



## DISCLOSURE MATERIALS

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire and B Lab deems them to be material, the company must:

- 1) Be transparent about the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue.
- 3) Demonstrate that management systems are in place to avoid similar issues from arising in the future.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to background checks by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

**This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.**



## DISCLOSURE QUESTIONNAIRE

Company Name: Fountain Partnership Ltd  
Date Submitted: 06/15/2023

Industries & Products	Yes	No
Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.		
Animal Products or Services		✓
Biodiversity Impacts		✓
Chemicals		✓
Company Explanation Of Disclosure Item Flags		✓
Disclosure Alcohol		✓
Disclosure Firearms Weapons		✓
Disclosure Mining		✓
Disclosure Pornography		✓
Disclosure Tobacco		✓
Energy and Emissions Intensive Industries		✓
Fossil fuels		✓
Gambling		✓
Genetically Modified Organisms		✓
Illegal Products or Subject to Phase Out		✓
Industries at Risk of Human Rights Violations		✓
Monoculture Agriculture		✓
Nuclear Power or Hazardous Materials		✓
Payday, Short Term, or High Interest Lending		✓
Water Intensive Industries		✓
Tax Advisory Services		✓

Supply Chain Disclosures	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones	✓	
Child or Forced Labor		✓
Negative Environmental Impact		✓
Negative Social Impact		✓
Other		✓

Outcomes & Penalties	True	False
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior		✓
Breaches of Confidential Information		✓
Bribery, Fraud, or Corruption		✓
Company Explanation Of Disclosure Item Flags		✓
Company has filed for bankruptcy		✓
Consumer Protection		✓
Financial Reporting, Taxes, Investments, or Loans		✓
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)		✓
Labor Issues		✓
Large Scale Land Conversion, Acquisition, or Relocation		✓
Litigation or Arbitration		✓
On-Site Fatality		✓
Penalties Assessed For Environmental Issues		✓
Political Contributions or International Affairs		✓
Recalls		✓
Significant Layoffs		✓
Violation of Indigenous Peoples Rights		✓
Other		✓

Practices	True	False
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing		✓
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)		✓
Company Explanation Of Disclosure Item Flags		✓
Company prohibits freedom of association/collective bargaining		✓
Company workers are prisoners		✓
Conduct Business in Conflict Zones		✓
Confirmation of Right to Work		✓
Does not transparently report corporate financials to government		✓
Employs Individuals on Zero-Hour Contracts		✓
Facilities located in sensitive ecosystems		✓
ID Cards Withheld or Penalties for Resignation		✓
No formal Registration Under Domestic Regulations		✓
No signed employment contracts for all workers		✓
Overtime For Hourly Workers Is Compulsory		✓
Payslips not provided to show wage calculation and deductions		✓
Sale of Data		✓
Tax Reduction Through Corporate Shells		✓
Workers cannot leave site during non-working hours		✓
Workers not Provided Clean Drinking Water or Toilets		✓
Workers paid below minimum wage		✓
Workers Under Bond		✓
Other	✓	



## B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY:

Fountain Partnership Ltd

UPDATED AS OF:

06/15/2023

<b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>	Suppliers in Conflict Zones
<b>TOPIC</b>	Fountain Partnership Ltd has a working partnership with an Ukrainian marketing agency.
<b>SUMMARY OF ISSUE</b>	<p>Fountain Partnership has a supplier who is based in Ukraine. The supplier is focused on providing digital marketing services, MarTech SaaS, EduTech, and B2C solutions.</p> <p>Ukraine is classified as a conflict-affected country based on World Banks 2023 classification.</p>
<b>SIZE/SCOPE OF ISSUE</b> (e.g. \$ financial implication, # of individuals affected)	Fountain Partnership started working with this supplier in June 2022, and since then have commissioned work totalling 0.57% of the company's total annual revenue.
<b>IMPACT ON STAKEHOLDERS</b>	As per the OECD, conflict zones are often characterized by widespread human rights abuses and violations of national or international law.
<b>IMPLEMENTED MGT PRACTICES</b>	Fountain Partnership established a first communication with their Ukrainian to understand their situation, check initial diligence on how they work, and to set up a good working relationship, feedback structures and trust based collaboration. Fountain, since then, has assigned one person who conducts regular checks with the supplier and conducts the quality assurance before the work is submitted to clients. Fountain Partnership informs their clients that they are working with people in Ukraine.
<b>REPORT</b>	N/A
<b>MANAGEMENT COMMENTS</b>	Fountain does not engage in this partnership for profit, but to support those fleeing war. Their supplier is now working closely with agencies like Fountain Partnership in other parts of Europe as an outsourcing partner. This helps people who have suddenly become refugees to continue to have income and stability of employment - which in turn supports their mental health and wellbeing, and prospects for returning to normal life when the conflict ends. The company understands that the majority of the supplier's employees are now working remotely from safe countries. Fountain is proud that they have been able to help their partner retaining employment opportunities and continuing to pay salaries in spite of the war.



## B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY:

Fountain Partnership Ltd

UPDATED AS OF:

03/03/2023

<b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>	Other - Clients in Controversial Industries
<b>TOPIC</b>	Company works with clients in the pharma industry.
<b>SUMMARY OF ISSUE</b>	Fountain Partnership is a marketing company that has clients in the pharma industry. The services provided to these clients are related to research marketing.
<b>SIZE/SCOPE OF ISSUE</b> (e.g. \$ financial implication, # of individuals affected)	In 2022, approximately 13% of the company's revenues came from pharma companies.
<b>IMPACT ON STAKEHOLDERS</b>	<p>Companies that work with clients in controversial industries can indirectly increase the harmful impact to stakeholders by enabling business growth. Therefore, companies that work with clients in these industries should have practices in place to ensure that their impact is aimed at decreasing the negative impacts of the industry.</p> <p>B Lab has flagged the involvement of companies with clients in controversial industries as a material issue and new standards will be created to address possible risks related to this matter.</p>
<b>IMPLEMENTED MGT PRACTICES</b>	<p>Fountain Partnership does not have a formal screening policy for their clients in controversial industries. The company informally assess each new client and project on case-by-case basis. The founders discuss potential controversial clients based on the requested work and the clients' services.</p> <p>Fountain Partnership refuses to work in projects that they believe could contribute to negative social and environmental impacts.</p>
<b>REPORT</b>	N/A
<b>MANAGEMENT COMMENTS</b>	N/A