

Capsule

# Impact Report

2025

Capsule

Certified



Corporation



# Contents

<b>02</b>	<b>Hey</b>
	Meet the founders
	Meet the team
<b>05</b>	<b>Levelling up</b>
<b>06</b>	<b>Doing good</b>
	Community matters
	Big impact at Good Small Farms
	Paddling what we preach
	The year in numbers
	We know what it takes to be a B Corp
	Our score
<b>12</b>	<b>Environment</b>
<b>13</b>	<b>Capsulites</b>
<b>14</b>	<b>Community</b>
<b>15</b>	<b>Governance</b>
<b>16</b>	<b>Customers</b>
	Brands we're proud to support
<b>18</b>	<b>Continuing our B Corp Journey</b>





# Hey.

**We launched Capsule in 2021 with a simple mission: to make an impact, for good — both in the world of insurance and the one we live in. And to help other businesses do the same.**

We've always sought to disrupt the traditional insurance market for the better. It's why we focus on balancing purpose with profit. And it's also why we do our best work with innovative companies who think in the same way.

We're committed to sustainability, corporate responsibility, and total transparency in all we do. So it was important for us to get B Corp certified as early in our journey as possible. We did it in 2022. This year, we not only recertified, we also jumped from a score of 87.5 to 101.7!

This impact report is our opportunity to keep tabs on what we're doing well and what we can do better across five key areas: environment, workers, community, customers, and governance.



# Meet the **founders**

*“We’re Tom and Liam, the first brains behind Capsule — although there have been plenty more since!”*

*We define ourselves as insurance specialists. But in reality, we’re much more than that.*

*Capsule is a different kind of broker. We ensure that companies experiencing spectacular growth, as well as those scaling quickly, have policies in place that match their ambitions.*

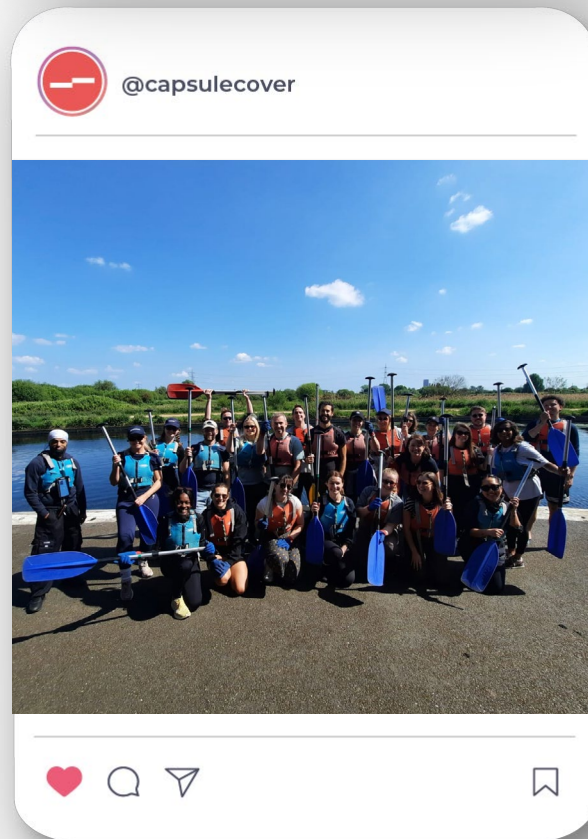
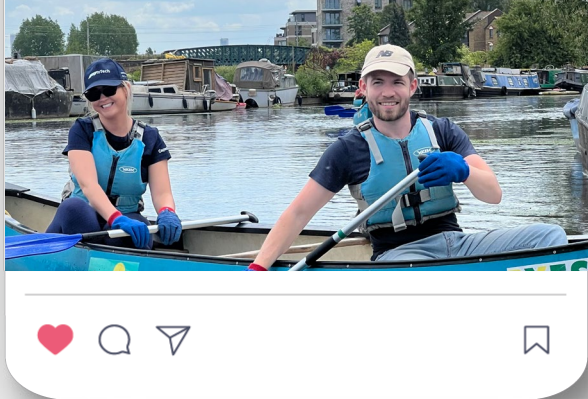
*Not only do we understand high-growth, VC-backed scale-ups better than any other broker, but we also recognise the connection between strong environmental, social, and governance (ESG) values and reduced risk.*

