

HERBERT SMITH FREEHILLS ADVISES KIN + CARTA AS THE FIRST B CORPORATION ON THE LONDON STOCK EXCHANGE

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Deals and cases

Herbert Smith Freehills has advised global digital transformation consultancy Kin and Carta plc ("Kin + Carta") on its accreditation as the first ever certified B Corporation ("B Corp") listed on the London Stock Exchange.

Kin + Carta has joined only 16 other publicly traded B Corps globally and is one of 4,000 certified B Corps worldwide.

As a leader in ESG and responsible business practices, this is a significant milestone in Kin + Carta's responsible business journey, as the group has now become a Certified B Corp across all markets in which it operates and as a plc.

B Corp Certification is a rigorous third party accreditation, often taking several years to achieve, and requiring significant investment from companies.

As businesses, B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps work toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of high-quality jobs with dignity and purpose.

The Herbert Smith Freehills team is led by Gareth Sykes, UK Head of Corporate Governance Advisory and comprised Rebecca Perlman, Senior Associate and Regional Head (UK, US & EMEA) of the firm's ESG Practice and corporate governance associate Caroline Hagg.

Gareth Sykes commented: "We were delighted to assist the Kin + Carta team in reaching this significant landmark. With the focus on responsible and sustainable business practices only increasing, we expect other listed companies to follow Kin + Carta's lead in obtaining B Corp certification".

About Kin + Carta

Kin + Carta is a London Stock Exchange-listed global digital transformation consultancy committed to working alongside clients to build a world that works better for everyone.

Kin + Carta's 1,700 strategists, engineers and creatives around the world bring the connective power of technology, data and experience to the world's most influential companies — helping them to accelerate their digital roadmap, rapidly innovate, modernise their systems, enable their teams and optimise for continued growth. Headquartered in London and Chicago with offices across three continents, the border-less model of service allows for the best minds to be connected to collaborate on client challenges.

With purpose at its core, Kin + Carta became the first publicly-traded business on the London Stock Exchange to achieve B Corp certification as a PLC. It meets the highest standards of verified social and environmental performance, public transparency and accountability to balance the triple bottom line of people, planet and profit.

For more information, please visit <https://www.kinandcarta.com>.

About Herbert Smith Freehills

Operating from 26 offices across Asia Pacific, EMEA and North America, Herbert Smith Freehills is at the heart of the new global business landscape providing premium quality, full-service legal advice. The firm provides many of the world's most important organisations with access to market-leading dispute resolution, projects and transactional legal advice, combined with expertise in a number of global industry sectors, including Banks, Consumer, Energy, Infrastructure, Mining, Pharmaceuticals & Healthcare, Real estate, and Technology, Media & Entertainment and Telecommunications.

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