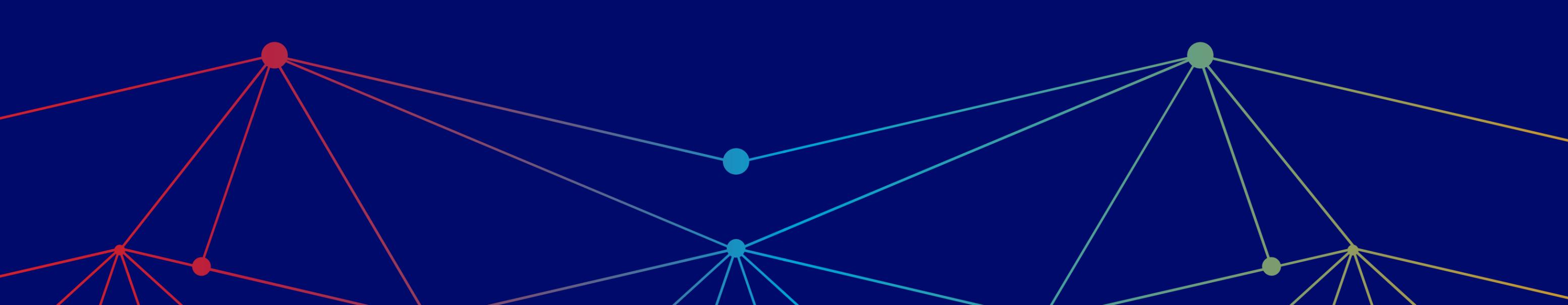




Annual Benefit Report 2022

 think**PARALLAX**



Our Mission

We're on a mission to better the world by driving meaningful sustainability progress, action, and conversation.

Core values

We refreshed our values to align to how we've evolved as a team. Through a series of company-wide surveys and workshops, we crafted our values as actionable phrases to convey how we want to show up for our clients, our partners, and each other every day.

Connect the dots

Critical thinking turns information into insight.

Create the unexpected

Purposeful creativity unlocks our best work.

Venture forward

Continuous innovation unlocks our best work.

Bring out the best

Inspiring greatness is essential to amplifying impact.

Embrace parallax

Our differences make us stronger.



2022 was a year of growth and transformation. With the demand for sustainability strategy and communication at an all-time high, we welcomed many new clients and 15 new team members to join us on this journey. In response to an ongoing pandemic, we continued to embrace a distributed working model while prioritizing the shifting needs of our expanding team. Maintaining the well-being of employees was a primary focus that led to high engagement levels. This drove our team to share their unique perspectives and come up with innovative solutions for clients, partners, the local community, and the world.

What is a B Corporation?

Using business as a force for good

thinkPARALLAX is both a Registered and Certified B Corporation. A **Registered Benefit Corporation** is a relatively new legal corporate structure where a for-profit corporate entity takes society and the environment into consideration when making business decisions. Decisions are not purely in the interest of profit. Benefit corporations are required to make public an annual benefit report (this document) that assesses their overall social and environmental performance, measured against a third-party standard.

Certified B Corporation (B Corp) is a label thinkPARALLAX (tPX) has proudly worn since 2016.

The B Corporation certification process applies a rigorous set of criteria to evaluate whether a company meets high standards of social and environmental performance, accountability, and transparency. This review, known as the B Impact Assessment, scores a company in five categories: Governance, Workers, Community, Environment, and Customers. A score of 80 or higher out of a possible 200 points is required to become certified and maintain certification. In 2022, tPX was one of more than 4,000 Certified B Corporations in over 77 countries across the globe.

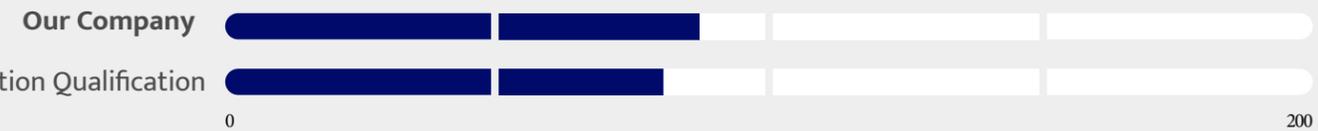
In 2021, thinkPARALLAX recertified as a B Corporation, marking 5 consecutive years of operating with social and environmental integrity. Here's a snapshot of our B Impact Report, from our 2021 assessment.

For each of the five assessment categories below, we provide information every 3 years to B Lab as to how we operate, including any new policies or previous goals attained.

