

EXECUTIVE SUMMARY

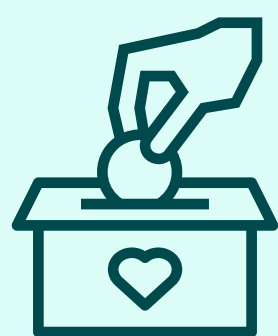
ANNUAL TRANSPARENCY
& ESG REPORT - 2025



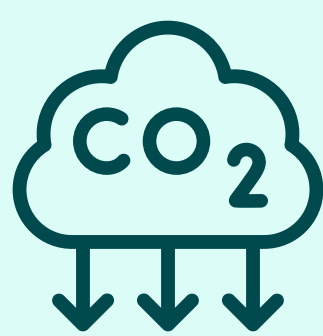
THE IMPACT OF OUR WORK IN 2025



52,000
people directly and
indirectly impacted



US\$ 18,000
donated to NGOs
in Latin America



145 tCO₂e
emitted 8% reduction
vs. 2024



13
NGOs and institutions
supported with pro-bono



800+
people trained through
free coursest



151
consultants based in 11
Latin American countries



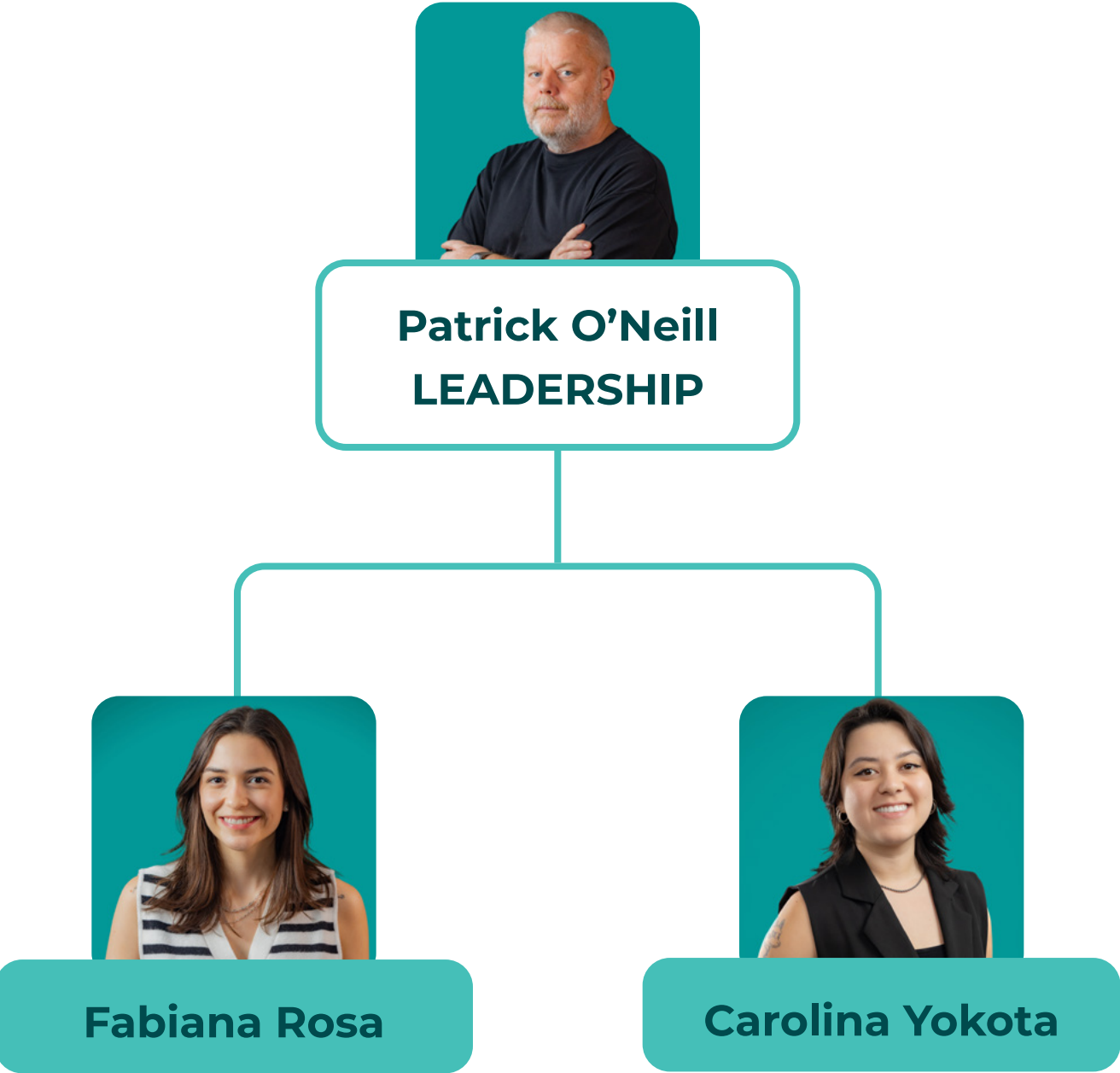
CONTEÚDO

- 1. PERFIL ORGANIZACIONAL4
- 2. ESTRATÉGIA E GOVERNANÇA ESG5
- 3. DESEMPENHO AMBIENTAL6
 - 3.1 Emissões de Gases de Efeito Estufa6
 - 3.2 Gestão de Resíduos e Economia Circulara6
- 4. DESEMPENHO SOCIAL7
 - 4.1 Impacto Comunitário — Lupa do Bem7
 - 4.2 Campanhas Pro Bono8
 - 4.3 Campanhas ESG com Clientes9
- 5. DIVERSIDADE, EQUIDADE E INCLUSÃO (DEI)10
- 6. GOVERNANÇA, ÉTICA E TRANSPARÊNCIA11
- 7. METAS E COMPROMISSOS PARA 202612



1. ORGANISATIONAL PROFILE

Sherlock Communications is a public relations and integrated communications agency specialising in Latin American markets, headquartered in Brazil and with a presence in other countries such as Argentina, Chile, Colombia, Costa Rica, Guatemala, Mexico and Peru. Founded in 2016, it exclusively serves foreign companies expanding into the region, offering PR services, digital marketing, social impact campaigns and ESG consultancy.



