

Client Disclosure Report 2023

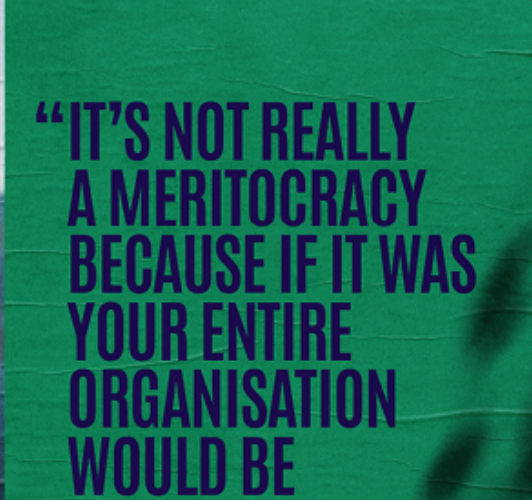
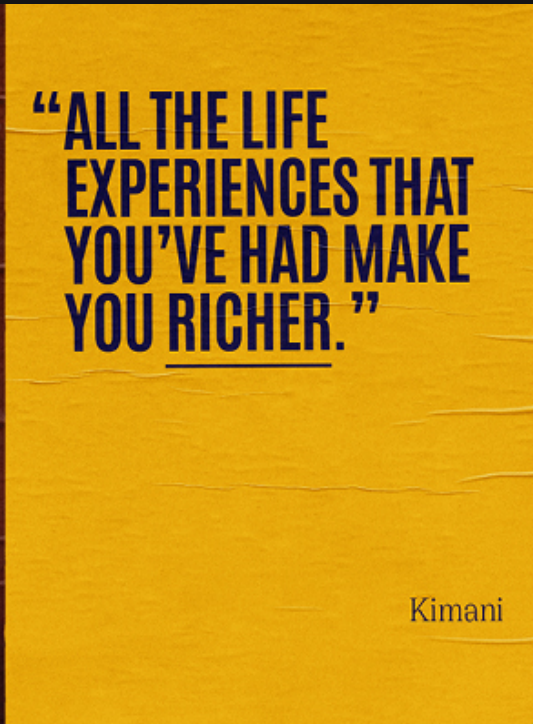
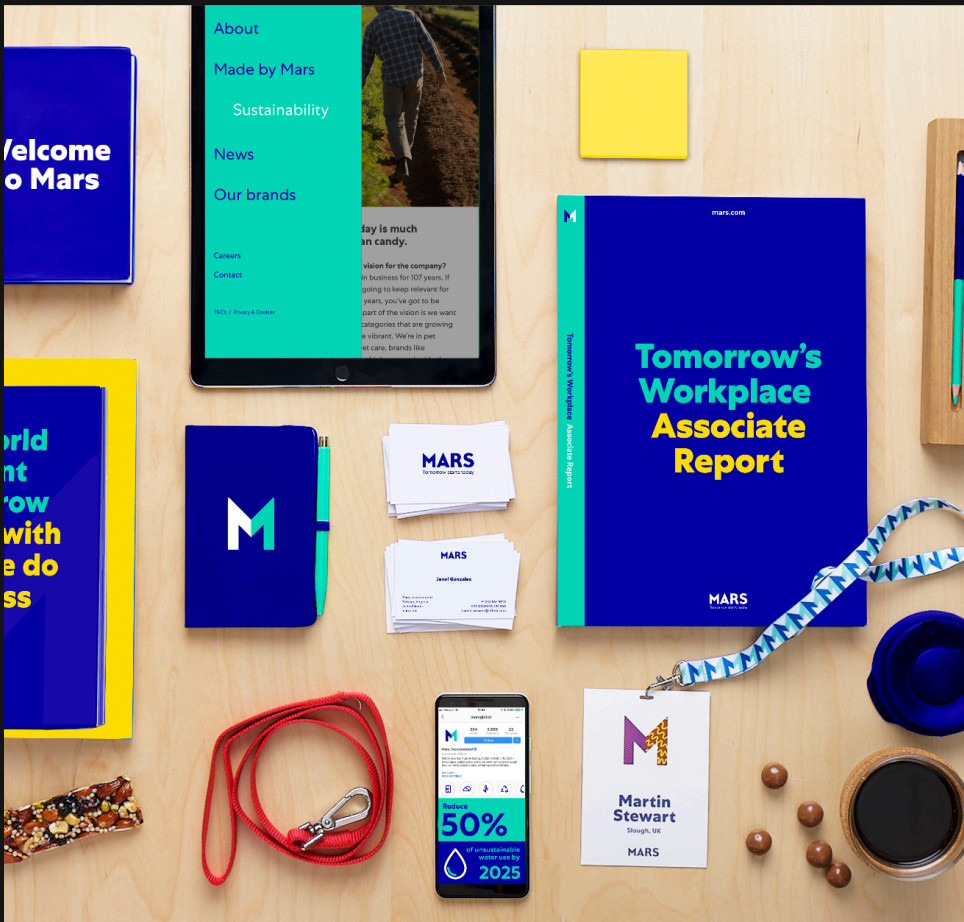
Ensuring the work we're creating is in line with
the world we want to contribute towards

