



ESG Report 2020



Table of Contents

A Message From Our CEO	3
Information on GRI Standards	4
Governance	5
GRI 201 Economic Performance	
GRI 202 Market Presence	
Environmental	6
GRI 302 Energy	
GRI 303 Water	
GRI 305 Emissions	
GRI 306 Waste	
Social	8
GRI 401 Employment	
GRI 402 Labor and Management Relations	
GRI 403 Occupational Health and Safety	
GRI 404 Training and Education	
GRI 405 Diversity and Equal Opportunities	
GRI 413 Local Communities	
2021 Sustainability Goals	16
Conclusion	16



A Message From Our CEO

If I could use only one word to describe why I left my corporate career to start a software company, it is **transparency**.

Transparency is vital to well functioning markets. The more readily available quality information is, the better markets work. For a long time, ESG information was absent or of poor quality. As a result, markets could not allocate capital to sustainable outcomes. And, since markets are one of the most powerful mechanisms for positive industry transformation, this is a problem we at Measurabl are determined to solve.

Transparency is therefore one of Measurabl's core values. Through our widely adopted technology platform, we give our customers the ability to be transparent with their stakeholders and investors around the totality of their business impacts. We seek to achieve this same transparency in our own business.

That is why I am proud Measurabl is publishing its first ESG Report this year. We are using the GRI framework to do this, focusing on what we determined were our most material impacts through a stakeholder engagement process. For us, those stakeholders include employees, investors, and board members.

Thanks to this process and the hard work of its many contributors, we now have a starting point from which to grow our own ESG efforts. Reducing and offsetting our carbon emissions from business travel and corporate real estate, ensuring each person at Measurabl has a fair and equal chance of success within our company from hiring through to promotion, cultivating a diverse team and board of directors... All this and more is being actively and enthusiastically addressed.

I believe in the power of transparency. I'm eager to benefit from its power in our own business. This is one way to capture those benefits and amplify them.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Ellis', with a long horizontal line extending from the end.

Matt Ellis
Founder and CEO, Measurabl

Information on GRI Standards

I. Reporting Practice

The ESG Report 2020 refers to the calendar year 2020, which is our baseline year for reporting ESG data. If certain events and information are relevant for reporting, they are also presented up to the editorial deadline of September 30, 2021. We have compiled our report in accordance with the GRI standards and have prepared a corresponding materiality analysis. It ensures that all topics that are important to our stakeholders are addressed in this report.

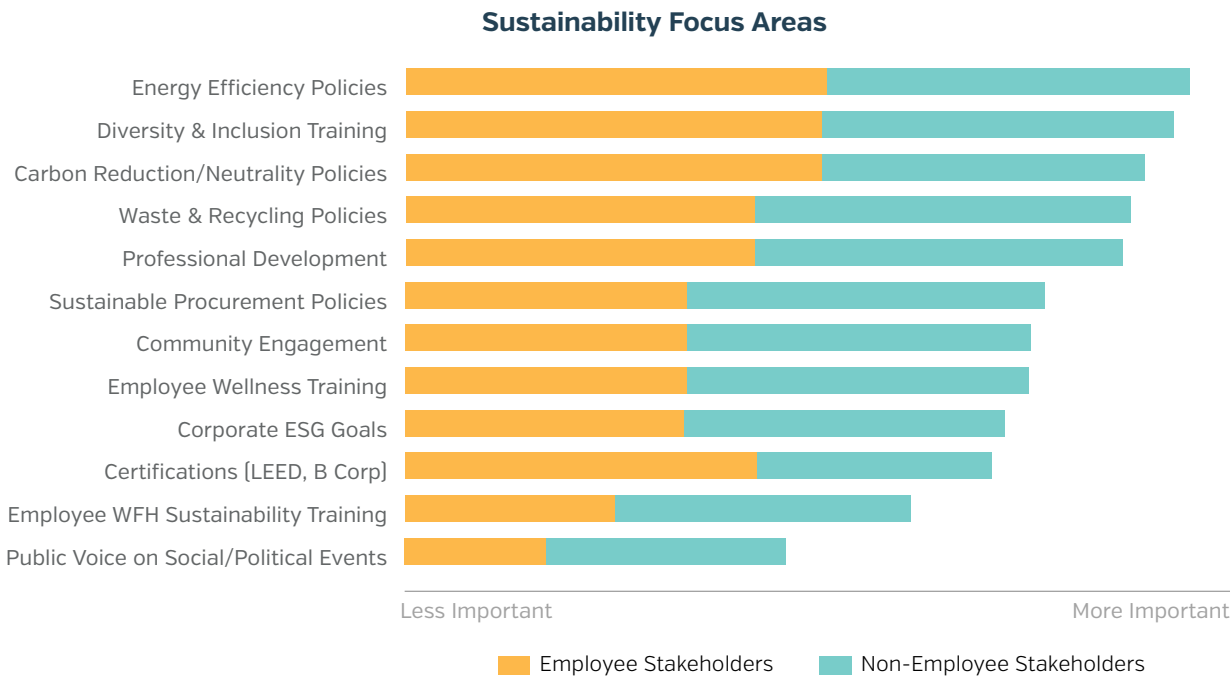
We surveyed our key stakeholder groups for 2020, which included our employees, key investors, and Board of Directors in order to capture what we feel is a holistic representation for this inaugural report. To integrate their assessments in a meaningful way, we listed potentially important sustainability topics in our June 2021 Stakeholder Engagement Survey and asked our stakeholder group to prioritize the topics from least to most important, the results of which are presented below.

