



ESG REPORT 2024/25

xma.co.uk

CONTENTS

02 **Foreword About XMA**

06 **Section 1:**
Introduction

09 **Section 2:**
Our ESG Strategy

12 **Section 3:**
Environmental Stewardship

15 **Section 4:**
Our Social Responsibility

22 **Section 5:**
Governance

28 **Section 6:**
Performance & KPIs

33 **Section 7:**
Closing Remarks

At XMA, our responsibility extends beyond the technology and services we provide. We are committed to building a sustainable business that has a positive and lasting impact on our people, our communities, and the planet. This report outlines our strategic approach to Environmental, Social, and Governance (ESG) principles and details the progress we have made.

Our vision is to leave a legacy that continuously improves people's lives. This is not a passive statement, it is the driving force behind our key strategic decisions and everyday operations. From our ambitious Carbon Reduction Plan to our focus on creating an inclusive and supportive workplace, we are taking decisive action.

We are making XMA a fairer place to work, where everyone is treated as an equal and has the support they need to excel. We are also dedicated to caring for our planet by continuously improving our environmental impact through support, education, and collaboration.

This report is a transparent account of our commitments, our actions, and our progress. We are proud of the strides we have made, but we recognise that this is an ongoing process. We will continue to invest, innovate, and collaborate to build a better future for our colleagues, customers, suppliers, and the wider community.

Lee Hemani, CEO



Leave a legacy that continuously improves people's lives

ABOUT XMA

XMA is a leading UK IT services and solutions provider, serving a diverse customer base across both the public and private sectors.

**We are an
ISO 14001
certified
organisation**



We are a socially responsible organisation with social value inherent in our operational planning and service delivery. As an ISO 14001 certified organisation, we place sustainability and consideration for the environment at the core of everything we do.

Our business is built on a foundation of providing technology and services that meet the complex needs of our customers, from large FTSE-listed corporations and central government departments to growing small and medium-sized businesses.

WHY XMA: OUR PURPOSE, MISSION, AND VALUES

Our work is guided by a clear vision and mission, supported by core values that inform our approach to business and our role in society.



Darren Howe
ESG Director

Our ESG Vision:

To leave a legacy of Inclusion that continuously improves people's lives.

Our Mission:

To deliver Environmental, Social and Governance excellence, whilst generating sustainable long-term relationships, with fair and ethical outputs to benefit all our colleagues, customers, suppliers, wider stakeholders and community serving organisations.

Our ESG strategy is built on three central missions:



Environmental:

To continuously improve our environmental impact and care for our planet. We aim to bolster our efforts in improving our environmental output, as well as that of those around us, through support, education, and collaboration.



Social:

To improve the lives of everyone involved with XMA. From our colleagues and customers to our suppliers and wider communities, we are driven to make positive improvements.



Governance:

Our commitment to strong governance applies to everyone we work with.

For our Clients: We provide the expertise and solutions to help them meet their strategic objectives, manage technology risk, and maintain regulatory compliance.

For our People: We are committed to making XMA a fairer place to work, where everyone is treated as an equal and given the support needed to excel.

SECTION 1:
INTRODUCTION



Industry Overview

The UK IT market is a dynamic and expanding environment, with a projected Compound Annual Growth Rate (CAGR) of 7-9.3% through to 2030¹.

This growth is propelled by key technological drivers including digital transformation, widespread cloud adoption, the integration of Artificial Intelligence (AI), and a critical focus on cybersecurity. As a reseller, XMA operates in a competitive landscape, facing challenges such as the need for strict compliance, managing public sector procurement requirements, and ensuring an ethical supply chain. Our strategy is to navigate this landscape by delivering proactive, high-value managed services that address the core challenges of our clients.

¹ United Kingdom ICT Market 2025-2033 analysis: Trends, Competitor Dynamics, and Growth Opportunities (no date) Comprehensive Market Research & Forecast Analysis

Acquisitions

Our recent acquisitions of GBM Digital Technologies Group and Datapac represent a significant strategic expansion for XMA.

Beyond the financial growth, these acquisitions have brought new staff, skills, and specialisms that build on our existing capabilities.