STRUCTURE OF THE ESG & SOCIAL IMPACT AREA

Leadership: Patrick O'Neill, Managing Partner

Head of Social Impact & ESG: Fabiana Rosa

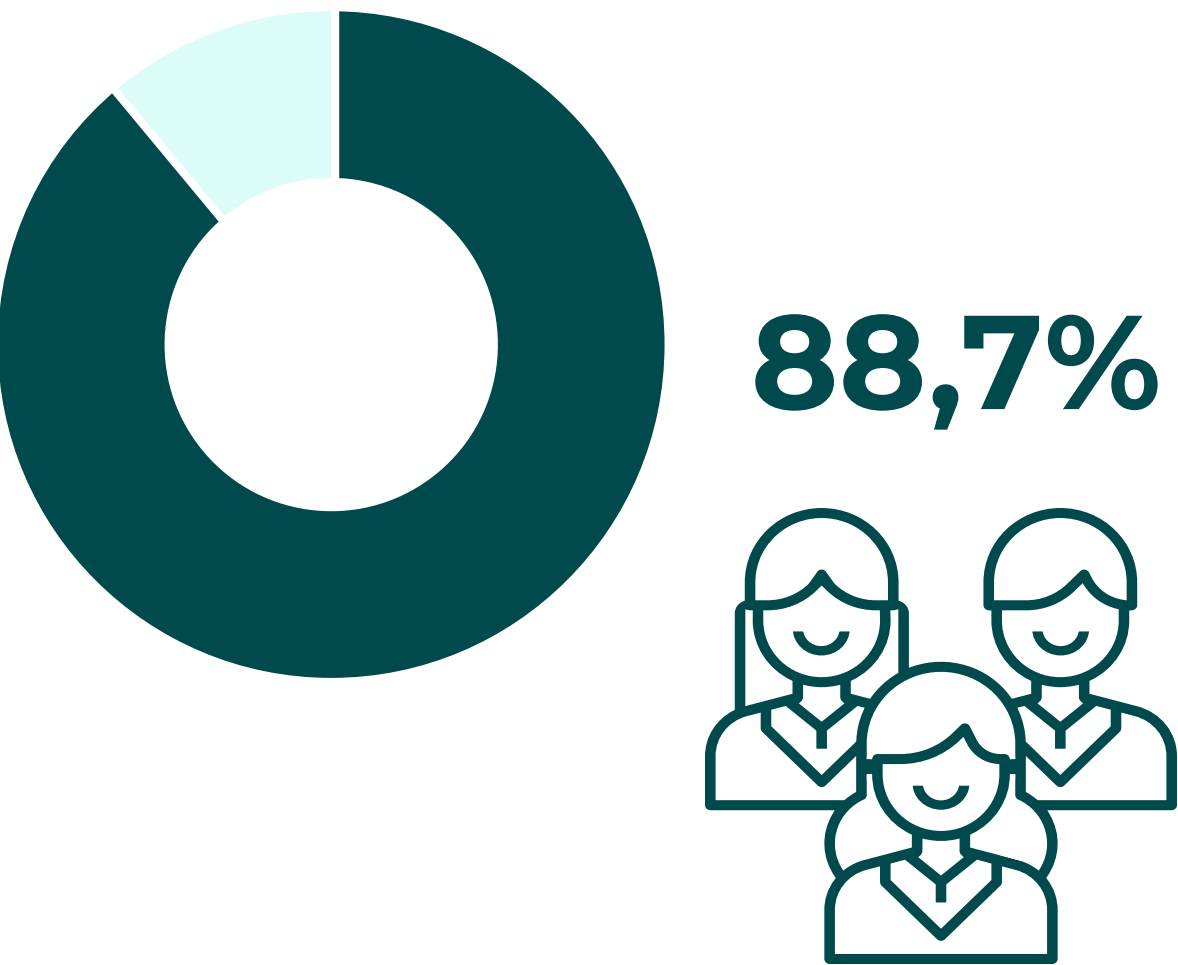
Tech Lead for Social Impact: Carolina Yokota

OUR ESG AREA IS STRUCTURED ACROSS FIVE VERTICALS:

- **Lupa do Bem:** social impact platform in Latin America
- **DEI:** Diversity, Equity and Inclusion Committee
- **Dominó do Bem:** proprietary blockchain-based donations platform
- **Sustainability:** carbon measurement and offsetting; waste management
- **Social Impact & ESG Services:** consultancy projects with clients and pro bono initiatives

REGIONAL PRESENCE

151 consultants across Latin America, with owned offices in São Paulo and Rio de Janeiro, and co-working-based operations in Argentina, Mexico, Chile, Colombia and Peru.



