

Impact Report 2021

OPENING LETTER

CXperts incorporated in late 2019 as a Public Benefit Corporation with the mission to make the web better by improving digital experiences. This is our expertise and the focus of our efforts. But helping value-creating organizations maximize their positive impact on our world is how CXperts seeks to affect positive change for people, the economy, and our environment.

The company is proud to focus a measure of its efforts on supporting those organizations that are driving positive change in our local San Diego community, as well as around the globe. We have focused our supporting efforts on healthcare, education, arts and culture, environmental conservation, non-profits, as well as active outreach, partnership and promotion efforts with other organizations committed to driving positive impact to the triple bottom line and stakeholders, in addition to shareholders.

This year's impact report is representative of our benefit-focused efforts in our founding year - which coincided with the global outbreak of the novel coronavirus - and our second year in business. Suffice it to say that we are proud of our efforts in service of our mission, but we're fully aware that our humble start in this arena is just that - the opening act of what we plan to be a growing body of work that defines our positive impact - and company culture - over time.



RAMSAY CROOKS
Co-Founder & CEO, CXperts



STEVEN SHYNE
Co-Founder & COO, CXperts

KEY CALL OUTS

\$2,400

In charitable
monetary donations

4

Organizations
donated to monetarily

5

Recipients of pro bono /
volunteer services

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OUTLINE OF CONTRIBUTIVE ACTIVITIES

CHIP San Diego - San Ysidro Health - June 2020



CHIP seeks to empower young LGBTQ people of color to take control of their sexual health. CHIP aims to increase HIV testing by making it free and accessible to all, and to decrease the stigma around HIV by engaging with communities in the South Bay and South East San Diego.

At the outset of the COVID-19 pandemic in the US, CHIP San Diego recognized a need to get a better handle on their website and fix key messaging, tracking, and user experience issues. CXperts worked with CHIP San Diego to address issues including best practices associated with its Nonprofit Digital Toolbox. The effort addressed navigation, security, analytics, and other messaging and user experience issues on the site.

Think Red Project - Volunteer Work & Donation - 2020 - 2021



Think Red Project is a registered 501 (c)3 non-profit corporation registered in the State of California, and has a mission to plan, promote and produce events that raise funds and awareness for the HIV/AIDS community. Steven Shyne is one of the co-founders and CEO of this nonprofit organization, serving as a board member and executive director. CXperts gives opportunities to work on nonprofit related activities and Steven has contributed the following time commitments related to CXperts activities and in 2021 a monetary donation:

- 2020 - 20 Hours;
- 2021 - 25 hours; \$1000 donation

Nature Conservancy Donation - 2020, 2021



For two years running, CXperts has donated to The Nature Conservancy, a global nonprofit that operates in 79 countries and territories across six continents with the goals of addressing climate change, protecting land, water and providing food and water sustainability. In their words, "The Nature Conservancy is taking on the planet's biggest, most important challenges by focusing on priorities that science shows are the most urgent and where our innovation and expertise can be game changers." We're all for supporting their mission.

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OUTLINE OF CONTRIBUTIVE ACTIVITIES (CONTINUED)

Mama's Kitchen Donation - 2020, 2021



Also over the last two years, we have donated to Mama's Kitchen, a local, San Diego-area nonprofit that provides nutrition services to improve the lives of women, men, and children vulnerable to hunger due to critical illness such as HIV, cancer, congestive heart failure and type 2 diabetes, and chronic kidney disease throughout San Diego County. Each year, around the holidays, we hope Mama's Kitchen – and all people – can help take care of one another and enjoy a warm, nourishing meal.

NAMI - National Alliance on Mental Illness Donation - November 2021



When CXperts asked its employees which nonprofit organizations they would like to nominate for an expansion of its annual charitable donations, NAMI (National Alliance on Mental Illness) was recommended by multiple team members. Given the widespread and acute challenges that mental illness presents to individuals, their families, and society writ large, we agreed that NAMI is an excellent national-level addition to our local and global nonprofit donation recipients. With more than 600 local affiliates across the US, NAMI provides advocacy, education, support and public awareness to help families and individuals affected by mental illness to lead better lives.

Pledge 1% - November 2021



CXperts has requested to join Pledge 1% to join co-founders and companies of all sizes to support non-profit organizations that rely on the charitable contribution of leading, forward thinking companies across the US and around the world. CXperts has committed to a pledge of a minimum of 1% of its annual profits to non-profits that are delivering on their respective promises of positive impact in their communities and around the world.

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OUTLINE OF CONTRIBUTIVE ACTIVITIES (CONTINUED)

San Diego Civic Youth Ballet - Tue Jul 14, 2021



In the height of the COVID-19 Pandemic we wanted to use our time to connect with those in the nonprofit space to offer pro bono consulting to nonprofit EDs and help them with their transition to a digital-only engagement. We were referred to Ira Bauer-Spector, Marketing Manager of the San Diego Civic Youth Ballet. We provided Ira a virtual consultation around supporting digital events and marketing to allow the business to continue operations during COVID, specifically digital marketing tactics, analytics tracking, and marketing their virtual ballet classes.