Note that our sustainability report is digital as we continue our path of reducing environmental waste.

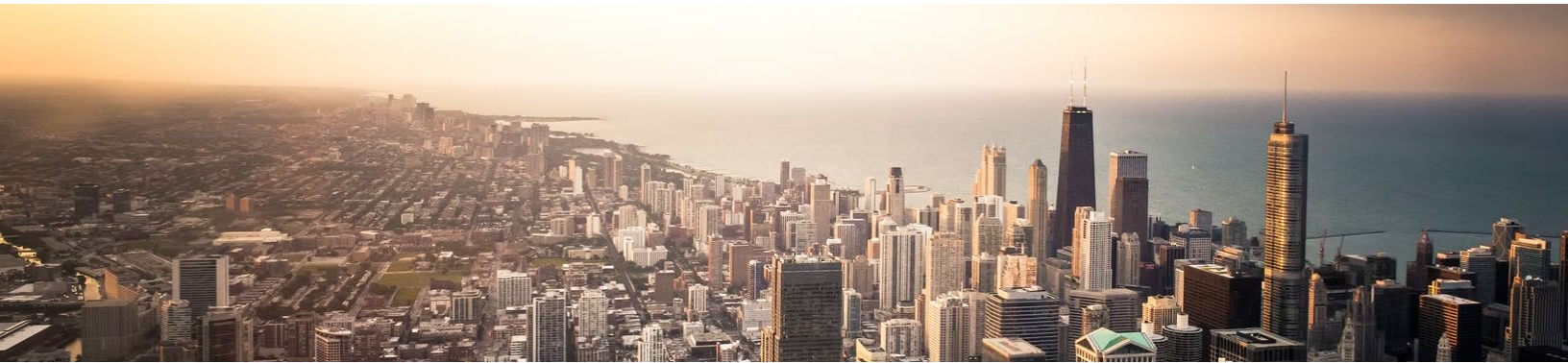
II. Materiality analysis

In our materiality analysis, we not only ascertained the relevance of a sustainability topic from the perspective of our stakeholders as part of our June 2021 Stakeholder Engagement Survey, but also evaluated the effects of their activities on our company’s operations.

The relevance of a sustainability topic from a company perspective was determined through our ESG Committee, which includes both Senior Management and members of the Marketing and Sales teams. These employees have selected and prioritized the most important topics for their respective target groups – employees, customers, and investors. The resulting cluster of topics represents what is considered critical to stakeholders. The resulting materiality matrix was presented to and approved by the CFO and COO.



Governance



201-3 Defined Benefit Plan Obligations and Other Retirement Plans

Employee contributions to the company sponsored 401(k) plan are made through employee salary deferrals.

The company’s plan provides for discretionary profit-sharing contributions, under a defined contribution plan. Contributions vest 25% for each year of service as of the date of contribution. Employees with four years or greater of service are fully vested at the time of contribution. The company made a contribution of \$129,000 during 2020.