REVOLT.TM



Who we are

Revolt is a creative consultancy that helps clients to do purpose properly.



Why we're doing this

We operate in an industry of influence, and it's our mission to use that in order to make a big impact on the world.

But we're under no illusions that brand purpose could soon be seen as a snake oil pedalled by the marketing industry.

Our commitment to only building brands through making a difference to the world means we have more to lose than anyone if this becomes the case.

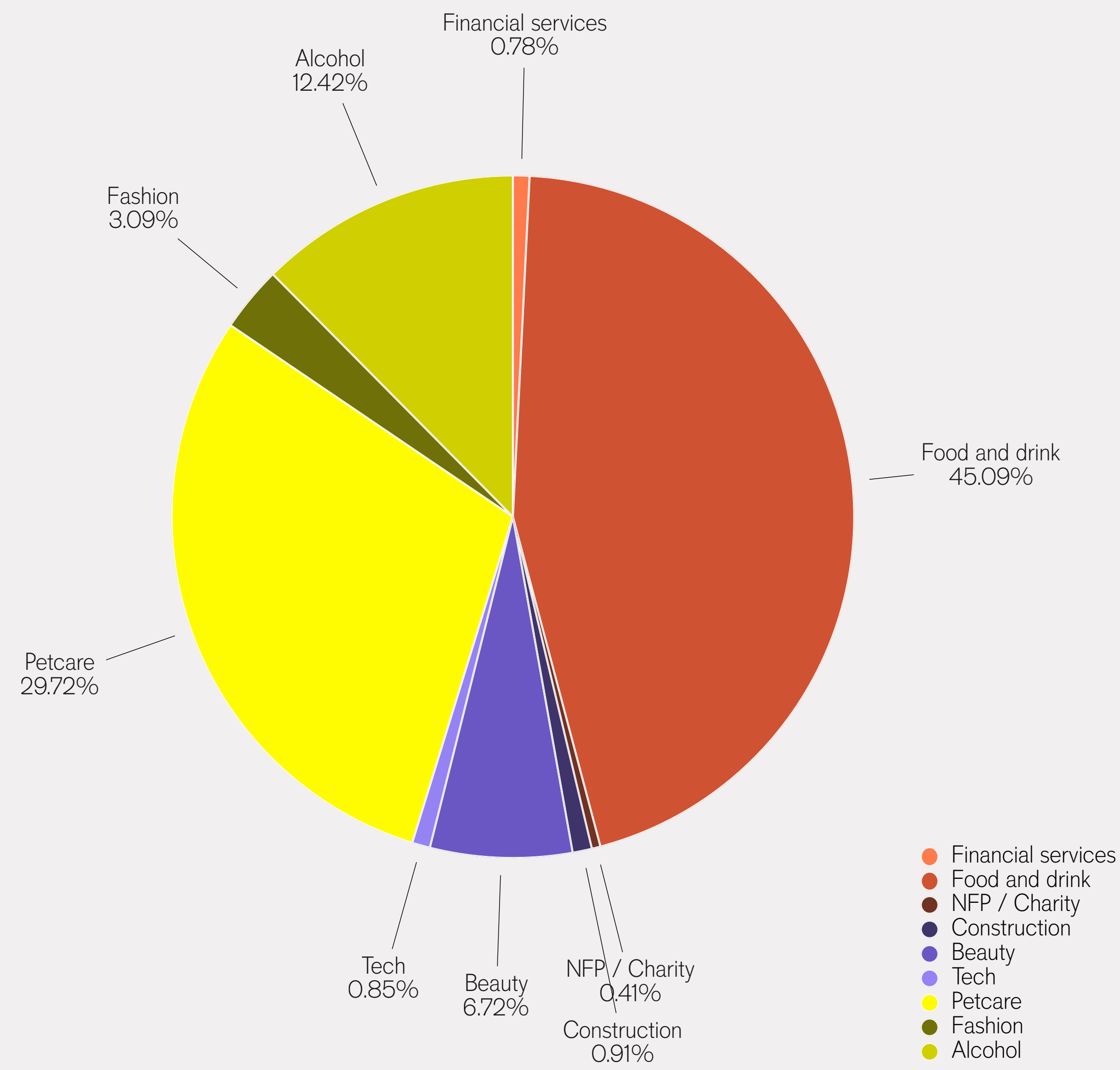
This report is designed to hold ourselves, and our clients, accountable to the values we hold so closely.

