HUNSTEAD & SCHOOLSTEAD: CEO STRATEGIC ESG ASSET

ELEVATING SUSTAINABILITY TO A BOARD-LEVEL DIFFERENTIATOR







HUNSTEAD & SCHOOLSTEAD: A PHYSICAL ESG ASSET THAT STRENGTHENS REPUTATION

Transforming Sustainability from Intangible Disclosure to an Experiential, Photogenic, Year-Round Proof-Point

Unlike budgets lost in abstract programmes or consultancies... REGENERATING LAND & BIODIVERSITY PROJECTS



Visitable Hungarian Estate
Branded Land with Soil-Carbon
Gains, Ecosystem Restoration,
and Wildlife Corridors.

SCHOOLSTEAD EDUCATION HUBS



On-Site Education

Community Engagement,

Youth STEM Programmes, and
Environmental Literacy.

LEADERSHIP RETREAT ACCOMMODATION



Executive Off-sites
Strategy Days, ESG Education,
and Team Retreats for
Real-World Connection.

TANGIBLE, EVIDENCE-BASED ESG FOOTPRINT



Audit-Ready Impact
Annualised Carbon & Biodiversity
Metrics, Regeneration Reports,
and Social Impact Datasets.

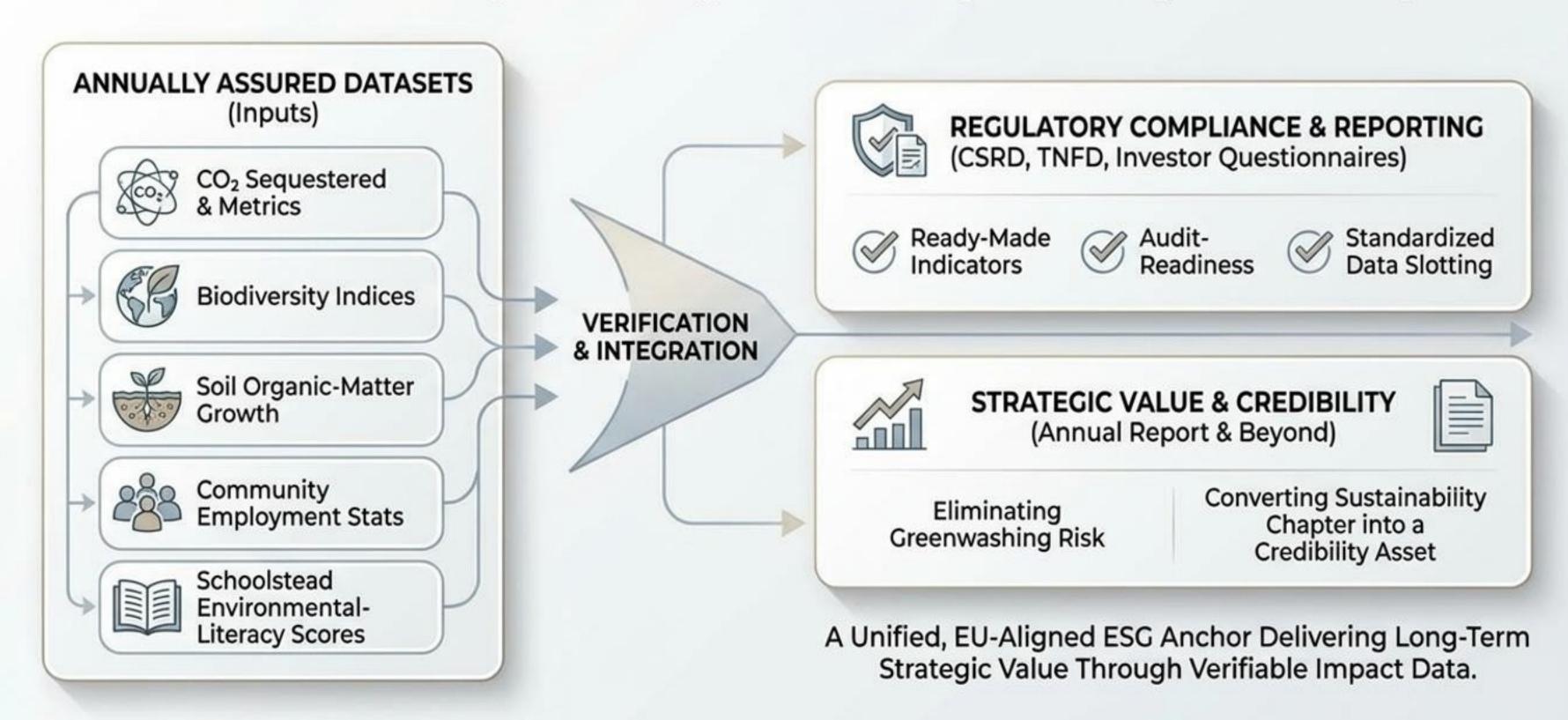
...Hunstead gives the company a branded presence in a sustainable European setting. Leadership, investors, and media can walk the site, making ESG something you can touch, measure, and showcase.





