



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: Motivates
Date Submitted: 08/03/2022

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: Motivates

UPDATED AS OF: 08/03/2022

DISCLOSURE QUESTIONNAIRE CATEGORY	Other - Clients in Controversial Industries
TOPIC	The company works with clients in the gambling and tobacco industries.
SUMMARY OF ISSUE	Motivates is a fulfilment service company that provides their client companies with gifts and vouchers for their employees and customers. They deliver products according to internal and external campaigns that they design and run. In the last 3 years, the company has worked with 4 gambling clients and 1 tobacco client. Motivates provides engagement activities mainly through events, hospitality and the use of their vouchers and gift cards.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	Revenue from gambling and tobacco clients accounted for 5% in FY20/21.
IMPACT ON STAKEHOLDERS	Motivates' products do not actively mitigate the negative impacts of the controversial industry, nor do they directly enable the harmful aspects of the controversial industry. The products are not customized for the client relationship.
IMPLEMENTED MGT PRACTICES	<p>For their tobacco client, the company provided Christmas gifts to their staff, in the form of Lifestyle vouchers. They have provided incentives to their tobacco retailers in the past, but stopped working with them in 2018. For their gambling clients, they provided Lifestyle vouchers, employee trips to Ascot & Wimbledon, the Grand Prix, and Wimbledon. The Lifestyle Voucher gives people access to small day to day purchases from the likes of Deliveroo, restaurants, retailers and Cinema tickets.</p> <p>The company's Board have implemented a screening process to ensure that they will not engage with any new clients on the prohibitory list where the use of their vouchers and events will promote the use of their products. These industries include gaming, tobacco, alcohol, fossil fuels, firearms, mining, pornography, nuclear power, payday loans, plus others highlighted by the B Corp disclosure questionnaire.</p>
REPORT	The company reports annually through their impact report where they declare the level of sales to these industries, and target a % reduction over time as they prevent new clients joining.
OTHER MANAGEMENT COMMENTS	We would like to ensure that we are using best practices in deciding to only work with corporations that are not seen as causing harm to people and the planet.