

The Myers-Briggs Company, a California Benefit Corporation

Annual Benefit Report For 2018



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Overview

2018: Expanding our Impact

At **The Myers-Briggs Company**, our mission is to inspire everyone to lead more successful and fulfilling lives. Rooted in our belief that self-awareness provides the foundation for growth and achievement, it's a mission that encourages people to be their best – at work, home, school and everywhere in between.

After merging with our largest distributor in 2017, we set our sights on building a global brand with a vision to “change the world, one world at a time” and in 2018, we started working toward this ideal. Building on 90 years of deep organizational and product development expertise, we moved into new markets and expanded our customer base. We deepened our commitment to volunteering. We heightened our environmental awareness and sought to lower our environmental impact. And, we solidified our commitment to “doing good” by becoming a Certified B Corporation. With an aligned view on mission and culture, our global teams across six offices worked closely together to define new ways of creating positive change for our customers and our communities.

"It was imperative to me that the company unify around our mission and the idea that we should not only deliver value for our customers and grow the business, but also strive to make a positive impact in our communities and for our planet. Moreover, I wanted to maintain a focus on employee well-being and development, something that has always been important to the company. Since we're a global organization, I think we have a unique opportunity to "do good" all around the world. Being a Certified B Corp helps keep us focused on what's important, not just short-term gains but long-term achievement of ambitious goals and initiatives that make our world better."

Jeff Hayes, President & CEO, The Myers-Briggs Company

Impact on our Customers

We exist to drive change

While the Myers-Briggs Type Indicator® (MBTI®) assessment may have made the name famous, understanding personality type is only one element of The Myers-Briggs Company. At our core, we seek to understand how social behaviors and technological trends affect people, teams, and organizations. We do this by bringing together our team of psychologists (who have decades of experience in deep organizational development and scientific research) and our customers to create solutions that address the most pressing human capital-related challenges. By design, our business is built to help people drive change and achieve their best. We believe that by providing tools to help people and organizations be their best, we can inspire positive social impacts at both an individual and organizational level.

As an integrated, global company we are working to expand our impact. Here are a few highlights from our 2018 efforts:

Driving educational outcomes

- Establishing an Innovation Labs and investing in a new platform (VitaNavis®) has allowed us to expand our services within the education sector as well as to provide our insights to traditionally under-served students. We designed the VitaNavis platform to assist schools with increasing student engagement, retention, and matriculation rates, and we are pleased about the impact it is having on career development and overall student success. Research conducted by our customers has shown that the retention rate for students who used our SuperStrong® assessment via the VitaNavis platform was 66% as compared to 34% for those who did not receive these services. In addition to offering the product directly, we're excited to extend our reach through the World of Work, a K-12 curriculum solution designed to expose children to the concepts of self-awareness and career exploration. You can learn more about this innovative program through this video: <https://vimeo.com/306717940>

"This program [VitaNavis] is a great tool for helping students determine where they need to go academically as they enter college overwhelmed and undecided on a major."

Quanda Sims, Director of Counseling, Morris College

Addressing deeper needs through services

- Through our recent acquisition and additional resourcing investments in 2017, we've added new experiential offerings for virtual teams as well as expanded our reach through custom consultancy offerings. In doing so, we've assisted organizations with a range of services from designing and deploying large scale leadership and coaching programs to addressing conflict within critical work teams. Through these initiatives, we've expanded our impact with our customers and helped them to build high-performing organizations.

"One thing about having a more scalable solution is that we've introduced a brand-new in-house leadership program, which targets those people newly promoted to leadership...These are global cross-functional working teams they will all experience MBTI in a virtual manner as they are dotted across Asia, Europe, the middle East and Africa, and the States."

