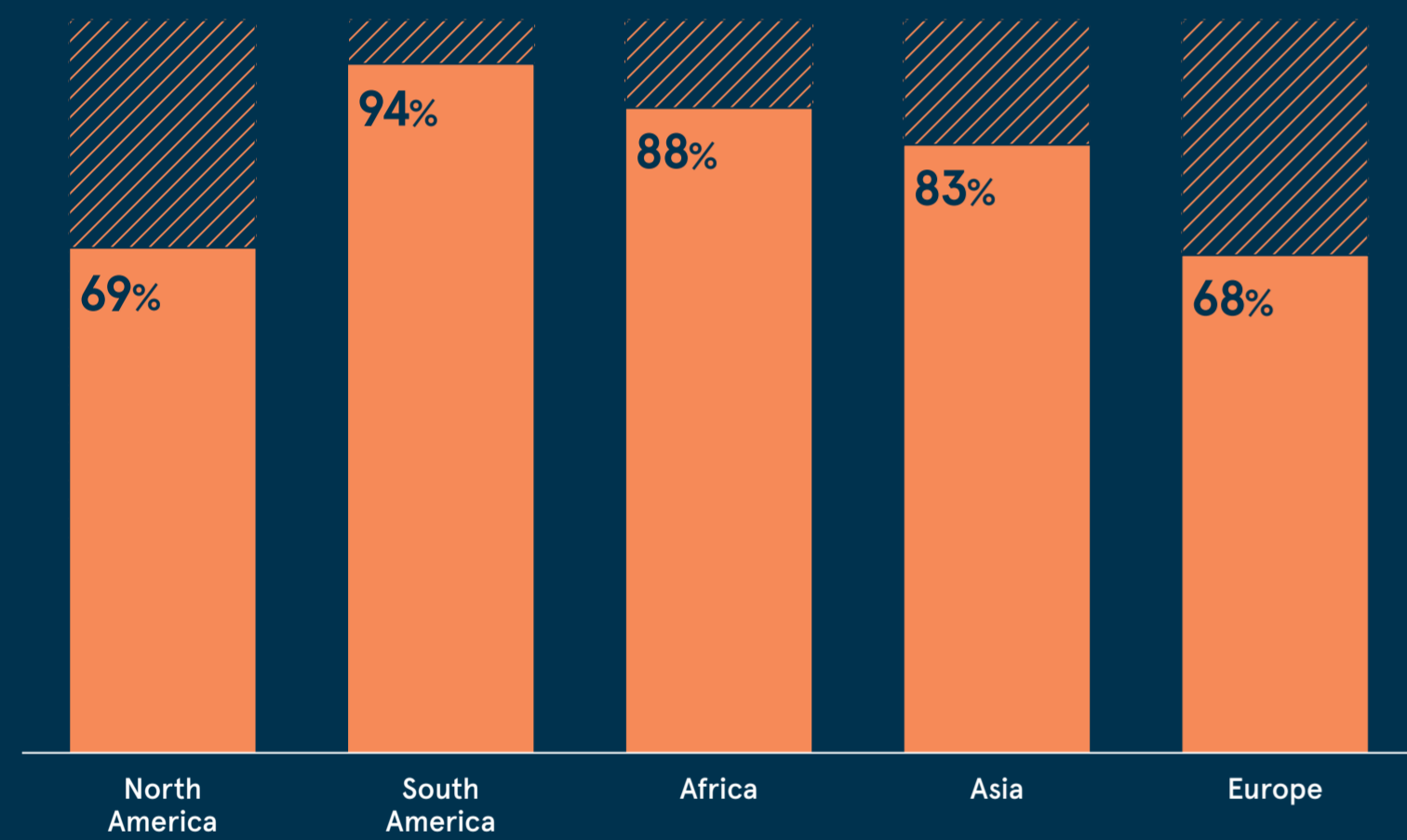


THE CMO'S ROLE IN TACKLING THE CLIMATE CRISIS

Reducing greenhouse gas emissions and keeping global warming to 1.5°C above pre-industrial levels is one of the biggest challenges facing the world. But while marketers acknowledge the scale of the issue and consumer demand for it, all too often the function is left out of the conversation when it comes to how to tackle the climate crisis

CONSUMERS WANT COMPANIES TO FOCUS ON TACKLING CLIMATE CRISIS

Percentage of people who said that companies implementing programmes to improve the environment is 'extremely' or 'very' important

