

PROUD TO BE B CORP CERTIFIED 8





## CHARLOTTE'S WEB IS OFFICIALLY THE LARGEST HEMP CBD COMPANY TO BE B CORP CERTIFIED ...IN THE WORLD!



### WHAT IS B CORP CERTIFICATION?

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive sustainable economy.

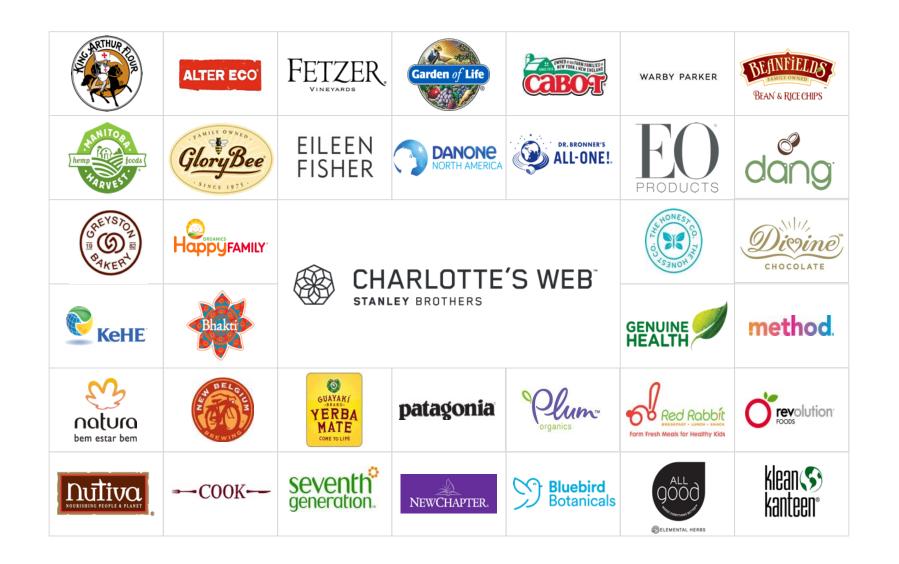




THIS COMMUNITY WORKS TOWARD REDUCED INEQUALITY, LOWER LEVELS OF POVERTY, A HEALTHIER ENVIRONMENT, STRONGER COMMUNITIES, AND THE CREATION OF MORE HIGH-QUALITY JOBS WITH DIGNITY AND PURPOSE.



### WE'RE HONORED TO BE IN GOOD COMPANY



The Manuel below

#### >3522 CERTIFIED B CORPS

### **150** INDUSTRIES

### 74+

COUNTRIES

UNIFYING GOAL

#### **DID YOU KNOW...** Of 60,000 companies attempting, only 3522 achieved certification!

### HOW DOES A COMPANY BECOME CERTIFIED?

It's not easy—it takes a team! Working together, Charlotte's Web demonstrated proficiency in the following categories:



**GOVERNANCE** Accountability Transparency Ethics Mission & Engagement



**WORKERS** Comp & Benefits Training & Education Job Flexibility Health & Safety



COMMUNITY

Job Creation Diversity & Inclusion Civic Engagement Sourcing & Local Support



ENVIRONMENT

Inputs

Outputs

Transportation, Distribution & Suppliers



**CUSTOMERS** Health, Education, Economic Opportunity, Access to Capital, Arts, etc.





### Why Do Employees Prefer Working at B Corp Companies?

WE'RE NOT JUST MAKING THE WORLD A BETTER PLACE ... WE'RE SUPPORTING EMPLOYEES & MAKING CHARLOTTE'S WEB A DESIRABLE AND SATISFYING PLACE TO WORK.

#### WE'RE FOCUSED ON:

- Health & Wellness
- Safety
- Engagement
- Satisfaction
- HR Best Practices
- Enhancing Life through Equity and Inclusion

#### THIS ADDS UP TO ATTRACTING TOP TALENT!





## WHAT OUR EMPLOYEES SAY ABOUT B CORP

### VOLUNTEER

"I have always been extremely proud to be a part of the CW family because of the Stanley Brothers' mission in wanting to improve life and to "do good and to serve." CW's B Corp certification brings excitement to the continued work we are doing at CW to find ways to further engage in our communities but also acknowledge the beauty of diversity within our company and partnerships."—Stephanie

VOLUN



#### DID YOU KNOW?

Charlotte's Web is the #1 trustworthy brand...even prior to B Corp!\*\*

### Why Do Consumers Prefer B Corp Companies?

SUSTAINABLE COMPANIES ATTRACT CONSCIOUS CONSUMERS!

- B Corp Certification demonstrates to consumers that the company intentions are authentic.
- Over 66% of consumers have reported that they are willing to spend more for goods and services that have a positive impact.\*

\*Sources: SustainableBrands.com; Harvard Business Review <u>https://hbr.org/2016/12/it-</u>pays-to-become-a-b-corporation





# THE B CORP OFFICIAL DECLARATION OF INTERDEPENDENCE

#### AS B CORPORATIONS AND LEADERS WE BELIEVE:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.



WE'RE PROUD TO BE CERTIFIED B CORP AND ARE LOOKING FORWARD TO SHOWING IT ON OUR LABELS!



### together, we are a force for good

PROUD TO BE B CORP CERTIFIED & CHARLOTTE'S WEB