*We’ve been building our team, expanding the Capsule community, and making good on our promises to reward more impactful businesses with better insurance.*

*But most importantly, we’re people people. Our customers value the human touch we add to insurance. Because in a sea of AI customer service bots, we’ll always strive to create a personal connection.”*





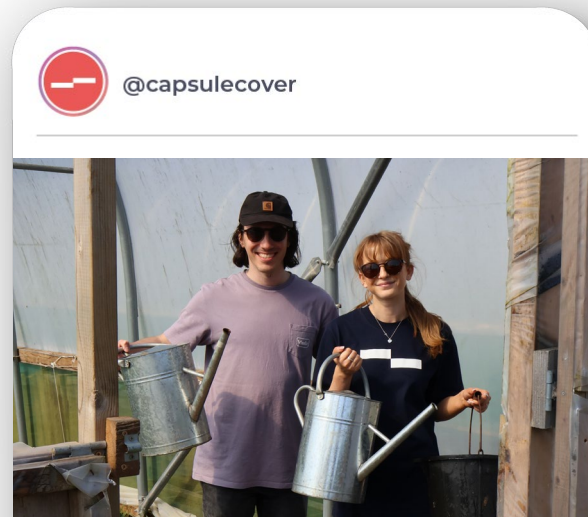


## Meet the **team**

If you build it, they will come. In four years, Capsule has grown from a founding duo to a dynamic team of more than 60 — each with their own passions and expertise.

The people that power Capsule all joined for a reason: they believe it's possible to create real change for the innovative businesses that we champion, our community, and the planet as a whole. We're proud to be backed by a team that breaks the classic 'insurance rules' for all the right reasons.

Starting and scaling a business isn't a sprint. It's a marathon that takes hard work, dedication, and endurance. That's why we've curated a team that can effectively keep pace — bringing their own fire to fuel yours.





# Levelling up

We're not traditional brokers and we never aim to be. That's because we believe the old insurance models are broken — particularly when it comes to businesses that are scaling fast.

## Innovative to the core.

Most insurance policies are based on conventional growth trajectories and business risks. But ambitious scale-ups don't always follow a clear path.

As a fellow scale-up, we understand that your position can change dramatically from month to month. It's why we won't just review your cover once a year — we'll analyse it regularly to identify any vital gaps, outdated policies, or opportunities where you could be saving money.

Plus, we know that other B Corps and similarly ESG-conscious businesses have better risk factors — and should be rewarded for it. Capsule works closely with insurers to ensure the commitments of purpose-led businesses are recognised, reducing premiums where possible.

**We take that same approach to our business — constantly reviewing our working practices to drive the biggest change.**

## Our Goals

### High Growth

To get high-growth scale-ups recognised by insurers.

### ESG

To link ESG values and reduced risk.

### Support

To support growth companies on their journey.

### Community

To create a community and lead the way forward.





At Capsule, impact isn't just a **buzzword**, it's what we're about.

## Doing good

We've set out the environmental and social promises we work towards every day.

Our Impact Business Model is the real deal, designed to help underserved and fast-growing businesses thrive. And we're building a community of innovative, purpose-driven companies who are as fired up as we are about making a difference.

*"This has been our target from day one: a real business with real purpose. We're using B Corp principles not only to make sure that we as a business fulfil our own ESG objectives, but also to support our clients to achieve the best terms with our insurance partners."*

