

IMPRESSION

A Benefits Package Designed for You





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At Impression Digital, we believe that our employees are our greatest asset, and supporting everybody's wellbeing is fundamental to our collective success.

We are proud to offer a comprehensive benefits package that is thoughtfully designed, flexible, and developed in direct collaboration with our employees.

A Collaborative and Evolving Approach

We understand that a “one-size-fits-all” benefits package is no longer effective. That's why our offerings are not static; they are co-created with our team. We are committed to fostering a culture of open dialogue where employee feedback is not just welcomed, but actively sought.

Annual Benefits Focus Groups

Each year, we conduct dedicated benefits focus groups, providing a structured forum for employees to share their perspectives. This process allows our team to:

- ✓ Provide direct feedback on the current benefits.
- ✓ Suggest new perks and support initiatives they would find valuable.
- ✓ Help us understand the evolving priorities of our diverse workforce.

This direct influence ensures that our investment in benefits is channelled into areas that matter most to the people who use them. **That's all our employees here at Impression!**

Living Our Value

Each year, we conduct dedicated benefits focus groups, providing a structured forum for employees to share their perspectives. This process allows our team to:

1

FOCUSED ON RESULTS

2

RESPECTFUL AND FAIR

3

OPEN TO CHANGE

4

COMMITTED TO LEARNING

5

BUSINESS FOR GOOD

Our Benefits!



OUR COMMITMENT TO CAREER PROGRESSION AND COMPETITIVE SALARIES

At Impression Digital, we are committed to a fair, competitive, and transparent approach to salaries and career progression. Our salary structures are subject to annual benchmarking against industry standards to ensure we remain competitive and attract and retain the best talent in the industry.

This process is complemented by listening to internal feedback and ensuring our salaries reflect the value and contributions of our employees.

Career growth is not left to chance. Our Continuous Performance Management (CPM) framework provides every employee with a clear and structured path for development.

This includes:

- **Transparent Salary Bands:** The salary ranges for each role and level are openly shared, allowing employees to see their current standing and future earning potential.
- **Defined Progression Pathways:** Clear objectives and competencies are outlined for each career stage, so you know exactly what is required to advance.
- **Tri-Annual Reviews:** Regular reviews three times a year ensure consistent dialogue about performance, development goals, and progression, making advancement an attainable and well-supported journey for everyone.



REDUCED WORKING HOURS

We actively listen to our team, and our 4.5-day (33.75 hours) work week is a direct result of that commitment. After the idea was raised in our employee benefits focus groups, we carefully trialled a shorter working week for six months to ensure it worked for our clients and our team's wellbeing.

The outcome was a success, and we proudly adopted it as a permanent benefit. This initiative, born from employee feedback, gives our team their Friday afternoons back to manage life admin, relax, and enjoy a full weekend before returning to work feeling recharged and focused.



COMPANY UPDATES + SOCIAL

With offices in Nottingham, Manchester and London, fostering a unified and collaborative company culture is paramount. Our company-wide socials are a cornerstone of this effort, providing valuable opportunities for colleagues from across the UK to connect, collaborate, and celebrate our shared successes in person.

Each event is thoughtfully designed to be more than just a party but a chance to connect, recognise achievement and switch off.

We begin with our Company Updates where we recognise our collective achievements and discuss key updates across the business, followed by a unique and memorable social event.

We pride ourselves on creativity, having hosted events like a 'Skills Swap' at the historic Nottingham Castle—complete with an archery lesson with Robin Hood himself—and an immersive 1920s Murder Mystery at the magnificent Wollaton Hall.

Our guiding principle for every event is inclusivity. Meticulous planning goes into ensuring a comfortable and welcoming atmosphere for all.



EMPLOYER PENSION CONTRIBUTIONS

Impression operates a salary sacrifice pension scheme to maximise your retirement savings and net pay. Under this arrangement, your 5% contribution is made by the company on your behalf, alongside an employer contribution of 3%

This structure reduces National Insurance Contributions (NIC) for both you and the company. We pass 100% of the company's NIC savings

directly into your pension pot as an additional contribution.

