



Annual Impact Report

2025/26

Growth with Purpose

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LEADERSHIP NOTE

Impact has been at the heart of the business since Anumana was established in 2021. When we started Anumana, we wanted to build a business with impact at its centre, and this comes from our own personal motivations, and the immense satisfaction we find in seeing positive action take place.

We felt that too many businesses pay lip service to social impact, often limiting it to a single day a year, when there's an opportunity to give back far more, particularly by offering our skills and capabilities to genuinely change society.

Over the past year, the business has changed dramatically. We have grown from 3 employees to 16, and with that growth comes the opportunity to deliver greater impact across our community. We've focused heavily on building a much more solid foundation for the Code Academy to prepare it for scale, and a larger team has gotten involved across multiple campaigns; from Boycott Your Bed to Magic Breakfast. We're proud of how far we've raised our game on social impact, culminating in the hiring of a dedicated Impact Manager, a clear signal of our intent to put giving back as a continued business priority.

Alongside the many challenges, the past year has been hugely positive. We became Cyber Essentials certified in March 2026, and are working towards becoming a Microsoft Partner.

Our biggest challenge has been learning from growth. We've grown quickly and experienced real growing pains; identifying processes that weren't as efficient as we needed, some commercial arrangements that weren't as favourable as we'd have liked, and brand messaging that we'd simply outgrown. Refining our proposition and how we articulate it has been difficult but necessary. As a business that isn't profit-first, we made the deliberate decision to reduce short-term profitability in favour of improving quality, and we're coming out the other side with a stronger, more confident business. More organised, more focused on common goals, and we already seeing the benefit through better client results, more repeat work, and longer engagements.



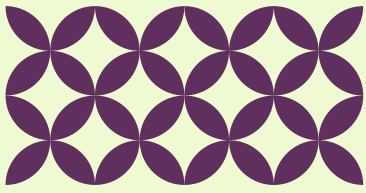
LEADERSHIP NOTE

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A constant balance we navigate is staying commercially profitable while giving our team the time to pursue charitable endeavours. This shifts month to month, but it's a tension we manage deliberately rather than ignore.

The next year is about stabilisation. We have an incredible team of clever, wonderful people, and we want to focus on doubling down on delivering for them, for our clients, and for our community.

Hem & Lucy



SO, WHO ARE WE?

What We Do

Everyone has AI. Not everyone has your data.

Most businesses now have access to the same AI tools; it's one subscription away for a business and their competitors alike. That means AI on its own delivers productivity gains, but those gains have a ceiling: faster decisions that don't compound into real advantage.

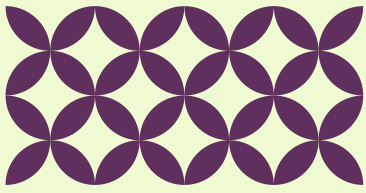
The real differentiator is what businesses do with their own data. Most businesses have a business strategy; far fewer have a **data strategy properly aligned to it**. That misalignment is where returns quietly leak away. We bridge that gap, helping Clients move beyond AI productivity gains to real, sustained performance gains, built on the data that only they have.

Anumana acts as a Commercial Data Partner for businesses wanting to truly maximise the commercial benefits of their data, and put data at the heart of their organisation.

Who We Serve

We focus on three core verticals; Manufacturing, Professional Services, and Financial Services, working primarily with mid-market organisations with revenues between £100–250 million.





SO, WHO ARE WE?

Business Model & Capabilities

We serve our Clients through three core capabilities:

Commercial Data Leadership

We provide consistent, C-suite-level confidence in your data decisioning. The right decisions, at the right time, on data strategy.

Change Management

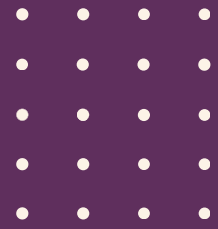
Adoption-obsessed delivery. We ask what you're trying to achieve, not just what you *want*, with implementation, rigour and planning at the heart of our projects from day one.

Data & Analytics

Data enables; analytics generates the value. We build only what's appropriate and proportionate to the objective in hand.

We're developing modern data architecture solutions that allow businesses to genuinely adopt AI on their data as a differentiator, alongside our upcoming **Data and AI Office service**.

OUR MISSION, VISION & VALUES



Mission:

We harness our expertise to have a positive impact — for our clients, our team, for the under-represented in the community, and for our planet.

Vision:

We want to be a leading impact-focused digital transformation and AI specialist, making data and advanced analytics accessible to all.

