Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

Registered number
13811247

Charity Registered number
1208699

World Wellbeing Movement Limited
Company Limited By Guarantee

Report and Unaudited Accounts

31 December 2025

Ridgefield Consulting

ICAEW CHARTERED ACCOUNTANTS

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

World Wellbeing Movement Limited
Company Information

Directors
Davis, Lafawn
De Neve, Jan-Emmanuel
Guggenheim, Karen
Jeffery, Barbara Ailin
Layard, Richard
O'Donnell, Augustine Thomas

Independent examiner
Ridgefield Consulting Ltd
2 Hinksey Court
Church Way
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Oxfordshire
OX2 9SX

Bankers
Lloyds Bank
PO Box 1000
Chelmsford
BX1 1LT

Registered office
Wellbeing Research Centre Harris Manchester College
University of Oxford
Mansfield Road
Oxford
OX1 3TD

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World Wellbeing Movement Limited
Company Registered number: 13811247
Charity Registered number: 1208699

Report Of The Management Committee For The Year Ended 31st December 2025

The Management Committee presents its Directors' Report and the unaudited financial statements for the year ended 31 December 2025.

Governing Document

The organisation is a charitable company limited by guarantee. The company was incorporated on 21 December 2021 and registered as a charity on 18th June 2024. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1 each.

Objects

The charity's objects are to promote for the public benefit the advancement of health and wellbeing, in particular but not exclusively by:

(1) promoting activities that support positive health and wellbeing;
(2) providing training and resources to relevant professionals and policy-makers to understand a wide range of health and wellbeing issues and their role in supporting individuals; and
(3) promoting research in the above provided that the useful results thereof are disseminated to the public at large.

“Health” includes physical and mental health.

All of the Objects of the charity shall be wholly charitable in nature and shall be for the public benefit.

The Charity is based in England and Wales. Nothing in the articles shall authorise an application of the property of the charity for purposes which are not charitable in accordance with Section 7 of the Charities and Trustee Investment (Scotland) Act 2005 and/or section 2 of the Charities Act (Northern Ireland) 2008.

Activities

The World Wellbeing Movement’s mission is to ‘put wellbeing at the heart of decision making both in business and in public policy.’

Wellbeing is a key component of the World Health Organisation’s definition of health: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." An important implication of this definition is that mental health is more than just the absence of mental disorders or disabilities. Mental health is a state of wellbeing in which an individual realises his or her own abilities, can cope with the normal stresses of life, can work productively and is able to contribute to his or her community.

Our mission, and the work we do for the public good fits within this category as mental health is fundamental to our collective and individual ability as humans to think, emote, interact with each other, earn a living, and enjoy life. On this basis, the promotion, protection, and restoration of mental health can be regarded as a vital concern of individuals, communities, and societies throughout the world.

A high-level summary of the activities in relation to those purposes for the public benefit are:

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

World Wellbeing Movement Limited
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A. Activities we undertake to promote positive health and wellbeing across the globe
Produce research &/or thought leadership to illustrate the need for government policy to be looked at through the lens of wellbeing, as well as our secretariat of the UK's All Party Parliamentary Group (APPG) on wellbeing economics.

B. Activities we undertake to promote positive health and wellbeing for employees
As part of the work we do to promote positive health and wellbeing of people to achieve our charitable purposes, we have identified the workplace as a key environment that we can influence to improve health and wellbeing.

Research shows that most of us spend around a third of our waking lives at work. In fact, in 75.8% of the adult population (30,000,000 approx.) in the UK alone is part of the workforce, and the latest high-end academic research indicates that those who are satisfied with their work generally experience higher levels of subjective wellbeing.

Our approach to achieving our aim of supporting positive health and wellbeing for everyone in the workforce is to:

1.Catalyse employers to measure employee wellbeing using science-based measures, and take actions to improve employee wellbeing.
2.Provide evidence-informed insights and resources that can be used by employers to improve working conditions for their employees.

Achievements and Perfomance

A. Played a central role in the reinvigoration of the UK's All-Party Parliamentary Group (APPG) on Wellbeing Economics, a formally recognised cross-party group of MPs and Lords in the UK Parliament. Originally formed in 2009, the APPG was reconstituted in 2025 with the World Wellbeing Movement serving as its Secretariat. Its activities include hosting Parliamentary meetings, submitting evidence to Government consultations and select committee inquiries, and proposing new approaches to putting wellbeing first in public policy.

