

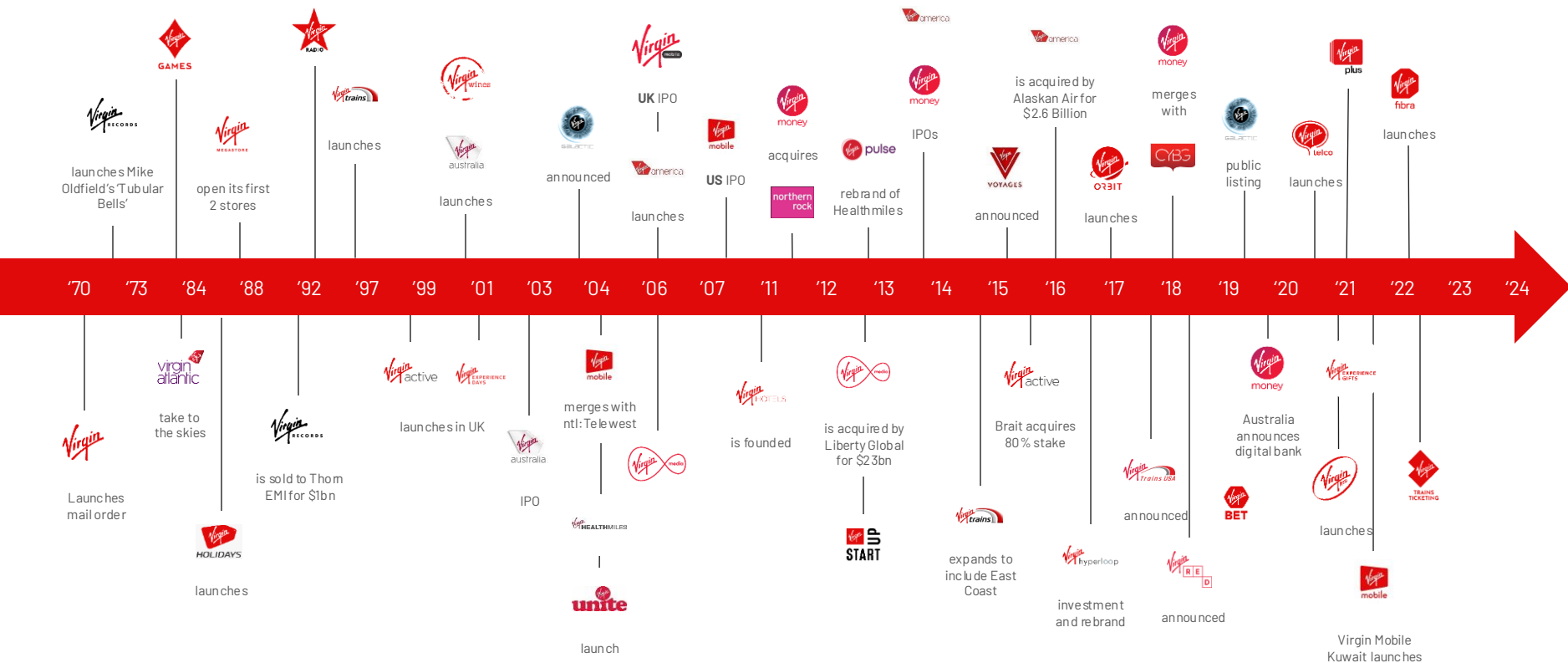


**START HACK**

Deep Dive

Mar 2025

# Over 50 incredible years







At Virgin we invest in,  
partner with and build  
organisations that are

## CHANGING BUSINESS FOR GOOD



### ...BE VISIONARY.

We don't stand still. We are bold. We strive to solve intractable problems faced by people and planet. We push ourselves to not just meet industry standards but to radically reinvent them. We believe in making the impossible possible. We back the changemakers, the innovators and the believers working to build a better world through positive systemic change on a local, national and global level. We welcome others to join to us. Together, we will create a better future for all.



### ...BE HUMAN.

Our work spans industries and oceans, and even space, but what holds us together as a company is our people, our Virgin family. We believe that humanity and performance reinforce each other — when our people thrive, our businesses thrive. We innovate. We design extraordinary experiences. We strengthen human connections and create ever more healthy, trusting, fulfilling and meaningful work, where everyone is valued and belongs. We see the whole person. We recognise that work alone does not define a life.



### ...BE BRAVE.

We harness our insatiable curiosity to find ways to help create a more equitable future for all. Through our businesses, charities and investments we constantly fight for a fairer world. We remain open-hearted — to new voices, to unfamiliar experiences, to unconventional ideas — even when it's hard. We relentlessly seek out opportunities where we can aim our voice, talent, and entrepreneurial spirit to have exponential positive impact.

**WE LIVE OUR PURPOSE BY CATALYZING INNOVATION SO WE HAVE:**

FLOURISHING PEOPLE

THRIVING COMMUNITIES

A HEALTHY PLANET FOR ALL

RADICAL COLLABORATION

# Amplifying Impact Through Radical Collaboration

## Partnering with Virgin companies and collaborators

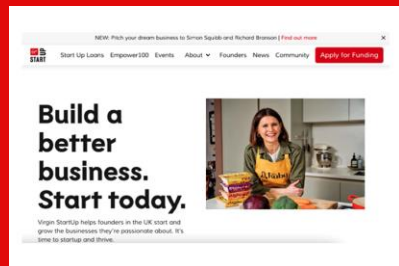


### Business Leadership



Virgin Unite supported initiatives like **The B Team** and **The Elders**, tackling global challenges through business leadership

### Entrepreneurship



Championing entrepreneurship through our not-for-profit **Virgin StartUp**, which has funded and mentored thousands of UK entrepreneurs.

### Social Change



Demonstrating brand leadership through initiatives like **Ban the Box**, championed by Richard and striving to remove unnecessary criminal record disclosures.

### Environmental Impact



Pioneering environmental innovation through investment in **sustainable aviation fuel (SAF)**, in turn helping future-proof against rising emissions regulations.

# *A collaborative platform that centralises key programs and partnerships across Virgin companies:*

**1.** Hub for uniting Virgin companies

**2.** Community of engaged activists connected through Virgin Loyalty program

**3.** Driving environmental and social action

## **For Virgin customers**

Discover our initiatives, get involved, interact in fun ways, and be rewarded for making a difference - all while participating in an engaged community.

## **For Virgin companies**

Share initiatives with a wider audience, discover similar efforts, and collaborate with others to drive change.

## **For our sustainability partners**

Access to a wider audience, connect with Virgin customers, and collaborate to drive meaningful sustainability impact

