

Score Aggregation Methodology & Brand List Brevo

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

Eiffel 65 and Silver Line IT DBA as Brevo were required to be assessed in the B Impact Assessment and undergo a review by B Lab staff. The entities were divided into two assessments, and the overall score was calculated using a weighted average based on revenues.

The assessments are as follows:

Assessment 1

- Silver Line IT Solutions Pvt. Ltd.
- Sendinblue GmbH
- Sendinblue SAS
- Sendinblue Canada
- Sendinblue Inc
- Roger Wilco LLC/ Chatra
- Coachfox GmbH
- Metrilo EOOD

Assessment 2

- Eiffel 65
- Sendinblue SAS
- Sendinblue Inc. USA
- Sendinblue Canada

- Sendinblue GmbH (Germany)
- Roger Wilco LLC (USA)
- Metrilo Bu (Bulgaria)
- Metrilo Inc (USA)
- Meetfox Inc. (USA)
- Coachfox GmbH (Austria)
- CreatorBox Softwares Private Limited (India)
- Yodel Talk GmbH (Austria)
- Yodel Talk Inc (USA)

Based on the weighted average, Brevo scored an overall 130.3 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 - Silver Line	90
Assessment 2 - Eiffel 65	134.9

Brands

Eiffel 65 and Silver Line DBA as Brevo. 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.