

# Our 12 headline measures and data

Within our full scorecard we have identified 12 headline measures which best represent our business and are sharing our baseline performance against these today. We continue to evolve our data reporting across our full scorecard, and will disclose all baseline data and targets in our first report at FY March 2022.

Pillar and ambitions	Sub-topics	Key Performance Indicators	Performance*	SASB
<b>Better for customers</b> To help customers return to financial wellbeing. We do this by delivering tailored and supportive solutions designed to help them take control of their debt.	<b>Trusted and engaging</b>	Customer Net Promoter Score (average Jan-June 2021)	71 NPS UK (average Jan-June 2021) 52 NPS Nordics (average Jan-June 2021)	
		Client Customer Treatment Score	100% believe we do the right thing by our customers - UK Client Survey	
	<b>Personalised approach</b>	Number of customers who cleared their debts with Lowell	1.5 million	
<b>Better ethics and understanding</b> To be an industry leader in ethics and standards; build a wider understanding of what our industry does; and promote improved outcomes for all consumers.	<b>Lowell values and ways of working</b>	Colleague Engagement Score	67 points	✓
	<b>Our promise to clients and customers</b>	Client Satisfaction Score	100% UK Client Survey	
			83% Nordics Client Survey (2021)	
<b>Advancing standards and understanding</b>	Actively champion progress and engage with partners to improve sector standards and regulation	£3.5m Fair Share contribution scheme (FSC) CSA membership and Board representation		
<b>Better for society</b> To create a stronger society through fostering better financial wellbeing, promoting inclusive work opportunities and providing support for our communities.	<b>Improve debt understanding</b>	Contribute to wider system knowledge through new insights	Financial Vulnerability Index launched in the UK Expanded Payment Indicator research to cover all Nordic countries	
	<b>Colleague development and wellbeing</b>	Employee Engagement Survey Scores	69 points employee satisfaction score 59 points opportunities to learn and grow score	✓
	<b>Diverse and inclusive culture</b>	Gender diversity	Overall - Male/Female 40%/60% Executives - Male /Female 68%/32%	✓
<b>Responsible Business</b> To be a resilient and ethical business that also takes responsibility for the environment - through robust processes, transparent disclosure and continuous improvement.	<b>Governance</b>	Sustainability performance metrics part of all Executive Management and Senior Management objectives (starting 2022)	In progress for 2022	
		Number of substantiated complaints received concerning breaches of customer privacy and losses of customer data	Establishing Group definition	✓
	<b>Environment</b>	Greenhouse Gas Emissions	Establishing a baseline for scope 1 and 2	

\* All performance data is Group and 2020 unless stated