



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: MSQ Partners
Date Submitted: 02/08/2023

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:

MSQ Partners

UPDATED AS OF:

02/08/2023

DISCLOSURE QUESTIONNAIRE CATEGORY	Disclosure Industries
TOPIC	Other - Clients in Controversial Industries
SUMMARY OF ISSUE	MSQ Partners is a creative and technology company with clients in the gambling, fossil fuel, and defense industries. Their services include digitization services, internal and external communications, brand promotion, customer experience strategy, and media planning.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	Fossil Fuel Industry represents 8% of their total revenue for FY 21. Gambling Industry represents 1% of their total revenue for FY 21. Defense Industry represents less than 1% of their total revenue for FY 21.
IMPACT ON STAKEHOLDERS	<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>
IMPLEMENTED MGT PRACTICES	<p>MSQ claims not to work for unethical industries (e.g. Adult entertainment, Weapons industry etc) or take on unethical projects to support within a business or sector that may not be classified as a controversial industry. Any new clients that are in a controversial industry would need to be approved by the agency CEO and ultimately by the MSQ executive team.</p> <p>All of the company's campaigns comply with all legal guidelines and carry relevant responsible messaging, such as around responsible gambling. Whilst the company works with a wide range of different industries, the pricing model for both controversial and non controversial industries are consistent.</p> <p>Any new clients that work in controversial industries must be approved by the agency CEO and the MSQ executive team. The company looks at the projects within each industry and whether their services can enable a positive change within that client industry.</p> <p>In fact, all potential clients get screened by a CEO or exec director regardless of policy. MSQ's policy is there for guidance but all go through a secondary screening. The first screen is divided in three gates: Gate 1: Check for conflict / commercial and ethical suitability; Gate 2. Ethical Assessment (using MSQ criteria); and Gate 3. Final Ethical assessment gate.</p>
REPORT	MSQ Partners Corporate Social Responsibility, Ethics and Supplier Code of Conduct, and Ethics Partnership Approach policies are not currently shared with the general public. If asked by clients or individuals, these would be shared but are not currently publicly shared.



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UPDATED AS OF:

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DISCLOSURE QUESTIONNAIRE CATEGORY	Other - Clients in Controversial Industries (Alcohol)
TOPIC	Company is a Creative and Technology company that has clients in the alcohol industry.
SUMMARY OF ISSUE	MSQ Partners is a Creative and Technology company majority-based in England that earns 6.6% of its revenue from clients in the Alcohol Industry.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	MSQ Partners is a Creative and Technology Company that works in Research & Insights, Brand Consultancy, Web & Digital Product Development, Digital Marketing, Customer Acquisition & Engagement, B2B Marketing, PR & Content, Media Planning & Buying, Creative Studio, and Advertising. In the previous fiscal year, 6.6% of MSQ Partners revenue was earned from clients in the Alcohol Industry.
IMPACT ON STAKEHOLDERS	MSQ provides marketing services to companies within Alcohol Industry. The services that the company sells in this sector needs to adhere to the customers' Marketing Code, government legislation and responsible drinking guidelines and initiatives. This is an effort to self-regulate to avoid further government regulations.
IMPLEMENTED MGT PRACTICES	<p>The company has a clear policy that their role should be to try and be a force for good within certain sectors rather than simply boycotting them. MSQ's role is to lead in environmentally sustainable digital solutions and to do their small part to ensure that their area of responsibility within the circular economy is working as efficiently as possible for the planet.</p> <p>MSQ regularly works on campaigns and initiatives that focus solely on promoting responsible drinking and also includes Responsible Drinking messaging as part of their customers guidelines.</p> <p>MSQ would not work for any highly unethical industries (e.g. Adult entertainment, Weapons industry etc), or take on unethical projects that they were asked to support on within a business or sector that may not be classified as a controversial industry. As a global professional services company, any new clients that are in a controversial industry would need to be approved by the agency CEO and ultimately by the MSQ executive team.</p> <p>However, as per their position outlined above, they will always look at the specific projects they are being asked to take on by their clients and, if that project sits within a controversial industry, look to see if that will enable them to make a positive change within that client and industry.</p> <p>In some cases boycotting companies or sectors is entirely the right thing to do. In others they belief is that they can do more good by working within them.</p> <p>Each agency aligns with the MSQ values, beliefs and position outlined above.</p>