Michelle Supple, Global Talent Director, Qlik®

Delivering for scalable impact

- Since our founding, a primary aspect of our business has been to help drive individuals' self-awareness. As organizations have grown to include more remote employees and geographically dispersed teams, they've looked to us to provide more scalable, accessible solutions to address how disparate teams can work better together. In 2018, we developed additional content and translations to support customers who are undertaking global development programs to improve communication, collaboration, and innovation across their companies and to magnify their impact around the globe.

"The Myers-Briggs Company has helped our teams adapt to new realities, exchange valuable feedback, and collaborate to drive innovation."

Bridgette Morehouse, Chief Learning Officer, Ford Motor Company

Impact on our Community

Our people are the giving type

Giving back to the community has been a priority of our organization since its inception in 1956. This mandate reflects the legacy of our founder, John Black, who devoted time and resources to philanthropic activities. Consistent with our mission, many of our charitable activities fund programs that promote educational opportunities and help underserved communities. In 2018, we expanded our efforts through the development of regional, employee-led committees dedicated to investigating new ways in which we can increase our impact in local communities through the provision of support, programming, and funding.

In May 2018, our UK team chose Parents and Children Together (PACT) to be their first official charity partner. Here are a few highlights of this partnership:

- Taking part in physical fundraising activities including PACT's "Marathon in May" challenge, which also had a positive impact on the wellbeing of our employees
- Collecting workwear, sportswear and toiletries for Alana House, one of PACT's community projects that provides support to vulnerable women
- Providing consultancy to support the recruitment of PACT's Head of Adoption
- Sponsoring PACT's Head of Human Resources to attend our MBTI Certification Program.

Additionally, our UK team began working closely with Restore, a local mental health charity that helps people develop the skills they need to recover from mental health issues and lead meaningful lives. Our professional services team provided MBTI feedback sessions to Restore employees. And the Restore team reciprocated their expertise, providing Mental Health First Aid Training sessions.

Historically, our U.S. team has supported a variety of organizations through philanthropic work and donations ranging from back-pack drives to support underserved schoolkids in the local communities to food, toy and clothing drives to support a wide range of children and adults in need in our vicinity. Taking a lead from our UK colleagues, our U.S. team is surveying the

employee base to nominate organizations to receive our holistic support, and we look forward to finalizing these plans in 2019.

Our employee committees are also considering how we may best engage with and serve fellow B Corps with special programming, pricing or complimentary services.

With our social mission at the core of what we do, we want to ensure that all employees have time to spend on causes close to their own heart. In 2018, we expanded our policy to offer all employees globally two paid volunteer days so they feel supported in advancing local causes in our regional communities. Our goal is to ensure that each employee uses his or her benefit to benefit others across the globe. To that end, we've created a company-wide goal and activities to encourage participation at every level within the company.

We believe in going green

Our commitment to corporate citizenship also extends to providing high-quality products and

"I have been very lucky in my life with so many things, especially with the family and friends I have. I appreciate that I'm in a place where I can give donations, but that doesn't feel like enough. Having gone to a food kitchen once and seeing the direct impact of handing a meal to someone made a marked impression on me and I knew I needed to do a whole lot more going forward."

Karen Gonzalez, Product Marketing Manager, The Myers-Briggs Company

services that are socially sound and conducting our business in an environmentally responsible manner. In addition to purchasing and outfitting our U.S. headquarters to California's stringent "green" building code, we have taken other steps to lower our environmental footprint, including buying solar-sourced energy, recycling, establishing a composting program and using more environmentally-friendly packaging for our print products. Likewise, we are encouraging our customers to purchase electronic versions of our products to reduce our use of paper and the resources required to ship physical products.

In 2018, we established regional committees to develop ways that we can reduce waste and contribute to a healthier planet. We still have work ahead, but we are proud to have already accomplished the following:

- Reduced product packaging and replaced base contents with recycled materials
- Sourced office supplies, marketing materials, and logo wear that are made from sustainable materials
- Implemented a food scraps program that serves food waste to animals: www.forktofeed.com
- Started the "B-Green" newsletter to keep fellow staff updated on all things green including ways to upcycle and recycle unused items
- Researched opportunities for reducing and offsetting our carbon footprint.

