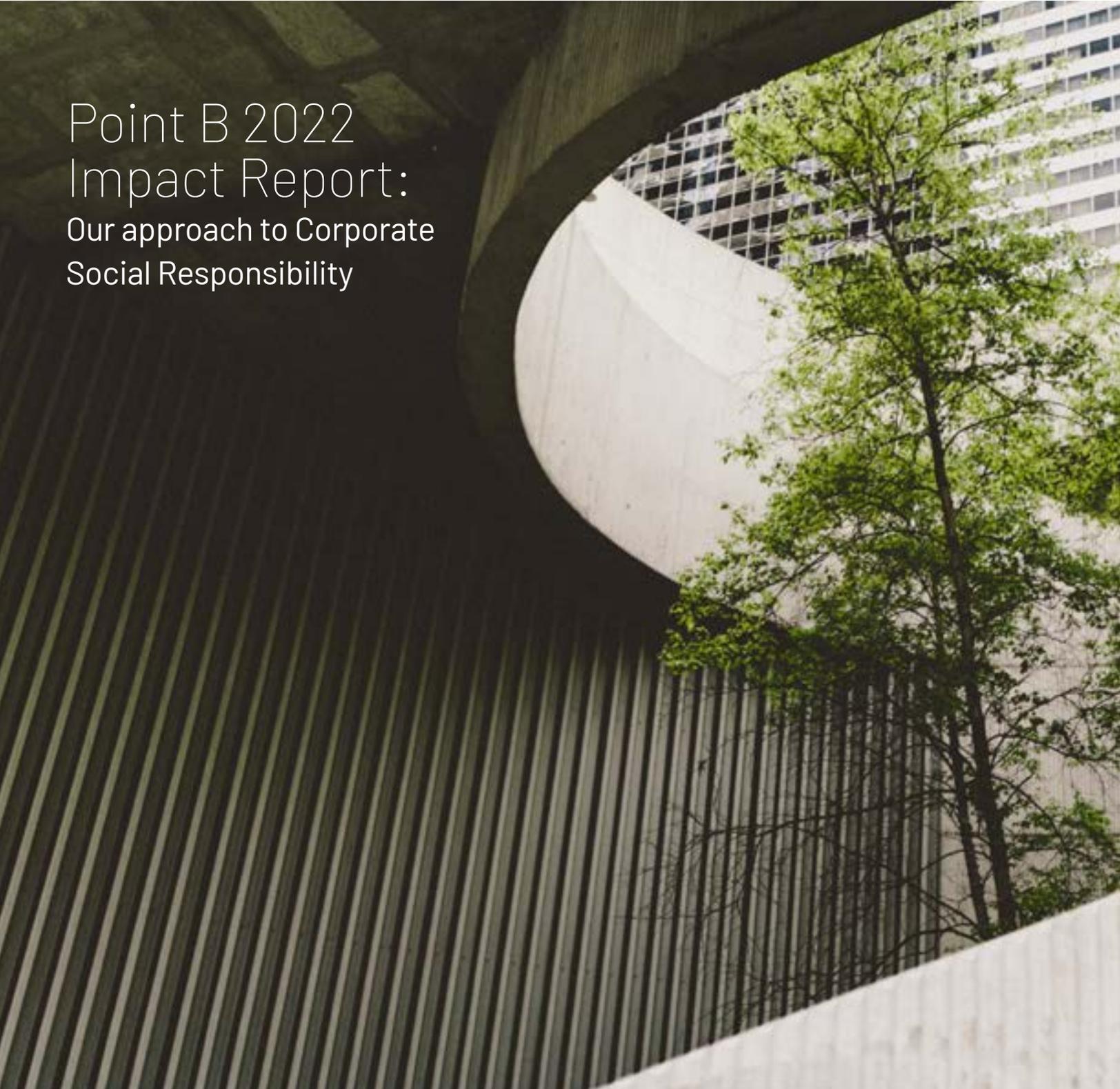
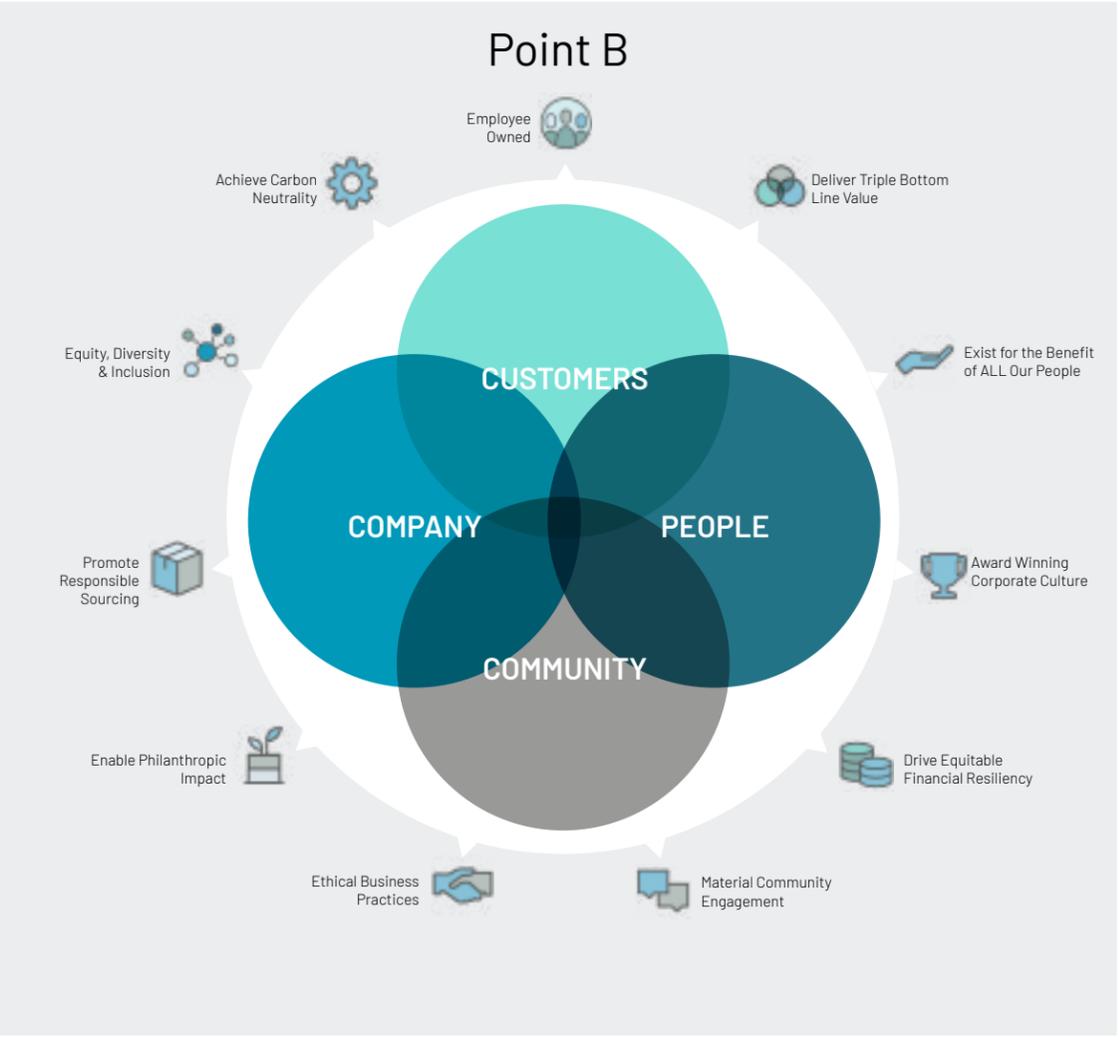


