

Score Aggregation Methodology & Brand List - Grupo Iter Participações 2026

As the B Corporation Certification is a company-level certification, the assessment of a Parent Company is required to include its subsidiaries in which it owns >50% of the shares and has a controlling interest. Depending on the operations of the certifying company, Parent Companies may roll up their subsidiaries into a single assessment or assess separately.

Regardless of whether a Certified Parent Company's subsidiaries are assessed together or separately, only distinct subsidiaries that B Lab has determined independently meet the performance requirement for certification (i.e. score of 80+ points) are eligible to use the Certified B Corporation logo and refer to themselves as Certified B Corporations.

Aggregated Scoring Methodology

Grupo Iter Participações and its subsidiary/ies were required to be assessed in the B Impact Assessment and undergo a review by B Lab staff. The entities were divided into 2 assessments, and the overall score was calculated using a weighted average based on headcount.

Assessment 1: BIA 1

Grupo Iter Participações SA and its wholly/ and majority owned subsidiaries:

- ITER ADMINISTRADORA LTDA
- C2RIO S.A
- DESTINOW S.A
- ITER PARQUES PARTICIPAÇÕES LTDA
- ITER PARQUES CARACOL LTDA (DORMANT)
- NOVO CARACOL TAINHAS S.A.
- INTER FOTOGRAFIAS Ltda.

Assessment 2: BIA 2

- COMPANHIA CAMINHO AÉREO PÃO DE AÇÚCAR S.A
- PÃO DE AÇÚCAR EMPREENDIMENTOS TURÍSTICOS LTDA

Based on the weighted average, Grupo Iter Participações scored an overall 108.5 out of 200 total available points. The minimum verified score required for B Corp certification is 80.

The table below shows the scores for the individual assessments:

Legal entity/Company name	BIA Score
Assessment 1: Grupo Iter Participações	108.5
Assessment 2: Parque Bondinho Pão de Açúcar	101.3

Brands

Brands that are not distinct operating subsidiaries included in the Parent Company's certification are not Certified B Corporations themselves but may use the Certified B Corporation logo if B Lab has determined they have independently met the performance requirement for certification. Otherwise, the Certified B Corporation logo shall only be used in reference to the brand as part of the Parent Company's certification. As all legal entities in the scope of certification trade as Grupo Iter Participações, all legal entities have met the performance standards for certification (i.e. score of 80+ points) independently and can therefore use the B Corp IP.