



## 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: Big Cat  
 Date Submitted: Mar 5 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:

Big Cat

UPDATED AS OF:

Mar 5 2022

<b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>	Litigation, Arbitration, and/or Penalties
<b>ISSUE DATE</b>	2017
<b>TOPIC</b>	Client claim due to website customer and profit losses
<b>SUMMARY OF ISSUE</b>	<p>"Big Cat developed and managed the website and provided Search Engine Optimisation services for a client in 2017. The website was infected with a virus that affected its visibility and ranking on Google. This in turn led to a drop in traffic, new customers and gross profit.</p> <p>A member of the Big Cat staff did not respond to the notifications sent by Google on the issue because he had deleted the email address. This meant that Big Cat was ultimately responsible for the client's losses.</p>
<b>SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)</b>	The claim was settled for 24% of revenue.
<b>IMPACT ON STAKEHOLDERS</b>	The clients' finances, its owners, and likely its staff also were adversely affected.
<b>RESOLUTION</b>	The clients' finances, its owners, and likely its staff also were adversely affected.
<b>IMPLEMENTED MGT PRACTICES</b>	<p>"Big Cat now outsources website design, development and hosting to supplier organisations and individuals. It is transparent with Clients about the companies it outsources to. It is proud of its supplier network and credit them in case studies and via social media accounts.</p> <p>The company has a detailed process for selection criteria for website development. It checks policies and contracts for cyber and data protection.</p>
<b>REPORT</b>	Big Cat's professional indemnity insurance was more than ample to cover the settlement. Appropriate levels of cover across all insurance policies are checked annually. Since this claim (but unrelated to this matter) Big Cat's policies have been updated to include £1m of business interruption and cyber or data breach.
<b>RELATED INCIDENTS (YES/NO)</b>	No

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PROVIDED BY:

Big Cat

UPDATED AS OF:

Mar 5 2022

<b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>	Significant layoffs of >20% of workforce
<b>ISSUE DATE</b>	October 2020
<b>TOPIC</b>	Significant layoffs due to loss of revenue.
<b>SUMMARY OF ISSUE</b>	Due to COVID-19 economic impacts, Big Cat laid off members of its workforce.
<b>SIZE/SCOPE OF ISSUE</b> (e.g. \$ financial implication, # of individuals affected)	5 workers were laid off, representing 35% of Big Cat's employees at that time.
<b>IMPACT ON STAKEHOLDERS</b>	Primary impact was loss of employment and stress for affected employees and the company.
<b>IMPLEMENTED MGT PRACTICES</b>	<p>"The economic impacts of COVID on clients led to a drop in total company revenue of 85% YOY in June 2020. Big Cat kept everybody in employment and furlough until October 2020, when the furlough scheme was due to end. Fortunately UK Gov backtracked and extended the furlough scheme. While the company retracted everyone's redundancy, they'd all gone on to get great new jobs and didn't want to let their new employer down.</p> <p>Management maintained weekly Zoom calls with everyone, being very transparent with the situation at the agency. Big Cat has had a great culture and many friendships were formed and continued. So it wasn't just the people on furlough who were having a tough time.</p> <p>The company followed its process for redundancy to the letter (apart from notifying people in writing). Management had zoom meetings with everyone affected and gave the news 'in person'. There was also a town hall meeting with everyone else to let them know what was happening. Staff were given a months notice plus a month's pay.</p> <p>Affected staff were introduced to the company's lead recruitment agency. All staff had a new job at a leading Midlands agency prior to the end of their notice period. The approach taken was transparent, honest, personal and reactive. "</p>
<b>OTHER MANAGEMENT COMMENTS</b>	A positive impact of the layoffs and the agency's smaller in-house team has been the building of brilliant freelance network in our local economic area. Big Cat is now working with (and supporting) 30 independent businesses in the creative industries. We're steadily and cautiously rebuilding our in-house team, amidst turbulent economic conditions.
<b>RELATED INCIDENTS (YES/NO)</b>	No