025. To achieve this we will work with our suppliers to improve manufacturing processes while also increasing quality control methods, before shipping out to customers.

Reduce no. reprints by

3% ▼ 1.5k Orders



As we reflect on the past year, I'm incredibly proud of the progress we've made on our journey to becoming a more responsible and sustainable business. From our B Corp Certification to launching products designed with lower environmental impact in mind, we've taken meaningful steps to ensure that growth goes hand in hand with accountability.

Sustainability is a continuous process, and we are committed to pushing ourselves further, improving where we can, and making a real impact. Thank you to our team, our partners, and our customers for supporting us on this journey. Together, we're building something that truly matters.



**Liam Houghton**  
CEO & Co-Founder





**Footnote:**

As we continue to refine our Life Cycle Assessment (LCA), our carbon estimates will become more accurate. This is why some of our 2023 figures have increased due to improved data, ensuring greater transparency in our sustainability journey.