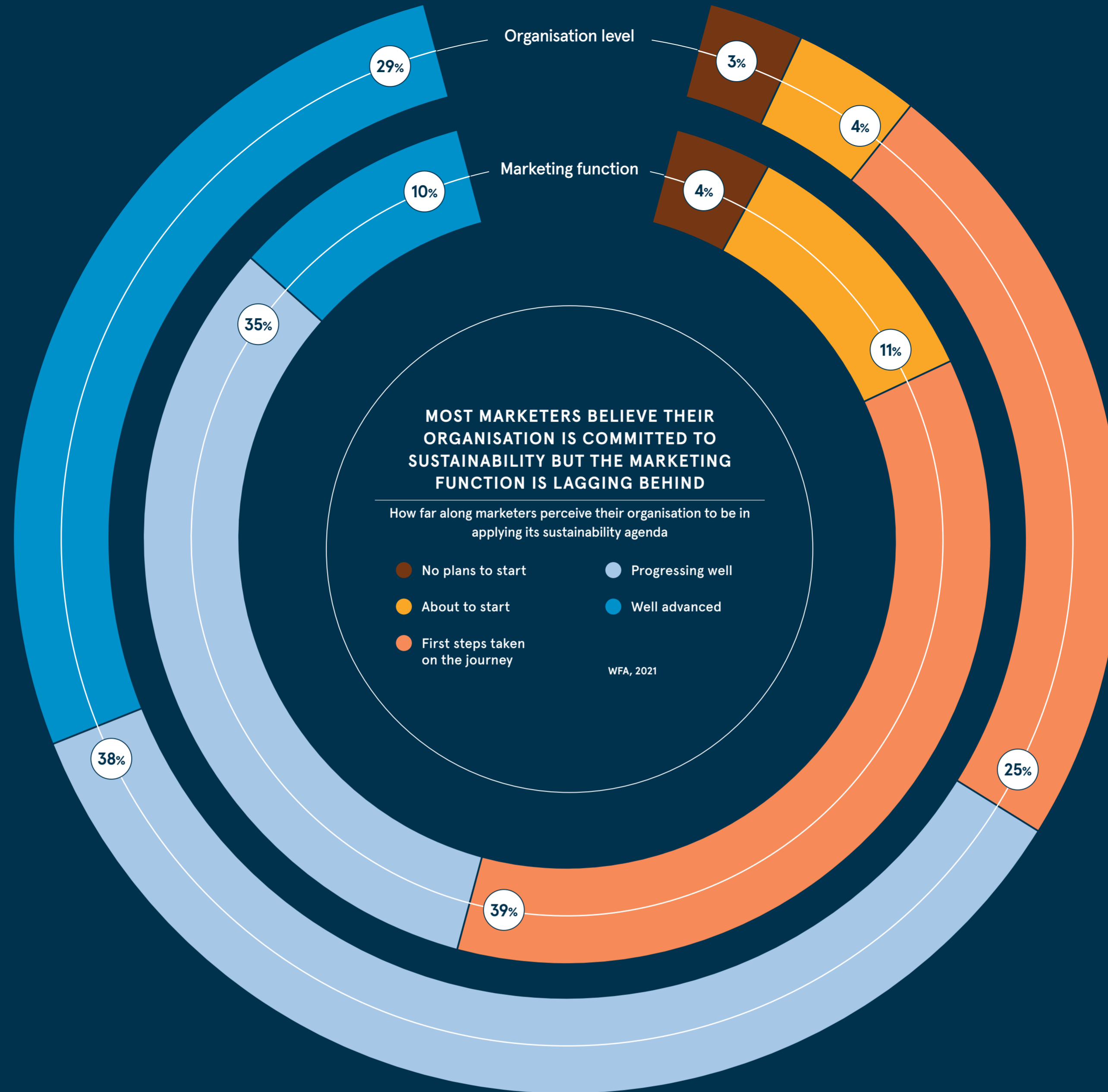
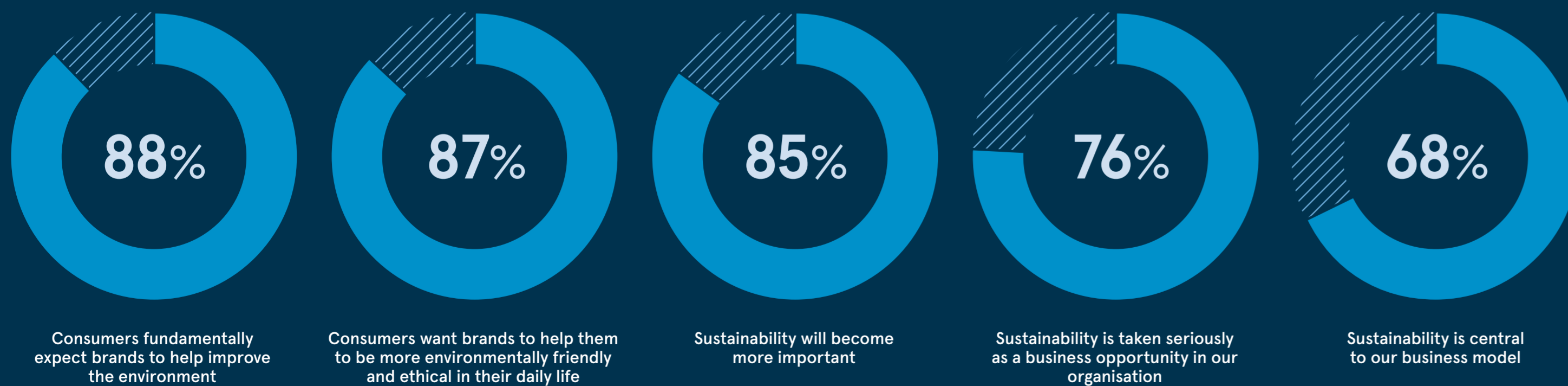


