

Our purpose

Founded explicitly as a vehicle for positive change, Krystal exists to improve the world through its behaviour and actions. We have demonstrated that running a business and being a force for good aren't just possible, they're highly complementary. We hope to inspire others to follow our lead.

Since 2002, we've been privately owned and independent every day since. That fierce independence allows us to stay on course: being honest and fair with our clients, the team and the planet. We are conscious without compromise.

We think in decades not quarters: the company has never paid a dividend, instead choosing to reinvest all profits into strengthening ourselves so that we can better support our mission.

What this means in practice

Running a business like ours has real-world consequences. Every website, every service, every piece of infrastructure lives somewhere, uses energy and people are involved along the way. Their well-being, and the health of the planet, matters just as much as providing the technology.

Our job is to understand where that impact lands, take responsibility for it, minimise harmful behaviour as much as possible and be open about where we still have work to do.

Here are a few examples of how we try to live up to that ideal:

For our clients: we invest in having an accessible and human support team. Someone is always there to help, whether something has gone wrong or you just need help getting started. We're honest and transparent in how we work, especially with pricing; clients know exactly what they're committing to up front. No surprise renewals, no hidden fees and no lock-in.

For our team: we listen, and we act on what we hear. Every year, a staff engagement survey is used to improve their working environment and well-being. Two examples from 2025; two paid volunteer days and three personal development days per year.

For the planet: we're committed to minimising our environmental footprint. Our infrastructure runs on power matched 100% with renewable energy and we plant a tree every month for each client. We also cover the carbon footprint of every Krystal employee, offsetting from their birth to when they joined us, and beyond. We'll keep investing in our climate.

For our suppliers and partners: who we work with matters to us. We want the people and organisations that help us operate to share our values, and where we can, we choose fellow B Corps. Our supply chain and partner community are part of how we show up in the world; it's important that our values align.

For the wider community: we provide free hosting to over 1,500+ charities and counting.

Backed by more than words

We're a certified B Corp, meeting the highest verified standards of social and environmental performance, transparency and accountability. We're also 1% for the Planet, committing 1% of our annual revenue to environmental causes.

Business can be a force for good. But only if the people behind it choose to make it so. The web should be powered with care, run with integrity and built to last.

