

PS&CO

We are excited to announce our B Corp certification and in doing so, share our first annual Impact Report.

Since before we became PS&Co, our leadership team has worked towards, and made decisions based on, ensuring positive impact for employees, clients, community, the environment, and our company. Choosing to become B Corp accredited wasn't a hard decision, however, doing the work to get there – the measurement and documentation – took time and effort from our entire team.

This document captures the FY'2022 data, programs and policies that were submitted to B Lab in February 2023, and ultimately resulted in us receiving our accreditation in November 2023, with a score of 98.1. An achievement we are all immensely proud of.

In addition to pursuing B Corp accreditation, we also incorporated as a benefit company, legally committing us to conducting our business in a responsible and sustainable way.

Our 2022 impact report now serves as our benchmark from which we will continue to build and improve. We plan to update this report in January 2024, capturing our FY'2023 results, and then will continue to issue it annually each fall, sharing our victories and missteps as we learn, evolve and grow as a purpose-driven brand.



Contents

Accountability	4
2022 B Corp score	5
Purpose statement	6
Governance	8
People	10
Environment	11
Community	12
Clients	15

Impact areas

GOVERNANCE

Mission, ethics, accountability, and transparency.

PEOPLE

Financial security health and wellness, career development, engagement and satisfaction.

COMMUNITY

Diversity, economic impact, civic engagement, supply chain impact.

ENVIRONMENT

Environmental stewardship including climate, water, and land impact.

CLIENTS

Value created for customers including QA, data privacy and security.

B Corp score

We became a B Corp
in November 2023
with an assessment
score of 98.1

GOVERNANCE

20.1

PEOPLE

37.5

COMMUNITY

21.1

ENVIRONMENT

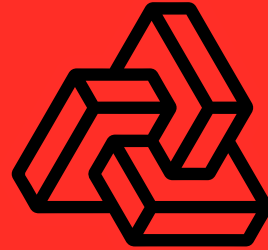
10.5

CLIENTS

8.8

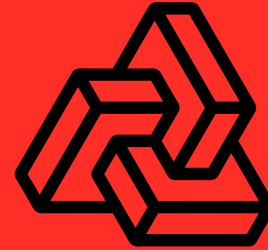
FINAL SCORE

98.1



**PS&Co exists to unify
good brands with
good people to create
positive impact.**

We work with organizations and brands that think beyond profit. We work with those who focus on serving and not exploiting. Those that want to change the world, that have a purpose, and that set out to improve and inspire.



We bring things together; we make things greater than the sum of their parts. We think long-term. We fight against the disjointed, the convoluted and the misaligned. We create strength through unity.

PS&Co | exists to unify good brands with good people to create positive impact.

We believe that people are good. That human nature is to give a damn – to be kind, to cooperate, to trust in each other. We want to help people find and connect with the things that make them and the world a better place.

The outcome of the work we do needs to be ethical and sustainable. We look to the bigger picture and ensure that our actions are making things better for all people, communities, and the planet.

Advisory board

A key commitment within Governance is the introduction of an Advisory Board. This group of accomplished business individuals will meet with us bi-annually to provide advice on key issues and opportunities that we have identified. They will hold us accountable to our goals and creating positive impact. Today, our advisory board consists of the following experts:



Peter ter Weeme

General Manager/VP
Star Entertainment



Tara Bosch

Founder
SmartSweets



Nancy MacKay

Founder & CEO
MacKay CEO Forums



Paulina Cameron

CEO
The Forum



Marty Yaskowich

Principle
3/One Consulting



Katie Allen

B Corp consultant
Impact Bridge

Material assessment

This is a stakeholder engagement exercise where we surveyed clients and employees to better understand which impact areas are most relevant to PS&Co.

ALL STAKEHOLDERS

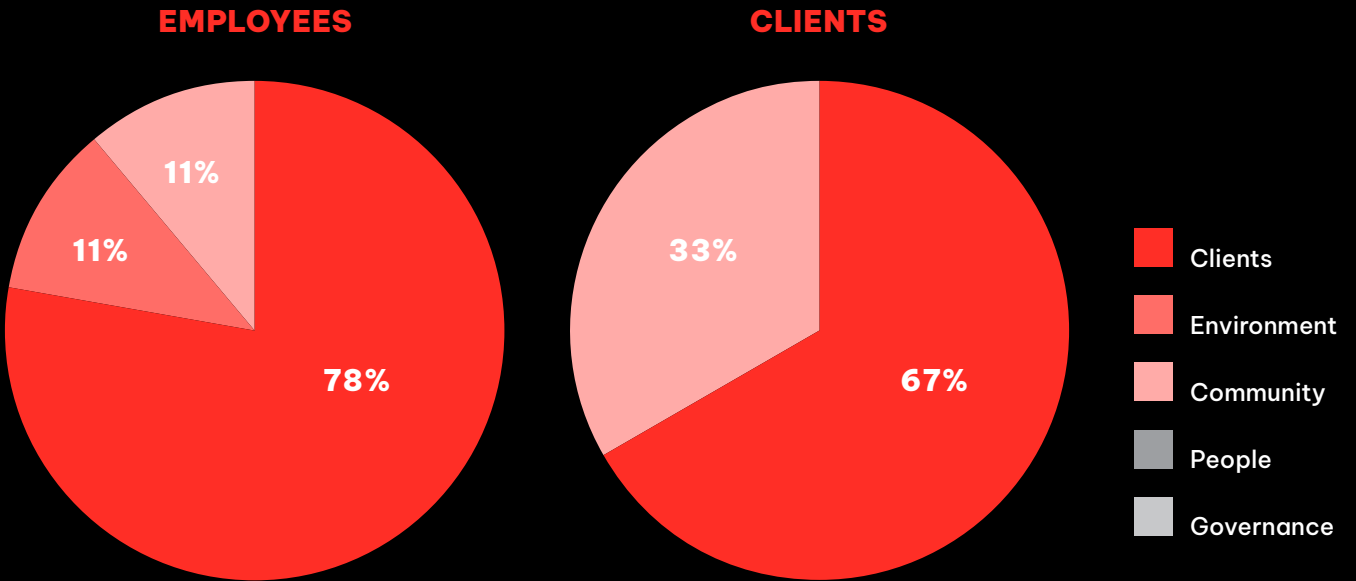
RANK	TOPIC
1	Advertising integrity
2	Data privacy
3	Purpose
4	Ethics, anti corruption
5	Living wages
6	Human rights
7	Worker empowerment
8	JEDI
9	Impact management
10	Collective action

