

## **Score Aggregation Methodology & Brand List**

### **The Lane Agency**

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 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**

The Lane Agency and its subsidiary/ies were required to be assessed in the B Impact Assessment and undergo a review by B Lab staff. The entities were divided into three assessments, and the overall score was calculated using a weighted average based on revenue.

The assessments are as follows:

##### **Assessment 1 - 'Lane Media':**

- The Lane Media Holdings Ltd
- The Lane Media Agency Ltd

##### **Assessment 2 - 'Lane':**

- The Lane Agency Holdings Ltd
- The Lane Agency Ltd

Based on the weighted average, Lane Agency scored an overall 94.9 points. The minimum verified score required for B Corp Certification is 80.

The table below shows the scores for the individual assessments:

<b>Legal entity/Company name</b>	<b>BIA Score</b>
Assessment 1 - 'Lane Media'	95.7
Assessment 2 - 'Lane'	93.2

## Brands

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. For a list of brands under Lazzerini that have been determined to have met the performance standards for certification (i.e. score of 80+ points) independently and can therefore use the B Corp IP, see the table below.

Legal entity	Brand name
	NA