Participation recorded in the 2026 Internal Census: 88.7% of employees



2. ESG STRATEGY AND GOVERNANCE

In 2025, Sherlock Communications consolidated its ESG agenda as a strategic business pillar, aligned with the Ten Principles of the United Nations Global Compact, to which it is a signatory in Brazil and the United Kingdom. The ESG area is coordinated by a group of 12 consultants, with active engagement in meetings, training sessions and events.



CURRENT INSTITUTIONAL COMMITMENTS

- United Nations Global Compact — signatory in Brazil and the United Kingdom since 2024
- Global Reporting Initiative standards used as a guiding framework
- Participation in the following strategic initiatives of the UN Global Compact: Water and Oceans, Human Rights, Communication & Engagement, and Climate
- Operations guided by the Sustainable Development Goals, with emphasis on SDGs 1, 4, 5, 8, 10, 13 and 17



MATERIAL TOPICS

The topics addressed in this report were defined according to an internal analysis of the organisation's activities, business risks and opportunities, as well as ongoing engagement with stakeholders such as employees, clients and partner organisations.

For the 2025 cycle, the following topics were prioritised:

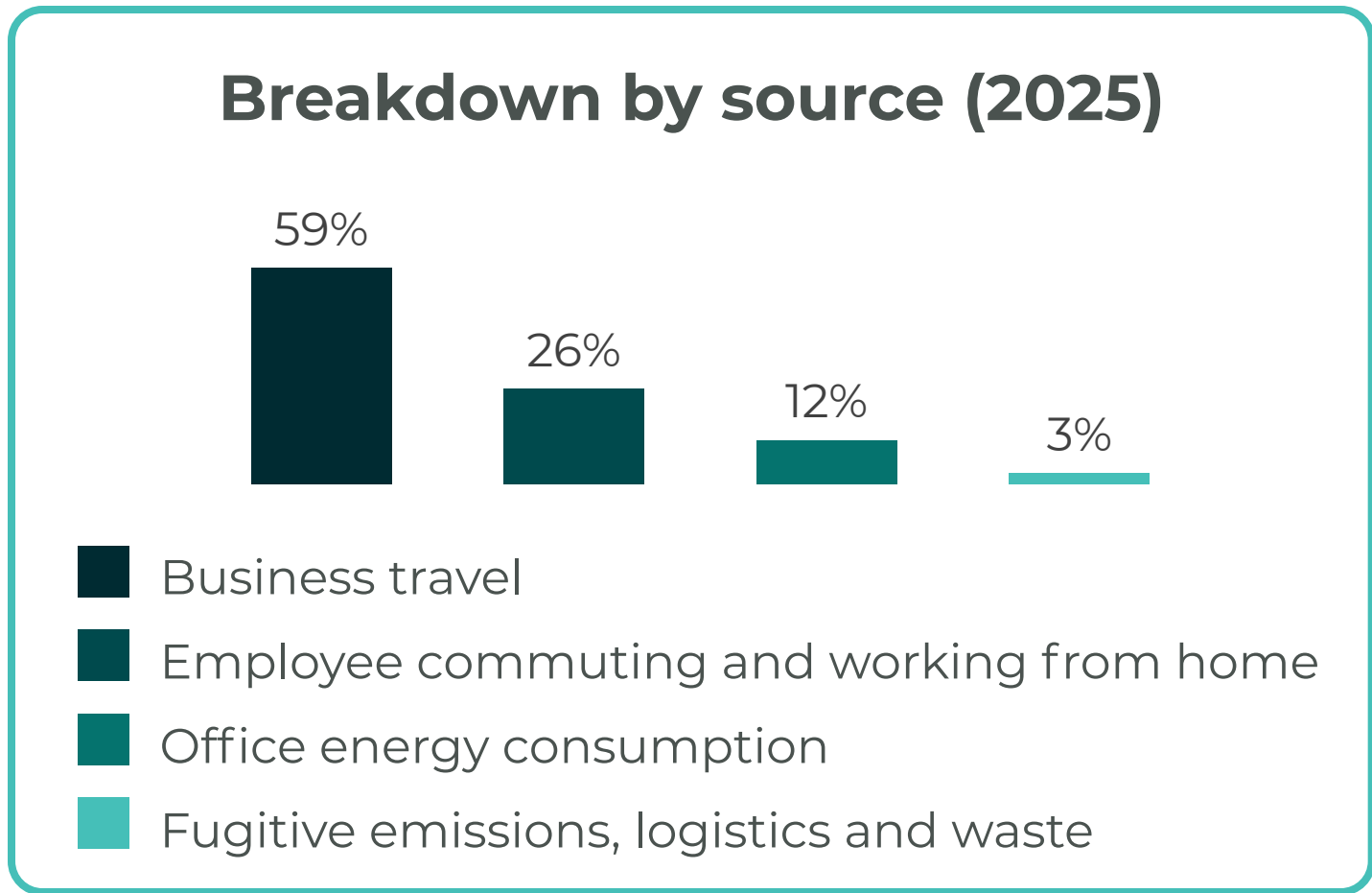
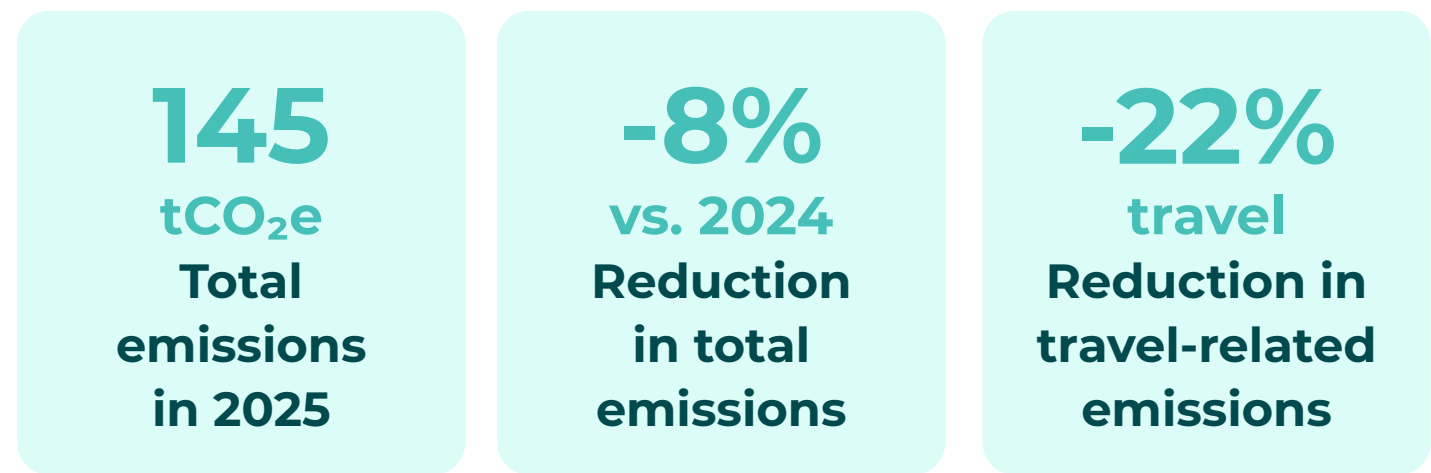
- Social impact and support for civil society organisations
- Diversity, equity and inclusion
- Greenhouse gas emissions and waste management
- Ethics, transparency and governance