Informational interview with The Trevor Project Fri Mar 12, 2021



There was a request for informational interviews with The Trevor Project, an NPO that provides teen and youth suicide prevention and resources and CXperts co-founder and COO Steven Shyne was selected to participate. The purpose was to discuss the process of conducting usability studies in the NPO sector and differences in approach against the commercial space. This 90-minute conversation included heavy emotional investment of volunteers, the pace of administration in the NPO space required changes in approach, and incentivization of participants requires a special approach.

SGI-USA - Volunteer - 2020 & 2021



The SGI is a religious nonprofit 501(c)(3) global Buddhist organization with the mission to contribute to peace, culture and education for the happiness and welfare of humanity - and by extension - the environment. As a practicing member of the SGI-USA, co-founder and CEO Ramsay Crooks has dedicated a portion of his free time to a volunteer leadership role to support local members in their Buddhist practice and the promotion of the SGI's ongoing mission toward the resolution of fundamental issues concerning humanity. Outside of CXperts scheduled working hours, Ramsay has contributed the following time commitment:

- 2020: 230 hours
- 2021: 215 hours

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OUTLINE OF CONTRIBUTIVE ACTIVITIES (CONTINUED)

SDSU Advisory Board



Both of CXperts co-founders graduated from SDSU, and share pride as alumni and a desire to give back by supporting both the university and local students in a meaningful way. This has led to a variety of activities supported by CXperts. Below is a list of events and activities supported by CXperts in the last two years:

- 5/03/2019 - Student Career Readiness Event
- 11/7/2020 - Fowler School of Business - SDSU Advisory Board Marketing Department - Advisory Board Meeting Participation
- 11/18/2020 - Guest Lecture - Consumer Insights and Importance of Customer Data - MBA Program
- 12/02/2020 - Guest Lecture - Storytelling Through Data - Focus on Pitch Process and Customer Persona Development - Marketing 761
- 12/11/2020 - Fowler School of Business - SDSU Advisory Board Marketing Department - Advisory Board Meeting Participation
- 03/19/2021 Guest Lecture - Consumer Insights and Importance of Customer Data - MBA Program
- 11/22/2021 - Guest Lecture - Consumer Behavior - Importance of Customer Data; Marrying Qualitative & Quantitative Insights - Marketing 371

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OUTLINE OF CONTRIBUTIVE ACTIVITIES (CONTINUED)

Non Profit Digital Toolbox

CXperts supports the value-creating missions of a wide range of non-profit organizations (NPO), and also understands the constraints many NPOs work under when it comes to managing digital programs. To address this CXperts built a free Nonprofit Digital Toolbox that lays out many free or low-cost solutions to help nonprofit organizations save money, improve Google search visibility, and better understand web visitors' behavior with the goals of helping NPOs better support their customers online.



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COMMITMENT TO REDUCED CONSUMPTION AND WASTE STREAM IMPACT

In our commitment to limiting our environmental impact, all company equipment including computers, monitors, peripherals, office furniture and mobile phones are used or refurbished whenever possible. As a result, one third of CXperts employees' furniture is from used sources and nearly 60% of employees' computers and monitors are refurbished or used units in an effort to reduce environmental impact and CXperts contribution to the waste stream. The company makes use of rechargeable batteries and has a BYOD policy for employees to reduce the need for redundant devices.

Always Work From Home

As a company doing "knowledge work," CXperts is fortunate to operate a 100%, fully-remote workforce since its founding (and since before the global pandemic). While this model presents its own challenges, we are proud of the reduced environmental impact and lifestyle flexibility that a "WFH" workforce allows. CXperts doesn't operate, nor absorb the expenses of a commercial work space, which allows the organization to deliver more value to its customers, and convert expense savings into supporting its mission in the form of monetary and service donations. It also skips the environmental impact of the energy required to operate a separate commercial space with independent climate control, lighting, equipment, and telecommunications requirements. Importantly, no employees are wasting time, energy, stress nor excess environmental impact (public transit or vehicle emissions) commuting between their homes and the office in roles where this is simply not required. An added personal benefit to our team members and their loved ones (employees with spouses, pets, children and ailing family members) is that those without easy access to transportation can work productively in a way that fits them best.

Renewable Energy

Due to CXperts work from home model and San Diego location, we are able to take advantage of renewable energy in the form of rooftop solar. Currently more than 60 percent of our employees' homes have photovoltaic solar systems that produce greater than 100% of their annual electricity needs, which further decreases the carbon emissions associated with business operations.

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LOOKING TO THE FUTURE

As we drive toward our vision to become a recognized leader in delivering ideal customer-centric digital experiences on behalf of entrepreneurs and organizations whose goals are to truly make the world better as a whole, we recognize that to be successful, this vision is one that cannot be held by our founders alone.

We believe that the attitudes and actions of the totality of a company's employees ultimately define a company's culture. As such, we look to cultivate a culture that reflects our mission so we can most quickly affect change from where we are. To that end, our employees are asked to actively participate in shaping the CXperts impact-focused activities in the form of helping to identify organizations for charitable monetary and service donations, promotional efforts and volunteer work.

In this way a natural byproduct of CXperts growth will be an increase in the impact-focused causes CXperts supports. We look forward to participating in and reporting this growth in the coming years.