Overall B impact score



For calendar year ending: Dec. 31, 2021



VERIFIED

Impact Area Scores

	Governance	18.7
	Workers	36.5
	Community	21.6
	Environment	7.9
	Customers	2.5



**Best For
The World
2019 Governance
Honoree**

Governance

The Governance section of the B Impact Assessment evaluates a company's overall mission, ethics, accountability, and transparency. Companies that incorporate their mission into the DNA of their corporate structure, protect their long-term vision, and fully commit to using business as a force for good.

- We are legally incorporated as a California Benefit Corporation to ensure that in addition to making a profit, we preserve our mission and consider all stakeholders.
- Our purpose is embraced company-wide as we aim to be a model to our clients, aligning our practices with our recommendations. We'll be taking this to the next level in 2023.
- Our core values are the lens through which we shape our day-to-day practices, policies, and processes. This past year, we formalized company-wide DEI education and hosted Unconscious Bias and Bystander Intervention training to further bring to life our value of embracing parallax.
- Transparency is important to us. We share financials on a quarterly basis at minimum with our employees and as requested by the team throughout the year.

Environment

The B Impact Assessment evaluates a company's environmental performance by looking at its facilities, materials, emissions, and energy use. With most of our employees working from home and the incomplete data available to calculate the environmental impact of remote work, we recognize that this section may not be exhaustive.

- We have a strict e-waste policy where things like desktops, laptops, and ink cartridges are reused, recycled, or disposed of properly.
- When in the office, we try to avoid single-use serving items. When lunches are company-sponsored, we serve plant-based options and limit - if not entirely avoid - meat. In addition, we use non-toxic cleaning supplies, unbleached/chlorine-free paper products, and recycled or environmentally preferred office supplies.
- We continued to certify as Climate Neutral, meaning we continued to measure, reduce, and offset our Scopes 1, 2, and 3 emissions.





Workers

The B Impact Assessment examines how a company treats its workforce. It considers benefits, training, and other opportunities provided, as well as job flexibility, corporate culture, and health and safety practices. We pride ourselves on our company culture and provide the following benefits to our employees.

- All employees are eligible to receive an end-of-year profit sharing bonus in relationship to salary and tenure.
- In 2022, we implemented Spot Bonuses to recognize when an individual makes a notable contribution to the success of our team.
- After three months of employment, all employees are eligible to participate in our 401(k) plan. Contributions are 100% matched up to the first 3% of annual salary, then 50% after the first 3% up to 5% of salary.
- All employees have 10 paid holidays, plus generous vacation and sick leave.
- We are proud to include Juneteenth as a paid day off for our employees after its establishment as a federal holiday in June 2021. This went into effect in 2022.
- We expanded our bereavement leave to cover the loss of any loved one, recognizing that meaningful relationships extend beyond the circle of our family.
- Team members are encouraged to take a day on thinkPARALLAX to volunteer with an organization that's meaningful to them.
- Our popular PARALLAXploration travel program offers employees \$1,800 and three paid days off to travel, gain a deeper appreciation for other cultures, and “fill the creative gas tank.” In 2022, our team

members learned about the Arab and Berber cultures in Morocco, explored water scarcity issues with the Colorado River, and experienced the rich history of Lindos Greece, and more.

- We continued to offer employer-sponsored health, dental, and vision insurance. We covered 80% of our employee's individual medical premium and 100% of their individual dental and vision premium.
- We formed a Celebrations Committee to keep alive our tradition of acknowledging moments that matter - for instance, work anniversaries, birthdays, stand-out contributions to our daily activities, and our annual Holiday Roast.
- We continued offering employees a \$75 monthly wellness stipend. Our employees used it to support their wellbeing in various ways: exercise equipment and classes (including nutrition consultations!), CSA produce boxes, and spa memberships to recharge and relax.
- As we continue our (mostly) remote work, employees receive a one-time \$250 stipend to set up their home office. Employees in the San Diego area also have the option to use the Encinitas office as a workspace, in compliance with all COVID-19 safety protocols.
- All employees were again offered up to \$1,500 per year and 96 paid hours for professional development. Our team invested in workshops, books, webinars, and professional certifications from IDEO, e-Cornell, and the University of Texas. We also continued to offer skills-based training through regularly scheduled sustainability Office hours and workshops.
- We bring together all thinkPARALLAX employees for in-person gatherings at least twice per year to re-energize our team, strengthen internal bonds, review company performance, and set future goals.
- Our peer-to-peer recognition program, Claps & Snaps, shines a spotlight on team members who dazzled us. All employees who earn Claps & Snaps receive a quarterly gift card to the small and/or minority-owned business of their choosing to celebrate. Some team members choose to donate to their favorite charity instead.
- In 2022, we hosted educational sessions for all team members to improve our understanding of unconscious bias and develop our bystander intervention reflex. We further threaded these topics into our culture by integrating training on these topics in our onboarding, so everyone starts with the same information on day-one at thinkPARALLAX.

