



Annual Benefit Corporation Report

Fiscal Year 2023
July 1, 2022 – June 30, 2023

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Dear Friends

In 2023, Chameleon Like, Inc. joined a global community of businesses — including Patagonia, Ben & Jerry's, Etsy, and Seventh Generation — as a Certified B Corporation™.

The B Corporation movement is a group of likeminded businesses that understand that what they do impacts and serves more than shareholders or even their employees and customers: Business has an equal responsibility to the community and the planet we all live on.

For Chameleon Like, becoming a certified B Corp™ will ensure that we codify the values we hold dear into our corporate governance and decision-making. As we face the challenges of global climate change, disruption of our financial markets, and pressures on water and food supply, it becomes ever more apparent that a community of companies must now emerge to stem the tide of ecological disaster and share and evolve a new vision of responsible business.

We look forward to learning from (and with) the B Corp community of companies and the evolution of a brighter future for us all.

Sincerely,

Pierre Martichoux
CEO

Introduction

Chameleon Like, Inc. became a legally incorporated benefit corporation in California on August 8, 2022. A benefit corporation is a corporation that has voluntarily met the highest standards of corporate purpose, accountability, and transparency.

Benefit corporations have a corporate purpose of creating a material positive impact on society and the environment, have expanded the fiduciary duty of their directors to include consideration of stakeholder interests, and are required to report on their overall social and environmental performance.

Our Values

Imaginative: Before anything else, we are makers, makers at heart! We love cutting-edge creative design and using bright, fun colors.

Disruptive: We make it better by being disruptive, non-traditional, and setting trends from the beginning.

Determination: We make it happen — we are driven and in it to win it!

Collaboration: We make it together — it takes more than one to achieve our goals.

Community: Thankful for our employees, dedicated to our community, appreciative of our clients, and caring about the planet we love.

Board of Directors & Shareholders

Pierre Martichoux

CEO / Shareholder / Board Member

Daniel Busatto

Vice President / Shareholder / Board Member

Gilles Martichoux

Shareholder / Board Member

Camila Linaweaver

General Manager / Board Member

Victoria (Tori) Sepand

Independent Board Member

Our Approach to Public Reporting

Chameleon Like communicates our sustainability and corporate social responsibility efforts in several ways, including [our website](#), third-party hosted certification website listings, and impact reports. Our website showcases our social and environmental story and performance, from our volunteering efforts to who our suppliers are. Our 1% for the Planet® third-party hosted page displays the organizations we support. Our third-party B Lab hosted B Corp certification page will publicly display our B Impact Scoring. This Benefit Corporation report will recap that information, describe our performance against our specific benefit purposes, and summarize our B Impact Assessment results, which is the official assessment Chameleon Like has completed to meet the requirements of the benefit corporation statute.

Specific Benefit Purposes in Our Bylaws

In 2022, in preparation for our conversion to a benefit corporation, Chameleon Like developed specific public benefit purposes to reflect our values and mission. These were adopted by our board of directors and shareholders and written into the articles of incorporation and bylaws for the company. They may not be changed or removed without unanimous shareholder approval. As a result, they govern each company's actions at the most fundamental level. Our specific benefit purposes as they appear in our articles and by-laws are as follows:

Connecting people and ideas to create a world that works for all and helping people to promote positive change to advance quality, stewardship, partnership, sustainability, diversity, and inclusion in their lives, organizations, communities, and the world.

Our Performance Against Our Specific Benefit Purpose

	Benefit Purpose	FY 2023 Achievements	FY 2023 Short Challenges
1	Connecting people and ideas to create a world that works for all.	<ul style="list-style-type: none"> Achieved B Corporation status: April 2023. 	<ul style="list-style-type: none"> Higg Index Assessment certification was postponed to FY 2024 due to complexity and time to complete properly.
2	Helping people to promote positive change to advance quality, stewardship, partnership, sustainability, diversity, and inclusion in their lives, organizations, communities, and the world.	<ul style="list-style-type: none"> Passed FSC Audit and received FSC Certification: November 2022. Received our 1% for the Planet Certification for FY 2022. Added wall insulation to our Gilroy Facility (production) in buildings 1-3 to reduce our utility usage in these buildings. 	<ul style="list-style-type: none"> Charitable contributions were reduced from 1% to 0.5% due to economic challenges. Economic downturn warranted the Company reduce its staffing by approximately 10%.

B Lab Third-Party Certification

As part of our benefit corporation status, Chameleon Like, Inc. has become a Certified B Corporation on April 13, 2023. This certification means that our company's overall environmental and social performance will be measured and verified by a third-party nonprofit, B Lab. To be a Certified B Corp, a company must score at least 80 out of 200 points on B Lab's Impact Assessment.

We chose the B Lab Impact Assessment to quantify our environmental and social performance because it is the leading tool for this purpose and satisfies all the performance characteristics and requirements established in California's benefit corporation law. B Lab's experience certifying thousands of companies and their social and environmental performance standards are the most comprehensive and aspirational available.

The assessment focuses on five general categories: environment, workers, community, customers, and corporate governance, and helps to quantify how we fulfilled our benefit corporation purpose of promoting general public benefit. Our final verified score is 85.3.