The organisation intends to further develop its approach through increased methodological formalisation in future cycles.

3. ENVIRONMENTAL PERFORMANCE

3.1 GREENHOUSE GAS EMISSIONS

In 2025, Sherlock Communications measured its emissions in partnership with YESG (formerly Compensa.Eco), based on the GHG Protocol, covering Scopes 1, 2 and 3. Total emissions amounted to 145 tCO₂e, representing an 8% reduction compared to 2024 (157 tCO₂e).



In 2025, 204 tCO₂e emitted during 2024 were offset through carbon credits certified under the Verified Carbon Standard (VCS), via the VTRM Renewable Energy 2 project.

KEY REDUCTION LEVERS

22% reduction in air travel emissions

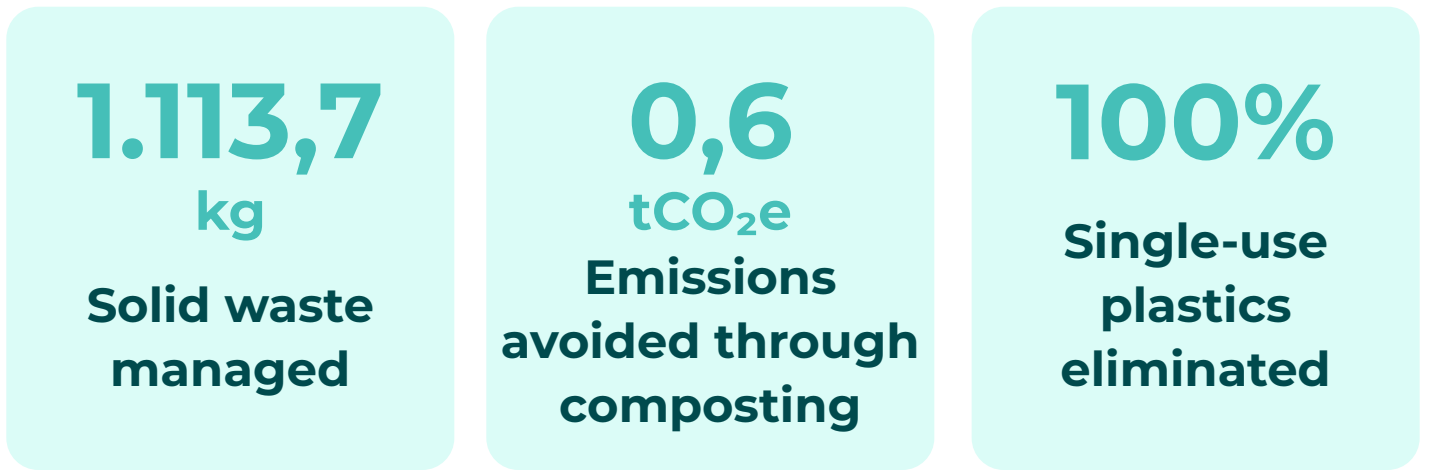
Consolidated hybrid working policy

Team distributed across multiple cities, reducing daily commuting requirements

VTRM Renewable Energy 2 is a grouped project involving the implementation and operation of renewable energy plants in Brazil. Its initial presence is a wind complex known as Complexo Ventos do Piauí, comprising seven wind farms, whose aim is to reduce greenhouse gas emissions by avoiding the generation of electricity from fossil fuel sources.

3.2 WASTE MANAGEMENT AND CIRCULAR ECONOMY

Sherlock Communications maintained structured circular economy practices at its São Paulo and Rio de Janeiro offices, focusing on composting, recycling and the elimination of single-use plastics.