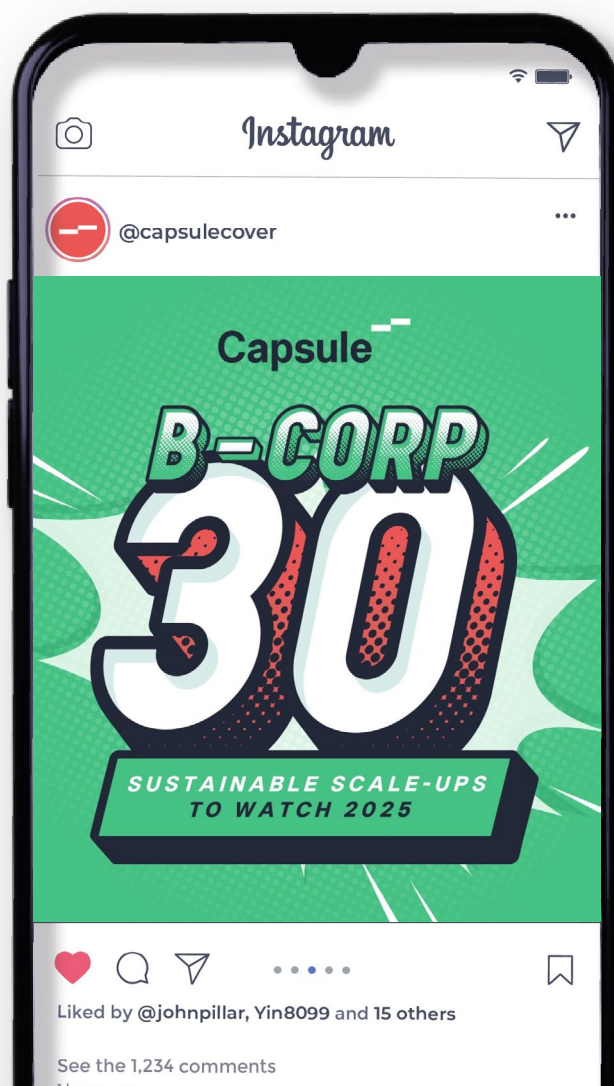
**Tom | Co-Founder and CEO**



# Community matters

As a certified B Corp, we practice what we preach - and we recognise other businesses doing the same. It's why we've continued to publish our highly anticipated B Corp 30 list in partnership with renowned researcher Ying van de Walle.

Every year, it highlights 30 UK B Corps that prove purpose and profit can go hand in hand.



## Big impact at Good Small Farms

One of our quarterly business updates focused on giving back — and there was no better way to show that than by lending a helping hand to our friends at Good Small Farms. Hear more about what we got up to:

*"It's been great to use some of our allotted volunteering time to support a fellow B Corp like Good Small Farms. Everyone at Capsule was so impressed with how much their small team does - from producing fruit, vegetables and nuts to growing organic trees, and much more."*

**Victoria | Marketing Director**



# Paddling what we preach

—

In June, we swapped our desk chairs for canoes and our office for the River Lea as we embarked on another company-wide litter pick - this time on the water. But we didn't paddle alone. We were joined by friends at BOL Foods, Foster Communications, and Stride Treglown to name a few.

*"This has become a new annual tradition of Capsule that I LOVE organising. It's great that we're able to drop the 'shop talk' and get to know members of the Capsule community better whilst doing something good for the environment."*

**Chris | CX & Culture Lead**





# 1000

customers

# 100%

of employees entered  
into our shares scheme

# 2000+

trees planted  
through Ecologi

# 31+

projects funded  
through Ecologi

# 101.7

our new B Corp score

# 600+

hours of volunteering  
time given

# 550+

tonnes of carbon  
reduced through Ecologi



The year in numbers





# 25%

of global B Corps are in the UK

# 2,600+

UK B Corps

# 153,000

UK workers

# 20+

industries

## We know what it takes to be a BCorp

Being a B Corp isn't just about doing the paperwork and showing off the badge - it's about making a tangible impact as part of a movement that's doing something bigger.

### Where traditional businesses fall short.

B Corps consistently outperform traditional businesses — with higher turnover, employee growth rates, staff retention, engagement, diversity, and funding. They focus on making a positive impact for all stakeholders, not just shareholders — taking steps to address wider issues such as the cost of living and climate crises.

### Part of a movement for change.

We feel proud to be aligned with businesses prioritising purpose over profits. We join over 2,600 UK B Corps that are all committed to meeting rigorous standards for social and environmental responsibility. They've even signed a 'Declaration of Interdependence' — **now that's commitment!**



## Our score

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Based on the B Impact Assessment, we've earned an overall score of 101.7 – that's a significant rise from our previous score of 87.5, and way over the 50.9 median for ordinary businesses.