- Our acquisition of Sync (part of GBM Group) makes XMA the largest Apple reseller in the UK, a significant milestone in the market.
- The addition of Datapac increased the size of our managed print business and provides us with a footprint and route back into the EU market.
- The acquisition of Kingsfield (part of GBM Group) further broadens our portfolio and expertise, strengthening our position as a leading technology partner.



The XMA Board



Lee Hemani
Chief Executive Officer



Kelvin Lee
Chief Revenue Officer



Lea-Ann McLean
Chief People Officer

XMA Revenue



£578m | £642m

XMA Holdings



£211m | £250m

Acquired Jan 24
Apple Specialist



£27m | £20m

Acquired Jan 24
Only dedicated Microsoft
Surface reseller



£295m | £334m

£30M of Technology
Services. 24x7 SC Cleared
Service Desk



£45m | £39m

Acquired Aug 24
European Reseller Expert
MPS provider

Actual FY24 | Forecast FY25

SECTION 2:
OUR ESG STRATEGY

OUR COMMITMENT TO ESG

XMA's Environmental, Social, and Governance goals have been established through collaborative engagement with our internal teams and community groups, ensuring that inclusion and equality are central to our objectives and actions. Our commitment is formalised through our ESG Strategy and Impact Matrix, which guides our delivery against clear targets.

Our ESG Vision and Values

Our vision is to leave a legacy that continuously improves people's lives. This vision is actioned through our focus on environmental care, social improvement, and fair governance. Our strategy aligns with established frameworks, including the Public Sector Social Value TOMs and the 17 UN Sustainability Development Goals.



Stakeholder Engagement

We actively engage with our stakeholders (including employees, customers, suppliers, and community organisations) to understand their concerns and incorporate their feedback into our decision-making processes. This ensures our ESG strategy remains relevant and impactful.

Materiality Assessment

XMA conducts a Materiality Assessment every 3 years, to identify and prioritise the most significant ESG issues for our business and our stakeholders. This process involves evaluating a range of topics to determine their importance and our ability to effect change, ensuring our resources are focused on the areas where we can have the greatest impact.

Employee Resource Group (ERG)

Our ERG work collaboratively to discuss and enforce change and progress. With our ESG vision and goals in mind, they identify initiatives to endorse and are proactive in enhancing inclusion in the workplace. They are key contributors to meeting our ESG goals set out annually.



Supporting UN Sustainable Development Goals

Investing where it counts.

As a business, we're actively working towards realising the UN's SDGs. Their potential to bring about impactful, positive change not only inspires us, it's galvanising us too. For XMA, it's crucial that we develop our sustainability strategy in alignment with all the SDGs.

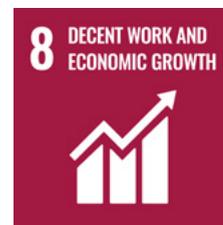
SDG Policy – Awareness program, process and policy in design – statement – commitment



SDG Active – Work in progress



SDG Proactive – Continuous measured improvement



Our focus goals

SECTION 3:
**ENVIRONMENTAL
STEWARDSHIP**

ENVIRONMENTAL STEWARDSHIP

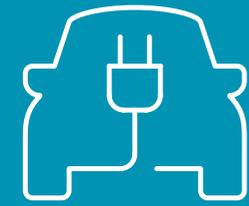
Our environmental strategy is aligned with the United Nations Sustainable Development Goals and is focused on continuously improving our impact and caring for our planet. All environmental initiatives and data are detailed in our Carbon Reduction Plan.

[READ OUR PLAN](#)



Environmental Policy

We are committed to reducing our environmental footprint across all business operations. Our policy is underpinned by our ISO 14001 certification and a commitment to achieve Net Zero for Scope 1 and 2 emissions by 2030 and Scope 3 emissions by 2045. We have established clear annual targets and a strategic plan to meet these goals.



Employees using the Octopus Electric Car Scheme

Saved approx. **73 tonnes of CO2** which is the equivalent of **36.49 trees.**

Energy Management and Climate Change

Our Carbon Reduction Plan forms the bedrock of our climate change strategy. We have made substantial progress:



reduction in **Scope 1 and 2 emissions**



reduction in **Scope 3 emissions** Relative to our 2019 baseline.

Key initiatives include:

- Refurbishment of gas boilers and deployment of advanced LED lighting controls
- Streamlining our warehouse operations to fewer sites to reduce energy consumption
- Procurement of REGO-backed tariffs to reduce market-based Scope 2 emissions.

