

Rabbie's®

Sustainability Report 2025

Certified



Corporation



Sustainability Report

THE PURPOSE OF THIS REPORT

At Rabbie's, We Care About There and we want to help give back and protect the people and places we love. This report contains data about our 2025 operational year to help add context to our donations and volunteer programs. We also want to share the work we do out in the community with our customers, team and suppliers.

COMMUNITY IMPACT REPORT

Last year, we reported internally on our community impact in terms of how our passengers move through the community while out on our mini-coaches. This year, we have included this data in our public Sustainability Report to improve transparency.

Impact data helps build a picture to inform our volunteering and donation schemes as well as our product and business plans.



IMPACT SNAPSHOT

615

Planned stops on our UK Ireland & Europe tour product itineraries - and we know our Driver Guides add even more!

This figure has increased **+28%** from 2024, indicating improved data collection and product diversity

16

Regions in the UK and Ireland that received the top 25% of our passengers in 2025

This is a reduction of **-15%**, however, with the inclusion of our European product, data is slightly skewed.



198k

More than 198,000 passengers carried across UK, Ireland, Spain, Portugal, Switzerland and Italy in 2025

This figure has increased over **+4%** from 2024

Top 25% Impact Pie Chart

WHAT DOES THIS DATA MEAN?

The pie chart on the right illustrates the regions where the top 25% of our passengers could have stopped on tour.

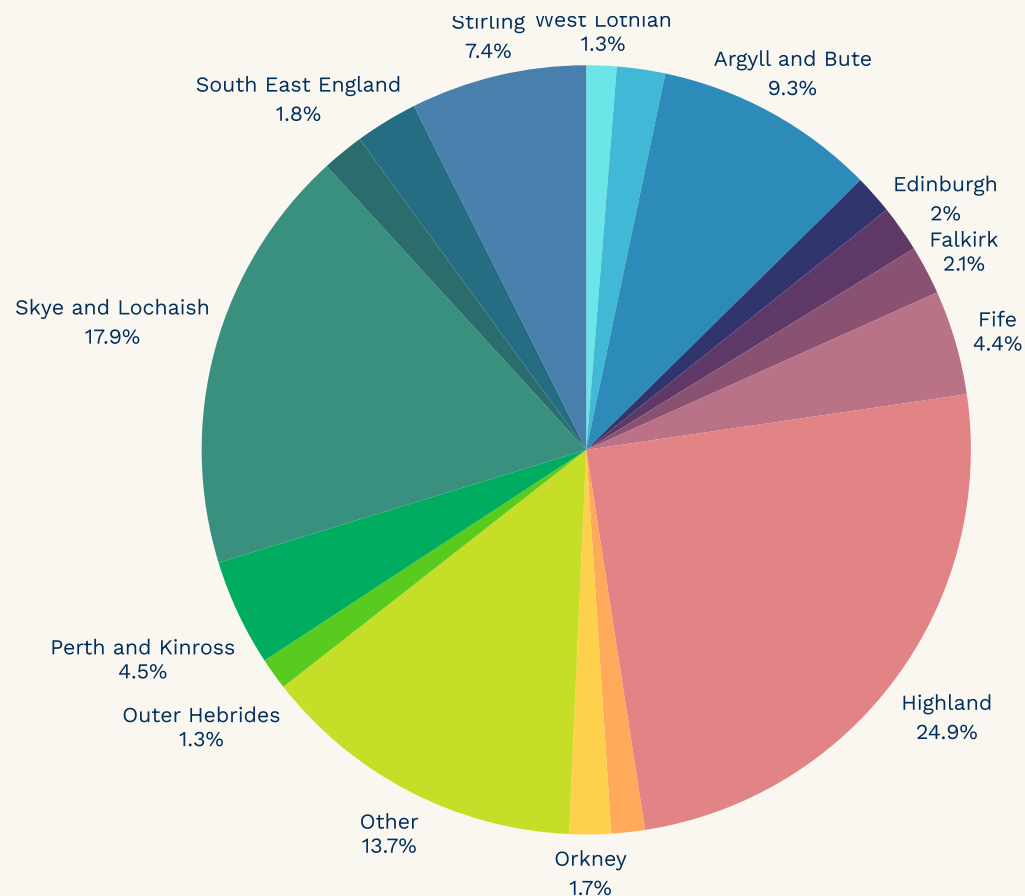
Stop data is based on our planned scheduled tour itineraries*. In reality, we know the creativity of our Driver Guides, factors like weather, season or road/attraction closures may change plans on the day. So, this impact is not 100% accurate, but our best guess.

