

# WHAT MAKES US DIFFER<sup>3</sup>ENT?



## Why our differentiators matter?

### We mean what we say

Differentiators – doing things differently, and better - are crucial because they distinguish a service from competitors, attracting clients, building reputation for excellence and creating a unique value proposition. Everyone **says** they are different – here at R3, we can **demonstrate** alignment to our resources and capabilities.

### #1 Financial Stability

We are one of the largest London-based destination services provider (DSP), and have adopted a prudent approach to investing in our services since inception. This has enabled us to build a strong balance sheet that we rely on to continuously improve the way we deliver services. We're here for the long-term!

### #2 In-house team

We go against the current trend of outsourcing the majority of our services to 3rd party contractors. Instead, we invest in an experienced in-house team of Account Managers enabling us to retain ownership and control of service quality, and ultimately deliver consistent service excellence for our clients and their employees relocating to the UK.

### #3 Location

Unlike many smaller DSPs, R3 operates from its own offices in central London with an onsite presence. This enables R3 to be more focused, enabling learning

opportunities, and providing better, more cohesive services to be delivered.

### #4 Knowledge

We are the only DSP that invests dedicated resources to produce regular data-led market updates and intelligence. This demonstrates expertise, but it also filters through the fabric of our operations to deliver more knowledgeably in this area – where others focus mainly on process.

### #5 Finally... ESG! (see below)

R3 is the UK's leading voluntary carbon neutral DSP and continues to invest in our ESG agenda. As a leading contributor to EuRA's White Paper on Sustainability Goals for DSPs, we put our money where our mouth is and below is how we interpret ESG against our three core values.

We are proud to be different and to be able to demonstrate so clearly why investing in our comparable strengths brings better value and better service for our clients.

"For us ESG is not just about being carbon neutral - it's about how we deliver services, our governance, the social impact we have as an organisation, and ensuring it integrates seamlessly with sustainable growth for long-term success.

**Marco Previero** – Director and Head of Research at R3

## 01. RELIABILITY (Environmental)

How R3 improves efficiency of service and use of resources day to day to maximise carbon neutrality and provide peace of mind to its clients and employees about the services provided. This includes organising **walking tours** whenever it makes sense to do so, **use of Electric cars** where possible

## 02. RELATIONSHIPS (Social)

How R3 engages with its employees in an open and inclusive way, its suppliers (and its Local Area Specialists in particular) and clients and their employees. R3 provides **flexible working arrangements** & innovative working environment, **£1k training budget per employee** per annum to address areas of development beyond their role at R3, and **ensuring we pay our partners on time**. We are very proud of our average creditor's day of 27 days.

## 03. REPUTATION (Governance)

Protecting R3's reputation and that of its clients through strict adherence to policy, regulatory compliance, and responsible risk management. We **allocate 1% of our turnover** to investment in ESG initiatives, we are a **leading contributor to EuRA's White Paper** on Sustainability Goals for DSPs and finally we have achieved **Net Zero certification** for the fourth year in a row.