In São Paulo, our partnership with Regera Mundo helped to convert 400 kg of waste into compost, avoiding 30.9 kg of CO₂ emissions. In Rio de Janeiro, a project with Ciclo Orgânico collected 680 kg of organic waste, producing 204 kg of compost and mitigating 476 kg of CO₂.

Additionally, 3,428 cigarette butts were collected, preventing the contamination of 1,895 litres of water. Finally, 106.53 kg of plastic bottle caps were collected and re-directed for recycling, with all profits going to support animal welfare NGOs.

4. SOCIAL IMPACT

4.1 COMMUNITY IMPACT — LUPA DO BEM

Lupa do Bem is Sherlock Communications’ flagship social impact initiative, and a leading platform for small and medium-sized NGOs across Latin America. In 2025, it expanded its network to 11 countries, with 82 donations made.

52.000

people

Directly and indirectly impacted

R\$ 80K

donated

To NGOs in Latin America

+300

users registered

on the Lupa Learning platform



LATIN AMERICA EXPANSION

78 new organisations onboarded to the network across 11 countries:

- Brazil → 49
- Mexico → 8
- Argentina → 4
- Colombia → 4
- Peru → 3
- Chile → 2
- Panama → 2
- Dominican Republica → 2
- Honduras → 1
- Costa Rica → 1
- El Salvador → 1
- Guatemala → 1

2.7 million social media impressions and 54 pieces of media coverage

LUPA LEARNING: DEMOCRATIZING KNOWLEDGE

- Launch of our free course platform designed for the nonprofit sector:
 - English language tracks with vocabulary and terminology tailored to the sector.
 - Project management and fundraising courses.

In just a short time, we’ve already surpassed **300 enrolled participants.**

An illustration of a person sitting on a large laptop screen. The person is wearing a blue shirt and glasses, pointing at a 'LIVE' video feed on the screen. Another person is sitting on the floor next to the laptop, looking at the screen. There are books and a pencil holder nearby.

4. SOCIAL IMPACT

4.2 PRO-BONO CAMPAIGNS

In 2025, Sherlock Communications supported 13 organisations with pro bono communication services across Brazil, Mexico, Peru, Chile, Panama, Costa Rica and Guatemala.



KEY ORGANISATIONS SUPPORTED IN 2025 AND RESULTS

- **La Cana (Mexico):** 85 placements, 19 interviews, estimated reach of 4.89 billion
- **Projeto Vivas (Brazil):** 58 pieces of coverage in national and international media outlets
- **AGTR (Peru):** 64 placements and 2 interviews in major national media outlets
- **Fundacáncer (Panama):** 63 placements, estimated reach of 16.3 million people
- **Mujeres del Mar (Chile):** coverage in Tier 1 outlet El Mostrador (5.2 million monthly visits)
- **REPCONE:** 60+ pieces of coverage, 17 million audience reach
- **Abraço Cultural (Brazil):** 417.8% growth in organic traffic
- **Instituto Educar+ (Brazil):** maintained a Top 7 ranking on Google
- **Cricket Brasil:** coverage across 46 media outlets, with an estimated total audience of 706 million
- **Abuelitos Heladeros (Guatemala):** 44 placements, 13.6 million impressions
- **AME Costa Rica:** 13 mentions, estimated audience of 8 million
- **Instituto Quimioterapia e Beleza (Brazil):** coverage in Estadão and specialised media outlets
- **Fair Fashion | Blockforce:** 169 media placements, with a reach of 236,000 views



4. SOCIAL IMPACT

4.3 ESG CAMPAIGNS WITH CLIENTS

In 2025, Sherlock Communications’ Social Impact & ESG area supported international clients in structuring socio-environmental responsibility campaigns, achieving strong results in reach and engagement.

HIGHLIGHTS

- **C40 / Laneshift Rio:** 56 qualified placements, reach of 70.9 million (Agência Brasil)
- **Gigantes Elétricos:** 87 placements, 9 interviews, 8.1% average engagement on LinkedIn
- **UN SWA:** 180 qualified placements in 6 countries — highlights include Forbes, Folha de S.Paulo, UOL, Estadão and IstoÉ
- **British Council / COP30:** 80+ pieces of coverage, ~30 in Tier 1 media including BBC, G1, Veja and CNN Brasil
- **Ellen MacArthur Foundation:** 13 mentions, article in Um Só Planeta, interview in Folha de S.Paulo
- **Global CSA Conference:** 40 placements, 855,000 unique visitors



IMPACT & CONTEXT: COP30

Engagement in COP30 was the major milestone of 2025. Sherlock Communications developed tailored strategies for 9 international clients, generating coverage that reached more than 1.5 billion people in publications such as Folha de S.Paulo, Forbes, G1, Estadão and Terra.

Internally, a workshop was held with the participation of 90 consultants from across Latin America, strengthening the agency’s capabilities in climate communication and equipping consultants to apply this knowledge to client campaigns.

Sherlock Communications also acted as a content hub in the months leading up to COP30, producing content pieces in different formats aimed at explaining what was happening in Brazil and simplifying the key topics to be discussed at the Conference.