Point B 2022
Impact Report:
Our approach to Corporate
Social Responsibility



Our Social Responsibility Statement



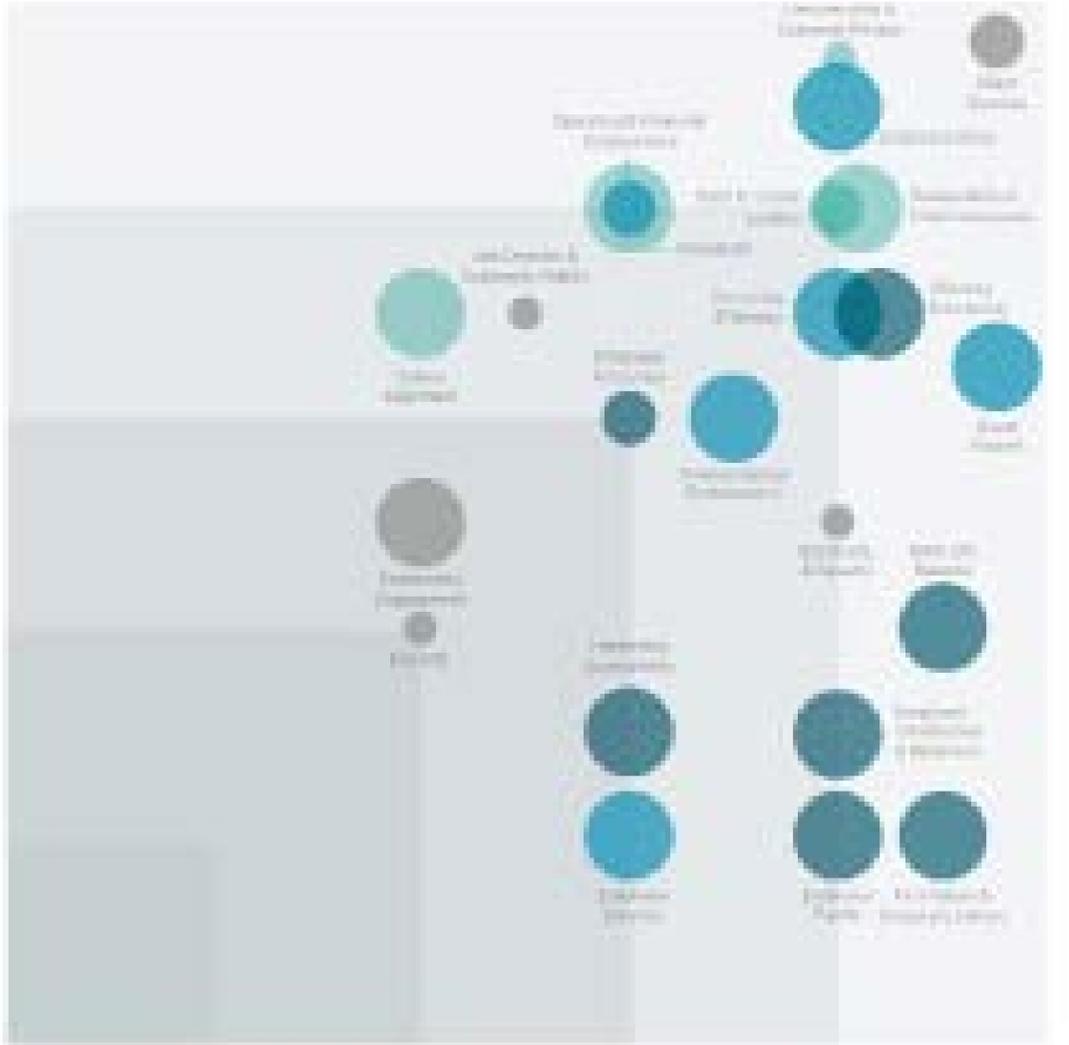
We are guided by the belief that everything we do is interconnected and our approach to our customers, people, community and company encompass Point B's

social impact. Nothing is mutually exclusive and the whole is greater than the sum of its parts.

Materiality Matrix

Point B's materiality assessment displays our business factors, size of influence, and relative importance to four stakeholder groups—customers, associates, company and community—together with their importance to Point B. We led a mix of internal surveys, interviews with community partners, and executive-level discussions to identify these factors and

determine which are most important. The survey questions and discussion topics focused on key themes and pillars of Point B. The figure below illustrates the matrix of these factors. The four colors of the circles identify our key stakeholder groups; the size of each circle demonstrates its ability to influence.



Importance to Point B

Our Ability to Influence

- High (Large circle)
- Medium (Medium circle)
- Low (Small circle)

Categories

- People (Dark Blue)
- Community (Grey)
- Customer (Light Blue)
- Company (Dark Teal)

Our Social Responsibility Statement

Point B is an employee-owned organization, with a locally-based business model that brings meaningful, triple bottom-line value to our customers, communities and employees every day.

We incorporate social responsibility into the fabric of our firm by delivering positive outcomes for our clients, reducing our environmental footprint, impact

investing and fostering a healthy, diverse and inclusive workforce.

From the everyday decisions we make to our long-term vision, we are focused on doing the right thing to further the sustainability and prosperity of our customers, employees, communities, and future generations.

People: Existing for the Benefit of our People

4/5

DEI satisfaction reported by employees



25,445

Employee hours spent on Learning and Development



36%

Leadership roles filled by women

88%

Retention rate

Community: Accelerating Positive Social Change

28K+

Volunteer hours for causes employees care about



23%

Of employees served in a non-profit board or leadership position



87%

Of employees hired from local communities



Customers: Helping Organizations Form, Execute, and Thrive

81 NPS Score

Measures the willingness of customers to recommend our services on a scale of -100 to 100



99 Awards

Awards from reputable publications including Forbes, Fortune, Consulting Magazine and local business journals 2016-2022

70%

Of work comes from repeat customers

9.3

Customer satisfaction on a scale of 1-10. 83% of respondents rate us a 9 or a 10

1200+

Sustainability and Social Impact engagements

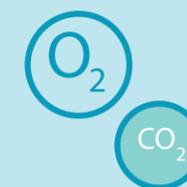
80+

Sustainability and Social Impact projects in the last year

Company: Extending Responsible Business Practices

4,456

Metric tons CO₂

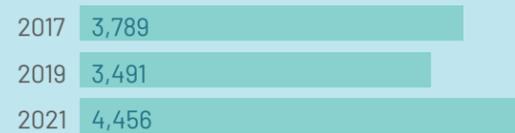


1:1

Pay equity when comparing women:men in similar roles and geographies

61%

Of operational spend was with suppliers that met or exceeded our Responsible Sourcing criteria



MTCO2 = Metric tons of carbon dioxide equivalent

\$3,026

Per FTE investment in culture activities





Our Customers

We help organizations form, execute, and thrive through the power of human-centered change.

Every day, around the United States, Point B helps a remarkable group of customers to form, execute, and thrive. We use empathy and expertise to solve strategic problems, make transformative change, and cultivate strong, sustainable organizations. Many customers also engage us to help achieve their own social and environmental goals whether it's through their core business models, philanthropic goals, or CSR initiatives.

To keep growing our value to our customers, we are continuously developing our own organization on their behalf, bringing them the fresh thinking to break new ground and blaze new paths—by innovating delivery models, staying solution-focused, and looking at future trends. They can count on us to do what's in their best interests, even if it means recognizing that a particular project is not the right fit for us. By building partnerships of trust, the majority of our consulting sales come from existing customers even

during this time of growth into new markets. Our Net Promoter Score (NPS), an independent reality check on how we're doing, rates us at 81 — more than double the industry average. Year after year, our customers rate us among the top companies in the country, across all industries, for customer satisfaction.

We know from experience that building solutions around the triple bottom line—social, financial and environmental—delivers high, sustainable business value. We strive to bring this thinking to our customers in every way we can, from seemingly small but collectively high-impact decisions such as waste stream reduction to global matters such as international transportation logistics.

Likewise, our customers are a constant source of inspiration to us as we implement leading-edge initiatives that work for people, profit and the planet.

” Point B collaborated with our Senior Leadership Team and National Board of Directors to co-create our current three-year strategic plan. A year-and-a-half into execution, we still use the document as our trail map—a concise combination of cairns, blazes and contour lines with a fixed, ambitious destination.

Phil Kilbridge
Naturebridge President & CEO

Reflection on Customer Goals

2016 Customer Goals

- Customers seek our expertise to advance social responsibility goals
- Increase our brand value and loyalty

How did we do?