REPORTING-READY PIPELINE FOR CSRD & GLOBAL STANDARDS

Assurred Datasets Eliminating Greenwashing Risk & Converting Sustainability into a Credibility Asset



ESTABLISHING A DEFENSIBLE EVIDENCE TRAIL FOR ESG CREDIBILITY

Mitigating Risk and Building Reputational Capital through Third-Party Verification and Transparent Data.



1. THIRD-PARTY VERIFIED REPORTING

- Regeneration Reports (Annual)
- **Biodiversity Metrics Audits**
- Carbon Sequestration Data
- Certified Impact Assessments



2. TRANSPARENT IMPACT DASHBOARDS

- Real-Time Social Impact Data
- **Community Outcomes Tracking**
- **Educational Engagement Metrics**
- Open-Access Data Portal



3. OPEN-DOOR SITE **AUDITS & ACCESS**

- **NGO & Regulatory Visits**
- Media & Investor Tours
- Direct Stakeholder Engagement
- Living Lab Demonstrations

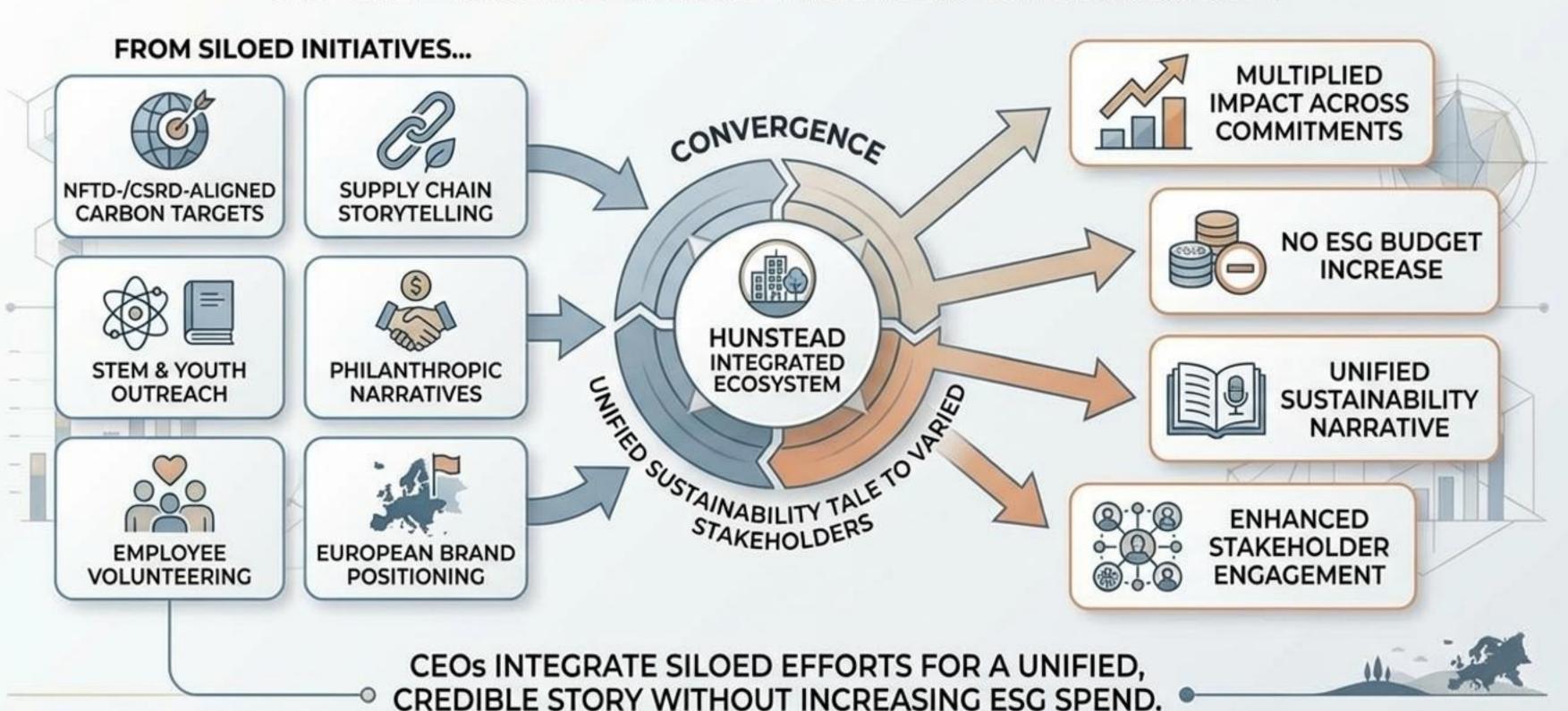


OUTCOME: REPUTATIONAL CAPITAL & SAFEGUARDED INTEGRITY

When probed, leadership can point to a robust, audit-ready evidence trail, turning potential liability into a demonstrable strength.

