



The Myers-Briggs Company a California Benefit Corporation

Annual Benefit Report for 2024

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COMPANY CONFIDENTIAL

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Overview

We, at The Myers-Briggs Company, believe that as technology advances, human relationships have never mattered more. Self-awareness (and the awareness and understanding of others) provides the foundation for growth and achievement, and we use our best-in-class assessments to help our customers better understand personality, interests and behaviours.

In 2024, we have undergone major transformational change to seek to ensure the long-term viability of the Company. We continue to work on our turnaround strategy, transitioning the Company to be more agile, revitalizing our family of best-in-class assessments, and making us better suited to face the future and the challenges affecting our industry.

Since converting to a California Benefit Corporation and gaining our B Corp™ certification through B Lab in 2018, we continue to build on 90 years of deep organizational and product development expertise. Since certifying as a B Corp, we have embraced purposeful business and strengthened links with our communities, augmented our charity partner program, heightened our social and environmental awareness, and lowered our carbon footprint by more than 50%.

Whilst time spent on B Corp related matters has necessarily reduced in 2024 as we go through this period of transformation and restructuring, we are committed to recertifying as a B Corp, for a third term, in 2025. Our global teams across our six offices work together to create positive change for our customers, employees, and communities, with further focus on our customers and communities to make our assessments accessible to those who might not otherwise benefit.

We exist to drive change

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 organizational development and scientific research) and our customers to create solutions that address the most pressing human capital-related challenges. By design, we've built our business to help people drive change and achieve their best by understanding themselves and each other better. We believe that by providing best-in-class assessments to help people and organizations be their best, we can inspire positive social impacts at both an individual and organizational level and we intend to build on our family of assessments to further this aim.

"The Myers-Briggs Company has significantly helped us drive business performance by helping the team to understand themselves, each other, us as entrepreneurs and our fast-paced action-orientated approach to pioneering sustainability."

Jo Chidley, Founder, Beauty Kitchen

2024: Executing our Strategic Vision

As part of our 2024 strategic review, we are focussing on organizational transformation in the areas of:

- **Customer experience and product development** - to enhance our customers' experience of our products and put the practitioner at the forefront of what we do. As technology advances, human relationships have never mattered more and we are working to revitalize our people development solutions to broaden our impact with customers and expand our reach into new market segments, enhancing our family of best-in-class assessments and making these accessible to more people and organizations, to make their impact greater.
- **Technology and Infrastructure** - to boost operational efficiency and remove technological barriers that impeded growth, to better meet the needs of our customers.
- **International Markets** - to nurture our international partnership base and build better partner capability.
- **Collaborations** - entering into new collaborations to develop our family of products, and to add new innovations to enhance our existing products.

Purposeful business

The concept of purposeful business reflects the legacy of our founder, Dr. John Black, who devoted time and resources to philanthropic activities and believed business needed to have a positive impact on the world. Our B Corp mission is to drive our business towards a more sustainable future, to promote and join causes that inspire positive change and to act with social responsibility. Consistent with that mission, many of our charitable and pro bono activities fund programs that promote educational opportunities and help underserved communities.

"The session armed us with an invaluable tool to be more effective in achieving our organizational goals. We are better able to move forward as a team thanks to the insights we gained. In fact, we found it so helpful, we're looking at doing a similar workshop with employees soon."

Adriana Gascoigne, founder, CEO, and board member of Girls in Tech

B Corp Impact

Our employee-led B Corp Global Team supports our efforts to be better for our people, our customers, our community, and our planet, whilst ensuring we operate within a firm governance framework, all of which in turn benefits our customers and, ultimately, our shareholders. We measure our impact across several areas, as shown in this graphic:



Some of the initiatives undertaken by employees in 2024 to support our positive impact include:

Governance

- Continued work on our Ethics framework, augmenting the governance element of ESG principles which we know to be of ever-increasing importance to customers, and which for some customers are a pre-requisite to doing business with us.
- Continued work on our Compliance framework, with specific customer focus, to ensure our selling processes are responsive to increasing customer demand for clear and defined detailed information, particularly in the area of data protection.

Customers

- Increased our customer service commitment, our digital products availability and improved our materials and packaging sustainability credentials.

Workers

- Through our B Corp Month and B Corp Week activities, in March and October annually, we held employee-led skills shares, awareness-raising and fundraising.

Community

- Through our 2023/2024 Charity Partnership with Take 3 for the Sea, we:
 - o Made our products available in MBTI Essentials workshops
 - o Published research into Environmental Attitudes and Type
 - o Raised awareness on sustainability topics and undertook fundraising.

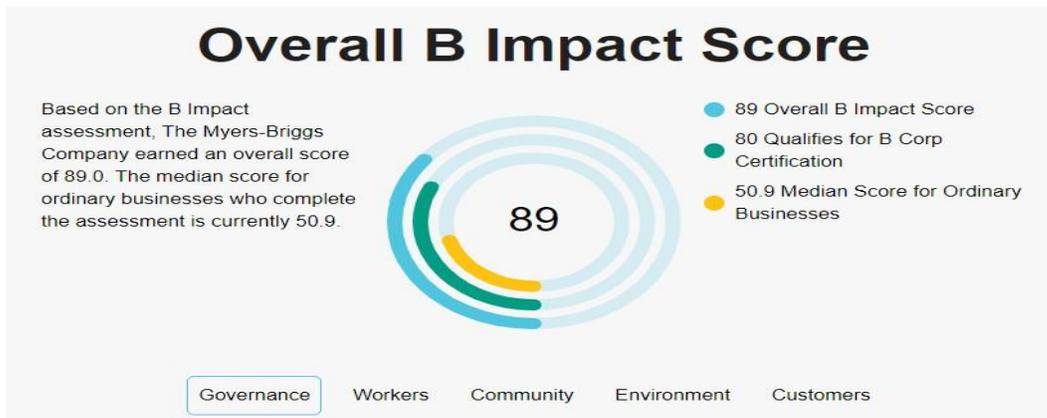
Environment

- Continued carbon offsetting on our shipments globally.
- Continued mapping our CO2 emissions having reduced our emissions by 52%.

Benefit Corporation

Public benefits and disclosures

- The Myers-Briggs Company is both a Certified B Corp through B Lab, as well as a Benefit Corporation under California law. We work to provide a public benefit to our clients, our employees, the environment, and our community.
- We measure our public benefit through the B Lab Business Impact Assessment, which is a rigorous, independent assessment evaluating 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 certification process in October 2018, and recertified as of January 1, 2022.
- In 2024, we started preparing for 2025 re-certification as a Certified B Corp. Our latest audited score, from 2021 recertification, is 89.0. We are proud that we were able to increase our score from an initial score of 84.4, and of the work our employees have put into amplifying our impact across all our stakeholders. With our 2025 re-certification, we hope to continue our journey as a B Corp despite the standards becoming more stringent, effective 2025. We will report on our 2025 recertification score in our 2025 Annual Benefit Report.



- You can review our full audited Business Impact Assessment results at <https://www.bcorporation.net/en-us/finda-b-corp/company/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, Myers & Briggs Foundation, Inc., and The Dorothy B. Black Spousal Trust.
- After a review of our 2024 efforts, our Board of Directors has determined, in their opinion, that the Company has not failed to pursue its benefit purposes.

We look forward to reporting on our 2025 initiatives. In the interim, we encourage you to learn more about B Corps by visiting B Lab's website at <https://bcorporation.net>.