- Delivered 80+ sustainability and social impact projects for our customers in 2021
- Delivered across 15 industry segments
- Industry-leading 81 net promoter score (Scale -100 to 100)
- 70% repeat buyers

What do we think?

We've seen strong year over year growth in the number of customers reaching out for help to achieve their sustainability and social impact goals. Whether it's developing a multi-year strategy to enable technology for global health innovation or managing the implementation of sustainability and social impact strategy, our clients recognize the value of Point B as they work to achieve their sustainability and social impact targets.

Our brand loyalty is exemplified by the ratings and buying behaviors of our customers. Each year, we've held an industry-leading net promoter score, and our customers continue to trust us with their most strategic challenges.

Social Impact Expertise

Point B's Sustainability and Social Impact expertise includes a team of more than 35 subject matter experts with vast experience advancing the environmental, social, and governance-related priorities of corporate, nonprofit, philanthropic, and government agencies across the world.

” For our team, sustainability is the strategic work of authentically linking core human values with an organization's very purpose. It's forging a connection between strategy, tactics, finance, sales, operations, and policy in a way that gives employees and customers a greater sense of meaning.

– Reuven Carlyle, Principal, Point B



Of work comes from repeat buyers



Net Promoter Score (NPS)—more than four times higher than the consulting industry's NPS average of 17 (on a scale from -100 to 100). Customer satisfaction rating (scale 0 to 10) is 9.3. 83% of survey respondents rated us a 9 or a 10.



Top 20 Largest Management Consulting Firms

Modern Healthcare 2022

Best Management Consulting Firm

Forbes 2022

10 Top Consultant Awards

Consulting Magazine (2016-2021)

Best Workplaces for Disability Inclusion

Disability:IN 2022



Led system selection, optimized processes, and managed configuration and roll-out of a cloud-based sustainability management system.

Designed and managed a cross-brand program to align global apparel and footwear brands to drive sustainability compliance efficiencies and accelerate labor condition improvements across supply chains.

Designed and managed the implementation, execution and operationalization of a corporate sustainability program.



Check out this Point B white paper on Triple Bottom Line thinking.



Our People

We exist for the benefit of our people.

Point B was founded for our people. Our founders were inspired by the idea that it's possible to have an exciting career in consulting and enjoy the right work-life balance, too. We believe that every phase of a professional career presents its own work-life challenges, which is why our annual employee goal-setting discussions include not just professional development goals, but personal goals as well.

This idea of a full life continues to be our North Star. It informs our local model of doing business and has helped us create a culture that's come to be known as our "secret sauce." It has inspired us to take some bold steps for our people, including our move to becoming employee-owned in 2014. As a result, over the last several years, \$80 million has been shared among all of our employees, not just a few executives at the top. What's good for us has a ripple effect, too: studies* show that employee ownership through an ESOP helps alleviate income inequality and create a broader base of wealth across a company and its communities.

Putting our people first has garnered Point B local and national awards for being a great place to work. It's part of a virtuous circle. When our people can

deliver exciting work and still stay engaged in their communities, everyone wins.

We'll continue to build on our people-first tradition in new ways. We are introducing more company-wide initiatives to encourage small group dialogue and feedback channels for our efforts in Diversity, Equity and Inclusion (DEI), one area in which we have not yet met all the goals we've set for ourselves. We're investing in a new Career Compass program, a guiding light to promoting greater pay transparency and professional development. We're expanding our Total Rewards package of flexible employee benefits to include dedicated parental leave and caregiver resources. And we're changing the way we think about developing our people through a new initiative, Ignite Our Talent. Our growing diversity is a strength, and we're intent on providing a wide array of learning and development opportunities to all our associates.

In 2020, we pledge to keep looking for new ways to do what's best for our people, and to measure our successes and gaps.

* Rutgers School of Management and Labor Relations. "Building the Assets of Low and Moderate Income Workers and Their Families", April 2019. Available at: https://smlr.rutgers.edu/sites/default/files/rutgerskelloggreport_april2019.pdf

Reflection on People Goals

2016 People Goals

Increase our desirability as an employer

How did we do?

- Increase in applications: 93% increase from 2016
- Retention Rates: 88% (2019), 1% decrease from 2016
- Employee satisfaction rates: 90% would recommend Point B as a great place to work (2018), 1% decrease from 2016

What do we think?

Point B's desirability as an employer was already high in 2016, and we struggled to make increases to those strong retention and satisfaction rates. We have continued to win awards that showcase Point B as a great place to work. Our number of applicants grew by 93% over two years.

We set ambitious goals for satisfaction and retention, and we have maintained industry-leading retention and satisfaction rates. We won't stop working to improve those scores.

Importance of Work/Life balance at Point B

Work/Life Balance is consistently the highest rated materiality factor by our associates – it is one of our most important sustainability indicators.



What's an ESOP?

Point B became an employee-owned company in 2014, when we launched our employee stock ownership plan (ESOP). An ESOP is a long-term incentive designed to reward employees through the benefits of stock ownership. Ours creates a non-contributory retirement vehicle based on Point B's long-term profitability. This is a

huge driver of equitable wealth-building for our people that has distributed \$80 million dollars across all of us, instead of just a few top executives. At a time when income inequality is on the rise in the U.S., studies* show that ESOP companies help alleviate income inequality in comparison to non-ESOPs.

* Rutgers School of Management and Labor Relations. "Building the Assets of Low and Moderate Income Workers and Their Families", April 2019. Available at: https://smlr.rutgers.edu/sites/default/files/rutgerskelloggreport_april2019.pdf



4/5

DEI satisfaction reported by employees

88%

Retention rate



36%

Leadership roles filled by women



15

Average years associate experience



\$761,616

Investment in Training

\$1,300

Annual external training stipend per associate and 16 hours per year.



5

Years average tenure at Point B



25,445

Employee hours spent on Learning and Development

9,999

Total Training hours



\$1,994,300

Investment in Culture

\$3,026

Per FTE investment in culture activities

#1 – Employees rate Company Culture as the highest priority for long term success

Best Large Workplace in Los Angeles

Los Angeles Business Journal

Number 1 Best Medium-Sized Workplace in Oregon

Oregon Business

Number 2 Medium Workplace in Arizona

Arizona Republic (2019)

#1 Consulting Firm for Work/Life Balance

Vault.com

Top Workplace

Crain's Chicago

Best Extra Large Workplace in Washington

Puget Sound Business Journal

Best Medium Workplace in the Country

FORTUNE

#5 Best Large Company to Work for in Texas

Texas Monthly

Best Workplace for Millennials

FORTUNE

Best Workplace for Women

FORTUNE



Community

We are committed to accelerating positive social change in a big way.

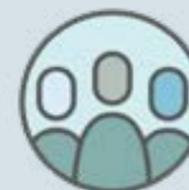
Point B gives consultants a rare opportunity in their chosen profession: to work in the communities where they live. As our company has expanded to 13 market areas, we've kept our local focus in each of them. Today, over 90 percent of our engagements are locally based.

The benefits of being local extend to everyone involved. Our people are able to do the work they love in the place they love, which attracts and keeps talented employees at Point B. Our customers benefit because our associates are more familiar with their organizations—at times, even as direct consumers of their products and services. Our communities thrive when we know and care about local needs and have a vested interest in supporting local community organizations and projects. The environment benefits too, because limited travel reduces our single biggest source of greenhouse gas emissions. The bottom line: Living and working locally, in each market area we serve, leads to good jobs and healthy economies in communities across the country.

We believe our people know best when it comes to choosing the most effective ways to make an impact in their communities. From joining Hurricane Harvey relief efforts in Houston to helping end hunger in Phoenix, their local knowledge and relationships ensure practical community-giving efforts that make a difference. In addition to giving their time and money, they also share valuable skills.

Point B supports community actions through corporate giving, pro bono consulting hours, and paid time off for people to volunteer in their communities. We encourage joining nonprofit boards by offering training for new board members and making Point B conference rooms available for board meetings and related activities. Through our Lift Program, we provide top-tier consulting services to nonprofits that could not otherwise afford them.