To determine % impact, passenger data per tour is listed against each relevant stop location to determine the % of passengers who may have visited each location

INSIGHTS

- Impact is not solely positive or negative. It can mean contribution to the economy, use of the infrastructure and much more.
- Passengers could have stopped in these regions to take photos, eat lunch, stay the night, go shopping or all of the above.
- 16 regions make up our top 25% impact in 2025
- 'Other' includes 49 regions that make up the remaining 75% of measured impact.
- There is a general trend of increased impact in the 'other regions' with the greatest impact being seen in South West Wales, Scottish Borders, Northumberland, North West England and County Mayo
- In the top 25% regions there has been flat or reduced impact in 4 out of 5 of the regions (Highlands, Skye & Lochalsh, Argyll & Bute, Stirling and Perth & Kinross). This generally indicates a trend of decreased impact regionally in high impact areas - the exception being Skye & Lochalsh which saw an increase of about 2% from 2024.

*stop data does not currently include our Private Tour Itineraries



Carbon Tax Donation

WHAT IS OUR CARBON TAX DONATION SCHEME?

At Rabbie's, we've always been aware of the impact our fleet and operations have on the environment. That's why, since 2008, we have self-imposed a Carbon Tax of £10 per tonne of carbon emitted throughout our operations. **That's 17 years of support and over £175k shared with dozens of incredible projects throughout the community!** We know that in our business, carbon emissions are unavoidable and this tax does not eliminate our emissions which are reported separately in this report.

But, 'we care about there' - we aim to contribute to environmental and community initiatives linked to our activities and hopefully inspire others to do the same as we work towards more responsible tourism practices.

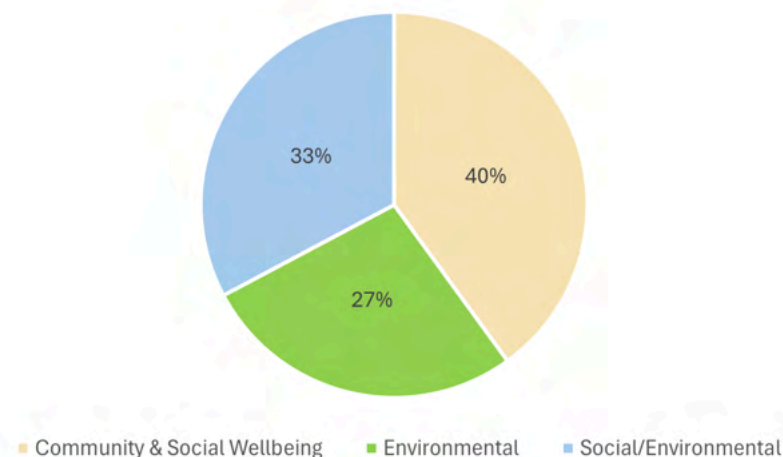
In 2024 the Carbon tax was just over £21k and for 2025, due to operational growth, this amount has increased to just over £24k. These two charts show the breakdown of our last 2 years of donations.

We are dedicated to spreading our funding geographically, as well as across different category types:

