

The **Myers-Briggs** Company
A California Benefit Corporation

ANNUAL BENEFIT REPORT
for 2025

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Contents

Introduction

- 2025 Summary
- Collaboration, Connection and Recertification

2025: Serving our Stakeholders

- Improving the Customer Experience
- Expanding Practitioner Access
- Practitioner Community
- Operational Simplification
- Supporting our People

Purposeful Business

- B Corp Impact
 - Customers
 - Governance
 - Workers
 - Community
 - Environmental

Benefit Corporation

- B Corp Certification
- Public Benefits and Disclosures

Introduction



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 behaviors.

2025 Summary

In 2025, we continued our business transformation started in 2024, with significant improvements impacting key stakeholders, particularly beneficial to customers, the community and the environment, including:

- improving customer experience
- expanding practitioner access
- operational simplification
- advancing our environmental impacts.

“Thanks again. I’ve worked with many different systems and facilitators, and this was one of the best experiences I have had putting the MBTI concepts into practice so we can understand how to best leverage each other’s strengths.”

Colonial Group, Inc., Claudia Vir, HR Business Partner

Collaboration, Connection and Recertification

Following the lead of founder Dr. John Black, since converting to a California Benefit Corporation and gaining our B Corp™ certification through B Lab in 2018, we continue to build on 70 years of deep organizational and product development expertise. We have embraced purposeful business, 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%.

Our global teams are collaborating more effectively to create positive change for our customers, employees, and communities, within our more cost-effective and technology-advanced infrastructure, with renewed focus on our customers and communities to make our assessments available to those who might not otherwise benefit.

Furthermore, we are proud to share that we recertified as a B Corp in 2025 with our highest score to date, increasing to 97.5 points against an initial certification score in 2018 of 84.4 points. We remain committed to being a B Corp and are already considering our next round of recertification, for a fourth term, in 2027. We are also delighted to have started work on a new charity partnership.



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 are using insights to tailor development and leverage differences. We do this by bringing together our business partners and 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 better understanding themselves and each other. 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 continue to deliver on this purpose. At a time of major technological change, optimizing human relationships, and making individuals and teams more impactful, is of ever greater importance.

2025: Serving Our Stakeholders



In 2025, we continued the work of focusing The Myers-Briggs Company on what matters most: delivering best-in-class assessments and the practitioner experience around them. We simplified our operating structure, modernized core technology, and consolidated systems that had grown over decades. Each of these changes carried a measurable benefit for our people, our customers, and the environment. The changes we made to our technology, our practitioner offerings, and our operating model were designed to make our tools more accessible, our practitioner community stronger, and our positive impact more measurable. This section describes what we did and why it mattered.

Improving the Customer Experience

We retired legacy on-premise systems and migrated core operations to cloud-based platforms, reducing our infrastructure footprint and the energy demands associated with maintaining aging hardware. We consolidated multiple regional websites and shop experiences into a single global purchasing journey, simplifying the customer experience and reducing the operational footprint required to maintain it.

We also started the process of SOC 2 certification as an important governance action to provide independent assurance and accreditation that our information security, processing, confidentiality, integrity, and availability controls are appropriately designed and operating effectively.

Expanding Practitioner Access

Through 2025, we fully digitized our U.S. training certification programs, with all materials now delivered through our learning management system. The shift away from printed kits and nationwide shipping of physical materials reduces our carbon footprint, eliminates production waste, and removes a significant layer of operational drag. Beyond the environmental benefit, participants now receive a smoother, more accessible learning experience.

Practitioner Community

We launched a Practitioner Community within our global delivery platform, giving certified practitioners a focused space to access content, deepen their practice, and connect with one another. Engagement has been strong, and the Community has become an effective channel for delivering ongoing value to the people who bring our assessments into organizations every day.

Operational Simplification

We simplified our global operating structure to better match the scale of the business and the way our customers buy from us today. Where appropriate, we have moved certain functions to long-standing partners, preserving continuity of service for customers and continuity of employment for staff involved. Operational simplification reduces complexity and energy use and frees resources for the work that creates value for our customers and communities.

Supporting Our People

Our employees are the engines of our mission. The structural changes we made in 2025 resulted in more direct, cross-functional collaboration across our global team. As AI developments continue, the human connections within our own organization embody the same values we bring to our customers.



Beyond the clear customer benefits and quantifiable time and cost savings, these initiatives support our B Corp environmental commitments:

- eliminating nationwide shipping of physical materials (for certification programs)
- ending production of printed materials
- reducing our carbon footprint and moving to a more sustainable operating model.

“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

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 that business had 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.



