

OUR IMPACT

kin
2025





We are Kin

Kin came into being in 2017 with the belief that the recruitment market needed to be better. We offer our clients high touch, thoroughly human recruitment expertise at a price point that isn't eye watering. For job seekers we provide a place to be seen, heard, and valued. Our team are driven to support clients to grow incredible businesses, and to support job seekers to find their new place to belong.

What matters to us?

We believe in being a business as a force for good. By embracing B Corp principles, we strive to play our part in responsibly contributing to the world of work in a way that is kind to the planet and those living on it.

Our Values

We Care

We lead with purpose, heart and humanity.

We Know Our Stuff

When you work with one of us, you work with all of us.

We Are Real

Real partnerships, real connections, real results.

We Are Curious

We question the status quo to understand what else is possible.





Our B Corp Journey

In May 2025, Kin completed our re-certification as a B Corp organisation, lifting our overall score by 10% to 122.1. We're so proud to be part of a community who are committed to balancing profit with purpose by meeting the highest standards of social and environmental performance, transparency and accountability.

Certified



Corporation

B1G1 Impacts

As part of our commitment to being a business that makes an impact, we partner with B1G1 Business for Good. Each month we link simple business milestones giving to causes that matter both locally and internationally.



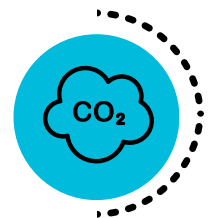


Garden to Table

More locally, for each new client referral received, we give to Garden to Table. We gain a deep sense of fulfilment in the knowledge that our everyday actions at work are helping those in need.

Carbon trail

We measure and monitor our emissions via fellow B Corp Carbon Trail Reporting. Our carbon intensity is lower than industry average and we have great plans to do even better.



2025 Report



B1G1 Business For Good

- **134,559** total impacts across our chosen causes across the globe:
- Family education against trafficking.
- School meals to vulnerable children.
- Vocational training for at-risk young adults.
- Vocational training to a rescued girl.
- Sexual exploitation prevention workshops to children.



Garden to Table

- **\$2200** donated for client referrals.
- Commitment to raising brand awareness through social media posts and client/candidate communications.



33% of clients are

- Not-for-profit
- Purpose led
- Community impacting

Client Impact

Laura Golland - Head of Fundraising - Wellington Hospitals Foundation.

"I wanted to reach out though and say a big thank you for running such a great recruitment process. I am so pleased with the result and am excited for what the new year is going to bring. I knew you guys would of course do a fantastic job, and just wanted to make sure you knew how much I appreciated how smoothly it has all gone".



Recruitment

\$361,348.00 saved in recruitment spend for our clients using the Kin unique pricing model versus traditional fee on placement.*

*this calculation is based on using average percentage placement fee of 15%



Advocacy

1

Voluntary webinar on Neuro-inclusion in the workplace

3

hours voluntary career coaching for graduates.

