



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: Vermillion Inc

Date Submitted: 10/17/2017

Disclosure Industries	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.		
Any product or activity deemed illegal under host country laws or regulations or international conventions and agreements	√	
Gambling		√
Pharmaceuticals subject to international phase-outs or bans		√
Payday Lending		√
Disclosure Pornography		√
Wildlife or wildlife products regulated under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)		√
Disclosure Penalties	Yes	No
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.		
Diversity and equal opportunity		√
Employee safety or workplace conditions		√
Environmental issues		√
Financial reporting		√
Geographic operations or international affairs		√
Investments or Loans		√
Labor issues (internal and supply chain)		√
Marketing		√
Political contributions		√
Taxes		√
Bribery, Fraud or corruption		√

Disclosure 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 "True." If false, select "False."		
Company is not formally registered in accordance with domestic regulations		√
Company has reduced or minimized taxes through the use of corporate shells or structural means		√
Company facilities are located adjacent to or in sensitive ecosystems		√
Company employs workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138) and/or company does not keep personnel records that include evidence of the date of birth of each		√
Overtime work for hourly workers is compulsory		√
Company uses workers who are prisoners		√
Company prohibits workers from freely associating and bargaining collectively for the terms of one's employment		√
Company exploitatively operates in conflict zones		√
Company employs individuals on zero-hour contracts		√
Disclosure Outcomes	True	False
Please indicate if the following statements are true regarding if the company has experienced any of the following in the past 5 years. Check all that apply. If the statement is true, select "True." If false, select "False."		
Company has had an operational or on-the-job fatality		√
Company sites have experienced accidental discharges to air, land or water of hazardous substances		√
Construction or operation of company facilities resulted in physical resettlement or economic displacement involving 5,000 or more people near your facility		√
Material litigation or arbitration against company		√
Company has filed for bankruptcy		√
Company has had material breaches of individual's confidential information		√

Supplier Disclosure	Yes	No	Don't Know
Please indicate if any of the following statements are true regarding your company's significant suppliers.			
Significant Suppliers employ workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138)			√
Significant Suppliers use any workers who are prisoners			√
Significant Suppliers have had an operational or on-the-job fatality			√
Significant Suppliers' sites have experienced accidental discharges to air, land or water of hazardous substances			√
Construction or operation of Significant Suppliers' facilities resulted in physical resettlement or economic displacement involving 5,000 or more people near their facility			√
Construction or operation of Significant Suppliers involved large scale land acquisition			√
Construction or operation of Significant Suppliers involved large scale land conversion and/or degradation			√
Construction or operation of Significant Suppliers involved the construction or refurbishment of dams			√
Significant Suppliers have had material fines or sanctions in the last five years regarding the issues indicated in DQ4.1			√
Significant Suppliers exploitatively operate in conflict zones			√

B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY: Vermilion Inc./B Lab

UPDATED AS OF: 10/17/2017

DISCLOSURE QUESTIONNAIRE CATEGORY	Illegal Product / Activity - Cannabis Industry
ISSUE DATE	September 29th, 2017
TOPIC	Digital services to clients in the cannabis industry
SUMMARY OF ISSUE	Founded in 1981, Vermilion is a full-service design and digital creative agency that has been providing distinctive and effective solutions to a wide range of clients, with a particular emphasis on work for nonprofit, educational, scientific, and civic organizations and innovative, better-for-you consumer brands. The company disclosed to B Lab that it is currently working with two independent clients operating within the regulated cannabis industry, which B Lab considers a sensitive industry due to the nature of the industry and the inconsistent legal landscape at the local, state, and federal regulatory levels. B Lab reviewed Vermilion's involvement as a service provider to the regulated cannabis industry and the company is required to be transparent about this on its B Corp Profile.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	The two clients operate in the recreational cannabis industry and collectively make up 1.5% of Vermilion Inc's revenue for the most recent reporting period.
IMPACT ON STAKEHOLDER(S)	N/A
RESOLUTION	Vermilion Inc is eligible for certification, with disclosure required. The circumstance was company whose client is in a DQ industry.
IMPLEMENTED MGT PRACTICES	Vermilion Inc screens prospective clients using their own criteria before accepting new clients from this industry. Specifically, the company only works with professional partners who are committed to producing clean, safe, consistent, and sustainable products (e.g., energy efficient & grown without pesticides), and to work with a teams that are advocates and educators of the multitude of uses, benefits, and experiences associated with cannabis.
REPORT	You may read more about B Lab's position on companies in the cannabis industry here: https://www.bcorporation.net/controversialissues
OTHER MANAGEMENT COMMENTS	N/A
RELATED INCIDENTS (YES/NO)	N/A