As part of this work, the APPG hosted a meeting on "Wellbeing, Growth and the Public Finances", bringing together cross-party parliamentarians and leading experts to explore how wellbeing can be placed at the heart of fiscal policy and economic decision-making.

The reinvigoration of the APPG represents a significant step forward in ensuring that evidence from wellbeing research reaches those in a position to effect real change at a national level. Further information is available at https://wellbeingeconomics.co.uk.

B. Launched the second annual UK Wellbeing Report, continuing to shine a spotlight on the proportion of people in the UK living with very low levels of wellbeing and highlighting persistent and significant wellbeing inequalities across the country. The 2025 report estimated that nearly 7 million UK adults, around 13% of the population aged 16 and above, are living below the 'Happiness Poverty Line', reinforcing the scale and urgency of the challenge. The report also revealed that an additional 650,000 UK adults are estimated to have fallen below the Happiness Poverty Line compared to the previous 12 months, and that life satisfaction in the UK continues to remain below pre-pandemic levels. For the first time, the report also examined the number of people living above the 'Flourishing Line', finding a widening gap between the best-off and worst-off in society.

The 2025 report was launched in Westminster at an event attended by cross-party Parliamentarians. You can see the report here: https://worldwellbeingmovement.org/uk-wellbeing-report-green/ . As in the previous year, the report was supported by a targeted PR and media campaign to maximise reach and public engagement.

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

World Wellbeing Movement Limited
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The UK Wellbeing Report remains a strong example of research which, in accordance with Charity Commission guidance, was "undertaken with the intention that the useful knowledge acquired from the research will be disseminated (and so advance the particular charitable aims) to the public and others to utilise or benefit from it".[SC7.1]

C. Launched Work Wellbeing Playbook 2.0 (November 2025), an expanded edition of a rigorously curated collection of evidence-informed interventions to improve employee wellbeing. Our vision with this open-access resource is to democratise access to high-end research insights so that employers everywhere are equipped to improve employee wellbeing at scale. This enhanced version incorporates evidence-informed interventions for six new drivers of work wellbeing. As with the original Playbook, it distils findings from extensive academic research into accessible, plain English guidance, enabling organisations to implement evidence-informed interventions that address the root causes of poor workplace wellbeing.

D. We also expanded the accessibility of the Work Wellbeing Playbook, which is now available in German in addition to the already published English, Dutch and French versions.

E. Continued the WWM Insights Webinar Series, hosting open-access webinars to support business leaders with improving employee wellbeing. This included a second Playbook webinar by popular demand (February 2025), featuring experts from the World Wellbeing Movement and the Wellbeing Research Centre. Educational videos were also produced to accompany Work Wellbeing Playbook 2.0. These activities support the charity's objective of making evidence-based insights accessible to a wide audience of practitioners and decision-makers.

Financial review

The Statement of Financial Activities shows net Incoming Resources of £485,890 and net Resources Expensed of £457,963 for the year, giving a surplus of £27,927 retained unrestricted reserves.

Members of the Management Committee

Members of the Management Committee, who are the Directors for the purpose of Company law and Trustees for the purpose of Charity law, who served during the period and up to the date of this report are set out on page 1.

This report has been prepared in accordance with the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the FRS 102 Section 1A and in accordance with the special provisions of the Companies Act 2006 relating to smaller entities.

25 September 2026 | 2:35 PM BST
Approved by the Management Committee on .....(date) and signed on its behalf.

Signed by:
Jan-Emmanuel De Neve
560533E2D987411...
De Neve, Jan-Emmanuel
Director

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World Wellbeing Movement Limited
Accountants' Report

Independent Examiner's report to the trustees of World Wellbeing Movement Limited

I report on the accounts of the company for the year ended 31 December 2025, which are set out on pages 6 to 10.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

* examine the accounts under section 145 of the 2011 Act
* follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
* state whether particular matters have come to my attention

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

* to keep accounting records in accordance with section 386 of the Companies Act 2006 and
* to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.

have not been met or

(2) to which in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Mr Simon Thomas A.C.A.