Consequently, you benefit from both increased take-home pay and a larger total monthly pension contribution than with a standard scheme.





PRIVATE MEDICAL INSURANCE (AVIVA)



Gain peace of mind with our Aviva Private Medical Insurance, giving you faster access to care that works alongside the NHS. This cover ranges from virtual GP appointments to major cardiac and cancer treatment, with your choice of leading UK specialists and hospitals.

Most of our employees utilise Aviva for the dental and eyecare benefit, which amounts to £500 a year to claim for routine dental and eyecare appointments (subject to a £50 excess fee).

Impression pays the fee to Aviva and you pay a small tax amount monthly, with the amount depending on your income and years of service.



EYE-CARE VOUCHERS



To support your wellbeing, we offer free eye tests on request for all employees who regularly work with screens (DSE). If the test shows you need glasses specifically for your DSE work, we will contribute up to £50 towards the cost.

Our scheme is run by Vision Express, offering you a number of large discounts on eyewear from them if your prescription changes.



OPENUP



We prioritise your mental health by providing free, confidential support through our partner, OpenUp. All our employees get fast access to private 1:1 sessions with certified psychologists, often within 24 hours, helping you bypass long NHS waiting lists. This valuable service also includes group mindfulness sessions, self-guided resources, and

lifestyle coaching to support your overall wellbeing. Something we value here at Impression!

Impression funds unlimited sessions for each employee (within reason), meaning you can access support for any mental health challenges, no matter how big or small.



THE IMPRESSION FUEL STATION

Walk into any of our offices and you'll find everything you need to have a great day. We're talking thirst-quenching soft drinks, a drinks fridge for celebrations, and a glorious variety of snacks to satisfy any craving.

It's our way of making sure you're looked after when you're in the office, and we regularly check in with the team to ensure our snack game is always top-tier.



MEET OUR CHIEF DIGITAL BARKING OFFICERS

Consider this your official warning: our office is a certified dog-friendly zone! We believe the best ideas are fueled by coffee and animal cuddles, so we often have a few furry friends roaming the halls, ensuring paw-sitive vibes are at an all-time high. Prepare for your productivity to be briefly interrupted by mandatory belly rubs.

That being said, if you join Impression and aren't as keen of furry companions, let us know and we'll ensure your office days are dog free!





NEW PARENTS

We are committed to supporting our employees as they grow their families. To help during this exciting time, we offer enhanced parental pay for new parents who have been with the company for at least 12 months. This policy provides additional financial support during both maternity and paternity leave, allowing you to focus on your new arrival.

Enhanced Pregnant Parent / Maternity Leave

- **Eligibility:** For employees with at least 12 months of continuous service.
- **What You Get:** We offer 8 weeks at full pay, followed by 8 weeks at half pay.
- **Total Leave:** All pregnant parents are entitled to take up to 52 weeks of leave. Our enhanced pay package includes your Statutory Maternity Pay (SMP) entitlement.

Enhanced Non-Pregnant Parent / Paternity Leave

- **Eligibility:** For employees with at least 12 months of continuous service.
- **What You Get:** We provide 2 weeks of leave at full pay, which can be taken in addition to the statutory entitlement for a total of up to 4 weeks of leave.



FLEXIBLE WORKING

We trust you to work in a way that suits you best. Our hybrid model requires just 3 office days per month for collaboration and team get-togethers, combined with flexible start and finish times around our core hours of 10am-4pm. We empower you to structure your day effectively whether that means a walking 1-2-1, a day working in a coffee shop, or simply taking breaks when you need them.



HOLIDAYS

We offer a generous holiday allowance of **28 days per year plus bank holidays**. To ensure everyone stays refreshed and to prevent burnout, we require half of your annual leave (14 days) to be taken by June 30th each year.