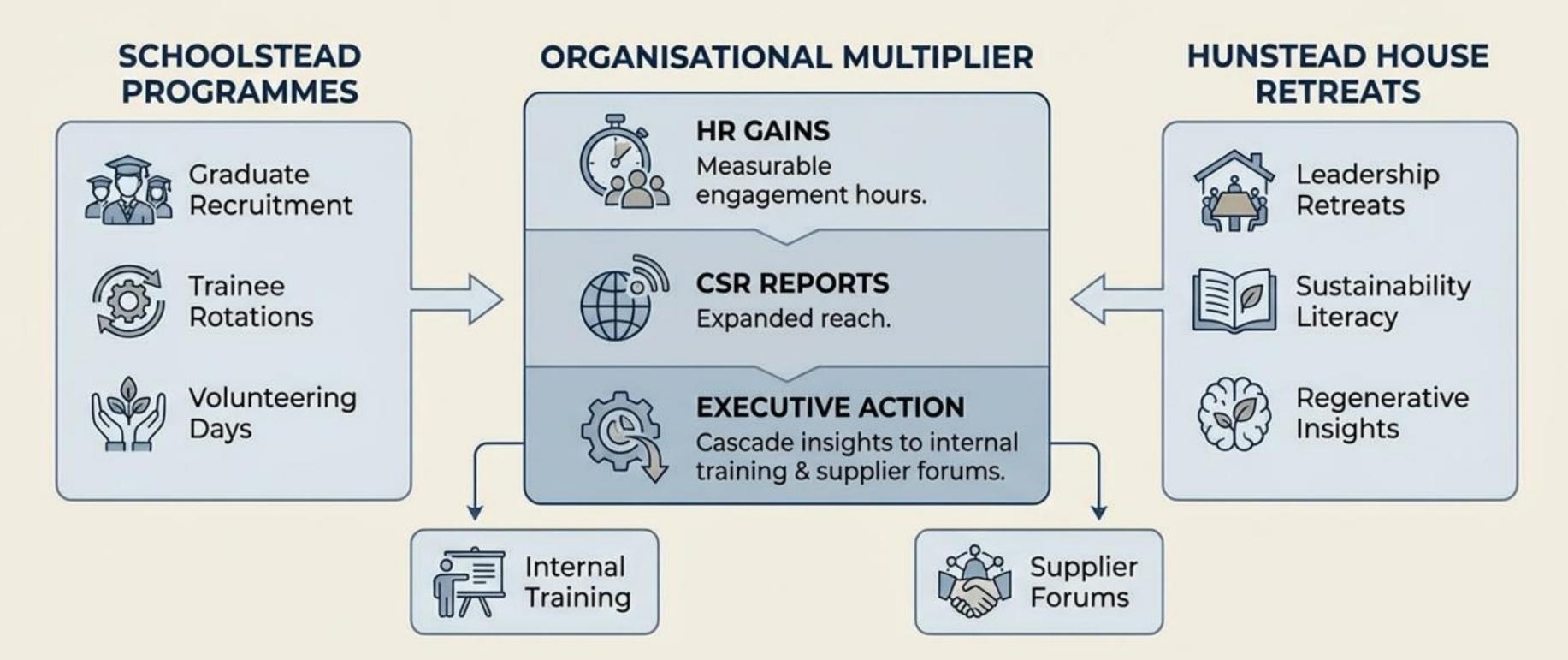
HUNSTEAD: A MULTIPLIER EFFECT ON ESG, CSR & HR PRIORITIES

INTEGRATING SILOED INITIATIVES INTO ONE COHERENT ECOSYSTEM, MULTIPLYING IMPACT WITHOUT INCREASING TOTAL ESG BUDGET.



MULTIPLIER EFFECT: INTEGRATING ESG WITH HR, CSR, AND LEADERSHIP

Amplifying existing commitments through a single, integrated ecosystem, without increasing budget.



HUNSTEAD & SCHOOLSTEAD: A LOW-COST, HIGH-IMPACT EUROPEAN ESG PARTNERSHIP

Achieving Large, Visible ESG Outcomes at a Fraction of Western-European Cost

HUNGARY'S UNIQUE ADVANTAGES



Affordable Arable Land: Access to large-scale regenerative potential.



High Ecological Upside: Significant biodiversity & carbon sequestration opportunities.



EU Regulatory Alignment: Compliant with CSRD, CSDDD frameworks.



Direct Flight Access: Easy connectivity for leadership & audits.



Existing Infrastructure: Hunstead House + sister apartments ready for use.

CEO VALUE PROPOSITION: MORE WITH LESS

PRESSURE

DELIVER MORE WITH LESS

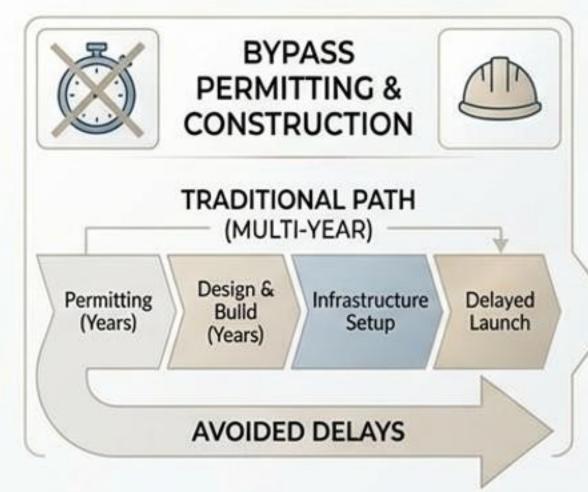
CONTINENTAL CREDIBILITY & MEDIA-READY IMAGERY

LARGE VISIBLE ESG OUTCOMES