CONNECTING CLIENTS WITH NGOS

- **ManageEngine + Mais Meninas na Tecnologia:** 16 girls (aged 9–16) from underserved communities took part in an AI and technology workshop focused on women in tech; 100% positive feedback
- **The Lumisphere Experience:** Climate education exhibition near the Museu do Amanhã engaged 4 NGOs in Rio de Janeiro, reaching 120 children through an immersive museum experience; resulted in national TV coverage on Record TV (+5M monthly reach)

5. DIVERSITY, EQUITY AND INCLUSION (DEI)

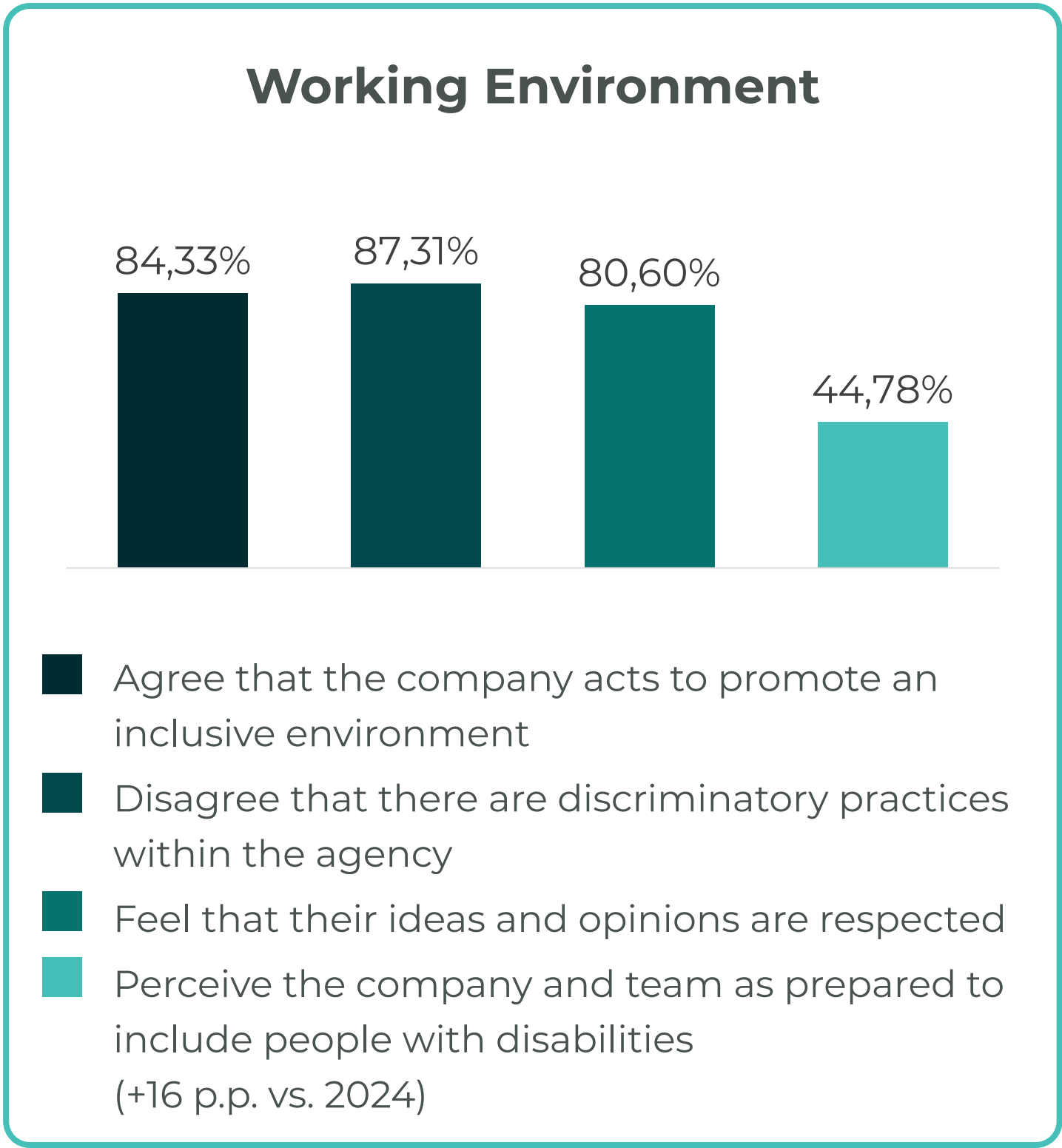
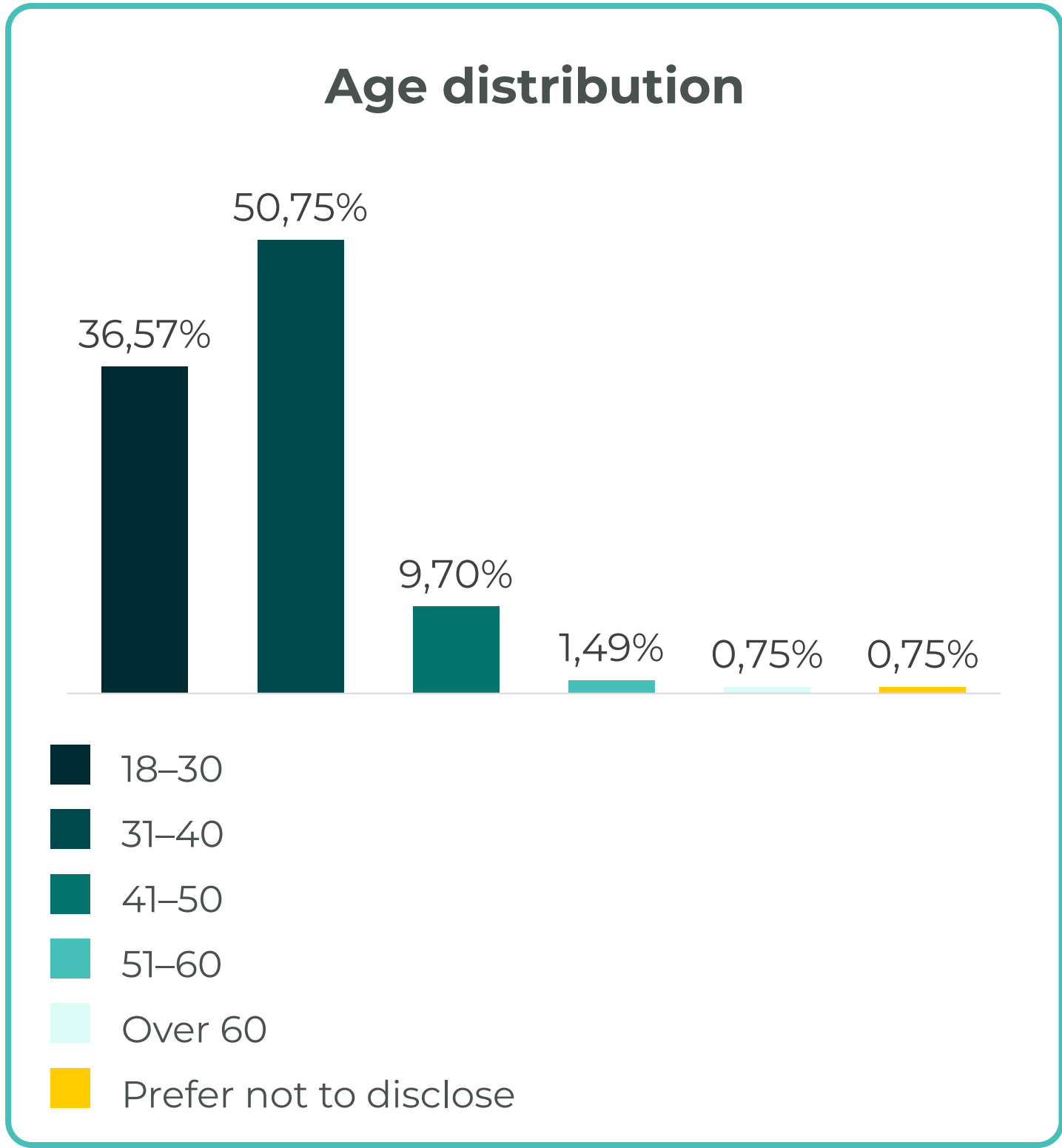
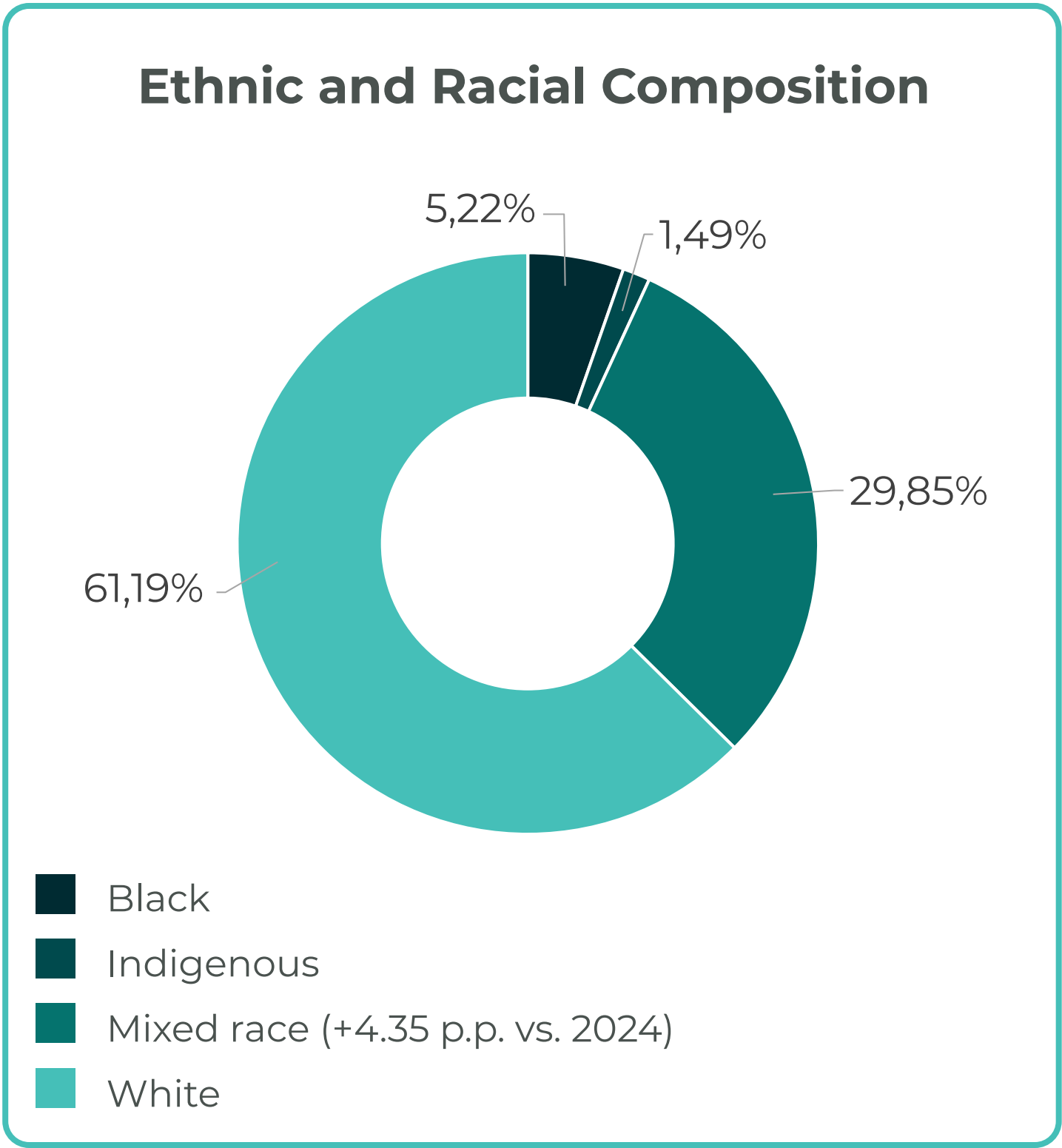
The DEI Committee at Sherlock Communications operates as a strategic internal structure, focused on building an inclusive organisational culture. The data below reflects the Internal Census conducted in January 2026, with the participation of 134 respondents (88.7% of total consultants).