Values:

We operate daily by our values; to always be inclusive, to strive for excellence in all we do, and to remain positive in the face of challenge (which has been greatly tested over the past year!)

Bold

We aim high; meaningful change starts with meaningful conversation.

Inclusive

We celebrate individualism and support everyone to become their best.

Exceptional

Improvement through learning and innovation, at the highest standard.

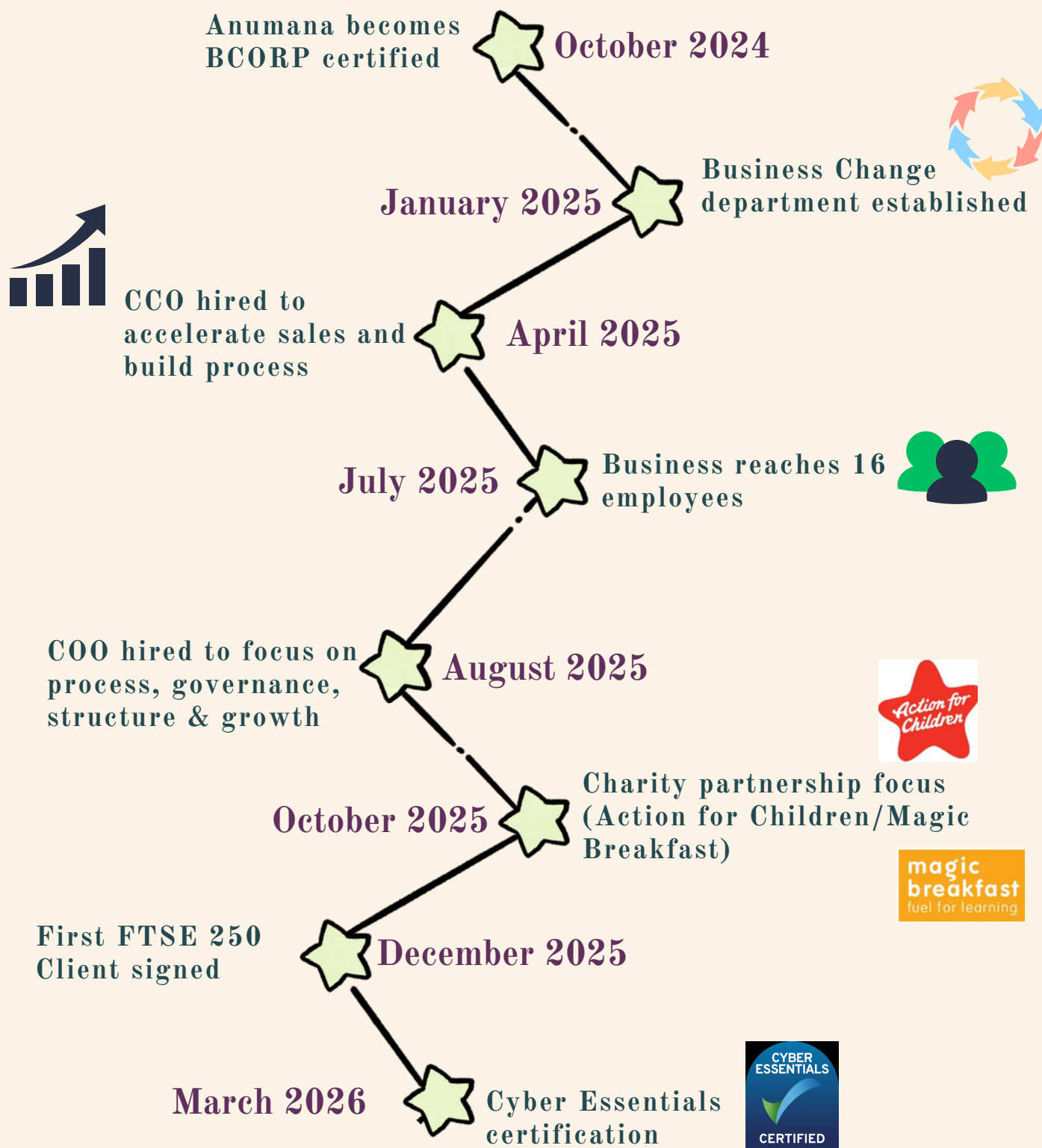
Positive

We find significant opportunity in every situation — and it shows.