Transparency is our most powerful ally and we're embracing the opportunity for rigorous critique to ensure we're positively benefitting the world through our work. It covers Revolt's last financial year, April 2021 to April 2022.

We hope this form of reporting will soon become common-place across the industry and we will publish this on an ongoing basis annually, ensuring we remain rigorous with our client contracts.

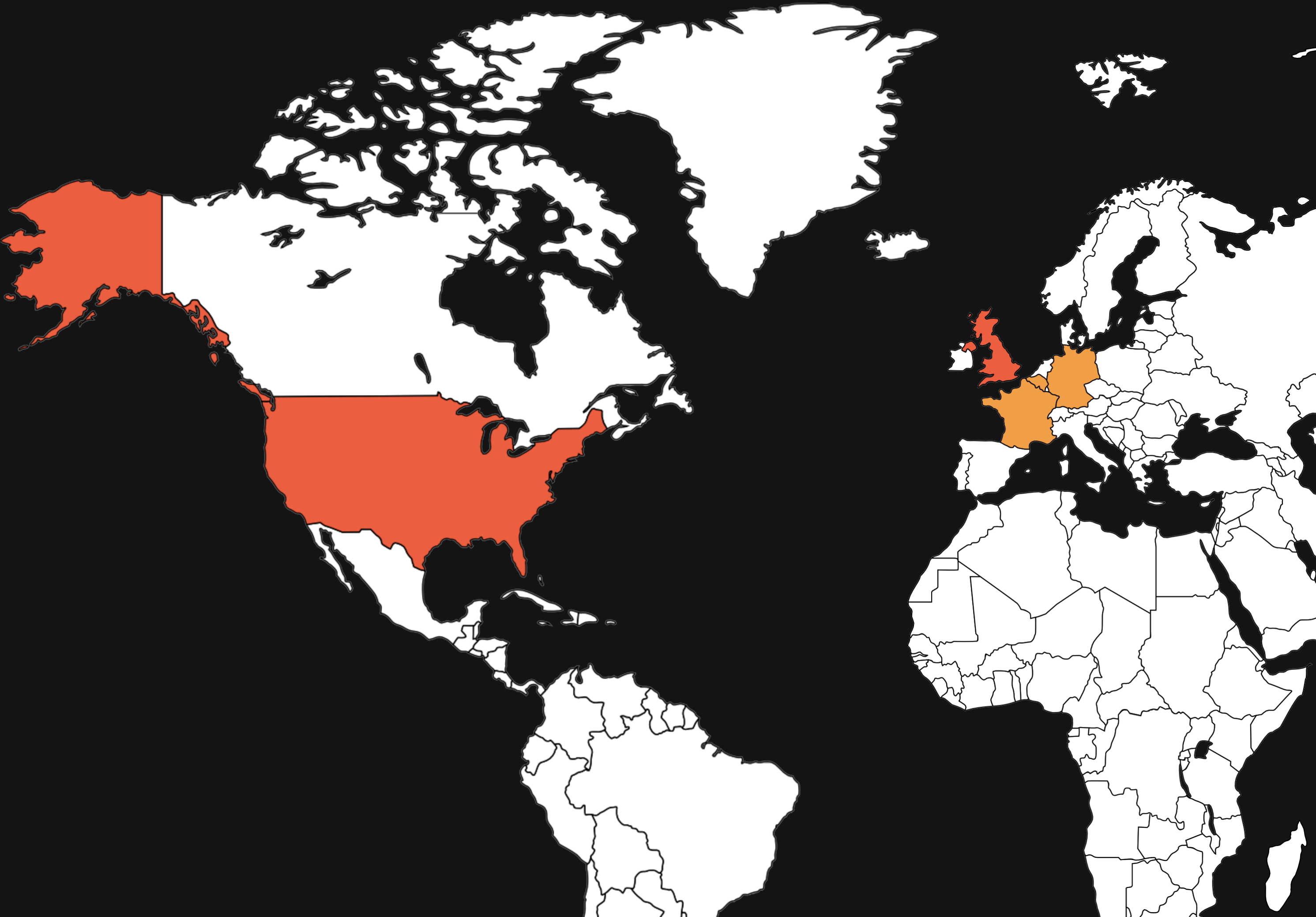


Who our clients are

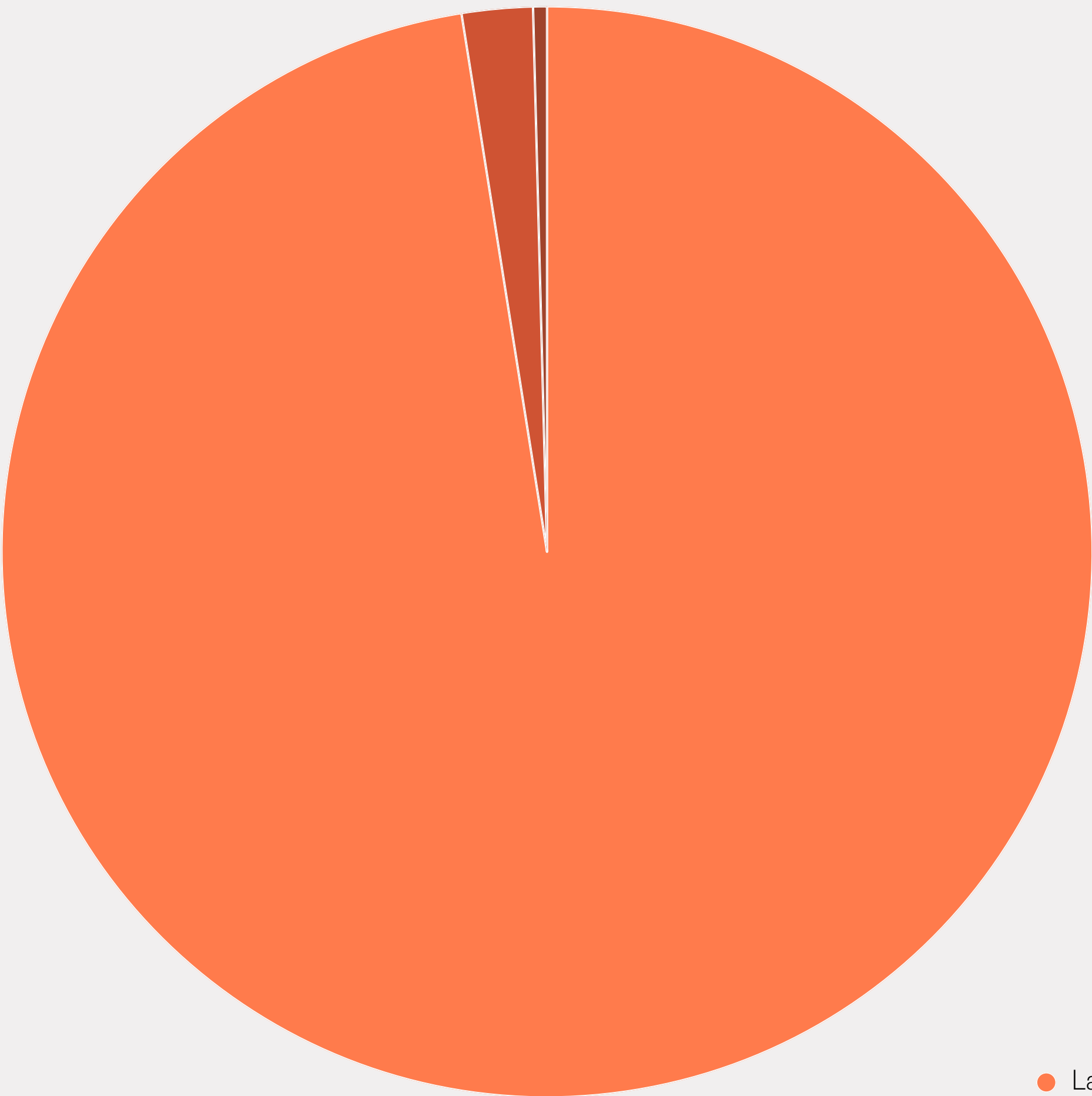


Where are clients are based

US - 58.8%
UK - 21%
FRANCE - 7.1%
SINGAPORE 1.9%
HONG KONG 0.8%%



Where our revenue
comes from



- Large corporation
- Startup
- NFP / Charity

Controversial sectors

Coal *	Political	Alcohol	Gambling *	Pornography	Oil and gas *	Arms *	Religion	Tobacco *
0%	0%	12%	0%	0%	0%	0%	0%	0%

Revolt accepted briefs from two clients in the alcohol sector, working with ABInBev and Diageo brands on sustainability communications programmes.

This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.

* Categories we refuse to work within

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