

SYM LABS, INC. D/B/A MODUS PERSONA

2023 IMPACT REPORT

When Modus Persona set out to become a certified B Corp in 2020, we intentionally asked ourselves, “how can a small marketing agency really make a difference for our employees, our communities and our environment?” Well, over the last three years, we think we’ve done a pretty good job – as evidenced by our recertification as a B Corp in 2023. Recertification is an enlightening process that continues to be refined, keeping it relevant in a changing business landscape. We improved our score from 97.7 to 98.5 and we celebrated – knowing we’ve only just begun to make a meaningful impact.



Chris Burchard,
Managing Director

EMPLOYEES

63%

of gross profits distributed to employees (including base salary)

5%

401K match instituted for all employees

3,500

hours of paid time off provided (PTO)

\$58,000+

paid in home-office stipends



COMMUNITY

1%

of gross profits donated to six non-profits in four states

130+

hours of paid volunteer time off (VTO)

1,200+

hours of in-kind services provided to one non-profit



modus persona
MARKETING CHARACTER



STRIVING TO MAKE A DIFFERENCE

EMPLOYEES

Where we've succeeded:

- We strive to provide a fulfilling, sustainable, and equitable work environment for our employees – one that nourishes our hearts and minds while providing a stable financial foundation for all of us. That's why we return as much of our annual profits to employees as possible, cover a healthy portion of home office expenditures, and match a full 5% of our 401k investments.
- We've been a remote workforce since our founding in 2004. Not all companies can successfully operate in this fashion, but we've found our employees thrive when not tethered to an office environment. The ability to dip in and out of work while managing the overhead of life makes our team more productive – and happier.
- We take paid time off seriously. We don't quibble when someone wants to take a break, and we trust each other to responsibly handle our work before taking off. A rested and refreshed workforce is an effective and fulfilled one.

Where we have work to do:

- In a small company with historically low turnover, enhancing team diversity is a challenge. While we've technically increased the diversity of our team 18% with our last two hires, there's room for improvement.
- Five of our ten employees are company owners. To further the arc of income equality for our teammates and their families, we're dedicated to establishing a framework for full employee

ownership for those who want to be a part of Modus Persona. We know this is a complicated proposition, so we're not discouraged at this point; that said, we hoped we'd be closer to our goal after two years of dedicated effort. We'll continue to work it out.

COMMUNITY

Where we've succeeded:

- Since 2020, Modus Persona has materially supported the communities in which we live and work through our Designed to Give initiative. It's one of our favorite things to do as a company because it's personal and deeply fulfilling for all of us at Modus Persona. Every year, we determine which aspect of our communities to support, and then our Designed to Give committee researches and determines specific charitable recipients. In 2023, we donated 1% of our annual profits to local food banks in four states.
- Every year we devote a significant portion of our team's time to one or more non-profit clients, pro bono. The opportunity cost is outweighed by the reward of making such a huge impact in our community. In 2023, we donated more than 1,200 hours of in-kind expertise to Friends of Douglas County K-9, dramatically propelling their purpose-driven mission.
- We provided more than 130 hours of VTO to our employees in 2023. Affording our employees paid days off to give back to charities and organizations they personally believe in is a no-brainer in our estimation.

Where we have work to do:

- As a small company, we learned early on that giving to global or large national charities was not making as meaningful a difference to the communities in which we live, work and play as we hoped. As a result, we shifted the emphasis of our Designed to Give initiative to support more localized charities. With this sharpened focus, we're making a bigger impact in our local communities while continuing to refine our process – striving to do more every year.

ENVIRONMENT

Where we've succeeded:

- In 2020, we established a goal to become carbon neutral by the end of 2023. Through our work with a LEED-certified sustainability expert, we established our Carbon Neutral Initiative (CNI) and defined four distinct initial phases to help us achieve our goal. We're pleased to report that with the purchase of carbon offsets – Modus Persona is now carbon neutral!
- To establish our carbon footprint for 2023, we utilized the BEF Carbon Footprint Workbook*. We modified the Workbook to accommodate 10 home offices, which are determined as a percentage of each home's overall square footage. The Workbook calculates greenhouse gas (GHG) emissions and water use, and determines the required offsets to balance 100% of our carbon and water footprint.
 - **Greenhouse Gas Emissions Total:** 15.452 mT (Includes fuel for vehicles, natural gas use, propane use, electricity use, and business air travel)