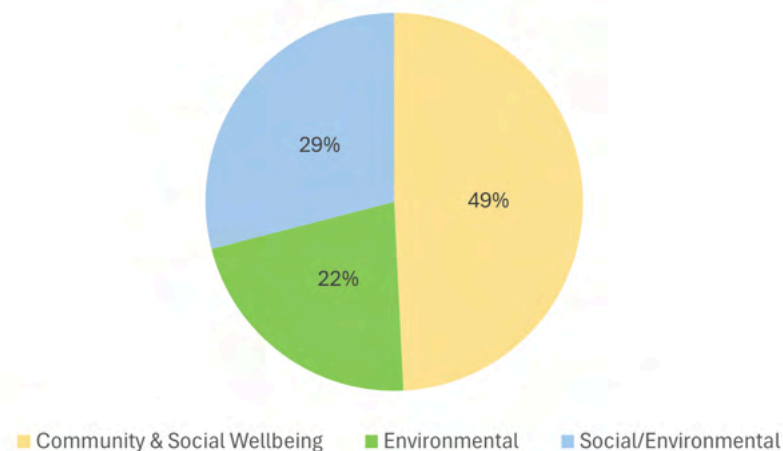
FUNDING CATEGORIES

- Community and social wellbeing - community facilities, social support, mental health and wellbeing
- Environmental - preservation & conservation as well as projects related to climate mitigation (such as tree planting)
- Social/Environmental - improvements of health and wellbeing through nature with an environmental benefit

Carbon Tax by Category - 2025



Carbon Tax by Category - 2024



Carbon Tax Recipients

WHERE DID THE FUNDS GO?

This year we have had 47 community organisations apply to our Carbon Tax scheme and 21 projects were selected to receive funding. We hope to collaborate with all applicants by promoting causes, offering raffle prizes to support fundraising or getting involved with volunteering campaigns.

To decide how we allocate funds, a community impact report was used to weight applications and our team voted to help guide how we gave back. This way our donations reflect not just our areas of impact, but our team. For full methodology see page 10-11 of this report.

RECIPIENT SUMMARY: INVESTING IN PEOPLE AND PLACES

This year, we funded 21 incredible projects! We backed environmental efforts that aim to protect and restore natural habitats, like; Kin Bees in Fife, Operation Chough in Cornwall, and projects supporting climate mitigation activities (such as tree-planting) with Moor Trees in Dartmoor, Trees for Life in Dundreggan and the NTS newly expanding woodland restoration area on Beinn Ghlas.

Empowering the people to help the place is the objective of a number of projects we supported; like Keep Scotland Beautiful who are mobilising the community to litter pick and tackle the waste crisis. Scotland: The Big Picture aims to connect Highland communities to rewilding and The Anagach Woods Trust works to enhance woodland biodiversity with volunteer days in the Cairngorms.

Combining nature and biodiversity with education is a powerful way to impact the present world and its future. The Scottish Dolphin Centre in Moray and the International Otter Survival Fund on Skye are doing just that with marine-life education programs and the Dunvegan Primary School Garden Club is working to teach environmental skills while improving biodiversity.

Community well-being organisations we supported include facility improvement projects like the Loch Ness Hub, plus vital support for Scotland's Charity Air Ambulance, Wiltshire Search & Rescue, Skye & Lochalsh Mental Health Association, Our Second home refugee youth club, Orkney Men's Shed and more!

See page 12 for a full list of recipients with links to web pages for further reading.

We couldn't have done it without *our* community!



Thank you

To all our communities, and to you, the staff for getting involved!

FURTHER DONATIONS RABBIE'S MADE IN 2025

3

Organisations supported through Rabbie's volunteer events

73

Number of small charities and community groups who have received vouchers for free tours to raise money for their causes

3



We participated in 3 team fundraisers this year raising almost £4000 between Health in Mind, Business Fives and Save the Children UK

5

Private Tours donated to groups like Feniks and Our Second Home to provide free access to tours for those that don't get the opportunity.

2750

Native trees planted by Rabbie's staff and the Borders Forest Trust team over 3 dates at the Tulla Reservoir

25

Days taken as part of our paid volunteer policy.

Community Stories

RESPONSES TO VOUCHER DONATIONS

"On behalf of the British Red Cross, I would like to express my sincere thanks for your generous support of The Big Red Ball. We raised an incredible £71,000! Your kindness ensures that we can provide life-saving supplies and humanitarian assistance during people's darkest days, enabling us to deliver on our commitment to be 'Here for humanity'.