CEOs under pressure to do more with less obtain continental credibility and media-ready imagery without premium price tags.

IMMEDIATE OPERATIONAL READINESS & ACCELERATED IMPACT

Bypassing multi-year timelines for swift sustainability capitalization.







Hunstead House & Adjoining Apartments are Already Operational. Immediate Access to Infrastructure. Swift capitalization of sustainability communications during critical reporting cycles.

Delivering measurable returns on ESG expenditure faster.





A LEADERSHIP & CULTURE ASSET — NOT JUST AN ESG SPEND

TURNING COMPLIANCE INTO A CULTURE-BUILDING LEADERSHIP DIFFERENTIATOR



CORPORATE RETREAT & LEARNING CENTRE



Executive Off-sites



Strategy Days



ESG Education



Innovation Workshops



Mindfulness & Detox Programmes



EXECUTIVE TRANSFORMATION & EMBEDDING VALUES



Grounded Sustainability Literacy



Shared Purpose & Vision



Practical Insights



Embedded ESG in Decision-Making



LEADERSHIP CULTURE & STRATEGIC ASSET

Turning a compliance project into a long-term, tangible leadership culture asset

THE OUTCOME: A differentiated ESG asset that delivers both impact and credibility, embedding sustainability into the core of leadership and organizational culture.