Now we are gearing up to do more, with a new goal to increase our community impact by 3X by 2023.



Value of Local Consulting

Our customers benefit because our associates are more familiar with their organizations—at times, even as direct consumers of their products and services.

Reflection on Community Goals

2016 Community Goals

Increase our community impact

How did we do?

- Community investment: decreased by 20% from 2016 to 2018
- Failed to increase community impact through philanthropic giving since 2016
- Associate-Based Sponsorship investment: decreased by 38% from 2016 to 2018
- Pro-Bono Consulting value: decreased by 5% from 2016 to 2018
- Top corporate philanthropist (Seattle and Portland business journals)
- Today, over 90 percent of our engagements are locally based

What do we think?

Historically, we have focused more on supporting our associates in the causes they care about than on general monetary giving.

We did not meet the goal set in 2016. While our approach to let departments and markets decide when, what, and how much to contribute did promote grassroots engagement, it failed to deliver a coordinated solution to some of our communities' most pressing problems.

In 2018, we announced a new goal: 3X Community impact by 2023. This centralized model to triple our community impact focuses on three key elements:

1. Extend Responsible Business Practices
2. Accelerate Positive Social Change
3. Create a Sustainable and Prosperous Future for All

3X Community Giving

As our customers' needs evolve in this time of rapid change, so does our training and development.

Taking actions to triple our community impact

As proponents of triple bottom-line impact, we know that our positive contributions to society extend far beyond our philanthropic donations. Virtually every business decision we make affects our community—from the customer projects we take on to the suppliers we choose. In 2018, we committed to tripling our community impact with a focus on action: extending responsible business practices, accelerating positive social change, and creating a sustainable and prosperous future for all. We focus our actions where we can make the greatest impact: with our company, our customers, and our communities.

Extend Responsible Business Practices

Innovate new business practices that drive triple bottom-line results— financial, social, and environmental—for our company and all stakeholders.

Goals:

- Achieve carbon neutrality.
- Increase spend on local suppliers.

Impact:

- Mitigate Point B's GHG emissions contributing to climate change.
- Foster local economic growth.

Accelerate Positive Social Change

Support our nonprofit partners in driving positive social change by providing expertise and resources, as well as through training and equipping community members with skills and knowledge to increase their impact.

Goals:

- Directly engage 30 community organizations through knowledge sharing, board support, and office sharing.
- 33% of our associates advance their contributions to community organizations through firm resources, training, and networking.

Impact:

- Leverage Point B associates' leadership abilities and physical assets to positively contribute to community organizations.
- Validate that Point B initiatives are helping associates contribute to the community organizations of their choice.

Create a Prosperous Future for All

Extend our impact by partnering with our customers to design and implement solutions that address their most challenging problems and deliver financial, social and environmental value.

Goals:

- Receive national recognition for three customer sustainability engagement case studies.
- Train 50% of all associates on triple bottom-line customer delivery and 100% of all Point B new hires.

Impact:

- Point B helps customers drive measurable business value across their organizations while mitigating environmental impact and driving greater social value through sustainability and social impact projects.
- Customers recognize Point B's approach goes beyond delivery excellence to include reducing environmental harm, increasing social value, and optimizing profits across their organizations.



Our Company

The more we do to extend responsible business practices and live our CSR principles, the better we serve our customers, people, and communities.

At Point B, social responsibility and sustainability live deep in our business model. By considering the financial, social, and environmental impacts of a business decision, sustainability and social responsibility shape the way we work. These CSR principles inspire us make decisions we can be proud of, knowing we're doing the right thing to benefit our customers, our communities and our company.

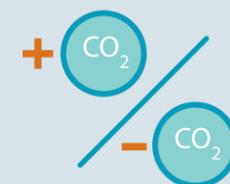
We began evaluating the social impact of how our decisions advance conscious capitalism—our belief that a responsible and ethical business that benefits all our people can not only complete in today's market, but thrive. Reaching beyond our own organization for perspective, we use the B Impact Assessment™ tool and Global Reporting Initiative framework to make sure we “measure what matters” and find new ways to maximize our financial, social and environmental impact.

As our company has grown, we have kept a small carbon footprint and minimized travel by maintaining our locally-focused consulting model. We continue to staff most of our consultants in their local markets. In cases where travel is required to support a customer, we maintain a National Team, a group of travel-ready consultants that averages 15 to 20 percent of our people. The National Team hires people and staffs projects to keep travel at a minimum as we grow and help us achieve our goal of carbon neutrality by 2023. Additionally, we've recently invested in robotic virtual

meeting technology to minimize travel/carbon emissions and provide an “in-person” meeting experience.

We're continuously looking for new ways of working that put triple bottom-line thinking into action. Every time we hold a virtual meeting instead of hopping on a plane, we save the costs and carbon emissions of travel. Every time a vendor outperforms our Responsible Sourcing guidelines, we gain a long-term business partner who cares about responsible business practices and is committed to the same business sustainability ethos as Point B. Nothing illustrates the value of triple bottom-line business decisions more clearly than our switch to digital pay statements in 2017. Since then, we've saved over 75,000 pieces of paper from landfills, while saving over \$20,000 in postage alone.

We're taking a closer look at how we can strengthen the value CSR brings to every customer engagement with the goal of bringing triple bottom-line value to all of our customers. In 2017, we formalized our consideration of social impact in our business decisions by adding a fifth criteria, Social/Environmental Impact, to our internal project intake forms. These criteria ensure that major business decisions account not only for financial costs, but for social and environmental costs as well. The connection is clear: the more deeply we live our CSR principles, the better we serve our people, customers and communities.



Moving to Carbon Negative

Point B's Carbon Negative commitment aims to remove all emissions our company has created since our founding in 1995. As part of our commitment, we achieved Climate Neutral Certification in 2022, becoming one of the first large-scale consulting firms to do so while taking another step towards a net-zero future.

Reflection on Company Goals

2016 Company Goals

- Increase our productivity
- Reduce our footprint

How did we do?

- Achieved Climate Neutral Certification in 2022 – offsetting 4,456 tCO2e and setting targets to reduce emissions from our operations and supply chain.
- Capture operational efficiencies – Transition to Digital Paystubs (Saving 75,000 pieces of paper and ~\$18,000)
- Embed social responsibility into Operational decision making process – Project Intake process and TBL criteria on any firmwide investment greater than \$10k.
- Engaging C-Suite and the highest levels of leadership on CSR & Sustainability.
- Implemented a new Travel Management tool to streamline travel booking and monitor air travel related carbon emissions.
- First Earth Day Celebration April 22, 2019 – Encouraged Employee owners to make a public pledge of commitment to reducing their environmental footprint.

What do we think?

By design, Point B has avoided the traditional travel-heavy model of national consulting firms. Over 90 percent of our engagements remain locally based. Even as we've grown and added a National Team to our local consulting teams, we are committed to meeting ambitious environmental goals: To mitigate and reduce our net environmental impact and achieve carbon neutrality by 2023.

Point B is Climate Neutral Certified

01 Measure

Point B measured Scope 1, 2 and 3 cradle-to-customer emissions following categories and approaches established in the Climate Neutral standards.

GHG Scope 1	GHG Scope 2	GHG Scope 3
13 tCO2e	273 tCO2e	4,170 tCO2e

Total Emissions
4,456 tCO2e

02 Offset

Point B invested in projects outside of their value chain to compensate for all of their measured carbon emissions. This step supports their climate neutrality designation, and enables Point B to take responsibility for historical emissions that can't be reduced.

Total Investment in Carbon Credits
\$69,648.00

Point B's credits came from:

- Wind
- Composting
- Improved Forest Management

Emissions Offset
4,456 tCO2e

First Earth Day Celebration April 22, 2019



Encouraged employee-owners to make a public pledge of commitment to reducing their environmental footprint.

100%

Responsible Sourcing - 100% of vendors surveyed that exceeded a minimum annual spend threshold

61%

Of operational spend was with suppliers that met or exceeded our Responsible Sourcing criteria



282,000 KWh
From renewable sources



331,000 KWh
From non-renewable sources

COMPANY STORY

Responsible Sourcing at Point B

We foster long-term business relationships that encourage sustainable, inclusive and responsible business conduct.