Waste Reduction and Recycling

We are focused on minimising waste and promoting a circular economy.



In our Nottingham facility, **100%** of waste is diverted from landfill. Our IT Asset Disposition (ITAD) solutions ensure that under 1% of processed equipment goes to landfill.



We have removed **350,000** meters of plastic tape from circulation in the last year.



We have reduced single-use plastics and are using sustainable materials in our packaging and operations.



Through our Erase & Donate Program, we have donated over **1,500** devices

Supply Chain Sustainability



XMA recognises its duty to monitor our suppliers' compliance with sustainable production. We are committed to building a robust supply chain that can support our Net Zero 2045 target. Our Supplier Code of Conduct outlines the ethical and sustainability standards we expect from all our partners.



SECTION 4:
**SOCIAL
RESPONSIBILITY**

SOCIAL RESPONSIBILITY

Employee Well-being and Benefits

We provide a safe, inclusive, and supportive work environment with fair wages, benefits, and opportunities for professional development.



Insurance

Employees are automatically enrolled in Group Life Insurance (2x base salary) and Group Income Protection from day one. Private Medical Insurance with Vitality, with cover for partners and families too.



Well-being Programmes

Through YuLife and Vitality, employees have access to a 24/7 Virtual GP, an Employee Assistance Programme (EAP), mental health support, and rewards for healthy activities like walking and mindfulness.



Holiday

Employees receive 25 days of annual leave, plus public holidays and their birthday off. Entitlement increases by one day per year of service, up to a maximum of 30 days after five years. Each employee is entitled to one volunteering day per year and has the right to purchase extra holiday.



Mental Health

We have trained Mental Health First Aiders (MHFAs) across all office locations to provide confidential support to employees.



Healthy Workplace

We provide weekly fruit boxes and facilities for meal preparation in all offices. We also offer a Cycle To Work scheme and actively encourage participating with the YuLife app, which promotes healthy living.



Long Service

We reward and congratulate staff for length of service. This includes increased annual leave as described above, as well as Long Service bonuses awarded every 5 years.



Financial Well-being

To support the financial health of our employees, we provide access to professional advice and a range of programmes that offer direct financial rewards. In the last quarter alone, employees earned over £7,800 in 'YuCoin' which can be redeemed for retail vouchers.



Employee Referral Programme:

We operate an employee referral programme that pays a financial sum to employees who successfully refer a new hire.



Enhanced Maternity Leave

We're proud to offer 12 weeks full pay and 8 weeks half pay for maternity leave, ensuring families are given the time to bond with their children without having to worry about financial pressures. We also have an enhanced paternity leave policy, plus inclusive policies that support all parents, including paternity, adoption, and shared parental leave.



Flexible Working Options

We have Flexible Working Options to help parents manage childcare responsibilities and maintain a healthy work-life balance alongside access to Family-Focused Resources including wellbeing support & financial guidance through our EAP programme with YuLife.



Tax-Free Prizes

Our 'Employee of the Quarter' programme gives tax-free cash prizes of up to £1,000, with the 'Employee of the Year' receiving £5,000 tax-free. Additionally, our 'Free Fuel Fridays' initiative provides four employees each week with tax-free money paid directly into their bank account to spend on something they enjoy.



Vouchers and Discounts

The YuLife benefits programme rewards healthy activity with YuCoin, which can be exchanged for vouchers from major brands. We also provide regular discounts on a wide variety of other products and services, including through our Employee Purchase Store. Our Vitality programme also gives our team access to various discounts and freebies.

Volunteering and Community Engagement

Our paid employee volunteering day benefits our people, our community, and our business. The policy improves employee engagement and develops new skills while providing local charities with essential, skilled support at no cost. From helping at various wildlife and rural communities in St Albans (such as Aldenham Park, Hanstead Wood, and Sunnyside Rural Trust) to regular volunteering days at the RSPCA in Nottingham, we demonstrate our community commitment.



St Albans Action for the Homeless:

A local charity providing shelter, food, and support to homeless people in St Albans.