POST-RETREAT ESG IMPACT: ACCELERATING IMPLEMENTATION & ADOPTION

KNOWLEDGE GAIN & INTERNAL NETWORKS

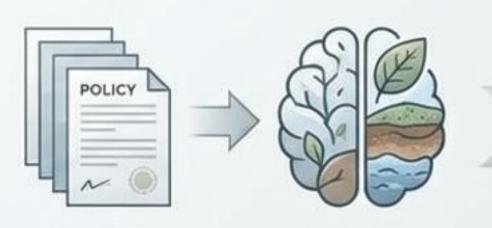


Surveys show significant knowledge increase in Carbon Farming.

Biodiversity Metrics, and Sustainable Supply Chains. Formation of strong cross-functional internal networks.

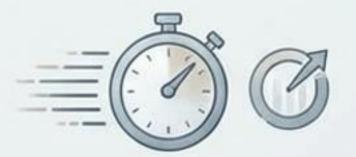
CONVERTING SUSTAINABILITY INTO ORGANISATIONAL MEMORY

FROM POLICY TO LIVED EXPERIENCE



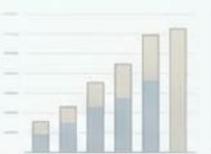
Experience transforms abstract policy into lived organisational memory, embedding ESG understanding deeply.

FASTER ESG ADOPTION





Drives accelerated adoption of Net-Zero Roadmaps and Scope 3 Initiatives back at headquarters. Faster, more effective implementation.







KEY OUTCOME: Accelerating the pace and depth of corporate sustainability strategy execution.





LONG-TERM PARTNERSHIP POTENTIAL: A MULTI-DECADE PATH

Building a predictable, enduring sustainability narrative for corporate and personal legacy.



SPONSOR A REGENERATIVE LAND UNIT

Initial investment in physical, tangible land regeneration.

PHASE 2



CO-BRAND SCHOOLSTEAD PROGRAMMES

Joint educational initiatives and community engagement.

PHASE 3



ANNUAL LEADERSHIP RETREATS

Immersive, on-site strategic planning and cultural development.

PHASE 4



LONG-TERM CARBON/BIODIVERSITY REPORTING

Verifiable, multi-year data for compliance and communication.

PHASE 5



EXPANDED VISIBILITY,
NAMING RIGHTS
& COMMUNITY
FRANCHISES

Establishing a lasting, recognized corporate legacy.

CEO's GAIN: A predictable, multi-decade narrative that outlives quarterly cycles and builds personal and corporate legacy.