In 2019, Point B launched our Responsible Sourcing initiative to strengthen partnerships with suppliers who share our commitment to sustainability and social responsibility. We foster long-term business relationships that encourage sustainable, inclusive and responsible business conduct in our commitment to drive greater value for our customers, communities, partners and company.

We see Responsible Sourcing as the practice of purchasing products and services that are produced in a responsible and sustainable way. We use clear standards to evaluate supplier's business practices, sustainability commitments, pay equity, and carbon management in order to make informed and intentional procurement decisions in keeping with Point B's values. We are guided by five goals:

1. Drive greater impact. We will advance greater positive social and environmental impact by intentionally selecting suppliers and partners who share our commitment to local community investment. We will deliberately leverage socially responsible businesses and community-centric organizations whenever possible.

2. Emphasize local. The communities in which we work and live depend on local investment to stay healthy and vibrant. Studies show that most money that is spent locally stays local—paying for services, supplies, staff, inventory, and other costs of doing business. Studies show that each transaction creates, on average, two times more income, jobs and wealth for the local community.^[1]

3. Mitigate risk. We will mitigate supply chain risk by identifying and leveraging partners who share Point B's commitment to responsible business practices and ethical conduct.

4. Reach 100 percent. By 2023, Point B aims to procure 100 percent of products and services from vendors and partners who meet or exceed our Responsible Sourcing program guidelines.

5. Develop deeper partnerships. Through our Responsible Sourcing program, Point B will identify partners with whom we can form long-lasting business partnerships. Preferred partnerships benefit Point B and our partners by streamlining engagement protocols and strengthening the brand value of both parties.

Supporting partners and vendors

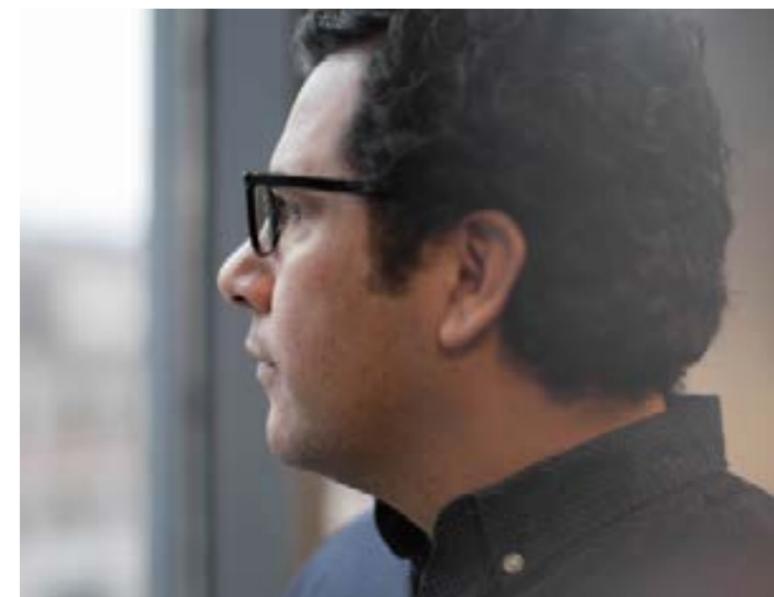
Since 2019, Point B has required all suppliers and partners to submit a supplier questionnaire outlining their approach to key social and environmental risks. In support of our suppliers, we've published materials to help guide and elevate their future CSR performance, and to help realize the value of the triple bottom-line model.

Suppliers and partners are required to submit the supplier questionnaire accurately and truthfully. Scoring for the questionnaire is based on company size and takes into consideration the maturity of social and environmental responsibility that is material and relevant to each business and industry. In 2020, Point B will launch the Responsible Sourcing Ethos (modeled after the Sustainable Development Goals of the United Nations Global Compact) to further ensure that our suppliers are committed to the same equitable and sustainable future as Point B.

By partnering on this initiative, we can make an increasingly positive impact on our suppliers, customers and communities.

[1] Institute for Local Self-Reliance. Independent Business Building a Community-Scaled Economy. "Key Studies: Why Local Matters. 3) Economic Returns." December 2011. Available at: <https://ilsr.org/key-studies-why-local-matters/#3>

"In 2019, 61% of total operational spend was with suppliers that met or exceeded our Responsible Sourcing criteria."



[Check out this Point B white paper on Responsible Sourcing](#)





Conclusion

The Future Is Changing

We believe the rapid speed and scale of change over the past four years were only a preview of what's to come. In the next few years, businesses, governments and philanthropies will be challenged by ever greater volumes and velocities of change.

Point B has built our reputation on our ability to help customers make transformative change in challenging times. Along the way, it's no coincidence that CSR has become integral to who we are and how we work:

Employee ownership builds continuity, commitment, and long-term thinking—aligning every associate's priorities with the success of our customers.

Putting our customers first drives us to always do what's right and serve their best interests by developing our organization to stay one step ahead on their behalf.

Our strong local presence in every market we serve benefits our associates, our customers, our communities and the environment.

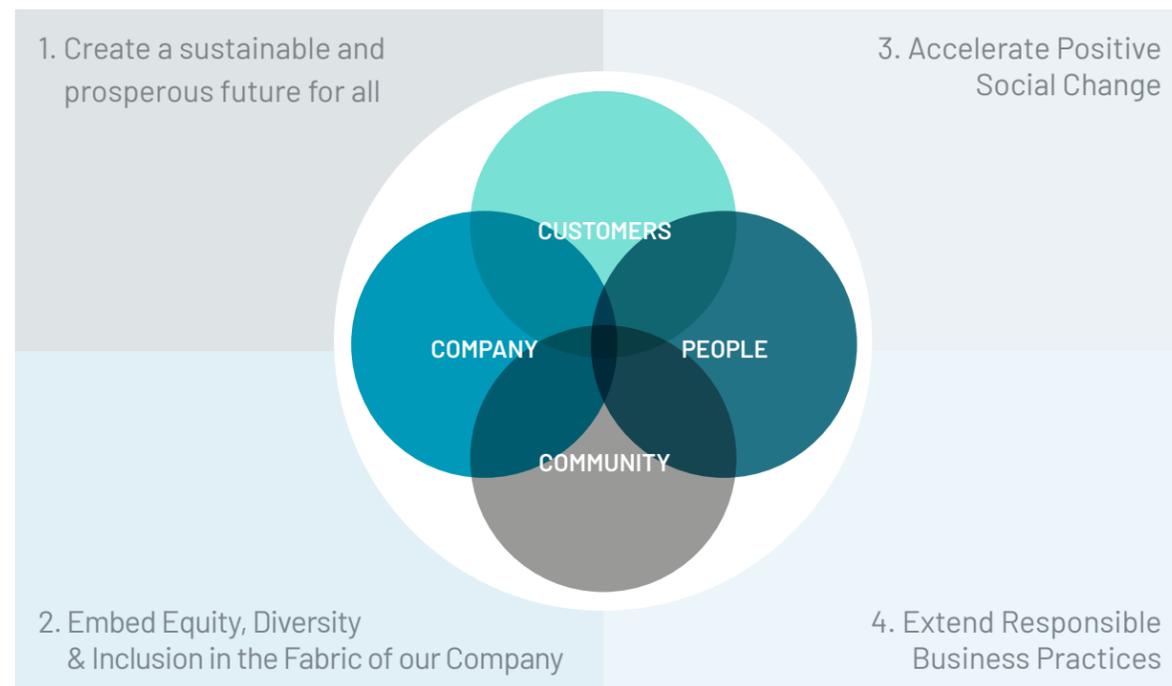
Investing in our culture unites our people, fuels our "secret sauce," and drives the virtuous loop in associate, customer and community satisfaction.

Across our company, CSR inspires us to ask more of ourselves and to do more for others. It informs us to measure success by the triple bottom line. It connects us with our customers and communities to steadily and sustainably grow the common good.

As we close the book on the last four years, we are grateful for the thousands of customers, suppliers, community members and other stakeholders who have partnered with us. In the days ahead, we look forward to joining forces in ever more and better ways to deliver triple bottom-line value in a rapidly changing world.