Boston Consulting Group, 2020

GLOBAL MARKETERS ACKNOWLEDGE CONSUMER EXPECTATIONS AROUND CLIMATE CHANGE AND BELIEVE THEY ARE RESPONDING

Percentage of marketers who believe the following

WFA, 2021

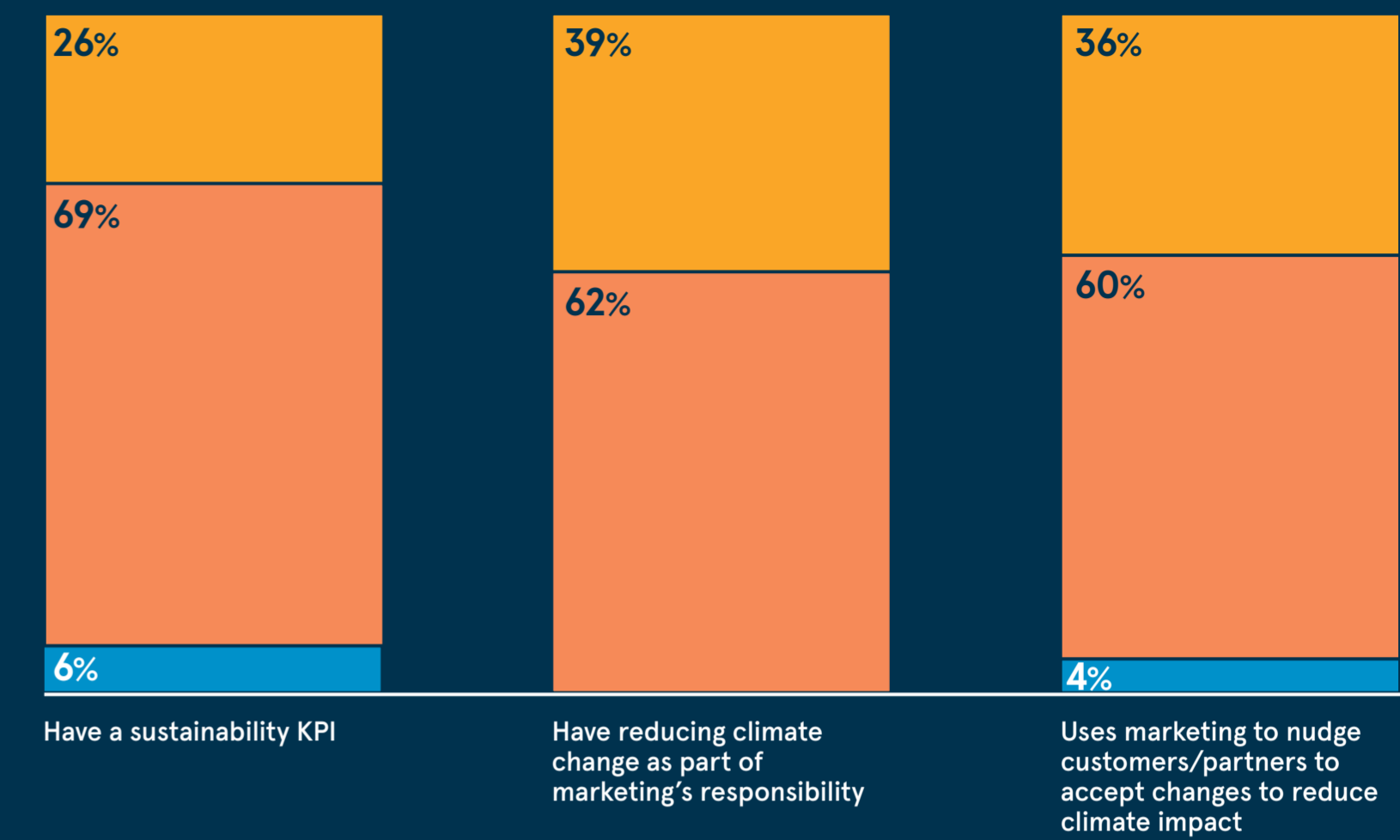


CLIMATE CHANGE IS OFTEN NOT SEEN AS MARKETING'S RESPONSIBILITY

Percentage of marketers

Owing to rounding, percentages do not total 100