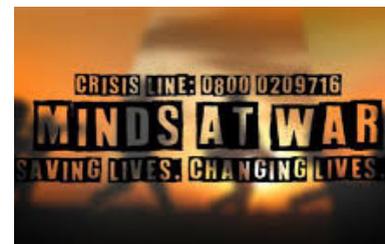
Hanstead Wood:

A local ancient woodland managed by the Woodland Trust, supported for its conservation and public accessibility.



Aldenham Country Park:

A not-for-profit community farm and parkland that provides accessible facilities and supports adults and children with special educational needs.



Minds at War:

A specialist charity providing mental health support and therapy for military veterans and their families.



RSPCA (The Royal Society for the Prevention of Cruelty to Animals):

The UK's largest animal welfare charity, dedicated to rescuing animals, preventing cruelty, and promoting their welfare.



Sunnyside Rural Trust:

A social enterprise offering therapeutic horticultural activities and employment opportunities for young people and adults with learning disabilities.



Career Ready:

A UK social mobility charity that connects young people from diverse backgrounds with employers to prepare them for the world of work.



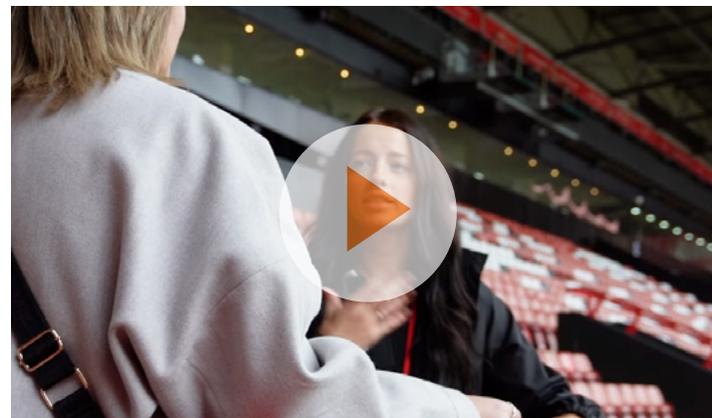
Sponsorships & Support



Nature Based Blades: This ground-breaking 3-year project in partnerships with Sheffield United Community Foundation (SUFC), Premier League, PFA and The Premier League Charitable Fund invests £150,000 to educate Sheffield's youth in leading climate action initiatives within their communities. Its aims are to increase knowledge and positive behaviours in relation to climate action and will see participants receive workshops and accredited qualifications, culminating in the chance to complete a Nature Based Solution in their school or local community.



Healthy Families, Healthy Futures: is a physical activity and mental health support programme that supports people directly or indirectly affected by various physical and mental health conditions. They work with people affected by cancer, dementia, depression and many more physical and mental health conditions. The programme aims to provide free physical activity and social opportunities to help support people's social wellbeing, physical and mental health. They also offer talk groups to help people improve their mental health and wellbeing by giving them the opportunity to open up and seek support. A variety of sessions are on offer both online and face to face, strategically delivered in various locations across the city. XMA are a lead sponsor of the programme.



From nurturing leadership and elevating organisations to fostering wellbeing, Humanise Solutions revolves around placing people at the heart of everything they do.

Our partnership with Humanise Solutions supported their 1:1 Player Coaching, focusing on helping women achieve their potential in sports.



Erase & Donate Scheme:



As part of our professional IT Asset Disposition (ITAD) service, we perform certified data erasure and fully refurbish each device. This provides charities and community groups with functional hardware at no cost, allowing them to direct funds to front-line services instead of administrative overheads.

The 1,500 devices we donated last year also help tackle the digital skills gap by giving people the essential tools for training and accessing online resources. This process turns redundant corporate assets into valuable community resources, supporting our ESG vision of promoting inclusion.

XMA generously donated 333 refurbished laptops to Manchester City Council's (MCC) Libraries Digital Inclusion Team. This initiative aimed to breathe new life into these devices to support Manchester's communities.



333

**refurbished laptops
donated**
to Manchester City
Council's (MCC) Libraries
Digital Inclusion Team.

[READ CASE STUDY](#)

Charitable Giving and Donations



XMA is committed to making a positive impact on our communities and the environment through direct financial support, in-kind donations, and employee-led initiatives. In the last financial year, our total monetary contributions to charitable causes.