OUR JOURNEY SO FAR

7





OUR YEAR IN REVIEW



We won our first award! (Small Business of the Year, Prolific North Tech Awards)



Re-certified with Green Small Business for a 3rd year

£4,965
Raised for our two charities
(Magic Breakfast & Action for Children)

19

Client Projects delivered



We completed our Cyber Essentials certification

Double

revenue growth on previous financial year

x4

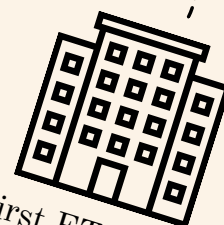
Team growth - from 3 to 16 employees

95%

repeat business



64 children completed our CPA-accredited Code Academy Programme

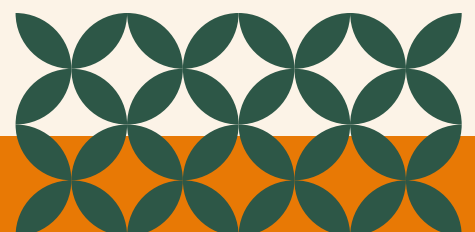
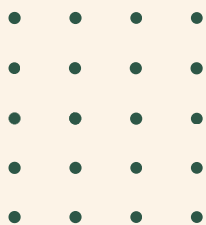
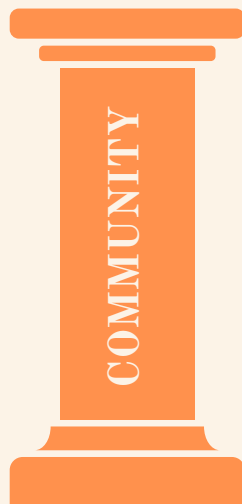
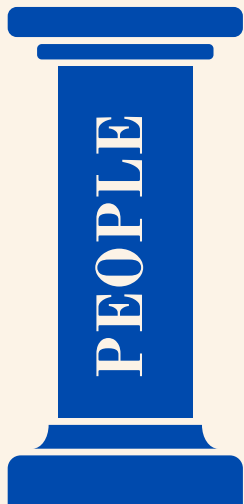


First FTSE 250 Client secured





MAKING AN IMPACT



PEOPLE

We take genuine pride in who we hire. After a period of rapid hiring in mid-2025, the quality and capacity of our team exploded.

One of our Data Scientists, who we recruited immediately after they took part in the Code Academy volunteering, completed his Cambridge Spark Level 7 Data Science & AI Specialist apprenticeship, and one of our other new starters has just kicked off their Business Analysis Level 5 Apprenticeship through Apprentify.



We are proud to be **50% female**, and continue to work with strategic, local recruitment companies to help us find the absolute best talent to join our growing team.



Culture has always been a big priority for us; we have a super high trust culture, and give our team the flexibility to work where they want. We have our lovely office in Wilmslow, which always has a handful of people in, and what we love is how many of our staff choose to come to the office for the collaboration, the atmosphere, the idea sharing (and the great biscuits).

We continue to offer 35 annual leave days per year, separate to Bank Holidays, regardless of length of service. We have big aspirations for both the business and for every person who works with us, and we know that time out to re-charge and do things that bring passion and joy into their lives matters.



5th Birthday Celebrations



Xmas Party 2025



Padel Tournament

PLANET

We continue engaging the services of **Green Small Business** to help us keep track of our key sustainability goals.

Moving into an office in January 2025, and with a rapidly growing team, meant more work for us to do to ensure we were adopting planet friendly practices both at the office at at home.



Carbon Emissions Data (01 Apr 2024 - 31 Mar 2025)

Scope categories	1	2	3
Emissions by Scope	0%	1.1%	98.9%
Emissions (tonnes CO2e)	0	0.1	9.13

- Carbon intensity has **reduced by 2.97 tonnes** of CO2 since the last period.
- Scope 3 emissions have **increased by 4.24 tonnes** of CO2 since the previous period, mainly due to the acquisition of our new office in January 2025 and the purchase of a significant amount of capital goods (desks, chairs, IT equipment)

COMMUNITY

We were delighted to team up with the University of Manchester for the 3rd year running to support the delivery of our **CPD-accredited, free** Python coding course across schools in Greater Manchester.

Our partnership with the University of Manchester remains strong, and we had a record number of students from the Maths and Computer Science departments volunteering to help us deliver the course this year.