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Environment

# 10.3

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Our people

# 41.2

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Community

# 21.8

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Governance

# 19.6

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Customers

# 8.7

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Capsule's commitment to the

# Environment

10.3

We're continuing to develop a powerful sense of purpose that encourages us to consider our individual and collective impact. And this year, we were proud to be recognised for it — winning 'ESG: Sustainability Initiative of the Year' at the British Insurance Awards.

## Compliance

- We regularly review our policies and engage with stakeholders to stay on track.
- Our accounting system is linked to a carbon reduction tool.
- We engaged a specialist to review our carbon footprint and set actions.

## Waste

- Capsule HQ, Clockwise, offers green spaces and accessible recycling.
- Our London office, Runway East, is a B Corp with a recycling and composting scheme.
- Our policies outline how we refurbish and recycle equipment and manage e-waste.
- We have a list of environmentally preferred vendors for office supplies.

## Giving back

- We continued working with Ecologi to closely follow our carbon reduction action plan.
- We planted over 2,000 trees and supported 33 projects through Ecologi.
- 10 volunteering days are allocated per employee — equivalent to 4,875 hours.
- We embarked on a river restoration project with Thames21.
- We hosted multiple tree restoration and planting volunteer events.

## Energy

- We rolled out our new sustainable Working From HQ & Home policy.
- Clockwise uses LED lighting and hosts a significant solar panel installation.
- Runway East uses smart thermostats and occupancy sensors.
- Energy in both offices comes entirely from renewables.

## Looking ahead we'll...

- Continue to build on our existing policies and commitment to ESG goals.
- Establish a relationship with an environmental partner.
- Roll out a cycle-to-work scheme.
- Continue to help our staff utilise their volunteering days, as well as create opportunities for clients to do the same.



Capsule's commitment to our

# Capsulites

41.2

At Capsule, 'company culture' isn't just about hosting regular socials and free pizza. It's why we issue our annual survey to understand what our employees want, and where we might be falling short. One person said they "couldn't be a bigger advocate of Capsule", so we must be doing something right.

## Fair pay

- Everyone earns in excess of a Living Wage, and we adjust salaries to match the cost of living.
- Individual efforts are recognised with bonus and commission schemes.
- Senior leadership's bonuses are tied to our ESG goals.
- We offer a share scheme for all employees.
- An additional monthly wellbeing payment is added to everyone's salary.
- We've added new perks, including Aviva medical and dental insurance.

## Career growth and wellbeing

- We prioritise promoting from within - this year, that meant 10 team members.
- We hired for a dedicated role focused on people development.
- Our 'All Hands' off-site business update is held every quarter with team activities.
- We offer regular sporting activities, including padel, Pilates, football, and more.
- We provided training for 4 mental health first aiders with St John's Ambulance.

## Shared success and flexible working

- Our team chooses where to work — home, office, or both — and even abroad.
- We offer 25 days' holiday plus bank holidays, the Christmas break, and birthdays.
- Our policy gives people flexibility to celebrate other religious events.
- Our team can fit community initiatives around their work with volunteer days.
- We have an enhanced maternity and paternity leave policy.



## Looking ahead we'll...

- Provide new learning and development opportunities, particularly around management training.



Capsule's commitment to the

# Community

21.8

We're more focused on equality, diversity, and inclusion than ever before — but not just because it's the fair thing to do. Because being truly diverse allows us to enhance our creativity, broaden our talent pool, and foster a vibrant community in the workplace.

## Celebrating diversity

- We embed diversity, equity, and inclusion into every job listing.
- Our ladies' college partnership introduces women to male-dominated industries like insurance.
- We organised a screening event to raise awareness of LGBTQIA+ misrepresentation and discrimination.

## Giving back

- Our team gets 10 days a year to volunteer - this year they've put in 600+ hours at animal sanctuaries, helplines, river restoration charities, and more.
- We support B Corp catering suppliers, including Days, Dash Water, Jubel, and more.
- We offer volunteering for young people from disadvantaged backgrounds, helping them to get into work.

