

Score Aggregation Methodology & Brand List

Team Creatif 2026

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

Team Creatif and its subsidiaries 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 Revenue as the company was able to provide a break-down of revenue per assessments (BIAs)

The assessments are as follows:

BIA #1 Team Creatif Group France & Entities in Scope of Certification

1. Team Creatif SAS
2. Team Creatif USA
3. Diadem SAS
4. Shortlinks SARL

BIA #2: Team Creatif Grupo Overseas & its entities in scope of certification

1. Team Creatif Brasil
2. Team Creatif Asia
3. PT Groupe Creating Asia Pasifik

Based on the weighted average, Team Creatif group's scored an overall **91.15** 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
<u>Team Creatif Group France</u>	91.8
<u>Team Creatif Grupo Overseas</u>	89.2

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 Team Creatif 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
<u>Team Creatif Group France</u>	Shortlinks
<u>Team Creatif Group France</u>	DiademSuperdev
<u>Team Creatif Grupo Overseas</u>	The Brand Crafters
<u>Team Creatif Grupo Overseas</u>	Glint