Why B Corp?

Chameleon Like chose to become a B Corp for several reasons:

Being Part of a Community of Leaders with Shared Values: The strength of the B Corp community — and the sense of being part of something bigger than our individual business — is one of the most deeply fulfilling aspects of B Corp certification.

Protecting Our Mission for the Long Term: In addition to meeting rigorous social and environmental performance standards, Certified B Corporations amend their governing documents to be more supportive of maintaining their social and environmental mission over time.

Identifying Areas for Improvement: B Corp certification is an independent, rigorous, third-party standard that evaluates every aspect of our business — from how we treat our workers, to our community involvement, to our overall effect on the environment. We believe this will help us continue to create social, environmental, and financial value.

Attracting and Retaining Top Talent: Many studies have shown that the best people want to work for a company with a larger purpose. B Corp certification helps us signal to prospective and existing employees that we are committed to using business as a force for good.

We are proud of our team's work this year in obtaining B Corp Certification. We are also eager to learn from our peers in the B Corp community about how we can do even more. This step is an essential contribution toward a business vision that works for people, the planet, and the bottom line.

Chameleon Like

B Impact Assessment Score

Governance	17.1
Mission & Engagement	3.0
Ethics & Transparency	4.1
Mission Lock	10
Workers	22.4
Financial Security	4.4
Health, Wellness, & Safety	7.5
Career Development	3.8
Engagement & Satisfaction	5.9
Community	27.2
Diversity, Equity, & Inclusion	7.9
Economic Impact	5.9
Civic Engagement & Giving	6.5
Supply Chain Management	4.4
Environment	16.0
Environmental Management	2.7
Air & Climate	4.8
Water	1.4
Land & Life	6.1
Customers	2.3
Customer Stewardship	2.3
Overall	85.3

Certified by B Lab on April 13, 2023.

Highlights of Our Social and Environmental Performance

Here are some of the specific practices we have adopted:

Governance

- Company treats people and the planet as primary measures of success for our business.
- Social and environmental training included in new employee orientation, training, and instruction.
- Board of directors kept informed about the company's social and environmental performance.
- Written employee whistle-blowing policy provides legal protection to workers.

Workers

- 100% of our full-time employees have health care, dental, and vision benefits.
- Provide interest-free loans to employees.
- Routine safety and health inspections of the facilities quarterly to protect workers.
- Provide non-career-specific life-skill training (e.g., financial literacy, English as a Second Language)
- Provide a profit-sharing plan for employees.
- Added paid Holidays (10 days + Birthday) and a Bereavement Policy (5 days paid in cases of loss of direct family member)
- Severance Policy in cases of termination with outplacement assistance by Employer.

Community

- Over \$119,000 was donated to local nonprofit organizations that work on education, health, the environment, and community services.
- Over 75% of our employees took paid time off to volunteer in their community.
- Launched the “Write-On” campaign to help underfunded public schools.
- 5% of sales of our Paper Zen product line go to underfunded public schools through donorschoose.org.
- Bank locally with a bank committed to serving the community.

Environment

- Proud member of 1% for the Planet: Our donations are focused on organizations that preserve our forests, reduce, or eliminate the use of plastic, and protect our oceans and shores.
- Gilroy facility, where our journals are manufactured, is proud to be FSC® Certified — ensuring that our journals come from responsibly managed forests that provide environmental, social, and economic benefits.
- Overhauled the Gilroy facility to low-water desert landscaping
- Ability to monitor and record energy, water, and waste efficiency.

Customers

- Written policies in place for ethical marketing, advertisement, or customer engagement.
- Formal publicly available data and privacy policy making all users aware of the information collected, the length of time it is preserved, how it’s used, and whether and how it is shared with other entities (public or private) with the option to decide how their data can be used.

Our Social and Environmental Performance Goals for FY 2024

Here are our goals we plan to achieve for the next fiscal year:

Governance

- Complete our first Benefit Corporation Report for the State of California.
- Research moving to a full Impact Report in the following year.

Workers

- Create and implement an employee health and wellness activities program.
- Have 1-2 employee(s) gain workplace ergonomics certification and create a program to complete an annual ergonomics assessment of all employees.

Community

- Create and distribute training and/or resources on improving social or environmental performance to suppliers.
- Contract work with facilities that employs disabled or “return to work” from prison (Houston).
- Promote and organize with other B Corp customers & suppliers in the Promotional Advertising Industry.
- EcoVadis assessment completion.

Environment

- Create a process and procedure to collect, track, and manage supply chain metrics for GHG, water, waste, and biodiversity

- Research installing solar on the Gilroy facility.

Customers

- Create process and procedures around the company's email list building and email marketing strategies to ensure they are GDPR compliant.
- Partner and prioritize collaboration with B Corp accredited customers in our industry adding a discount code for packaging to the B Hive.



In Closing

Chameleon Like is committed to our community, environment, people, and the pursuit of our mission. Our devotion to the environment, sustainability, and transparency has never been more powerful. Our approach is incorporated throughout our business to aspire to protect the environment, empower people, and get results the right way.

Since 1998, our pledge to sustainability has continued to grow as we work towards building a more sustainable world.