On a personal note, I wanted to take a moment to say a massive thank you for your incredible support of the Scotland Ball over the years. Your generosity, kindness, and commitment have played such a vital role in making the event what it is today. Together, we've raised significant funds, created unforgettable evenings, and made a real difference to the people the British Red Cross supports. It has been a privilege to collaborate with such a thoughtful and generous supporter like yourself" Sharon, Regional Fundraiser for British Red Cross Scotland



RESPONSE FROM A TEAM VOLUNTEERING DAY

"A great thanks to the team of Manchester drivers that joined us in BCA Corbar Wood this winter to help on a very rainy day removing 300 square metres of rhododendron from the woods. Clive and the team came with great spirit and commitment in getting the job done and having a good laugh along the way, we always enjoy the team coming over to work with us for the day.

This task plays an important role in our woodland management, as Rhododendron ponticum forms dense thickets shade out indigenous plants, preventing regeneration of trees in woods and obliterating the ground... The rhododendron cutting has been done by Rabbies and BCA volunteers in such a short time frame to complete the task by the end of February before birds return for nesting season. Thanks all that get involved, it's a big gesture to leave a positive legacy in improving our woodlands for future generations and wildlife. We look forward to future sessions that Rabbies teams join us in woodland improvements. " Harriet at Buxton Civic Association

Policies & Reports

GENDER PAY GAP REPORT

At Rabbie's, we are Driven by Curiosity. We always want to understand more, and build a workplace where everyone thrives. Every employee plays a crucial role in shaping our future, and we're committed to ensuring that everyone is valued and fairly rewarded. Transparency drives progress, and that's why we're excited to share our latest gender pay gap report for 2025.

Here are the highlights and you can read the full report here: [Gender Pay Gap Report 2025](#)

- Mean gender pay gap in hourly pay: -1.14%
- Median gender pay gap in hourly pay: -0.91%

What Can We Learn from the Gender Pay Gap?

- Last year, our reported pay gap was -6.67%. This year it is -1.14%. This shift is largely due to improvements in the way we capture and report our gender pay data.
- Our 2025 gender pay gap results show that both mean and median hourly pay for women is slightly higher than for men.
- Despite women having slightly higher average hourly rate, our pay quartile distribution shows that men are over-represented across all pay quartiles, particularly in the middle and upper-middle bands.
- Our data shows that although women make up a smaller proportion of our overall workforce, our female staff tend to be in roles with slightly higher hourly rates than the median male employee.
- The results continue to reflect our senior female leaders and our predominantly male operational driving roles, which together shape our overall gender pay gap profile.

Looking Ahead, How Can We Improve?

Our commitment to gender equity goes beyond numbers. We believe in making a meaningful impact. By reflecting on our data, actively working towards improvement, and holding ourselves accountable, we ensure that we leave a positive trace wherever we go. Here are some of our future commitments and current projects:

- **Enhanced Maternity Policy** – exploring options to strengthen our offer through enhanced maternity pay.
- **Gender Audit** – partnering with an external organisation to help remove potential bias.
- **Menopause Support** – appointing a Menopause Champion and providing menopause awareness training for managers to foster understanding and practical support.
- **Flexible Working** – continuing to develop flexible working arrangements that enable a better balance between work and personal responsibilities for all employees.
- **Compliance Training** – expanding development opportunities that build awareness, understanding, and capability to ensure a safe and fair workplace for everyone, including DEI and Sexual Harassment Awareness.

VOLUNTEER POLICY

Rabbie's encourage all of our employees to volunteer, either on pre-arranged company volunteer projects, or in their own personal time. We have a volunteering policy which entitles employees to:

- 2 paid leave days per year
- flexible working hours to enable work on a given project

We support employees who are undertaking community or charitable activities, including:

- community care work;
- environmental work and conservation projects;
- fundraising for community projects or charities; and the administration of public events

ENVIRONMENTAL POLICY

Our Environmental Policy includes guidance on how to:

- Reduce energy in our office
- Reducing waste and how to dispose it responsibly when it's produced
- 'Leave no trace' out on the road
- Encourage support for local economy and small business owners
- Support flexible and hybrid working to reduce commuting emissions

In 2026 this policy is getting a full review to ensure we're doing our best to promote choices to lower environmental impact.



Our suppliers

Our first Social and Environmental impact survey and newsletter was sent to approx. 800 suppliers throughout our organisation in April 2025. This will be repeated in 2026 slightly later in the year to try and increase engagement.