HUNSTEAD & SCHOOLSTEAD: PREDICTABLE PARTNERSHIP & GOVERNANCE STRUCTURE

ENSURES

TRANSPARENCY

& SYNCS

ACTIVITIES

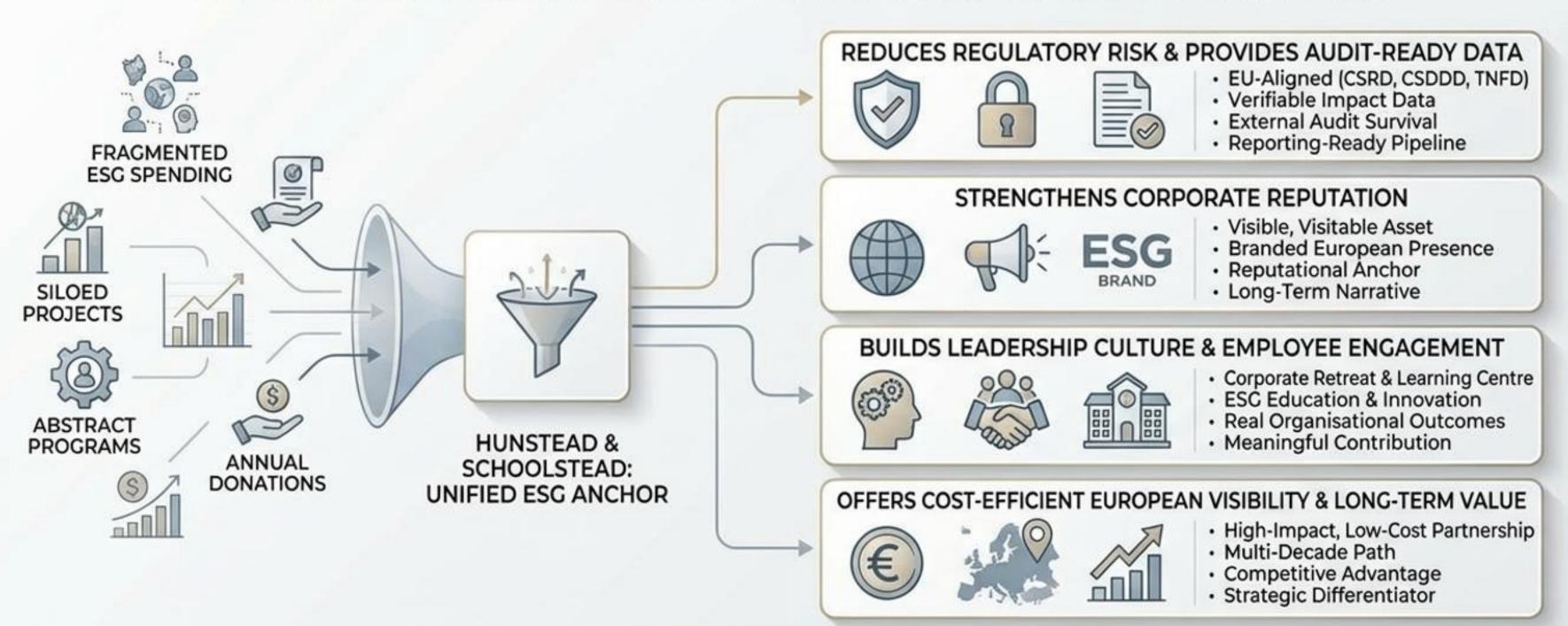
WITHOUT

RENEGOTIATION

FIXED ANNUAL PARTNERSHIP FEES JOINT STEERING COMMITTEE & AGILE GOVERNANCE LAND LEASING & SECURE **ACCESS** JOINT STEERING COMMITTEE **LEADERSHIP &** STRATEGIC OVERSIGHT **ELIMINATES** ALIGNMENT FARMER AD-HOC WITH EVOLVING **FACILITY** CONTRACTS DONATION **EXPECTATIONS UPKEEP &** CONSOLIDATED & COMMUNITY **REQUESTS &** MAINTENANCE CSRD/REGULATORY ANNUAL SUPPORT BUDGET INVESTMENT QUARTERLY MINVESTOR/MARKET UNCERTAINTY **KPI REVIEWS** CONSUMER/BRAND DATA COLLECTION & REPORTING **ACTIVITY &** SYSTEMS STRATEGY **ADJUSTMENT**

HUNSTEAD & SCHOOLSTEAD: A DIFFERENTIATED STRATEGIC ASSET

Converting Fragmented Sustainability Spending into Coherent Strategic Value



POSITIONING THE COMPANY AHEAD OF PEERS IN THE TIGHTENING ESG LANDSCAPE WITH A SINGLE, MEASURABLE, AND CREDIBLE ASSET



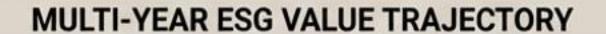
STRATEGIC ESG PATHWAY: ACT NOW FOR BOARD-LEVEL ADVANTAGE



Secure a first-mover position with a modest initial commitment to activate long-term value

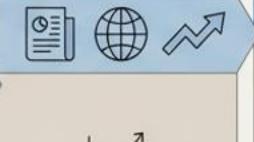


Before Model Replication



YEARS 2-4:
ESTABLISH TANGIBLE
ESG FOOTPRINT &
REPORTING

COMMITMENT ACTIVATES BENEFITS



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YEAR 5+: BOARD-LEVEL DIFFERENTIATOR & LEGACY ASSET





Transforms ESG from compliance burden to a strategic, measurable board-level advantage