2023 Goals

Point B strives to expand and deepen our social impact in ways that are both material to our industry and meaningful to our partners. We recognize that the greatest sustainable impact comes from strategies that are mutually beneficial. Building on our work to date, we plan to make social impact in four fundamental ways:



Create a sustainable & prosperous future for all

Extend our impact by partnering with our customers to design and implement solutions that address their most challenging problems and deliver financial, social, and environmental value.

2023 Goal	Target Outcome	KPI's / Metrics
Receive national recognition for three client sustainability engagement case studies.	Point B helps clients drive measurable business value across their organizations while mitigating environmental impact and driving greater social value through sustainability and social impact projects.	<ul style="list-style-type: none"> # of sustainability engagements Investment in sustainability offering
Train 50% of all associates on Triple Bottom Line client delivery and 100% of all Point B new hires	Clients recognize Point B's approach goes beyond delivery excellence and includes to reducing environmental harm, increasing social value and optimizing profit across their organization.	<ul style="list-style-type: none"> % of Associate participation in training

Embed equity, diversity & inclusion in the fabric of our company

Weave EDI thinking, principles and practices into the fabric of Point B's culture and decision-making and leverage EDI to help our firm and our people grow and thrive.

2023 Goal	Target Outcome	KPI's / Metrics
Remove unintentional barriers	Lower potential bias in our recruiting, interview, career development, and talent review processes to ensure an inclusive employee experience.	<ul style="list-style-type: none"> % employees that have completed EDI related training Leadership pipeline delivery
Appeal to all, internally and externally	Develop a diverse pipeline of candidates and evolve our culture and resource groups at Point B to ensure that our employees feel supported.	<ul style="list-style-type: none"> Pipeline and hiring diversity # of employees that participate in EDI business resource group activities
Open dialogue and build awareness about the experiences that we have	Encourage open dialogue through facilitated events and focused conversations designed to explore the diversity that each of us bring and to expand our understanding of EDI at Point B.	<ul style="list-style-type: none"> # of employees that participate in EDI events EDI sentiment on annual engagement survey

Accelerate positive social change

Support our nonprofit partners in driving positive societal change by providing expertise and resources, as well as through training and equipping community members with skills and knowledge to increase their impact.

2023 Goal	Target Outcome	KPI's / Metrics
Directly engage 30 community organizations through knowledge sharing, board support and office gleaning	Leverage Point B associate leadership ability and physical assets to positively contribute to community organizations	<ul style="list-style-type: none"> Number of organizations receiving services \$ Value of services provided. % of Associates actively serving on a Nonprofit Board
33% of associates advance their contributions to community organizations through firm resources, training, and networking	Validate Point B initiatives are helping associates to contribute to the community organizations of their choice	<ul style="list-style-type: none"> % of Associate participation in community-centric programs % of Associate participation in training

Extend responsible business practices

Innovate new business practices that drive triple bottom-line results (i.e., financial, social and environmental) for our firm and all of our stakeholders.

2023 Goal	Target Outcome	KPI's / Metrics
Achieve 100% carbon neutrality	Recognize and take accountability for our negative environmental impact by offsetting our carbon emissions and act to protect the environmental health and safety of our communities	<ul style="list-style-type: none"> Total Carbon Emissions Carbon Emissions per FTE % of Carbon Emissions offset through certified partners.
Increase spend on local suppliers to 50% of total (~\$60,000,000)	Promote economic vitality in our local communities by investing in local businesses that share our deep commitment to business sustainability and social responsibility	<ul style="list-style-type: none"> Supplier survey compliance (% of total supply chain) % of suppliers that meet or exceed minimum responsible sourcing requirements. % of total spend on local suppliers

About This Report

Approach

This report is written in accordance with the Global Reporting Initiative (GRI) framework— specifically, the GRI Core reporting requirements as of 2019, with all topics and boundaries highlighted throughout the report and in the GRI Summary table in the appendix.

GRI topic boundaries: As a consulting firm, we make most of our impact through the work we do for our customers, and how we deliver our services. As an employee-owned consulting firm, our revenue and profits are shared among our associates, and our operational expenses are subject to the responsible sourcing standards we implemented in 2019. As a consulting firm centered on serving our customers locally, most of our environmental impact comes from everyday commuting patterns and air travel. Our reporting focus is based on our materiality assessment and stakeholder inclusiveness.

Sustainability is naturally woven into our business units and department teams because of our employee-ownership model and our emphasis on the

long-term health of the business. Making sustainable business decisions doesn't rest solely on one small team; while our CSR team advises our internal teams and departments, each of our business units and teams are continuously balancing short-term returns with long-term value.

Survey methodology and stakeholder engagement

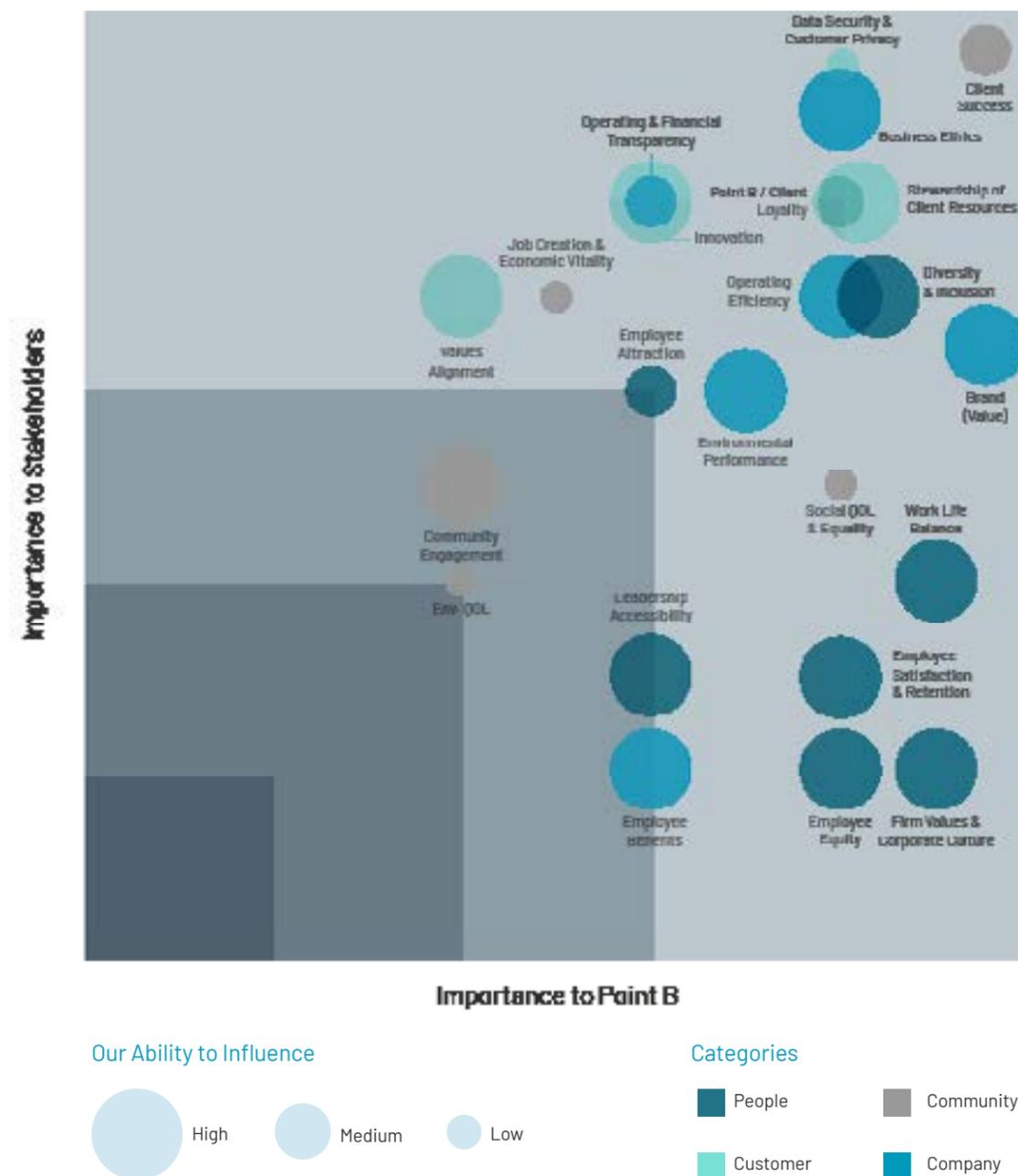
- Point B coordinates an annual CSR survey of all associates on social, community, materiality and environmental factors.
- Our CSR Team manages an annual companywide collection of all material CSR data from across all internal operational departments.
- Point B solicits feedback on each engagement across all of our customers in every market. We also request feedback annually through a nationwide customer survey.

