

Daye

is proud to be
certified **B Corp**

2023 Impact Report



Contents

1. Letter from our founder
2. Our values
3. Our purpose
4. Our B-corp score
5. Impact focus areas

Daye



Letter from our founder

Although we've only been around since 2017, Daye was truly born the day I started my period. At 9 years old, I experienced debilitating period pain, and didn't know what was happening to my body. I began seeking solutions to my discomfort, but always felt dismissed and disempowered by the very people I was turning to for answers.

Unfortunately, my story isn't unique. Medical innovation routinely misunderstands and misdiagnoses female bodies—and it's this injustice that inspired Daye's mission. We exist to raise the bar for gynae health by creating sustainable, world-first products and services that help bridge the gender gap in research and innovation.

As a company that values social and environmental impact as much as product innovation, we're proud to join a community of B Corp-certified businesses dedicated to making a difference. We believe in total transparency, carbon-neutral operations and providing employment opportunities to vulnerable people across our network.

We're excited to share our progress delivering improved and sustainable gynecological care, not only in North America and Europe, but also in lower and middle-income countries around the world.

Valentina, founder of Daye

Daye



Products rooted
in **science**,

and inspired
by **your intuition**

Daye



Welcome to Daye

The first
vertically-integrated,
multi-condition
female health
innovator

Daye



Vision

Within the next five years, we will build a world where everyone can understand, monitor and improve their menstrual, sexual, hormonal and reproductive health.

Mission

Create a global consensus that the research and innovation gap in gynae health products and services is a thing of the past.

Purpose

To give each of us deep self-knowledge, community support, and access to personalised healthcare.

Daye

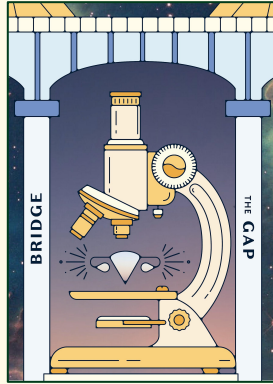


Our Values: Daye's brand is where **The Scientist** meets **The Dreamer**



Lifting the veil

We believe consumers should be able to make educated choices. This can only be achieved if brands commit to radical transparency.



Bridge the gap

We believe consumers should be able to make educated choices. This can only be achieved if brands commit to radical transparency.



Leave an impact not a trace

We believe consumers should be able to make educated choices. This can only be achieved if brands commit to radical transparency.



Health on your terms

We believe consumers should be able to make educated choices. This can only be achieved if brands commit to radical transparency.

Our purpose

We are a female-founded gynae health start-up on a mission to close the gender health gap for good. We started out with the invention of the world's first pain-relieving tampon, designed to support the 90% of women who experience menstrual cramps.

After helping over 75,000 women & AFAB individuals kick period pain to the curb, we launched our second generation tampon to facilitate the at-home detection of vaginal infections, STIs and HPV.

Most recently, we launched our Virtual Period Pain Clinic. Through this ground-breaking new service, we provide personalised pain management, access to innovative treatments and fast-tracked diagnosis of conditions such as Endometriosis and PCOS.

Within the next five years, we will build an ecosystem where every woman can understand, monitor, and improve her health from her smartphone.

Daye



Pain relieving tampons were just the beginning

Daye's
inception



Sustainable
period care



Pain relieving
tampons

Medical grade CBD
products

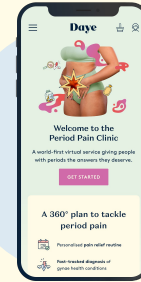


At-home novel
diagnostics

Vaginal
microbiome

Prescriptions and
supplements

Telemedical layer



Digital period pain
assessment

PCOS, Endo,
Fibroids, PID

Diagnosis support

Personalised pain
management



At-home STI
testing

At-home HPV
testing

Fertility

Hormonal health

Daye

We are building **the** destination for personalised gynae healthcare

Menstrual Care

Pain Diagnosis
& Management

Vaginal
Screenings

Fertility &
Hormonal Health



The Daye platform: a one-stop shop for menstrual, vaginal and hormonal health

Why B Corp?