INSIGHTS

- Engagement was low, with a 14% open rate for the newsletter and only 2% full completion of the survey. Insights are therefore not necessarily representative.
- Among those who completed the survey, 70% of respondents answered positively when asked how important sustainability is when it comes to partnering with Rabbie's.
- Customer relationships followed by our impact on local communities were the two most material factors in our business relationship.
- When considering their own business operation; customer satisfaction, health and safety and business ethics were most material.
- Results indicated that respondents were primarily small business owners.

GHG Mapping

SCOPE 1

Direct emissions from owned/controlled operations (i.e. Combustion of fuel for transport)

SCOPE 2

Indirect emissions from the use of purchased electricity, steam, heating and cooling.

SCOPE 3

Other indirect emissions (upstream & downstream) energy consumption (i.e. Waste, Business Travel & Commuting)

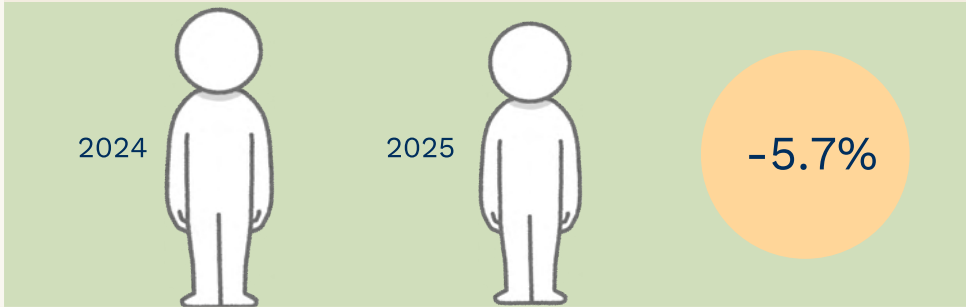
Scope (tCO2e)	FY23	FY24	FY25	FY24-FY25 change
Scope 1	1,794.23	1,909.94	1973.63	+3.3%
Scope 2	36.8	26.39	27.05	+2.8%
Scope 3	1,617.7	1,660.14	1448.11	-12.8%
Total emissions	3,448.73	3,596.47	3448.79	-4.1%

EMISSIONS INTENSITY

Rabbie's is growing as a business. More coaches out on the road, mean more Scope 1 emissions.

However, if you look at our emissions per Full-Time Equivalent (FTE), we have seen a reduction in how many tonnes of Carbon per employee year on year. This is known as emissions intensity.

We measured 15.05 tCO2e (Scope 1,2&3) per FTE in 2024, and in 2025 that has decreased to 14.19 tCO2e



INSIGHTS:

- Scope 1 emissions increased in line with an increased operational schedule - more coaches out on the road
- Scope 2 emissions rose slightly, but not in line with growth indicating successful 'switch it off' campaigns.
- Scope 3 decreases indicate more efficient business travel choices and fewer hotel stays throughout the operation.
- Rabbie's is working to map our Scope 3 emissions more thoroughly. Although it's not mandatory for us to disclose Scope 3 emissions, we choose to do so in order to improve our overall sustainability reporting and target setting.

Carbon Tax Methodology

INTRODUCTION

Rabbie's meets the mandatory Streamlined Energy and Carbon Reporting (SECR) disclosure requirements and reports to satisfy these requirements and to meet stakeholder expectations. Rabbie's measures emissions annually, based on the calendar year, using the financial/operational control and location/market-based approaches, and the GHG Protocol Corporate Standard methodology.

Due to our business model, Rabbie's emissions profile has historically been, and remains, weighted towards mobile fuel combustion and business travel. We use a third party to undertake the data collection and reporting project.

THIRD-PARTY METHODOLOGY

Data collection and analysis followed the GHG Protocol Corporate Accounting and Reporting Standard (GHGP), developed by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD); the GHGP Standard is one of the recommended methodologies under SECR guidelines. UK Government's 2025 emission factors, generated by the Department for Energy Security and Net Zero (DESNZ), are used to quantify all emissions and energy usage, with the exception of overseas electricity, which is quantified using electricity emission factors calculated by the European Investment Bank (EIB), European Environment Agency (EEA) or reported directly by the relevant national government. Data inputs have been reviewed and processed by Carbon Responsible Limited. All data, conversion factors and estimations are included in the workbook that accompanies this report.