Reporting cadence: Point B is currently on a 3- to 4-year reporting cycle.

Materiality Matrix

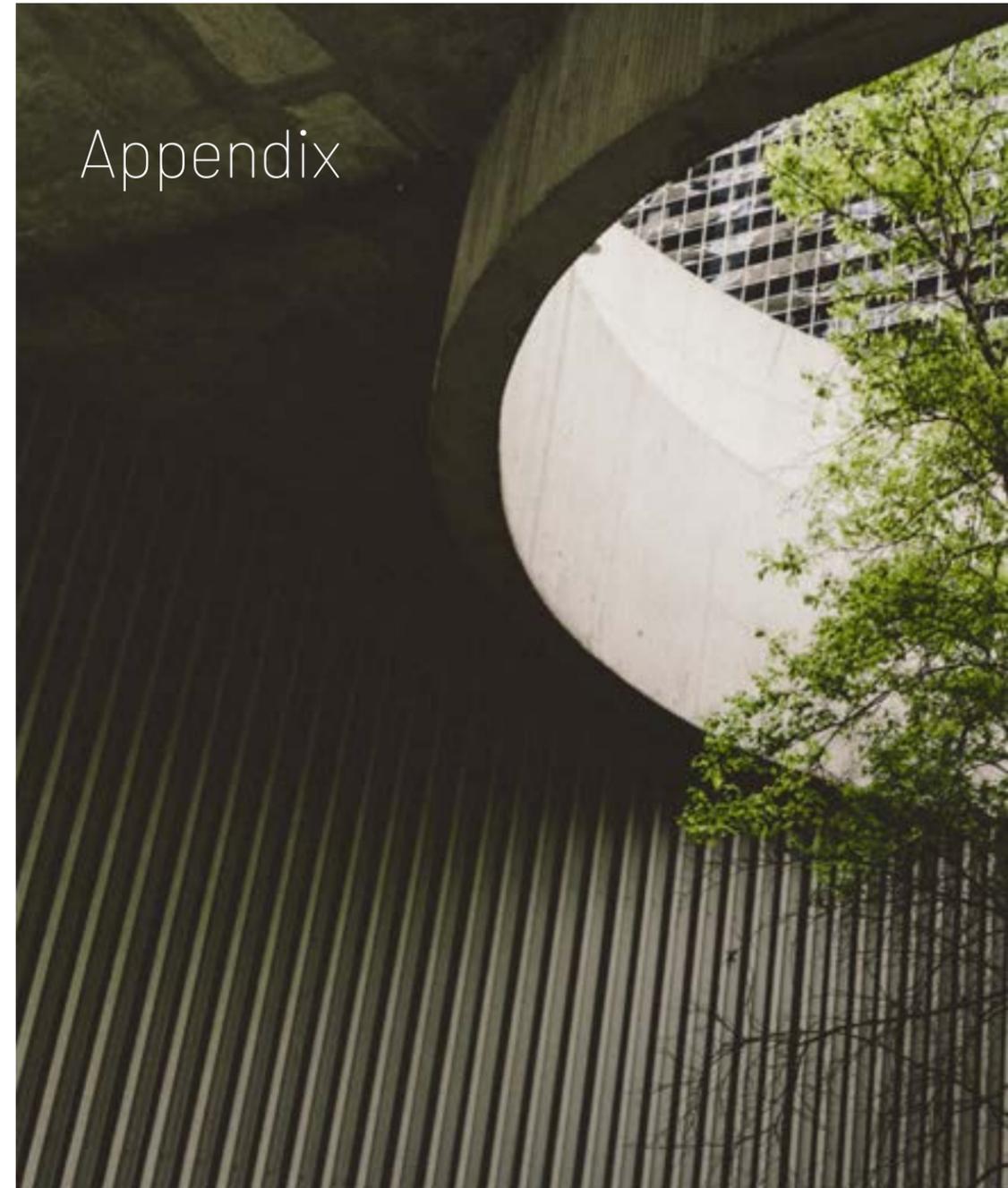
Point B's materiality assessment displays our business factors, size of influence, and relative importance to four stakeholder groups—customers, associates, company and community—together with their importance to Point B. We led a mix of internal surveys, interviews with community partners, and executive-level discussions to identify these

factors and determine which are most important. The survey questions and discussion topics focused on key themes and pillars of Point B. The figure below illustrates the matrix of these factors. The four colors of the circles identify our key stakeholder groups; the size of each circle demonstrates its ability to influence.



Stakeholder Assessment

Stakeholder	Who	How we engage
Customers		
	<ul style="list-style-type: none"> • Past, current and future clients • Engagement partners 	<ul style="list-style-type: none"> • Successful project results (CSD) • Net promoter scores • Engagement events and reviews • Account leader and director oversight • Team and account meetings • Voice of the Customer surveys
People		
	<ul style="list-style-type: none"> • Past, current and future employees and shareholders • Recruiting, learning and development, HR marketing and health and wellness teams, Equity diversity and inclusion team 	<ul style="list-style-type: none"> • 1:1 coaching and feedback • Biannual performance • Account leadership • Practice meetings/getaways • Engagement surveys • Day of dialogue (other EDI programs? – ask Sabah, individual EDI pledge?)
Company		
	<ul style="list-style-type: none"> • Firmwide ops team • Board of directors • Vendors and suppliers • Regulators, lenders and creditors • *See who we are for more info 	<ul style="list-style-type: none"> • RFPs • Direct outreach • Responsible sourcing initiative
Community		
	<ul style="list-style-type: none"> • Community organizations • Nonprofit and philanthropic orgs • NGOs • Local business • Local governments 	<ul style="list-style-type: none"> • Direct charitable investments • Pro bono services • Associate give-back • Associate-based sponsorship • Employee volunteerism • Local sourcing



Appendix

GRI Index Table

The [Global Reporting Initiative \(GRI\)](#) is an independent, international organization that provides a comprehensive framework for consistent, verifiable, and relevant sustainability reporting. The framework is designed to support organizations in reporting on their most critical areas of positive and negative impact on the environment, society, and the economy. The GRI Sustainability Reporting Standards are the most widely adopted standards for sustainability reporting in the world.*

The table below outlines Point B's most material areas of environmental, social, and economic impact over a four year period (2016 - 2019) and illustrates our performance against these standard sustainability indicators.



"The practice of disclosing sustainability information inspires accountability, helps identify and manage risks, and enables organizations to seize new opportunities. Reporting with the GRI Standards supports companies, public and private, large and small, protect the environment and improve society, while at the same time thriving economically by improving governance and stakeholder relations, enhancing reputations and building trust."