Ridgefield Consulting Ltd
2 Hinksey Court
Church Way
Oxford
Oxfordshire
OX2 9SX

24 August 2026

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

World Wellbeing Movement Limited
Statement Of Financial Activity - Income & Expenditure Account
as at 31 December 2025

	2025			2024
	Total	Unrestricted	Restricted	
	£	£	£	£
Donations	380,977	380,977	-	448,015
Deferred donations	-	-	-	442,971
Unrestricted grants	100,278	100,278	-	108,745
Interest receivable	4,635	4,635	-	1,023
Total Incoming Resources	485,890	485,890	-	1,000,754
Resources Expended				
Expenditure on charitable activities	(457,963)	(457,963)	-	(328,338)
Total Resources Expended	(457,963)	(457,963)	-	(328,338)
Surplus for the year	27,927	27,927	-	672,416
Total Funds Brought Forward	672,416	672,416	-	-
Total Funds Carried Forward	700,343	700,343	-	672,416

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World Wellbeing Movement Limited
Registered number: 13811247
Balance Sheet
as at 31 December 2025

	Notes		Unrestricted 2025 £		Unrestricted 2024 £
Current assets					
Debtors	3	37,114		39,951	
Cash at bank and in hand		838,933		721,703	
		876,047		761,654	
Creditors: amounts falling due within one year	4	(175,704)		(89,238)	
Net current assets			700,343		672,416
Net assets			700,343		672,416
Reserves					
Income and Expenditure Account			700,343		672,416
Retained reserves			700,343		672,416

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Signed by:
Jan-Emmanuel De Neve
560533E2D987411...
De Neve, Jan-Emmanuel
Director
25 September 2026 | 2:35 PM BST
Approved by the trustees on ….....(date) and signed on their behalf.

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

World Wellbeing Movement Limited
Notes to the Accounts
for the year ended 31 December 2025

1 Accounting policies

Basis of preparation
These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Incoming resources
The Charity relies on two main sources of income which are donations and grants from organisation.

Debtors
Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts.

Expenditure
Resources expended comprise expenditure directly attributable to the activity.

Creditors
Short term creditors are measured at transaction price (which is usually the invoice price).

Foreign currency translation
Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

Charitable status
The company has gained it's charitable status on the 18th June 2024.

2 Employees

	2025 Number	2024 Number
Average number of persons employed by the company	11	10

3 Debtors

	2025 £	2024 £
Trade debtors	37,114	39,951

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

4 Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	174,444	92,858
Other taxes and social security costs	-	(4,620)
Other creditors	1,260	1,000
	175,704	89,238

5 Other information

World Wellbeing Movement Limited is a private company limited by guarantee and incorporated in England. Its registered office is:
Wellbeing Research Centre Harris I
University of Oxford
Mansfield Road
Oxford
OX1 3TD

Docusign Envelope ID: 4F484498-1882-85E2-8072-5F5ABFC19F4B

World Wellbeing Movement Limited
Detailed income and expenditure account
for the year ended 31 December 2025

	2025			2024
	Total	Unrestricted	Restricted	
	£	£	£	£
Incoming Resources				
Donations	380,977	380,977	-	448,015
Deferred donations	-	-	-	442,971
Unrestricted grants	100,278	100,278	-	108,745
Interest receivable	4,635	4,635	-	1,023
	485,890	485,890	-	1,000,754
Expenditure on charitable activities				
Staff costs and other adminstrative expenses recharges	346,185	346,185	-	204,952
Travel and subsistence	10,659	10,659	-	9,894
Entertaining	7,988	7,988	-	3,714
Stationery and printing	131	131	-	141
Consultancy fees	45,015	45,015	-	71,804
Accountancy fees	2,080	2,080	-	1,875
Bank charges	340	340	-	144
Staff training	2,088	2,088	-	330
Insurance	4,057	4,057	-	4,425
Equipment expensed	-	-	-	287
Software	4,512	4,512	-	5,528
Podcast / Advertising and PR	23,152	23,152	-	371
Other legal and professional	-	-	-	15,355
Exchange rate difference	11,756	11,756	-	9,518
	457,963	457,963	-	328,338
Surplus for the year	27,927	27,927	-	672,416