KEY TERMS

- Scope 1: Direct energy consumption from owned/controlled operations.
- Scope 2: Indirect energy consumption from the use of purchased electricity, steam, heating and cooling.
- Scope 3: Other indirect energy consumption.

LIMITATIONS

- Approximately 15.3% of total emission were calculated based on estimation in 2025, which decreased from 2024. Where actual data was incomplete, inexact or unavailable, it has been estimated in line with GHG Protocol and SECR reporting guidelines.
- All mandatory to report data is collected, and Rabbie's report voluntary sources under SECR where possible. Scope 3 data is the most challenging to collect and currently categories of data include only: fuel and energy related activities not included in Scope 1 & 2, business travel and employee commuting

Carbon Tax Methodology cont'd

CARBON TAX FUND METHODOLOGY

Using the SECR report, Carbon Tax funds are calculated based on tonnes of Carbon (tCO₂e) produced in Scope 1 & 2, plus category 3 Scope 3 (fuel & energy related activities not included in Scope 1 & 2. This figure is multiplied by £10 to create the monetary value for donation.

APPLICATION PROCESS AND TIMELINE

Applications for the Carbon Tax scheme are open year-round, with a more targetting process to collate and support charitable organisations on their applications beginning in autumn. The CSR team leads on this process.

The application form and guidelines are available on our website [here](#).

The deadline for application is the final day of the calendar year, and results are aimed to go out to all applicants by the end of March

OUR COMMUNITY IMPACT APPROACH

Our Carbon Tax process follows our core value, 'we care about there' and is committed to working towards making travel more responsible. We aim to offer meaningful support to the environments and communities connected to our operation and team. We are particularly interested in projects addressing both social and environmental impacts, either separately or together.

APPLICATION REVIEW PROCESS

Applications are reviewed by the CSR (Corporate Social Responsibility) team and collated for the selection process. Then, a weighting is set for responses on the following categories:

- Organisation size: We aim to uplift smaller organisations with limited staff or external funding, as these often rely more directly on donations.
- Environmental impact: we aim to ensure half of donations are dedicated to organisations that are working to deliver positive environmental outcomes
- Region: projects that serve areas with a high number of our passengers are prioritised due to the additional pressures visitor numbers can bring
- Business sustainability: we give additional consideration to organisations that help improve the sustainability of our product, for example, local landmarks that form a part of our route
- A team wide vote where each Rabbie's team member choose their top 10 projects

Additionally, our board review the final selection before donations are confirmed.

2025–2030 Climate Targets

Rabbie's is committed to supporting the global goal of limiting warming to 1.5°C. While our diesel fleet means absolute Scope 1 emissions increase as the business grows, we will continue to measure, disclose and manage our greenhouse gas emissions annually, improve emissions intensity across our operations, target Scope 2 and 3 emissions reduction opportunities and evaluate lower-carbon vehicle and fuel alternatives as they become commercially viable. We will review and update our climate action plan regularly and report progress publicly.

Fleet Efficiency Improvement

- Targeting a 5% improvement in fuel consumption by 2028 driven by eco-driver training and telematics monitoring
 - Litres/per 100km - *Fuel per unit of distance*: Analytical measure used by telematics and fleet systems. It links directly to fuel consumed, cost and Carbon Reporting for a clear view of efficiency.
 - MPG – *Distance per unit of fuel*: Operational measure that is familiar to our Driver Guide team and historical to our reporting and communication.

Emissions Intensity Reduction

- Aiming for a 5% reduction yoy in Scope 1&2/£m through route optimization and technology integration.

PLF (*Passenger Load Factor = real passenger kms/available passenger kms*)

- Aiming for a 5% increase in PLF percentage (averaged across the year). This would align with commercial and operational targets to increase loadings.