£7,301.71



We link employee well-being directly to social value through our partnership with YuLife. By taking part in healthy activities like walking and mindfulness, our employees earn rewards that translate into real-world charitable actions. In the last quarter alone, this programme generated the following:

144

trees planted
via Earthly

122

meals shared
through
Share The Meal

67,000

litres of clean water
provided via
Charity: Water

18 kg

of plastic removed
from the ocean by the
Big Blue Ocean Cleanup.

SECTION 5:
GOVERNANCE



Diversity, Equity, and Inclusion

We are committed to promoting a working environment based on dignity, trust, and respect, free from discrimination, harassment, and bullying.

Equal Opportunity:

Our policies ensure that all employment-related decisions are applied impartially and objectively, without regard to protected characteristics such as disability, gender, race, religion, sexual orientation, or age.

Practical Support:

We have introduced multi-faith prayer rooms, provide free sanitary products in all female toilets, and have a certified menopause advisor available to staff.

Family Support:

A key benefit for working families is our Private Medical Insurance (PMI) scheme with Vitality. Employees can add their partner and up to five dependent children (up to the age of 24) to their medical cover, with the full premium paid for by XMA. This provides quicker access to medical treatment, including a 24/7 Virtual GP service, giving employees and their families peace of mind. XMA also offer Hybrid and Flexible Working arrangements to support working parents and carers.

Employee Resource Groups:

We currently have our central ERG group, where ambassadors regularly discuss different aspects of DEI, and how to educate the wider workforce to create a more inclusive environment.



Disability Confidence:

We are a certified Disability Confident Level 2 employer, working towards Level 3. We have been improving accessibility across our sites, delivering Inclusive Leadership training to ourselves and our partners, and promoting XMA's social value work. This demonstrates our commitment to inclusive recruitment and making reasonable adjustments to support employees.



Health, Safety & Wellbeing

The company has a duty of care to look after the health, safety, and wellbeing of all employees. We manage physical and psychological aspects of work by ensuring employees have the tools and training to do their job, acceptable workloads, a good work-life balance, and are treated with respect. In all offices, we have Mental Health First Aiders signposting for all employees to talk to. Additional resources such as Private Medical Insurance is available via our Vitality Workplace Scheme. All employees take an online health and safety training course when first enrolled, and training is continuously provided through our training portal.

Development

We offer a range of development opportunities, including Inclusive Leadership training, support for professional qualifications, and various internal courses. Our Continuous Performance Conversations (CPCs) create a more dynamic, continuous process that fosters ongoing communication, feedback, and alignment with organisational goals.



CUSTOMER RESPONSIBILITY

RELIABILITY

ETHICS

QUALITY

We ensure our services are backed by evidence and a proven track record, holding certifications such as ISO 9001 for quality management to formalise this commitment.

Ethical Governance

Our governance practices ensure we operate to high ethical standards and maintain regulatory compliance.

Corporate Governance

Our ESG strategy is overseen at the highest levels. The ESG Director chairs the ESG Board, formed alongside the Chief Revenue Officer and Chief People Officer, ensuring executive-level sponsorship and support. This structure is supported by dedicated Action Groups and ESG Ambassadors from across the business.

Business Ethics and Compliance

We adhere to a strict code of ethics and comply with all applicable laws and regulations, including the Modern Slavery Act. Our policies on equality, diversity, and inclusion are clear that any form of discrimination, harassment, or bullying is unacceptable and will result in action under our disciplinary procedure.

Supplier Code of Conduct

We expect our suppliers to adhere to high ethical and sustainability standards. We are committed to monitoring our suppliers' compliance with sustainable production to ensure our entire value chain supports our ethical commitments.

Anti-Corruption Policy

XMA has a zero-tolerance approach to bribery and corruption. Our policies and procedures are designed to ensure all business dealings are conducted with integrity and transparency. We adhere to recognised national and international frameworks and standards to guide our operations and demonstrate compliance.

Frameworks, Standards, and Accreditations

Public Sector Frameworks:

We are an approved supplier on 30+ public sector procurement frameworks, ensuring our public sector clients can access our services in a compliant and efficient manner.

Crown
Commercial
Service
Supplier



North of England
Commercial Procurement Collaborative



For all our Frameworks, see here:

[READ MORE](#)



Aligned with Excellence:

Our ESG strategy is aligned with the Public Sector Social Value TOMs and the 17 UN Sustainability Development Goals. Our Carbon Reduction Plan is completed in accordance with PPN 06/21.