Impact on our People

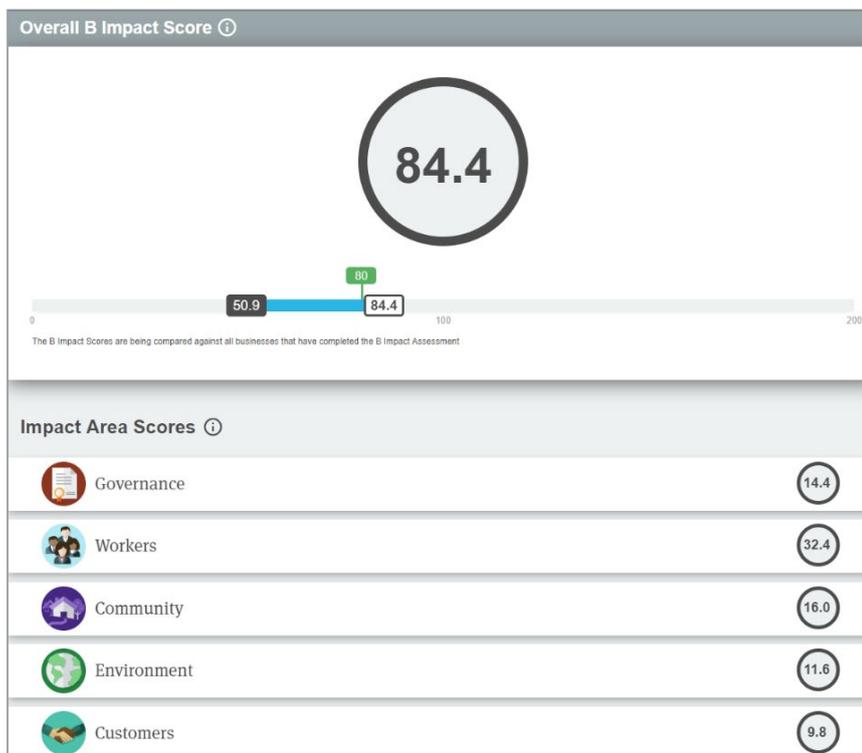
Our people are at the heart of all we do

We believe in providing our employees with an excellent place to work and fair benefits. To this end, we pay all our employees a living wage, provide health coverage to all full and many part-time employees, and support flexible working schedules. As you can see in the following section, our highest score on the B Impact Report was for the “workers” component.

Benefit Corporation

Public benefits and disclosures

- The Myers-Briggs Company is both a Certified B Corp as well as a benefit corporation under California law. We work to provide a public benefit to our clients, our employees, and our community
- The Myers-Briggs Company measures our public benefit through the B Lab Impact Assessment, which measures a company's positive social impact on its stakeholders. We have been using this assessment since 2016, the year we registered with B Lab. We passed our first audit in October 2018, and our next B Lab audit will be in 2021
- Our audited scores across the organization are as follows:



- Review our full results at: <https://bcorporation.net/directory/the-myers-briggs-company>
- There is no organizational connection between The Myers-Briggs Company and B Lab

- As of the date of this report, The Myers-Briggs Company shareholders with an ownership stake of more than 5% are The Myers-Briggs Company ESOP, The Peter B. Myers Management Trust, and The Dorothy B. Black Spousal Trust.

What's Ahead for 2019

We're committed to doing more

- Engaging our staff to take their annual volunteer leave
- Moving more print products to digital formats
- Launching a new values-driven professional development program for staff
- Selecting a non-profit partner in the U.S.
- Getting more deeply involved in the B Corp community by hosting local meetings and formalizing specific offerings for Certified B Corporations.

We look forward to reporting on our 2019 initiatives next year. In the interim, we encourage you to learn more about B Corps by visiting B Lab's website at <https://bcorporation.net>.