



## 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.

## DISCLOSURE QUESTIONNAIRE

Company Name: Conscious Brands  
 Date Submitted: March 17, 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                                                                                                                          |     | ✓  |
|                                                                                                                                   |     |    |



## B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY:

Conscious Brands

UPDATED AS OF:

March 17, 2022

|                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DISCLOSURE QUESTIONNAIRE CATEGORY</b>                                                 | Significant layoffs of >20% of workforce                                                                                                                                                                                                                                                                                                                                                           |
| <b>ISSUE DATE</b>                                                                        | March 2017                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>TOPIC</b>                                                                             | Significant layoffs due to acquired clients and market shift.                                                                                                                                                                                                                                                                                                                                      |
| <b>SUMMARY OF ISSUE</b>                                                                  | <p>"Conscious Brands works with clients on their sustainable impact. In 2017, they lost \$150k of business in 2 months, as 2 clients were acquired by another company and 1 of the clients laid off their VP of sustainability, which resulted in the loss of that client.</p> <p>Additionally, one of the company's managing partners stepped down and asked that their shares be bought out.</p> |
| <b>SIZE/SCOPE OF ISSUE</b><br>(e.g. \$ financial implication, # of individuals affected) | 2 employees were laid off, representing approximately 50% of Conscious Brands' employees at that time.                                                                                                                                                                                                                                                                                             |
| <b>IMPACT ON STAKEHOLDERS</b>                                                            | Primary impact was loss of employment for affected employees.                                                                                                                                                                                                                                                                                                                                      |
| <b>IMPLEMENTED MGT PRACTICES</b>                                                         | Conscious Brands helped the laid off employees find other employment as its transition plan. For the laid off individuals, they we reached out to their networks                                                                                                                                                                                                                                   |