ISO Certifications:

We maintain key ISO accreditations to demonstrate our commitment to international standards, including:



ISO 9001 (Quality Management):

Specifies the requirements for a quality management system to consistently provide products and services that meet customer and regulatory requirements.



ISO 14001 (Environmental Management):

Provides a framework for an environmental management system to manage environmental responsibilities in a systematic manner that contributes to sustainability.



ISO/IEC 20000-1 (IT Service Management):

The international standard for IT service management, ensuring our IT services are delivered efficiently, reliably, and aligned with business needs.



ISO/IEC 27001 (Information Security Management):

The leading international standard for information security, providing a systematic approach to managing sensitive company and customer information.

SECTION 6:
**PERFORMANCE
AND TARGETS**

ENVIRONMENTAL DATA AND KPIS

Carbon Reduction vs Target (Scope 1 & 2):

2022:

Target **30% reduction**,
Achieved **31.40%**.

2023: Target **41% reduction**,
Achieved **43.90%**.

Total Emissions Reduction:

2024 emissions of 933.64 tCO₂e
represents a **49.3% reduction against
our 2019 baseline.**



Waste Diversion (Nottingham):
of waste diverted from landfill.

Read the full Carbon
Reduction report:

[READ HERE](#)

Diversity & Inclusion:

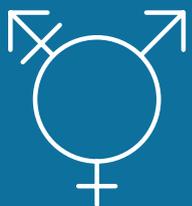
Workforce Composition



Our total headcount is 556, of which **30.48%** identify as female, including one female Executive Board Member.



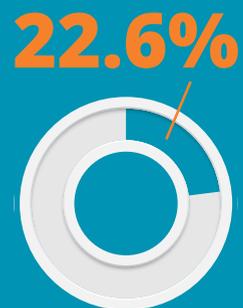
LGBTQIA+



Of the 236 employees who provided information, **4.6%** identify as part of the LGBTQIA+ community.

Ethnic Minority Representation:

Of the 278 employees who provided information,



identify as being from an ethnic minority group.

Disability Representation:

Of the 250 employees who provided information, **17.6%** identify as having a disability.



Gender Pay Gap (2024/25 data):

Mean hourly pay gap:

28%

Median hourly pay gap:

14.3%

Mean bonus pay gap:

70.3%

Median bonus pay gap:

61%

Full report:

[READ NOW](#)



Employee Development:



19 apprentices and work placement staff employed in 2024.

Employee Benefits:



We currently have **398** members enrolled in our Vitality PMI scheme, covering a total of 593 lives (including dependants).

Electric Car Scheme:



We have **16** cars currently on the road. **249** employees have registered their interest to join the scheme.

Planning for the Future

We have set clear, ambitious targets to drive our future performance.

Short-Term Carbon Reduction Targets (vs 2019 baseline):
2025: 69% reduction
2026: 75% reduction
2027: 81% reduction

Waste:
Reduce plastic waste by a further **25 percent** by **2030**

Net Zero Target:
Achieve **Net Zero** for Scope 1 and 2 emissions by **2030**, and for Scope 3 emissions by **2045**

Plant 100 trees in partnership with the National Forest by end of **2026**

Erase & Donate (E&D) scheme:
2,000 devices annually by end of **2027**

Electric Car Scheme Usage:
2% by **2027**

Total charitable fundraising and donations: **£20,000** annually

Employees utilising their annual volunteering day:
10% increase YoY

Progress from our current Level 2 status to achieve **Disability Confident Level 3** by end of **2025**

Donate £50,000 into social value projects by **end of 2026**



CLOSING REMARKS

This report details a clear, evidence-based approach to corporate social responsibility. Our progress in reducing carbon emissions, fostering an inclusive workplace, and engaging with our communities is substantial. However, our commitment is to continuous improvement.

The targets we have set for the coming years are ambitious and will require focus and investment across the business.

By adhering to our core vision and missions, we will continue to build a business that not only delivers for its customers but also contributes positively to society.





ESG REPORT 2024/25

enquiries@xma.co.uk

xma.co.uk

©2025 XMA. All rights reserved.