



# Progress Summary

## + Gaining Momentum

Certifications are up more than 75 percent in 2010 vs. 2009, bringing us to 370 B Corps from more than 60 industries. Meet some on p. 38-45.



## + Making CFOs Happy

B Corps are saving more than \$1 million dollars per year through heavy discounts on services such as Salesforce.com CRM platforms, NetSuite ERP software and Intuit Quickbook licenses. Read more on p. 11.



## + Resonating with Consumers

**Better Companies  
make Better Products**

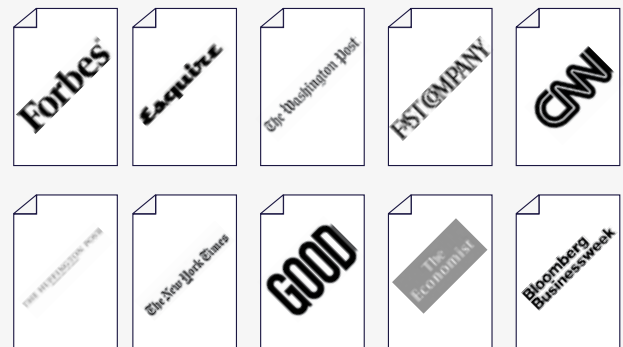
**B Corporations  
are Better Companies**

**B Corp Ad Campaign Resonates with 17 Million**

More than 90 percent of consumers tested say they'll consider purchasing from B Corps featured in the B Corp ad campaign, or at least want to learn more about them. The campaign runs through 2011 and reaches 17 million values-driven consumers. The headline: "Better Companies Make Better Products. B Corps are Better Companies." Read more on p. 32.

## + Generating Press

B Corps have been featured in more than 70 articles and countless blogs by diverse media outlets.



## + Passing Legislation



Maryland and Vermont passed Benefit Corporation legislation with broad bipartisan support in spring 2010. Nine other states are moving forward in 2011. The City of Philadelphia passed legislation creating the country's first B Corp tax break. Read more on pg 16-20.

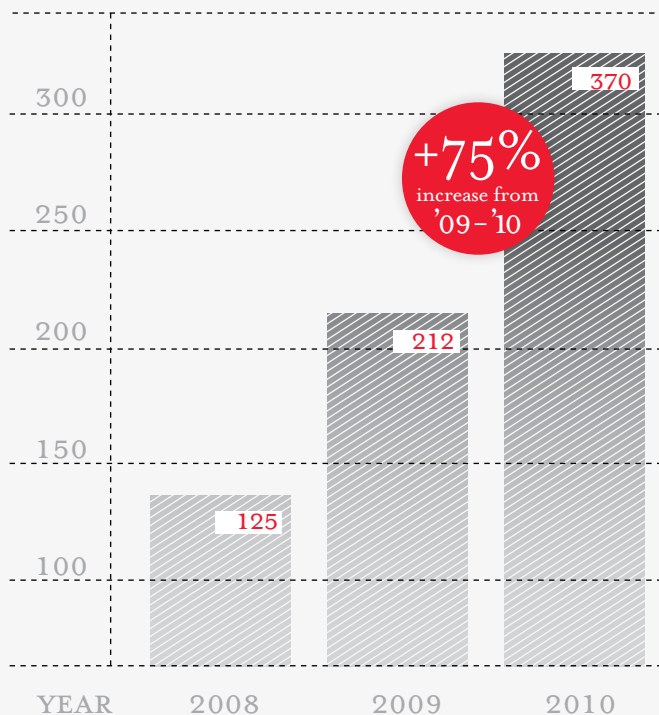
## + Driving Capital to Impact



Benefiting the world's most pioneering social entrepreneurs

The GIIRS Pioneers—25 leading funds with assets of \$1.2 billion—agreed to have their 200 portfolio companies across 30 countries in North America and emerging markets get GIIRS-rated with B Lab's new GIIRS impact rating system. USAID, Prudential Investments, Deloitte, and Rockefeller fund B Lab to accelerate development and adoption of GIIRS. Flip this report over to get full coverage.

## + Number of Certified B Corporations



## + Number of Businesses Using the B Impact Rating System