BUSINESS AS A FORCE FOR good



IMPACT

Our “Impact” initiatives are central to our ‘Business for Good’ value, focusing on Wellbeing, EDI, and CSR. All activities are driven by employee feedback, leading to popular events like our annual Health Brunches, yoga sessions, and expert talks on topics like neurodiversity. To reinforce this, we also invest in specialist EDI training to ensure our culture is genuinely inclusive.

Learning & Development

Our commitment to learning is central to our vision of being the best place for digital talent to transform their career. This practical approach is reflected in our development framework and has contributed to our recognition as a UK’s Best Workplace for Development 2025.

→ **Hands-On Learning:** Your growth is guided by the 70:20:10 framework: 70% of your development comes from on-the-job experience, 20% from social learning alongside your peers and manager, and 10% from formal, structured training.

- **A Future-Focused Skills Approach:** Our development is built around a comprehensive skill framework. This maps out the core and future-facing skills required for your career, ensuring your learning is targeted, relevant, and adapts as the industry evolves.
- **Opportunities to Innovate:** We invest in learning that pushes boundaries. This includes internal workshops, attendance at industry-leading conferences, and dedicated initiatives that empower you to challenge best practice and stay at the forefront of digital.



ENHANCED SICK PAY

We care about your health and welfare. If you can’t come to work because you’re ill, you need to let us know so that we can support you and ensure your team can handle things in your absence, where appropriate.

Full salary (inclusive of any SSP due) for the first 40 days in any 12 month period; and Half salary (inclusive of any SSP due) for the next 40 days in any 12 month period.



MENOPAUSE AND MENSTRUATION SUPPORT

We believe our strength comes from our people. A crucial part of supporting our team is creating an environment where everyone's health and wellbeing is a priority.

We recognise that menopause and menstruation are a normal part of life for many, yet their symptoms can sometimes impact daily work and overall wellness. Our commitment is to break the silence and normalise these conversations. By increasing understanding across the organisation and providing practical, confidential support, we empower our colleagues to manage their health and succeed in their careers without disadvantage.

We have dedicated policies in place for Menstruation and Menopause support, meaning you can communicate when you may need to take some time to look after yourself, without explanation.



LIFE LEAVE

Life is unpredictable, so we offer paid 'Life Leave' for unexpected personal situations, like a home emergency or supporting a family member. This discretionary time off is separate from your annual holiday allowance.





COMPASSIONATE LEAVE

To support you during difficult times, we offer flexible, paid compassionate and bereavement leave to support you through the serious illness or loss of someone close. Our policy is inclusive, with no restrictions on relationships. Please speak with your manager as soon as you can to discuss the support you need.

(Note: We have separate, dedicated policies for pregnancy loss and parental bereavement.)

We understand that life extends far beyond our work, and that providing true support means creating a culture of compassion where employees feel psychologically safe and valued through all of life's stages. It is our responsibility to acknowledge and support our colleagues during times of significant personal challenge.

In line with our core value of putting our people first, and our ongoing commitment to listen and

respond to our employees' needs, we are proud to formalise and enhance our support for colleagues navigating some of life's most demanding personal circumstances.

Grief is not linear, and the process of mourning the loss of a loved one is unique to every individual. Acknowledging this, we are enhancing our bereavement leave to be more flexible and responsive to individual needs.

Our enhanced bereavement policy provides paid leave for colleagues following the loss of a family member or loved one. We have broadened our definition to be more inclusive of modern family structures, ensuring that you can take the necessary time away from work to grieve, manage personal affairs, and support your family, regardless of how you define it. Our goal is to remove any ambiguity or stress about taking time off during such a difficult period.



PREGNANCY LOSS

The experience of pregnancy loss is a profound and deeply personal form of grief. We recognise the need for time and space to process this loss, for both parents, without the added pressure of work obligations.

