

2009 B Corporation™ Annual Report

*Building
a New Sector
of the Economy*



Certification Plus

A New Kind of Corporation

Impact Investing

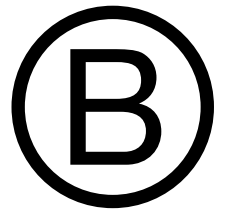
Profiles of Impact

Profiles of Innovation

An Invitation

B Corp Directory

Certified



Corporation®

bcorporation.net

Created in partnership with the community of B Corporations

B Lab Progress Summary

The financial crisis has created a unique opportunity to redefine success in business. Our message of using the power of business to solve social and environmental problems has never been more resonant and timely. The leadership of the B Corp community has helped B Lab accomplish the following in the last two years:

Building a Community of Leaders

We've certified more than 200 B Corporations from 54 industries and 28 states, representing about \$1 billion in sales and \$7 billion of investment assets.

Saving Money in a Recession

We've saved B Corps more than \$600,000 through our 23 Service Partners. Almost all of this can be attributed to *recurring annual savings* through heavy discounts on services such as Salesforce.com CRM platforms, NetSuite ERP Software and credit card processing.

Creating a New Corporate Form

B Lab is working to create a new corporate form with higher standards of corporate purpose, accountability, and transparency. Legislation is expected to be introduced in 2010 in California and two to three other states. This momentum was created through our work with law firm Hanson Bridgett (Founding B Corp) to create a constituency statute in California last year.

Driving Impact Investing

The Global Impact Investing Network (led by members Prudential, JPMorgan Chase, Rockefeller Foundation and others) has asked B Lab to develop the Global Impact Investing Rating System (GIIRS). GIIRS will help drive institutional investment to high impact companies by rating the social and environmental performance of global private equity and debt portfolios. GIIRS is scheduled to launch in late 2010.

Catalyzing a Marketplace around Standards

More than 1,000 companies are benchmarking their social and environmental performance with the B Impact Rating System (BIRS); three business associations require using BIRS as a membership requirement; two emerging social stock exchanges are using BIRS as a listing requirement; five private equity investors and credit providers are using BIRS to improve their due diligence and portfolio management.

Launching V2.0 of the B Impact Ratings System (BIRS)

More than 40 thought leaders, practitioners and academics spent eighteen months creating the Public Beta of V2.0, which increases the accuracy, brevity, clarity, and specificity of BIRS. Included will be the first two industry addendums: Financial Services and Building. V2.0 is slated to be launched January 2010.

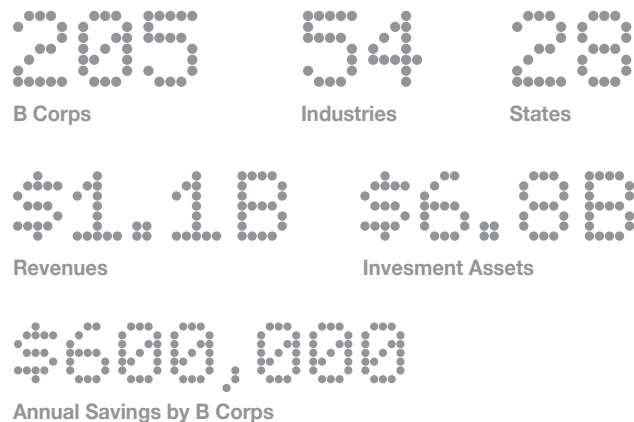
Generating Press

B Corps have been featured in over 45 print stories and countless blogs, including *Inc.*, *Fast Company*, *Entrepreneur*, *Financial Times*, *New York Times*, and *Wall Street Journal*. The story is consistent: the growing community of B Corporations and the new standard they are setting. Recently, B Lab helped seven B Corps earn top spots in *Business Week's* 'Top Social Entrepreneurs' feature.

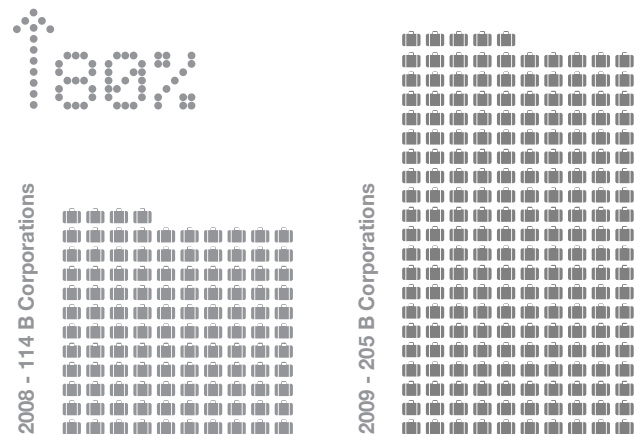
Launching Marketing Partnerships

We launched GOOD Business, a collaboration with *GOOD Magazine*, featuring a magazine, videos, Web coverage, and presence at Green Festival. This Fall, *GOOD*, *Fast Company* and 10 million member *Care2.com* will syndicate the B Corp blog – [the change we seek](#).

Snapshot



Growth



Diversity