We chose to become B Corp certified to demonstrate our commitment to one of our key company values: leave an impact, not a trace. We're working hard to cut our emissions as much as possible, and a lot of Daye's R&D efforts focus on finding more sustainable solutions – from reducing the use of plastic in our supply chain, to improving the life-cycle of our packaging.

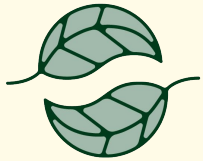
Getting our B Corp certification was a huge moment at Daye HQ—especially as we pride ourselves on the sustainable nature of our business and our products.

In our first impact report, we will share the progress we've made so far, from working on developing a water-soluble, sustainable tampon applicator, to recertifying our carbon neutral status. We are dedicated to consistently improving the sustainability of our products and business.



Daye

What makes **B Corps** better?



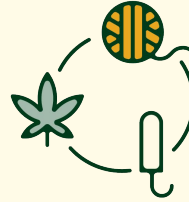
Sustainable

Meeting rigorous standards of social and environmental performance (like using more renewable energy and creating less waste)



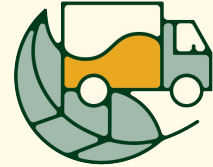
Impact

Meaning their operations have a positive impact on the community, environment and economy.



Transparent

Focusing on using resources efficiently, reducing costs, and improving profitability.



Efficient

Focusing on using resources efficiently, reducing costs, and improving profitability.

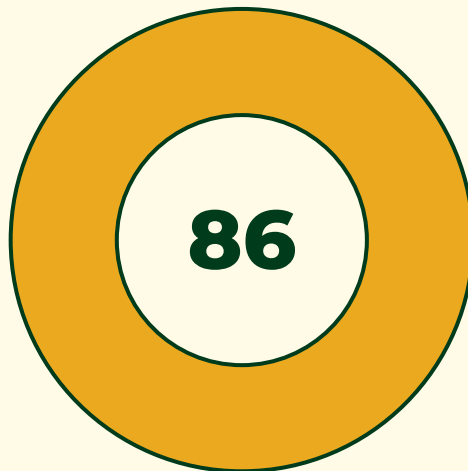
Our B Corp score



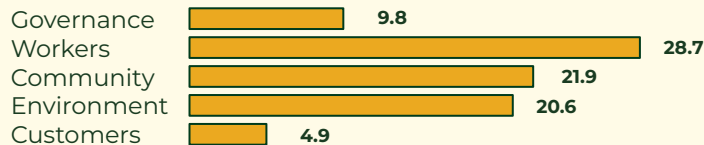
We are proud of Daye obtaining our first B Corp verified score of 86. This score reflects our commitment to the health and happiness of the planet, as well as the wellbeing of the company and everyone who is a part of it.

Being B Corp Certified means we are committed to making our products and services as environmentally friendly as possible—recognising that this is a continued effort. Consequently, we are actively engaged in efforts to raise our score even higher.

Daye



Score breakdown



50.9

Median score for ordinary businesses

80

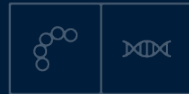
Qualifies for B Corp Certification

86

Daye's impact score

The 5 Key B Corp Impact Areas

Daye



Impact area: Governance

Score: 9.8

"The Governance Impact Area evaluates your company's overall mission, ethics, accountability and transparency through topics such as integration of social and environmental goals in employees' performance evaluation, impact reporting and transparency, stakeholder engagement, and more."

At our core, we are dedicated to fostering the ongoing personal and professional growth of our team members. Our approach is underpinned by a steadfast commitment to transparency and a culture of candid feedback.

We recognize that growth is fueled not only by successes but also by acknowledging and addressing challenges, as well as collectively charting our future course as an organization.

Through an environment of open dialogue and a shared vision for our journey ahead, we empower our team to thrive individually and contribute to our collective success.