EMPLOYEES

RANK	TOPIC
1	Advertising integrity
2	Ethics, anti corruption
3	Purpose
4	Data security
5	Living wages
6	Human rights
7	Worker empowerment
8	JEDI
9	Impact management
10	Collective action

CLIENTS

RANK	TOPIC
1	Data security
2	Data privacy
3	Advertising integrity
4	Living wages
5	Worker empowerment
6	JEDI
7	Ethics, Anti corruption
8	Impact management
9	Human rights
10	Supply chain



The pie charts represent the B Corp categories where PS&Co can create unique change.

GOALS

- Invite one First Nations consultant on to the Advisory Board in FY 2024
- Align business strategy to the top 3 priorities highlighted in our materiality assessment.

Employee wellbeing

As we worked through the B Lab assessment, we were pleasantly surprised to see how many good things we were already doing to support our employees. But they just weren't documented. So the copywriting began to create formal policies and excel spreadsheets were built to track employee data. Here are a few key highlights.

FLEXIBLE WORKING MODEL

We welcome hybrid work

EMPLOYEE BONUSES

5%
OF SALARY AS ANNUAL BONUS.

EMPLOYEE BENEFITS

\$500
HEALTH SPENDING ACCOUNT (HSA) PROGRAM

BABY BUCKS

\$500
CHILD CARE SUBSIDY

CONTINUING EDUCATION

\$500
REIMBURSEMENT

EMPLOYEE ATTRITION RATE

33%
YEAR 2022

GOALS

- Update all job descriptions to include purpose responsibilities by role
- Launch formal DEI training for all staff
- Conduct staff demographic survey and set improvement metrics

GHG metrics

Total Greenhouse Gas Emissions

It was a unique time to measure our Scope 1, 2 and 3 emissions. With many employees working from home 4-5 days a week our numbers were very encouraging. As we all spend more time in the office, we will look to set a more realistic benchmark and then continue to make improvements year over year.

YEAR 2022



SCOPE 1

Emissions associated with fuel combustion in boilers, furnaces, vehicles.

YEAR 2022



SCOPE 2

Emissions associated with the purchase of electricity, steam, heat, or cooling.

YEAR 2022



SCOPE 3

Emissions associated with air travel, rail, and hotels.

GOALS

- Set new emission benchmarks from 2023 data
- Purchase off-set miles for all future PS&Co air travel
- Sign the Clean Creatives and SME Climate Commitment in FY'2024

Giving back

We have focused our giving efforts around social and environmental impacts in our industry and community.

SOCIAL

- Helping people in our industry
- Helping people get into our industry
- Helping people in our community/neighbourhood

ENVIRONMENTAL

- Making the right client and vendor choices for PS&Co
 - Making the right vendor and media choices on behalf of our clients
 - Making environmental improvements in our community/neighbourhood
-

GOALS

- Align future donations to social and environmental impact commitments

Donations

BC CANCER	SINGLE PARENT FOOD GROUP	NABS
\$500	\$50	\$3,450
CANADIAN RED CROSS	COAST MENTAL HEALTH	TELUS
\$360	\$100	\$1,000
		FISCAL TOTAL
		\$5,460

GOALS

\$10K

PS&Community



In addition to better aligning our financial giving to our social and environmental goals, we are also creating opportunities for our team to give back with time and hard work, while also having fun. This picture captures our commitment to supporting our local community. We closed our offices one morning last spring for a Shoreline Clean Up at False Creek. Together, we gathered over 10 bags of garbage and recyclable materials.

PURPOSE-DRIVEN Client data

GOALS

- Increase our percentage of revenue from purpose-driven clients to 50% in FY 2024
- Start working with at least one B Corp organization in FY 2024
- Work with one EFG client in FY 2024

OF TOTAL CLIENTS

47

OF NON-PROFIT, CHARITY
CO-OPERATIVE, GOVERNMENT

17

OF INDIGENOUS
COLLABORATION PROJECTS
BC GOV'T ANTI-RACISM, BCIB

2

PURPOSE-DRIVEN CLIENTS

35%

Thank you!