Over the course of the 2025/26 academic year, we:



Delivered the
Programme into 4
Greater Manchester
schools



Trained 12 Volunteers
from the University of
Manchester to deliver the
course



Taught 64 students
across Greater
Manchester

ANUMANA CODE ACADEMY

What Our Students Say

Feedback from our free Introduction to Python course

```
$ python feedback_report.py
```

```
>>> confidence_boost
```

90%

felt more confident using Python

```
>>> overall_rating
```

80%

rated the course Very Good or Excellent

```
>>>
```

The volunteers were amazing and so encouraging.

— Joshua Holt, 14

```
>>>
```

The teaching was great — I feel significantly more confident with Python now!

— Lucy, 14

```
>>>
```

Creating my own project let me show off everything I'd learnt.

— Student, age 14

```
>>>
```

The tasks were set at just the right level of challenge.

— Student, age 14

Based on post-course feedback from 10 students, ages 13–14 · Anumana Code Academy



CHARITY

Team Anumana have fully embraced supporting our two chosen charities this year.

From braving the elements in October to sleep under the stars as part of the annual "Boycott Your Bed" event organised by Action for Children, to donning the most orange of t-shirts to support Magic Breakfast.

We are really looking forward to continuing to raise much-needed funds for these charities over the coming year.

£4,965

raised between April
2025 and March
2026



GOVERNANCE

Board

Our Board meetings run quarterly, and include Anumana's NEDs and Strategic Advisers along with the company Directors.

Operational Risks

We maintain an Operational Risk Register, covering risks across People, Delivery, Technology, and Organisational categories, each scored, owned, and tracked to closure.

The register is reviewed regularly by senior leadership, with active mitigation reducing risk trends across several key areas this year. Our Cyber Essentials certification (awarded April 2026) has directly strengthened our technology and security risk position, and supports our ability to win larger client engagements.

As a small team, our key risks remain around capacity and succession planning, ensuring we have continuity to deliver client work at all times. We are managing this through proactive coaching and development of the more junior team members to reduce over-reliance on two or three members of the team.

This risk framework is also feeding into our B Corp planning, ensuring operational, ethical, and sustainability risks are managed together as we grow.

Key company Policies are communicated out regularly to employees via the monthly Spotlight Newsletters (see below).

Performance Management Framework

We are currently developing a formal Performance Management Framework, designed to provide a clear and consistent basis for assessing employee performance. Once implemented, this framework will directly inform our approach to discretionary bonuses, ensuring reward is fairly linked to individual contribution.

Our themed monthly company 'Spotlight' updates have been running for over two years. These feature business news, project updates, reminders on Policies to review and social news.



Here are just a few of the success stories from our Clients over the past year.

“

This was an important project - the first step. People were creating different reports, pulling from different data sets. I'd say it's a milestone in us getting to the single source of truth.”

Chris Adams - Head of IT, MPM Products



“

*Project MOSES was a great example of what can be achieved when two teams with complementary skills work closely together. Anumana helped us combine data architecture, analytics and AI capabilities with bluesource's operational and managed services expertise to unlock the value of years of support and service data. Since the launch, MOSES has delivered a **40% improvement** in the efficacy of support recommendations which has led to a **52% increase in adoption**. Throughout the engagement, Anumana brought deep technical expertise and a collaborative approach, and the success of the project reflects the strong partnership between our two organisations.*”

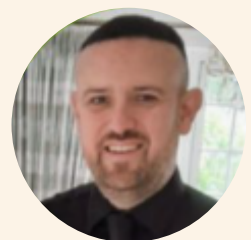
Viam Mercer - CTO, Bluesource



“

The data architecture Anumana built for us was a key foundation - it ticked multiple boxes from day one. It's given our teams a single, reliable view of the people we support, replacing fractured, manual processes with timely data we can act on. Critically, it's a foundation we've since built our own solutions on, letting us progress our internal capabilities well beyond the original scope.”

Chris Dean - Head of IT, NCG Group



LOOKING AHEAD

In 2026 and into 2027, our focus is to build on the consolidation, refinement, and quality improvements made over the past 12 months. Having strengthened our proposition, process, and delivery, we're eager to scale both commercially and in our community impact.

Our ambition is to drive at least 50% growth in both revenue and headcount. We also have bigger ambitions for the Code Academy: we want to double the number of schools we work with, and the number of children who benefit as a result.

A key focus will be developing and launching our Data and AI Office, a service designed to give clients confidence and stability in how they manage their data decisions and architecture, from commercial consistency in data roadmaps, through to monitoring and managing architecture, to driving stronger returns on data investment.

Preparing for our B Corp recertification in 2027 remains a key priority; work has already begun, as the certification process has changed significantly since we first certified in 2024.

