TWIST HEALTH.
INSIGHT | INNOVATION | DATA

Statement of Purpose

Our public purpose to create a meaningful positive impact: with Board resolution of adoption

Document owner	Board of Directors
Approved by	Board of Directors (highest governing body)
Version / date	Version 1.0, 9 November 2026
Review	Reviewed annually by the Board as part of the annual purpose and impact review
Published at	https://www.twisthealth.tech/about-8 (Sustainability page)

1. Our purpose

Twist Health exists to improve health outcomes by making healthcare communication clearer, more honest and more human, for patients, carers and the healthcare professionals who support them.

We are a healthcare communications agency. Everything we make, strategy, creative, design, artwork, digital and data, shapes how people understand medicines, conditions and care. We believe that communication done well helps people make better decisions about their health, and that communication done badly causes real harm. Our purpose is therefore to use our skills to make healthcare communication a positive force in people's lives.

2. The positive impact we intend to create

Our purpose is deliberately specific about the impact we intend to have on society and the environment:

- **Better health literacy and outcomes.** We produce communications that are accurate, evidence-based, accessible and free from exaggeration, so that patients and healthcare professionals can act on them with confidence.
- **A fairer, more inclusive health system.** We use our work and our pro bono time to reach people who are under-served by healthcare communication, and we embed justice, equity, diversity and inclusion in how we work.
- **Thriving people and communities.** We provide good, fair, flexible work for our team and we invest profit and time back into the communities we live and work in, with a focus on opportunities for young people and girls in sport.
- **A lighter environmental footprint.** We run a low-impact, largely virtual business, measure our greenhouse gas emissions and are working towards net zero by 2030.

3. How our purpose connects to our business

This purpose is not separate from how we earn revenue; it is the reason the business exists and the standard by which we judge our work. It is embedded in:

- our Articles of Association (Article 3), which commit the company to have a material positive impact on society and the environment and require the directors to consider all stakeholders in their decisions;
- our annual B Corp Impact Report and the vision and mission published on our Sustainability webpage;

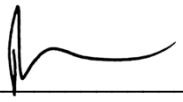
Certified B Corporation
This company meets high standards of social and environmental impact.

- our Responsible Marketing & Communications Principles, JEDI Statement, Human Rights Statement, Climate Action Plan and Employee Handbook, which translate the purpose into day-to-day practice; and
- our annual business planning and performance reviews, where social and environmental objectives sit alongside commercial ones.

4. Governance and review

This Statement of Purpose has been approved by the Board of Directors, which is the company's highest governing body. The Board reviews progress against the purpose at least once every twelve months at its annual purpose and impact review meeting, and publishes the outcome in the annual B Corp Impact Report.

Approved by the Board of Directors of Twist Health Limited:

Signed: 

Name: Rebecca Sarson-Hoad

Position: Managing Director and Director

Date: 9 November 2026

Certified
B
Corporation
This company meets high standards of social and environmental impact.