Target	FY23	FY24	FY25	+/-	Target
Litres/100km	10.9	11.1	11.4	+4.6%	10.9 by 2028
PLF	69%	69%	71%	+2.1%	73% by 2028
Emissions Intensity (Scope 1 & 2 (tCO2e/£m)	-	71.82	67.66	-5.8%	61.07 by 2028
MPG	25.9	25.4	24.7	-4.6%	25.9 by 2028*

*data source under review to better utilize analytics in system

2025–2030 Climate Actions

Target	Immediate Action (by 2027)	Stakeholder Engagement	Resources	Responsible
Zero-Emission Fleet Transition	Conduct annual feasibility reviews and pilot trial to enable future transition to zero-emission vehicles despite current constraints.	Work closely with EVM to support trial. Seek feedback from internal departments to reassess viability of decarbonization plans and adjust climate action plan by year 3 with plans to increase advocacy and collective action to impact transition by year 5.	Head of Operations (fleet): 1-2 hours/week per person from Q1 2027 onward Budget for transition tbd within scoping phrase.	Director of Operations
Scope 3 Data Expansion	Survey 3 suppliers to begin value-chain emissions reporting. Collect emissions data if it is available. Complete supplier engagement and value-chain emissions reporting by 2028 to broaden environmental impact insights. Complete Procurement Risk Assessment for top 3 suppliers in 2026, repeat annually and reassess risks by 2028 and expand to more suppliers by 2030.	Review Environmental Risk Assessment with the board annually to expand emissions targets to suppliers. Engage with suppliers to review Scope 3 emissions and data collection(top 3, year 0 and expand for year 5)	ESG Lead: 1-2 hours/week per person from Q1 2027 onward	ESG Lead
Increase PLF by 5%	Review 2025 and 2026 schedule data and suggest schedule amendments for 2028 product schedule.	Engage with internal working groups (Product/Contracting, Operations & Board) to incorporate feedback from PLF analysis into schedule design .	Product and Contractor Manager: 1-2 hours/week per person from Q1 2027 onward	Director of Operations
Emissions Intensity (Scope 2 reductions to contribute to overall goal of 5% (Scope 1 & 2 (tCO2e/£m)	Expand data analysis to comprehensive breakdown by intensity metrics (eg. per site, FTE) and implement an assessment of peak usage patterns and impacts of internal campaigns (Scope 2)	Continue SECR Reporting with external partner (Carbon Responsible) and ESG Reporting (Novata) to support investor backed Materiality Report (Investors). Engage with third party support for ESOS qualification, dependent on company size (assess by year 3)	ESG Lead/Buildings Manager: 1-2 hours/week per person from Q1 2027 onward. Campaign materials digital.	ESG Lead
Fleet Efficiency Improvement: 5% improvement in litres/km and MPG (BY 2028)	Optimise Samsara and identify reporting potential to improve data assessment. Continue annual GHG mapping and reporting to identify changes and patterns in resource use (fuel consumption) as per Environmental Impact Assessment.	Engage with employee channels, such as the forum, to collect feedback on MPG training, and engagement with fuel efficiency.	Head of Operations (fleet): 1-2 hours/week per person from Q1 2027 onward	Director of Operations

Carbon Tax Recipients

England South

- [Paradise Park – Operation Chough](#)
- [Our Second Home](#)
- [Moor Trees](#)
- [Wiltshire Search and Rescue](#)

Scotland (Edinburgh & Central Belt)

- [MYPAS \(Midlothian Young People's Advice Service\)](#)

Scotland (North East)

- [Kin Bees](#)
- [Scottish Dolphin Centre](#)

Scotland (Islands)

- [Orkney Men's Shed](#)

Scotland (Highlands)

- [Trees for Life](#)
- [Anagach Woods Trust](#)
- [Beaully Shinty Club](#)
- [Loch Ness Hub](#)
- [Carrbridge Volunteer Community Council](#)
- [Scotland: The Big Picture](#)
- [NTS](#)

National

- [Keep Scotland Beautiful](#)
- [SCAA](#)

Scotland (Skye & Lochalsh)

- [Skye Youth Pipe Band](#)
- [Dunvegan Primary School Gardening Club](#)
- [International Otter Survival Fund](#)
- [Skye & Lochalsh Mental Health Association](#)