68,7%
Women in the team
(cis and trans)

23,1%
LGBTQIAP+
team members

19,4%
Consultants with disabilities or
neurodivergencies

In 2026, three consultants were promoted to Managing-Directors, reinforcing female leadership.



6. GOVERNANCE, ETHICS AND TRANSPARENCY

Oversight of ESG initiatives is carried out by the organisation's leadership (Patrick O'Neill), with support from an internal group dedicated to the topic, responsible for monitoring initiatives, targets and the evolution of practices.

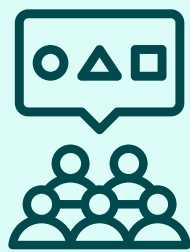
INTERNAL GOVERNANCE PRACTICES

- Annual DEI Census with public disclosure of results
- Annual Transparency and ESG Report with public disclosure
- Active engagement with the United Nations Global Compact across four strategic initiatives
- ESG group with 12 members, fostering active company-wide engagement
- Annual measurement and offsetting of carbon emissions under the Verified Carbon Standard
- Internal channel for reporting harassment and discrimination (Safe Space)
- Formalisation of compliance and due diligence programmes (initiated in 2025)



7. TARGETS AND COMMITMENTS FOR 2026

Targets for 2026 were structured based on learnings from the 2025 cycle, with impact and transparency guiding the process.



SOCIAL IMPACT & DEI

- Facilitate qualified connections between organisations and professionals in the communications sector
- Foster cross-sector and international collaboration
- Strengthen social impact through the application of sector-specific technical expertise
- Deliver DEI training and awareness initiatives
- Reassess office accessibility conditions
- Gradually implement affirmative hiring practices with ongoing monitoring



SUSTAINABILITY

- Identification of key emission sources
- Definition of priorities, targets and timelines for the reduction of emissions
- Integration of environmental criteria into event planning and operations
- Establishment of monitoring mechanisms and periodic review



ESG BUSINESS

- Consolidate Social Impact & ESG Services as a revenue stream integrated into the business strategy
- Apply Sherlock Communications' expertise to strengthen narratives, campaigns and impact initiatives
- Amplify social and environmental causes through responsible communication strategies aligned with partner client values



GOVERNANCE & INNOVATION

- Strengthen alignment with Global Reporting Initiative standards in future cycles
- Reinforce the corporate volunteering policy across Latin America
- Consolidate formal compliance and due diligence frameworks

Methodology

This Executive Summary was prepared based on Sherlock Communications' ESG and Transparency Report for the 2025 reporting period.

This document does not constitute a report in full compliance with the Global Reporting Initiative Standards, as these were used solely as a guiding framework for structuring content.

Greenhouse gas emissions data were calculated based on the GHG Protocol, with support from YESG, considering the scopes applicable to the organisation's operations.

The organisation intends to progressively enhance the depth and scope of its disclosures in future cycles.



SHERLOCK COMMUNICATIONS

Sherlock Communications is a multi-award-winning communications agency operating across Latin America. With offices in Brazil, Peru, Colombia, Chile, Mexico, Argentina, Panama, Costa Rica, and Guatemala, **we have a fully bilingual, multidisciplinary team.** Our mission is to help companies overcome commercial and cultural barriers between Latin American and international markets.

The agency was named **Best International Agency 2024** and **Best Agency in LATAM 2025** by **PRWeek Global Awards**. Sherlock Communications has won and been highly recommended for more than 55 global awards over the past two years, and was named the **second most creative agency** in the world and the **most creative in Latin America** by The Holmes Report's Creative Index.

For more information please send an email to contact@sherlockcomms.com

Managing Partner Patrick O'Neill | **Production** Aline Louzano, Danielle Cameira, Fabiana Rosa, Helena Monahan, Ingrid Leone, Isabela Guaraldi, Julia Paresque e Rebeca Souza | **Carbon measurement** Compensa.Eco
Revision Carolina Yokota e Fabiana Rosa | **Design** Érica Duarte

No part of this report may be reproduced, stored or transmitted without the prior written permission of Sherlock Communications.
For authorized use or more information, please contact: insights@sherlockcomms.com | www.sherlockcomms.com