

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: GoodSense

Date Submitted: 06/22/2022

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:

GoodSense

UPDATED AS OF:

06/22/2022

DISCLOSURE QUESTIONNAIRE CATEGORY	Clients in Controversial Industries - Alcohol
ISSUE DATE	Ongoing
TOPIC	Clients in Controversial Industries - Alcohol
SUMMARY OF ISSUE	GoodSense is a marketing agency that earns a material amount of revenue from the clients in the alcohol industry.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	In the previous fiscal year, 10% of GoodSense revenue was earned from clients in the alcohol industry.
IMPACT ON STAKEHOLDERS	Alcohol may have a negative impact on the health and well-being of individuals and their communities
IMPLEMENTED MGT PRACTICES	<p>The company has worked with four alcohol companies in the last two years. Three are independent, family owned vineyards and wine-makers and the fourth an independent organic brewery.</p> <p>Some of their work with these clients was funded by Auckland Unlimited, the Regional Business Partner provider of government funding to small businesses, as part of their covid-recovery funding. The services that the company provided to these clients included destination and restaurant promotion, and brand and environmental messaging.</p> <p>Other work was part-funded by New Zealand Trade & Enterprise (NZTE) and involved introducing a new, more environmentally produced wine label to the US.</p> <p>The company's ESG screening included: Implementing their GoodSense policy of any alcohol clients being approved by the Directors on a case by case basis, based for example on the social responsibility of their marketing practices (eg alcohol with food), their audience (mature adults not teens) and their employment practices (In NZ, governed by NZ law). In both these instances the two companies have also been vetted by their funders, Auckland Unlimited and NZTE respectively.</p> <p>In FY 2019, they undertook a project with Lion Australia - New Zealand to support their trans-tasman sustainability and communications teams shape a more coherent strategy for talking about their social and environmental responsibility. Before undertaking this project Director Kath Dewar interviewed the sustainability manager about ESG issues and identified the significant work the group internationally are doing in alcohol harm minimization (from % of alcohol in beers, to public education, to investing in alcohol-free products, such as coffee and brands) driven by their Board and shareholders response to increasing concerns about the social responsibility of alcohol. Both Directors then evaluated their responsibility and decided to proceed.</p> <p>The company states that they are very conscious of the social harm alcohol can do so only take on these clients where they are confident it supports their larger purpose. At their last GoodSense face to face social event in Auckland, prior to Covid-19, they worked with a charity for those often harmed by alcohol and they chose to make the event alcohol-free.</p>