## Prioritising sustainability

- We encourage eco-friendly travel.
- New suppliers complete an ESG survey and are given an improvement report.
- We track and reassess our suppliers' ESG credentials to measure improvements.

## Hosting events

- We ran our very first 'Paddle and Pick' event, joined by partners and clients.
- We held our team 'All Hands' at Good Small Farms, helping out on the farm as we did.



## Looking ahead we'll..

- Enhance our DE&I training for all staff.
- Decide on a new charity partner for 2026.



# Capsule's commitment to Governance

19.6

Good governance underlines everything we do here at Capsule.

## Checks and balances

- Our board ensures we're about more than just making money for stakeholders.
- We use clear goals to measure how we're helping society and the environment.
- Our supplier ESG survey gives us a better understanding of who we're working with.
- Our brokers are fully qualified based on a formalised training process.
- We hired external experts to review our business practices and sustainability goals.
- We've reviewed our data protection compliance with Trust Keith.
- We appointed a fractional CFO to ensure financial compliance.

## Full transparency

- We're transparent about profitability, revenue, and funding with the team throughout the year.
- We safeguard against fraud and errors.

## Our moral compass

- Our set of rules sets a high bar for how we behave at work.
- We recertified as a B Corp, increasing our score from 87.5 to 101.7.



## Looking ahead we'll...

- Continue not to take on clients and partners whose business practices don't align with ours.
- Continue to publicly disclose quantifiable indicators and outcomes.



Capsule's commitment to our

# Customers

8.9

Like we said, we're people people. And that includes our customers as much as our team. We believe that the most successful businesses look beyond their bottom line to develop strong ESG values. And we stand ready to support them.

## Measuring ESG

- We offer ongoing ESG discounts for our customers.
- We're able to secure reduced premiums with insurers for fellow B Corps.
- Our ESG Index evaluates our clients' business practices and identifies areas for improvement.
- We're continuing to build a network of responsible insurers and influencing others around ESG.



**"B Corp companies perform better and are more resilient than those without the certification."**

## Making insurance accessible

- We're creating online journeys based on what customers want from us.
- We refreshed our customer documents and health checks.
- 93% of customers surveyed found our mailings and communication easy to understand.
- 90% of customers told us we're different from other brokers they've worked with.

## Giving back meaningfully

- We hosted over 20 events for our clients and community.

## Looking ahead

- We'll continue to find out what's important to our customers by introducing new survey points in the customer journey.
- We're going to grow our group of B Corp customers - more than 60 of our clients are B Corps, and we aspire to be the broker of choice for these scaling companies.



# Brands we're proud to support

*"We work with a selection of some of the best and most innovative scale-ups in the UK. We're proud to operate across a number of key verticals and industries, never allowing ourselves to get stuck in one niche."*

David Wood | Broking Director

crowdcube

DASH  
WATER

Ocean  
bottle

Oxwash

RAYLO.

thirdfort

JUBEL

RUNWAY  
EAST

Notpla

ODDBOX

BLOOM  
& WILD

Daye



# Continuing our B Corp journey

—

“If there’s one thing that reflects our commitment to the B Corp movement this year, it’s our fantastic recertification score. To be able to go from 87.5 to 101.7 — increasing our valuation across all categories — is a well-deserved reflection of our work, our goals, and the people that make the wheels turn.

From getting more involved with our local community through regular litter picks, tree restoration projects, and volunteer work to offering our customers and employees increased transparency around what we’re working towards behind the scenes, this year has been a busy one. And we’ve done it all with a firm commitment to equality, diversity, and inclusion.

Achieving B Corp certification was mine and Liam’s shared goal from the get-go — and we’re grateful to have surrounded ourselves with an energetic team that’s just as passionate about those values as us. But the hard work doesn’t end here.

Going forward, we’ll need to work towards the new B Corp measures, and they’re tougher than ever. Businesses now face stricter environmental and social rules, so we’ll be familiarising ourselves with those now to stay ahead.

As we sharpen our focus for 2026, we’ll be working on improving our existing DE&I training modules for current and future staff, as well as reaffirming our commitment to the local community by working with meaningful charities. And, as always, we’ll be looking to our clients and partners for input.

**Because together is where real impact happens.”**



## Book a meeting



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