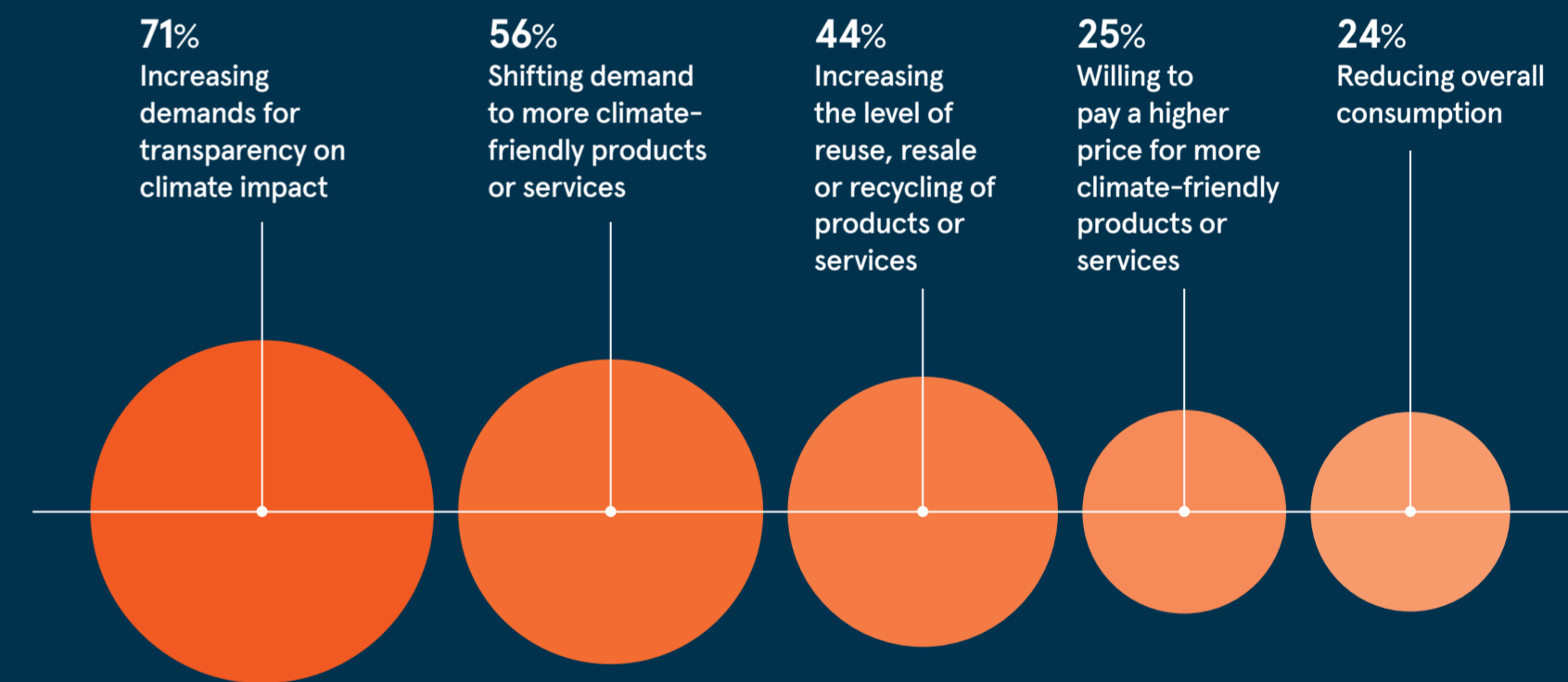
Yes No Don't know



WFA, 2021, CMO Survey, 2022

CLIMATE CHANGE IS AFFECTING BRANDS' CUSTOMERS AND PARTNERS

Percentage of marketers who cite the following as impacts of climate change



CMO Survey, 2022

THE CHALLENGES MARKETERS FACE IN REALISING SUSTAINABILITY AMBITIONS

Percentage of marketers

WFA, 2021