- Global Reporting Initiative

GRI Disclosure #	Description	Response	2016	2017	2018	2019
102.1	Organizational Profile					
102-1	Name of the organization	Point B, Inc.				
102-2	Activities, brands, products and services	Professional Services Professional Services				
102-3	Location of headquarters	Seattle, WA, USA				
102-4	Location of operations	USA				
102-5	Ownership and legal form	Registered S-Corp with an Employee-Stock Ownership Plan (ESOP)				
102-6	Markets served	(page 57)				
102-7	Total number of employees		627	701	753	864
102-7	Total number of projects		984	1,113	1,244	1,454
102-8	Information on employees and other workers (# of full time female employees)		209	251	286	340
102-8	Information on employees and other workers (# of full time male employees)		357	398	421	486
102-8	Information on employees and other workers (# of part time female employees)		46	42	34	26

102-8	Information on employees and other workers (# of part time male employees)		15	10	12	12
102-8	Information on employees and other workers - Total number of contracted employees		41 Female 62 Male 103 Total	27 Female 52 Male 79 Total	111 Female 98 Male 209 Total	115 Female 128 male 243 Total
102-8	Information on employees and other workers	~25% Point B activities performed by workers who are not employees (ask Sondra to weigh in on description). Employee data is compiled through Point B's Human Resource software system.				
102-9	Supply Chain	Point B's supply chain is primarily made up by professional services organizations supporting that are routinely used in the consulting industry.				
102-10	Significant changes to the organization and its supply chain	No significant changes to Point B's size, structure, ownership or supply chain since last report in 2016.				
102-11	Precautionary Principle or approach	See Company section (page 42)				
102-12	External initiatives	None				
102-13	Membership of associations	See Community partnerships (page 32)				
102.2	Organizational Profile					
102-14	Statement from senior decision-maker	See letter from COO				
102.3	Ethics and Integrity					
102-16	Values, principles, standards, and norms of behavior	See Point B values (page 60)				
102.4	Governance					
102-18	Governance Structure	Point B executive leadership team and board is responsible for decision-making on economic, environmental and social topics, led by CEO, Mike Pongon. See list of executives and board members. (page 58)				

102.5	Stakeholder engagement	
102-40	List of stakeholder groups	See Stakeholder section
102-41	Collective bargaining agreements	None
102-42	Identifying and selecting stakeholders	See Stakeholder and Approach section
102-43	Approach to stakeholder engagement	See Stakeholder section
102-44	Key topics and concerns raised	See Stakeholder Engagement and materiality (page 63)
102.6	Reporting practice	
102-45	Entities included in the consolidated financial statements	Point B Consulting, Point B Capital, Point B Property Development, Expert Velocity, Point B Direct
102-46	Defining report content and topic Boundaries	See Approach section
102-47	List of material topics	See Materiality section
102-48	Restatements of information	Restatements called out as applicable throughout report
102-49	Changes in reporting	See Materiality section
102-50	Reporting period	2016-2019
102-51	Date of most recent report	2016

GRI Disclosure #	Description	Response	2016	2017	2018	2019
102-52	Reporting cycle	3-4 years				
102-53	Contact point for questions regarding the report	CSR@pointb.com				
102-54	Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with the GRI Standards: Core option				
102-55	GRI content index	See pages 66-73				
102-56	External assurance	None				

Economic Topics						
Revenue generated and distributed						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and Community sections				
201-1	Direct economic value generated	Revenues	\$156,000,000	\$168,000,000	\$203,000,000	\$228,000,000
201-1	Economic value distributed - Community investments		\$325,994	\$346,534	\$259,764	
	Operating costs, Employee Wages & Benefits, Payments to Providers of Capital - Not reporting for competitive risk management. No regulatory fines or payment to governments. As an ESOP organization, no federal income tax is accrued.					

Local hiring						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and Company sections. Point B definition of local hiring: Employees hired into a local market rather than a national traveling role.				
202-2	Proportion of senior management hired from the local community		100%	100%	88%	100%
N/A	Proportion of employees hired from the local community *Increase in hires outside of the local community due to growing national practice. See Company section to see how we try to hire in local markets for employees subject to travel.		99%	81%	62%	87%

Indirect economic impacts		
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and Community sections
203-2	Significant indirect economic impacts	See People & Community section
Spending on local suppliers		
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and Company sections
204-1	Proportion of spending on local suppliers	In 2019, 55% of total operational spend was with suppliers and vendors based in our primary markets.

Environmental Topics						
Energy						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality, Company and 2023 goals sections				
302-1	Energy Consumption within the organization Total fuel consumption from renewable sources (KWh)		176,657. 8245	194,311. 4355	285,826. 35	282,037. 38
302-1	Energy Consumption within the organization Total fuel consumption from non-renewable sources (KWh)		116,616.3	295,394.2	292,402. 3	341,039. 4
302-1	Energy Consumption within the organization Total electricity consumption (KWh). *In July 2017, Point B purchased...		299,055. 15	494,450. 25*	584,388. 6	619,479. 9
302-1	Energy Consumption within the organization	Estimated energy consumption calculated using average office building consumption based on EIA estimates. Point B calculates this by Average Office Building Consumption (15.9 KWh)*Sq Ft (varies), broken down by source: Renewable energy calculated using Wind, Solar, Hydro, Biomass and Geothermal sources based on local utility power mix as available; Non-renewable energy calculated using Coal, Natural Gas, and Nuclear sources based on local utility power mix as available. LEED buildings adjusted based on efficiency studies.				
Water						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and Company sections				
GRI Disclosure #	Description	Response	2016	2017	2018	2019
303-1	Interactions with water as a shared resource	As a professional services firm, our interaction with water is limited to general water consumption within office buildings. Water consumption calculated using EIA average water consumption per person per day in a commercial office building and the utilization of the building.				

Emissions						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See Materiality, Company, and Approach section				
VZXC	Direct (Scope 1) GHG emissions		0	0	0	0
305-2	Energy indirect (Scope 2) GHG emissions Gross location-based energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent		76	166	166	180
305-2	Energy indirect (Scope 3) GHG emissions Scope 3 carbon emissions calculated using survey data and extrapolated air travel, commute patterns and waste per employee.		1,997	3,623	3,106	4,391
Waste						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	Waste reporting due to impact on emissions. As a professional services firm, we do not have a waste reduction approach, however, will continue to monitor.				
306-2	Total weight of non-hazardous waste Landfill *Data calculated using EPA average per person adjusted for office working days and utilization		23474.88	26133.12	31397.54 715	
Non-compliance with environmental laws and regulations						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See Materiality, Company, and Approach section				
307-1	Significant fines and non-monetary sanctions for non-compliance with environmental laws and/or regulations	No fines or non-monetary sanctions for non-compliance environmental laws and/or regulations				
Suppliers environmental performance						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See Materiality, Company, and Approach section				
307-1	New suppliers that were screened using environmental criteria	Point B includes social and environmental criteria in the request for proposal (RFP) process when deterring new service providers. Additionally, all new suppliers receive the annual responsible sourcing survey to measure social and environmental performance, year over year.				

Social Topics						
New employee hires and employee turnover						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and People sections				
401-1	Total number and rate of new employee hires	Total number and rate of employee turnover	Female: 30, 12% Male: 36, 10%	Female: 18, 6% Male: 45, 11%	Female: 39, 12% Male: 47, 11%	Female: 96, 11% Male: 118, 14%
Benefits						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and People sections				
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	No benefits unavailable to temporary or part-time employees				
401-3	Parental leave	All Point B employees are entitled to parental leave				
401-3	Parental leave - Total number of employees that took parental leave		26	9 female; 14 male		
401-3	Parental leave - Total number of employees that returned to work		24	9 female; 14 male		
403-6	Promotion of worker health					
403-6	Promotion of worker health	See full overview of Point B benefits at careers.pointb.com/Benefits				
Training						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and People sections				
404-1	Average hours of training per year per employee			4,106 Total, Avg of 6 hrs per person	7,642 Total, Avg of 10 hrs per person	

GRI Disclosure #	Description	Response	2016	2017	2018	2019
404-3	Percentage of employees receiving regular performance and career development reviews	100% of Point B employees receive regular performance and career development reviews				
Diversity						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and People sections				
405-1	Diversity of governance bodies and employees by gender	40.7% Female; 59.3% Male	41.8% Female; 58.2% Male	42.5% Female; 57.5% Male		
405-2	Ratio of basic salary and remuneration of women to men		-2.4%	N/A	-1.0%	-0.7%
Suppliers Screened Using Social Criteria						
103-1, 103-2, 103-3	Explanation of material topic and its Boundary	See materiality and Company sections				
414-1	New suppliers that were screened using social criteria	Point B's Responsible Sourcing program launched in July of 2019, including social and environmental criteria into the supplier selection and management process.				



2022 Impact Report

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