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 2025 to support our positive impact include:

Governance

- Continued work on our Ethics framework, augmenting elements of ESG principles which we know to be an increasing pre-requisite for customers.
- Enhancement of our Compliance framework, with specific customer focus to ensure our selling processes are responsive to increasing demand for clear and defined, detailed information. This includes privacy and data protection, and our Information Security work in 2025 and 2026 exemplifies this.

Customers

- Renewed our customer service commitment, improving our digital products offerings and improving our materials and packaging sustainability credentials.

Workers

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

Environment

- Reducing our carbon footprint through increased digitization of products and reduction of platforms, operating systems and global infrastructure footprint
- Continued benefits resulting from mapping our CO² emissions, which reduced our global emissions by 52%, with continued carbon offsetting on global shipments.

Community



- In 2025 we identified our Charity Partnership theme of mental health awareness and shortlisted a number of charities in the mental health space, selecting our 2026/ 2027 Charity Partner, NAMI (National Alliance for Mental Illness) Bucks County.
- NAMI is a US-based mental health charity whose mission is to break the stigma around mental health and improve the lives of all those impacted by mental health issues.
- NAMI is the US's largest grassroots mental health organization dedicated to building better lives for the millions of people affected by mental illness.
- They offer a beacon of help and hope to all people affected by mental health conditions in the Bucks County area. NAMI Bucks County is the chapter of NAMI local to our Dublin, PA office.
- By partnering locally with a national charity, we can optimize the benefits of having a close working relationship with the Bucks County team, working with them to optimize the use of our assessments, while also being able to spread the word of their valuable work globally, and utilize their many educational resources across the Company.
- Through the partnership we will collaborate on:
 - increasing exposure to and support for NAMI's work in the US and beyond
 - making our products available to NAMI and their broader community, supporting individuals to acquire greater self-awareness and awareness of others to positively impact their mental health
 - raising awareness on mental health both within our organization and partners but also more broadly with our customers and other communities
 - supporting donations and fundraising and other resources to NAMI
 - enhancing The Myers-Briggs Company's community engagement, together, developing a stronger force for good.

"Humans are inherently unique, yet we don't always recognize or understand those differences, sometimes not even within ourselves. When awareness is limited, misunderstandings can arise, relationships can strain, and collaboration can suffer. The Myers-Briggs Company exists to help close that gap by building self-awareness and appreciation for others, supporting clearer communication, stronger relationships, and more effective ways of working and living together. At the heart of this work is a simple belief: when people understand and value themselves, they are better equipped to value others, creating a more thoughtful, respectful, and connected world. We are delighted to be partnering with The Myers-Briggs Company."

Nick Emeigh, Executive Director, NAMI Bucks County



Benefit Corporation

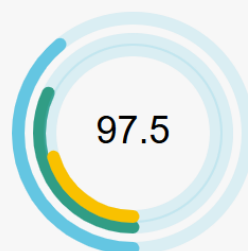
B Corp Certification

As a California Benefit Corporation, we are required under the California Corporations Code to assess our compliance against a recognized third-party standard. Our chosen standard is B Corp and we are assessed by the independent body, B Lab, for these purposes.

Having initially certified as a B Corp in 2018, we are proud that we achieved recertification as a B Corp in 2025 with our highest score to date, as further detailed below. We remain committed to being a Certified B Corp and are already considering our next round of recertification, for a fourth term, in 2027. This shows our B Corp certifications and re-certification journey:

Overall B Impact Score

Based on the B Impact assessment, The Myers-Briggs Company earned an overall score of 97.5. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 97.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Previous Overall B Impact Scores

2022 Overall B Impact Score	89
2018 Overall B Impact Score	84.4

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 in 2022 and 2025.
- In July 2025, we recertified as a Certified B Corp with our highest score to date, of 97.5 points, following a 2022 recertification score of 89.0, after an initial certifying score in 2018 of 84.4.
- This latest improvement largely reflected the environmental work which we carried out in 2022-2024. Our employees continue to be invested in amplifying our impact across all our stakeholders. With our next re-certification, in 2027/28, we hope to continue our journey as a B Corp despite the assessment process changing and the standards becoming more stringent.
- You can review our full audited Business Impact Assessment results at <https://www.bcorporation.net/en-us/find-a-b-corp/company/the-myers-briggs-company>.
- There is no organizational connection between The Myers-Briggs Company, or any of its subsidiaries, 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 (Employee Share Ownership Plan), Myers & Briggs Foundation, Inc., and The Dorothy B. Black Spousal Trust.
- After a review of our 2025 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 2026 initiatives in our next Benefit Report. In the meantime, we encourage you to learn more about B Corps by visiting B Lab's website at <https://bcorporation.net> and if you would like any further information on our Company initiatives or plans, please do contact us.

April 2026