We have a dedicated paid leave policy for any employee who experiences pregnancy loss, at any stage of gestation. This leave is available to the

individual who was pregnant, their partner, or a surrogate mother. It is designed to provide time for physical and emotional recovery. We trust our employees to take the time they need to grieve and heal, and we are committed to supporting them with compassion and without intrusion upon their return.



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FERTILITY LEAVE

We recognise that the path to parenthood can take many forms, and that fertility treatments can be an emotionally, physically, and logistically demanding process. To support colleagues on this journey, we offer paid leave for those undergoing fertility treatments.

This policy provides paid time off for employees to attend necessary medical appointments and

procedures related to fertility treatment. We believe no one should have to use their annual leave or worry about loss of pay while prioritising their future family and personal health. This support extends to partners, who may need to attend appointments or provide support. Our aim is to provide the flexibility and understanding needed to navigate this journey with dignity and privacy.



TECHSCHEME



As part of our ongoing commitment to the financial wellbeing of our employees, we are offer Techscheme for all Impression employees.

We understand that maintaining a comfortable home and replacing tech can involve significant expenses. Whether it's a new laptop for personal projects, an essential kitchen appliance, or creating a more comfortable living space, these purchases are an important part of modern life. This scheme is designed to make these items more accessible and affordable for every member of our team.

This benefit allows you to acquire the latest technology and home goods from top retailers like **Currys** and **IKEA**, while saving money and spreading the cost in simple, manageable ways over 12 months!

You will also make a National Insurance saving of up to 12% too. Best of all, you own the products from the beginning and there's no end of hire fee.



RAIL CARD

In our commitment to supporting employees and promoting cost-effective, sustainable business travel, we are pleased to offer a company-funded railcard scheme. This initiative is designed to provide significant savings on business-related train journeys for both the company and the individual.

A key advantage of this benefit is that while the railcard is funded for business purposes, it can also be used for your personal travel, offering you a 1/3 discount on eligible fares throughout the year.



BUDGET FOR BOOKS AND TOOLS

The digital landscape never stands still, and neither do we. Our ability to adapt, learn, and innovate is what sets us apart. We believe that the best ideas and the most impactful work come from team members who are curious, engaged, and equipped with the best resources.

We trust you, as a specialist in your field, to know what you need to learn to stay on top of your game. This allowance is our commitment to empowering

you. It's a tool for you to proactively seek out knowledge, experiment with new technologies, and invest in your own continuous development, with the full support of the company.

This is your dedicated budget to spend on resources that will help you work smarter, think bigger, and grow faster.



NATIONAL AND INTERNATIONAL CONFERENCES

The digital world is a dynamic, fast-paced conversation, and we believe in being an active part of it. To deliver market-leading results for our clients and to foster a culture of innovation, we must be present where the future of digital is being discussed and defined. Our commitment to continuous learning goes beyond our office walls and into the global digital community.

We don't just follow industry trends; we aim to anticipate and shape them. A core part of this strategy is ensuring our team members have opportunities to learn from the world's best, connect with industry pioneers, and bring cutting-edge knowledge back to the company.



APPLE EQUIPMENT

Our company policy is to provide every employee with high-quality, reliable, and secure technology. We have standardised on Apple equipment to ensure optimal performance, compatibility, and a consistent user experience across the organisation. This investment enables our staff to work efficiently and effectively, supported by technology that is an industry standard for creative and technical professionals.



CYCLEScheme

Tired of the same old commute? Sick of sitting in traffic or waiting for a delayed bus? Well, it's time to upgrade your journey and have some fun doing it!

We are geared up to offer you access to Cyclescheme, the UK's number one cycle-to-work benefit. This isn't just about getting from A to B; it's about transforming your travel time into something that makes you feel fantastic.

So, What's the Big Idea?

In a nutshell, you can get a brand-new bike (and all the cool gear to go with it!) and save a massive 25-39% of the cost. You pay for it through small, tax-free deductions from your salary over 12 months. No interest, no fees, just savings!