In 2022, all employees were offered up to **\$1,500 per year and 96 paid hours** to encourage professional development

Community

The Community section of the B Impact Assessment looks at a company's supplier relations, diversity, and involvement in the local community. It also measures the company's practices and policies around community service and charitable giving.

We believe in supporting the communities in which we live and work, and the issues that impact quality of life for all.

- We continued to support our community by purchasing local and/or minority-owned business gift cards for our Claps & Snaps recognitions. For our birthday donation program, we make a honorary \$50 donation to each employee's nonprofit of choice.
- We give all of our employees up to eight hours of paid time off per year to volunteer with their nonprofit of choice. In 2022, 20% of our employees spent a collective 13 workday hours volunteering with local nonprofits, ranging from urban farms to adaptive skiing.
- Expanding on our passion for volunteering, we formed four teams and dedicated more than 400 workday hours to assisting small, nonprofit organizations that serve under- represented communities. Our goal was to help them optimize their donation campaigns for Giving Tuesday. Together, we raised an impressive \$22,000, with three organizations experiencing a boost in funds ranging from 78% to 288%. The fourth organization saw an incredible increase of 4,000%.
- We believe in the right to vote and support this principle by giving employees paid time off to vote.
- Throughout the year, we remained actively involved in our local community by offering Perspectives Space, our after-hours community event venue. Over the course of 12 months, we hosted 12 community events, weekly breathwork and yoga classes, a Men's Group, a writing club, and live art events. On occasion, we even transformed into an art gallery showcasing the works of 15 local artists. In addition, we donated the space for local nonprofit organizations to hold their meetings.



We believe in the **right to vote** and support this principle by giving employees **paid time off to vote**.



Customers

The Customers section of the B Impact Assessment focuses on whether a company sells a product or service for public benefit, targets underserved populations, or is designed to solve a social or environmental issue. This could be improving health, preserving the environment, creating economic opportunity for individuals, or even increasing the flow of capital to purpose-driven enterprises.

- We partnered with influential companies across industries including Merck, Neiman Marcus Group, and Qualcomm to help guide their ESG strategy, reporting, and communications regarding their sustainability efforts.
- We continued to offer ESG strategy services to our clients, such as materiality assessments, goal-setting, and disclosure processes which align to multiple ESG reporting frameworks.
- We continued to educate and engage with companies and consumers interested in evolving their understanding of ESG by offering free webinars, white papers, and articles.



Looking Ahead

The B Impact Assessment not only helps us understand where we are in comparison to other Certified B Corporations, but empowers us to look closely at our current practices to ensure they are working toward our purpose. We reassess and measure our goals on an annual basis for continuous improvement between re-certification years.

In addition to maintaining our progress, we're exploring these initiatives in 2023 to further use our business as a force for good:

● Governance

- With input from the entire team, craft our 3-year business plan and the roadmap to get there.

● Workers

- Converge our unique employee experiences into a more structured program.
- Normalize a culture of feedback and conscious candor.
- Pilot new compensation structures to meet evolving team member needs.

● Community

- Pool our collective resources to significantly elevate the brand of a nonprofit using their business as a force for good.

● Environment

- Establish a Sustainability Committee to lead the charge on managing and minimizing our environmental footprint.

● Customers

- Shape our sought-after approach to client interactions into a formal experience, including creating additional complimentary learning opportunities for our clients.



PUBLIC BENEFITS AND DISCLOSURES

thinkPARALLAX is both a B Corp and a benefit corporation under California law. We work to provide public benefits to our clients, our employees, and the community. We measure our public benefit through B Lab Impact Assessment, which measures a company's positive social impact on its stakeholders. We have been using this assessment since 2016, the year we registered with B Lab. This audit takes place once every three years and will happen again in 2024.

There is no organizational connection between thinkPARALLAX and B Lab. The thinkPARALLAX shareholder with an ownership stake of more than 5% is Jonathan Hanwit.



www.thinkparallax.com