



## 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: Reink Media Group, LLC  
Date Submitted: 08/16/2022

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:

Reink Media Group, LLC

UPDATED AS OF:

08/16/2022

<b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>	Previous involvement in the gambling industry
<b>ISSUE DATE</b>	Jul 2019 - Nov 2021
<b>TOPIC</b>	Company owned a website designed to build awareness around proper conduct in sports betting.
<b>SUMMARY OF ISSUE</b>	Reink Media Group is an online service company that provides unbiased data driven reviews and recommendations. They previously owned Moneyline.com, a website designed to build awareness around proper conduct in sports betting. In early November 2021, they decided to sell the domain for ethical and business reasons. They no longer own or associate with any gambling sites or services.
<b>SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)</b>	For the 2021 calendar year, Moneyline.com had approximately 79,000 users visit the site, which accounted for 1.24% of the company's customer base. The website provided free content to help users make safe and informed sports betting app selection decisions.
<b>IMPACT ON STAKEHOLDERS</b>	<p>The company claims that the purpose for creating sports betting-related content was to provide US sports bettors with a trustworthy source of unbiased ratings, reviews, and safety factors on the sports betting apps available in states that had legalized. During the duration of operations, no revenue was generated from the site. In addition, Moneyline.com provided users on every webpage with a ""Tips for Gambling Safety"" resource and also directed people in need of help to visit <a href="http://www.ncpgambling.org/help">www.ncpgambling.org/help</a> or call 800-522-4700 to contact the National Problem Gambling Helpline.</p> <p>B Lab recognizes the gambling industry as a controversial industry and has created additional risk standards for companies that operate in this industry due to the risk of negative impact to stakeholders. Reink Media Group, as a company that no longer operates in the gambling industry, is not required to meet these additional risk standards.</p>
<b>IMPLEMENTED MGT PRACTICES</b>	<p>The company did not engage their clients in sports betting or managed any betting platforms. The site was used to write reviews about US sports betting apps available to residents in states where sports betting was legalized. They decided to interrupt operations as some platforms began to bundle the sports betting with casino-like games in the apps, effectively incentivizing gambling, so Reink removed all the content from the website and sold the domain. They claim that they did not sell the content because they don't want any other party to have it, as it does not represent their views and they do not endorse gambling.</p> <p>The company now only covers content in the personal finance and investing space.</p> <p>While the company does not currently screen their clients on specific ESG practices, they do screen them based on their regulatory licensing and the sources for that licensing. In the US, they look for association with the SEC and FINRA as the major regulators. Globally, they assess multiple regulators in their Trust Score system and use a detailed methodology to gauge the validity of a client. Learn more here: <a href="https://www.forexbrokers.com/trust-score">https://www.forexbrokers.com/trust-score</a></p>



## B Corp Certification - Disclosure Questionnaire Documentation

<b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>	Previous involvement in the gambling industry Cont.
<b>ISSUE DATE</b>	Jul 2019 - Nov 2021
<b>TOPIC</b>	Company owned a website designed to build awareness around proper conduct in sports betting. Cont
<b>REPORT</b>	Reink Media Group is an online service company that provides unbiased data driven reviews and recommendations. They previously owned Moneyline.com, a website designed to build awareness around proper conduct in sports betting. In early November 2021, they decided to sell the domain for ethical and business reasons. They no longer own or associate with any gambling sites or services.
<b>REPORT</b>	<a href="https://www.ncpgambling.org/wp-content/uploads/2020/01/Sports-gambling_NCPGLitRvwExecSummary.pdf">https://www.ncpgambling.org/wp-content/uploads/2020/01/Sports-gambling_NCPGLitRvwExecSummary.pdf</a>  <a href="https://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2022/07/12/as-sports-betting-grows-states-tackle-teenage-problem-gambling">https://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2022/07/12/as-sports-betting-grows-states-tackle-teenage-problem-gambling</a>