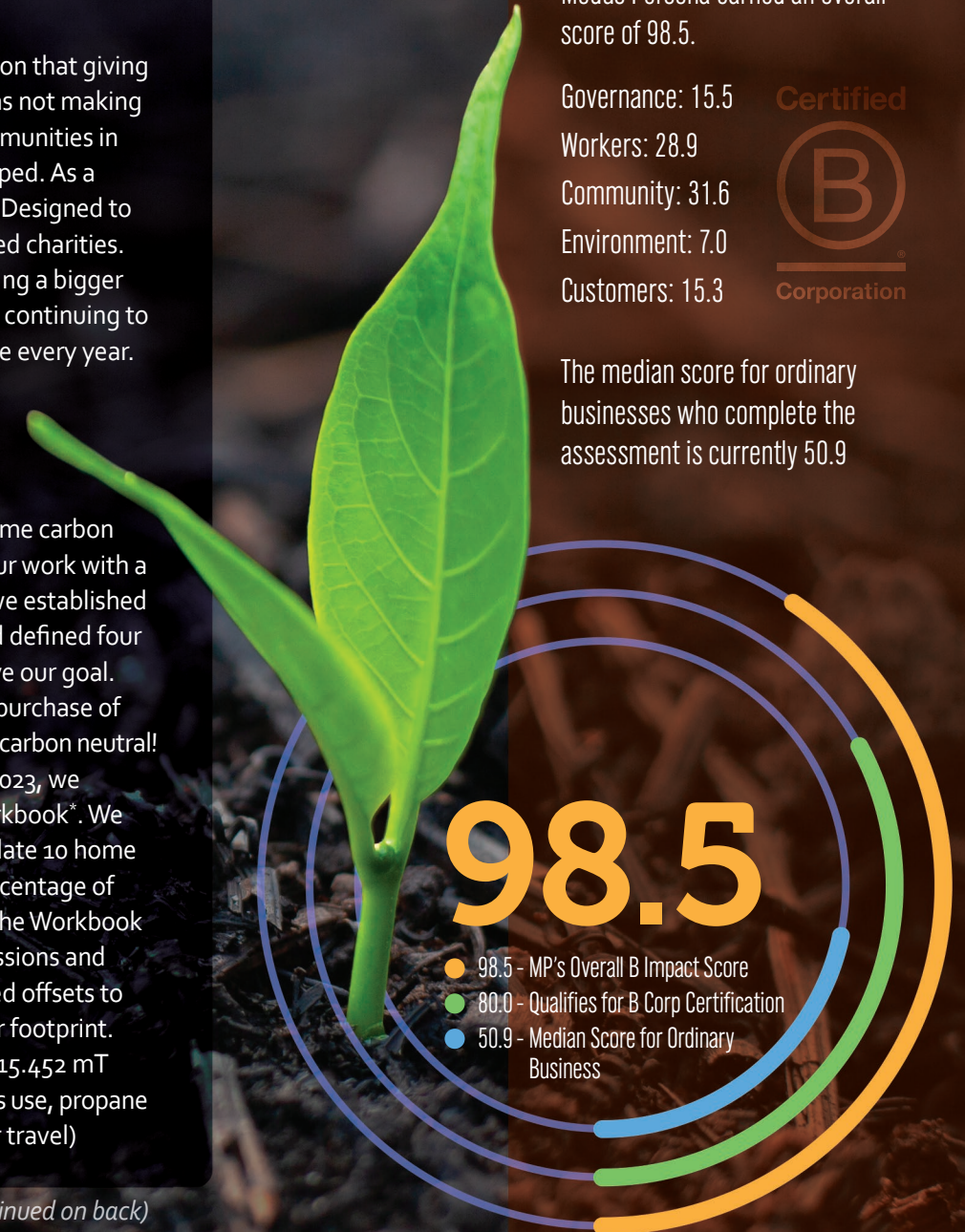
B CORP SCORE CARD:

Based on the B Impact assessment, Modus Persona earned an overall score of 98.5.

Governance: 15.5
Workers: 28.9
Community: 31.6
Environment: 7.0
Customers: 15.3



The median score for ordinary businesses who complete the assessment is currently 50.9



(continued on back)



STRIVING TO MAKE A DIFFERENCE

(ENVIRONMENT – Where we've succeeded: continued)

- **Water Use Total:** 44,750 gallons
- **Offsets Purchased to Balance 100%:**
 - Carbon Offset Certificates: 9
 - Water Restoration Certificates: 45
 - Renewable Energy Certificates: 9

Where we have work to do:

- Purchasing carbon offsets is just the beginning. Through certified home energy assessments, we're also working to reduce our collective carbon footprint and minimize the need to purchase offsets. We've completed five of ten home assessments and continue to analyze the results. The intent is to provide tangible efficiency improvement recommendations for each home office/whole house.
- While we continue our home energy monitoring, we have yet to formalize the process for analysis beyond manually using the data to complete the Carbon Footprint Workbook.
- This is new territory with respect to even defining the parameters of a remote office, let alone its carbon footprint. We've learned a ton, and as a result, we are in the process of refining our initial goals and implementation phases to better reflect the process.

- Ultimately, we envision packaging up our CNI as a turnkey program that can be shared with other like-minded companies with a remote office structure. And, we're hoping to offer this on our company website at no cost, dramatically propelling the environmental missions of responsible companies everywhere.

* Special thanks and acknowledgment to the Bonneville Environmental Foundation for developing and sharing their Carbon Footprint Workbook. www.b-e-f.org

