

Score Aggregation Methodology & Brand List BRANDED AGENCY GROUP LTD 2024

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

BRANDED AGENCY GROUP LTD and its subsidiaries were required to be assessed in the B Impact Assessment and undergo a review by B Lab staff. The entities were divided into 3 assessments, and the overall score was calculated using a weighted average based on REVENUES.

The assessments are as follows:

1. BRANDED Ltd
2. WMH&I
3. Maglabs

Based on the weighted average, BRANDED AGENCY GROUP LTD scored an overall 82.9 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 |
|----------------------------------|------------------|
| BRANDED Ltd | 81.7 |
| WMH&I | 89.6 |
| Maglabs | 83.5 |