

Gorilla Marketing & Events Ltd. Corporate Social Responsibility

The directors of Gorilla Marketing & Events Ltd. recognise the importance of approaching its responsibilities for corporate social responsibility in a co-ordinated and committed fashion. Broad consultation with key stakeholders has allowed us to develop a corporate social responsibility programme which comprises:

- Our work in the community
- Our environmental policy
- Our ethical policy

Each of the directors and all members of staff, both full time and sub-contractors, have agreed that this policy will be reviewed and measured annually to ensure that our commitment to environmental responsibility, the community, and the company's ethical policy are up-to-date, forward thinking and suitable for our industry.

Our Work in the Community

Involvement in the local community is of paramount importance to Gorilla Marketing & Events - we consider ourselves as a responsible community partner. At Gorilla we believe that helping the local community is not just something we choose to do but is actually an important part of our business.

We understand that local businesses and communities are closely linked and that we can have a significant impact on communities as a whole. Gorilla Marketing & Events plays an active role in contributing to these communities both through direct support of events such as the skate experience at the 2010 Chalfont Faye and through the support of our directors and staff who take part in activities organised in and around the community. We are currently in discussions with our local Parish Council with reference to providing a skate park for local children and this will form a major part of our community investment for 2011.

The company supports a number of national and Reduce, reuse and recycle the resources we use.

- Aim for a paper-free office culture.

Maximise the use of recycled or FSC paper local charities with both time and money. And our objective is to encourage all personnel to play a significant part in the development of local communities.

Our Environmental Policy

The directors are committed to achieving a real, sustainable and positive impact on the industry in which we all work. We believe that it is essential that both as a company and as individuals we should operate in an environmentally conscious manner. Our objective is to minimise the impact of our business activity on the environment, wherever possible. This includes ensuring that our suppliers do likewise and that we persuade our clients to consider environmental matters wherever possible.

We have a very strong ethical approach to reuse of materials, plant and equipment and we are actively involved in the re purposing of ex-military and industrial equipment for use in the events

industry ensuring that the embedded energy is utilised across the longest period of time. The timber used in the construction of many of our ramps, shows and displays is used as many times as possible and when it is no longer fit for purpose within the events arena it is reused as packing material for equipment transportation.

We recognise our impact on the environment comes from:

- Electricity to heat, cool and power office equipment.
- Gas for heating
- Travel by air, road and rail to visit clients and conduct internal meetings.
- Water in offices used for a variety of purposes.
- Resources such as paper.
- Waste including paper, plastic and consumable I.T. equipment.

Our objectives are to:

- Evaluate future energy usage to see how we can use low energy systems and suppliers.
- Avoid unnecessary travel on business by the use of digital communication where possible.
- Use the most environmentally friendly mode of transport, where necessary, consistent with business needs.
- for all hard copy correspondence, wherever possible.
- Consider environmental criteria when choosing services and goods.
- Fundamentally we will aim to reduce our impact on the environment and ask that our staff, suppliers and clients do likewise.

Our Ethical Policy

This goes beyond the legal requirements of the events industry where we need to maintain the highest level of professional integrity with regard to our clients and staff, along with others with whom we interact. We set our standards in excess of those required by regulation through organisations such as the HSE with regard to managed events.

The Gorilla Marketing & Events also supports the principles of the Universal Declaration of Human Rights through its business practices. This means that we support freedom from torture, unjustified imprisonment without fair trial and any other oppression. In addition, we support the right of any individual to have freedom of expression and religion, political representation or in respect of any other matter.

Accordingly, Gorilla Marketing & Events will not support or work with organisations which fail to uphold basic human rights within their influence, which are involved in the manufacture or transfer to an oppressive regime, or are involved in the manufacture of equipment used in the violation of human rights. Neither will the Gorilla Marketing & Events support or work with organisations which are involved in the funding or carrying out of terrorist activities.

In addition, the Gorilla Marketing & Events will not provide support or work with organisations which do not conform to the most widely accepted standards for minimum labour rights or which do not cover the use of under-age or forced labour.

We will not tolerate discrimination, bullying or any other kind of harassment within our business community. The concept of 'mutual respect' will be one of our guiding principles. Employees are

expected to abide by company rules and to be honest and considerate in their various roles. Internal procedures have been established to report grievances or suspected inappropriate behaviour to other individuals or organisations. Equally the company will treat dishonest actions and accusations seriously; this may result in disciplinary action in accordance with company rules and disciplinary procedures.

The Future

The Gorilla Marketing & Events board will review this document annually and widely in order to evaluate this strategy and update and improve our policies on an on-going basis. As part of this process, we will monitor our progress against our objectives to ensure compliance and continue to set new objectives for the future.

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