So far

- Conducted bi-annual 360-degree reviews as a means to nurture the personal and professional development of every member of the Daye team.
- Formulated personalized development plans for each employee, tailoring our approach to their individual growth and aspirations.
- Shared our research papers and findings through publication on our website and in independent peer-reviewed journals, ensuring accessibility to valuable insights.
- Forged strategic partnerships with established corporations and public institutions, fostering collaborative efforts to advance our research and drive innovation forward.

Looking forward we will...

- Offer personal development budgets to each employee.
- Continue to review and improve the diversity of the team.
- Continue offering and expanding our flexible working policies and discovering better ways to work together remotely.
- Further empower employees to have a positive and meaningful impact on the performance and direction of the company.

Impact area: Workers

Score: 28.7

"The Workers Impact Area evaluates your company's contribution to its employees' financial, physical, professional, and social wellbeing through topics such as payment of a living wage, benefits, employee health and safety, professional development opportunities, and more."

At Daye, we're always pushing boundaries, for us that's the first step to a fulfilling and rewarding career. We move fast and we are not afraid of making mistakes or adapting. We believe no problem is too big to solve. We also believe everyone is an owner, which gives all of us at Daye the scope and space to grow.

We aim to foster a diverse yes like-minded community, ambitious and drive, yet friendly atmosphere for our employees.

So far....

- ✓ Paid training opportunities (e.g. certificates, conference visits)
- ✓ Flexibility - Work whenever and wherever works best for you
- ✓ Work-life balance - Generous paid vacation, Flexible Fridays every week
- ✓ Parental Leave - Generous shared parental leave and return to work policy
- ✓ Healthcare - Private health insurance
- ✓ Wellness - Free unlimited professional coaching via MoreHappi
- ✓ Employee Stock Ownership Plan in place to empower everyone to be an owner of the company and be accountable for its success
- ✓ Team breakfast at the office to stimulate face-2-face time and collaboration while offsetting the cost of living crisis;
- ✓ Team retreats twice a year where all employees gather physically in one place and enhance their relationships

Looking forward we will...

- Professional Development plans available for all employees;
- Volunteering initiatives to benefit local communities, with the target of reaching 16 volunteering hours per person per year;
- Lunch & Learn - virtual lunches hosted by Daye with successful founders from the startup ecosystem with inspiring lessons to share with the team about entrepreneurship, growth mindset and grit;
- Provide essential support to our women and AFAB employees by implementing progressive female-focused policies, such as a Breastfeeding policy and up to 10 days per year period leave for people who menstruate.

Impact area: Community

Score: 21.9

"The Community Impact Area evaluates your company's contribution to the economic and social well-being of the communities in which it operates, through topics such as diversity and inclusion, job creation, civic engagement and philanthropy, supply chain management, and more."

Daye prioritises women's health, especially in LMICs. By repurposing menstrual tampons as diagnostic tools and partnering with local stakeholders, Daye aims for a global positive impact. Our strategy emphasises accessibility, quality, affordability, and empowering women with essential health knowledge.

So far....

- ✓ Survivors of Sexual Trafficking Employment: Daye collaborates with charities, employing survivors of sexual trafficking in its Bulgarian facility, reflecting a commitment to social responsibility.
- ✓ Planned Parenthood Collaboration: Partnering with Planned Parenthood, Daye shares gynecological health content, widening its educational reach and reinforcing its dedication to community health awareness.
- ✓ Providing pro-bono mentorship, practical manufacturing support and IP sharing to Nyungu Africa, a startup company in Kenya looking to set-up manufacturing for innovative pads made out of bamboo waste.

Looking forward we will...

- Gynecological Health in LMICs: Daye plans to infuse its Gynecological Health platform knowledge into education materials for LMICs, aiming to bridge health disparities and knowledge gaps.
- Supporting LMIC Entrepreneurs: Daye is empowering local LMIC entrepreneurs to produce tampons, promoting both economic development and menstrual hygiene accessibility.
- Community-focused STI & HPV Testing: Daye's addition of STI and HPV testing to its tampons enhances community health by offering accessible, non-invasive diagnostic tools, promoting early detection and destigmatizing health discussions.

With our Global Health Impact Strategy, Daye will make a positive contribution to the health outcomes of **1M women & AFAB individuals** over the next 5 years

1

Pelvic health knowledge platform: through our blog, Vitals, and our web-based products such as the Period Pain Clinic and the Diagnostic Tampon Health Dashboard, we can provide access to medically vetted, yet digestible gynae health knowledge.

2

HPV & STI testing: our Diagnostic Tampon can facilitate non-invasive, at-home or PoC testing for STIs and HPV, increasing patient comfort and diagnostic accuracy.

3

LMIC-based Manufacturing & Menstrual Hygiene: we want to enable local entrepreneurs to manufacture Menstrual Tampons and Pads, as well as Diagnostic Tampons by sharing our IP and manufacturing know-how.

Lifting the veil: ethics is at the heart of our manufacturing practices and we support sexual trafficking survivors



Daye

Impact area: Environment

Score: 20.6

"The Environment Impact Area evaluates your company's overall environmental stewardship, including how the company manages general environmental impacts as well as specific topics like climate, water use and sustainability, and impacts on land and life."

We are committed to reducing our carbon footprint, minimizing waste, and conserving natural resources through a continuous process of R&D and innovation. Our aim is to continuously improve our environmental practices, setting higher standards for ourselves year after year.

So far....

- ✓ Created the world's first flushable tampon wrapper
- ✓ We recertified our carbon neutral status in partnership with Carbon Partner
- ✓ Committed to sourcing organic materials for our tampon products
- ✓ Used only recyclable, reusable or compostable packaging for all of our products
- ✓ Introduced 3-month subscriptions across our product range to reduce the number of deliveries to our customers

Looking forward we will...

- Launch the world's first flushable tampon applicator
- Manufacture a tampon using hemp - a material that doesn't require strong pesticides and needs less water compared to cotton
- Support companies in LMICs in producing sustainable tampons locally
- Continue our commitment to remain carbon neutral

True sustainability:

Environmental impact through
material science innovation

Daye



Impact area: Customers

Score: 4.9

"The Customers Impact Area evaluates the value that your company creates for your direct customers and the consumers of your products or services through topics such as ethical and positive marketing, warranty and quality assurance of products and services, data privacy, data security, and more."

We hold ourselves accountable to the highest standards in medical device manufacturing and information systems security.

Through rigorous adherence to ISO 13485 and Good Manufacturing Practices (GMP), we assure the quality, safety, and efficacy of our products. This commitment is not merely a checkbox but a steadfast promise to our customers and stakeholders. We continuously strive to optimize our manufacturing processes, guaranteeing that every product leaving our facilities is a testament to precision, reliability, and innovation.

So far....

- ✓ Developed and maintained our systems in accordance with Cyber Essentials & ISO 27001 standards
- ✓ Acquired a Cyber Essentials certificate in recognition of our robust cybersecurity measures
- ✓ Demonstrated our dedication to product quality and safety by securing ISO 13485 and GMP certification
- ✓ Committed to sanitizing and manufacturing our tampons in a controlled clean room environment
- ✓ Pioneered the first at-home screening kit using a tampon, delivering a convenient, fast and discrete solution to customers seeking greater insights into their gynecological health

Looking forward we will...

- Attain ISO 27001 certification, demonstrating our commitment to robust information security practices.
- Continue upholding our ISO 13485 and GMP certifications, reaffirming our dedication to maintaining the highest standards in quality and compliance.
- Incorporate STI and HPV testing into our comprehensive diagnostic portfolio, empowering our customers to conveniently conduct these tests in the comfort of their own homes
- Collaborate with esteemed partner institutions such as Liverpool Women's Hospital, furthering the advancement and research in the field of gynecological health.

Thank you!