75

Employees
Headcount

67

Received Employer
Contributions

56

Employees who made
401(k) Contributions

6%

Average Salary
Contributed

202-1

Ratios of Standard Entry Level Wage

75

Employees Paid above
Minimum Wage

75

Employees Headcount

202-2

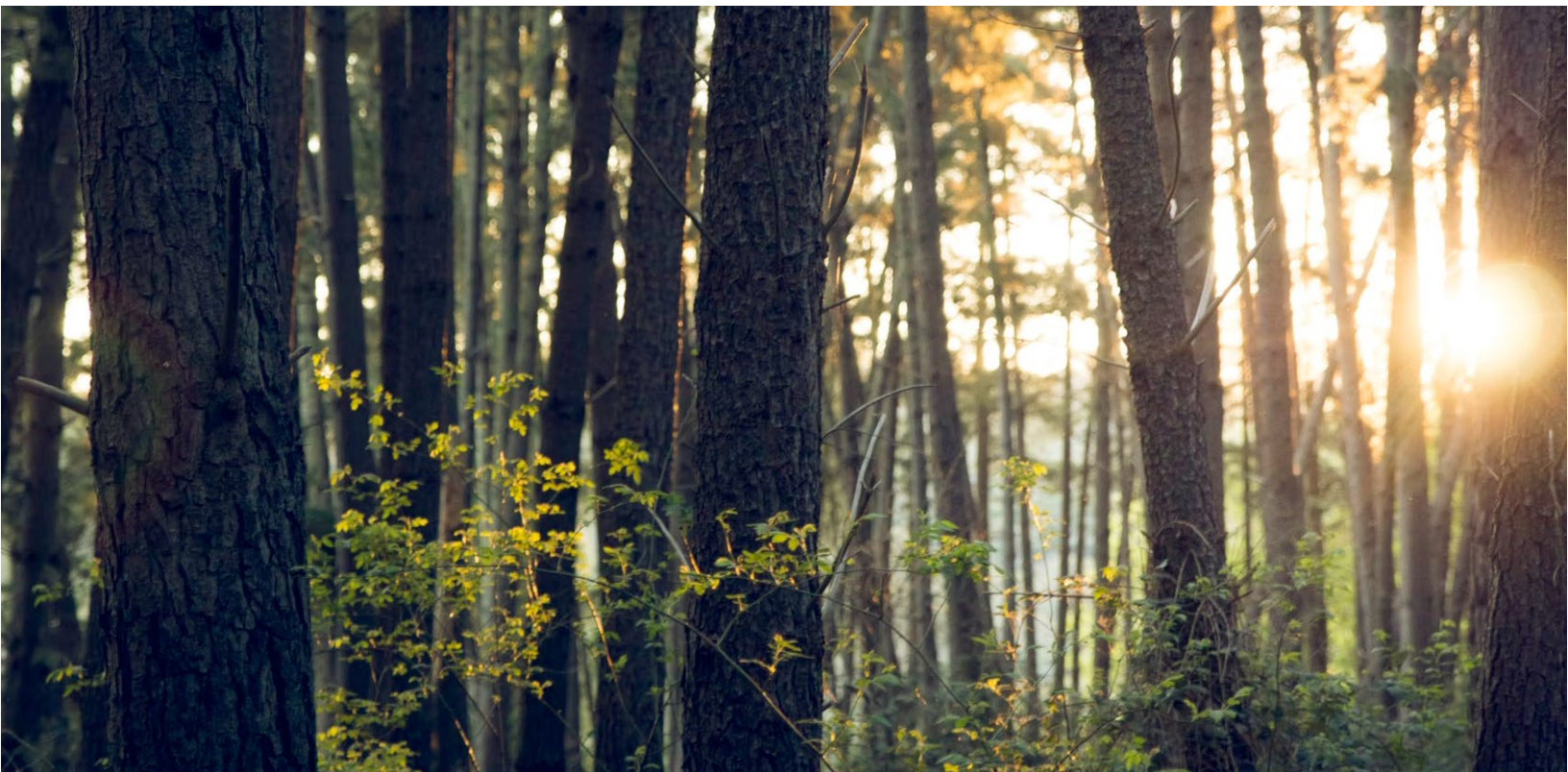
Proportion of Senior Management Hired from the Local Community

83%

Management Team
Hired Locally*

**Local to San Diego, location of
Corporate Headquarters*

Environmental



Below are the key areas where environmental data were available for Measurabl. See further details as to their calculations on the following page.

302-1: Electricity Consumption	21,441 kWh ¹ 45,000 kWh ²
302-3: Energy Intensity (kWh/Sq Ft)	2.26 kWh/sq ft ^{1,3} 4.74 kWh/sq ft ^{2,3}
305-1: Scope 1 Carbon Emissions	0 tons
305-2: Scope 2 Carbon Emissions	5.6 tons ¹ 11.8 tons ²
305-4: Carbon Intensity	.0006 tons/sq ft ^{1,3} .0012 tons/sq ft ^{2,3}

¹ Submeter only, see further details in 302 below. Installed in March 2020, therefore estimates were utilized for January & February 2020.

² Submeter data and estimated heating and cooling usage.

³ Calculated based on the square footage of our Corporate Headquarters in San Diego, CA, which is 9,501 sq ft.

302 Energy

Electricity consumption is considered solely for our Corporate Headquarters, and is tracked using a submeter that measures our office's energy usage, specifically the light and load usage. Industry estimates suggest that heating and cooling an office building accounts for roughly half of the energy consumed, therefore we doubled the electricity consumption captured by the submeter to calculate an estimate of Measurabl's on-site energy consumption. We were unable to obtain the electricity consumption data from our off-site web servers, so we were unable to estimate our energy usage for this aspect of our business at this time.

303 Water and Effluents

Water usage is unavailable as our Corporate Headquarters are leased and water usage data is managed by the building owner and not provided to tenants.

305 Emissions

Measurabl does not own any vehicles or burn any fuel on-site, therefore emits no Scope 1 emissions. Scope 2 emissions were estimated using our submeter data for our Corporate Headquarters which encompasses light and load usage and industry averages for heating and cooling an office building, which is managed centrally by our landlord. We do not have access to the energy consumption from our web servers, so we were unable to estimate our Scope 3 carbon emissions for this aspect of our business at this time.

306 Waste

Waste production is unavailable as our Corporate Headquarters are leased and waste data is not provided to tenants. During the first quarter of 2020 while the office was in use, Measurabl implemented a composting program to divert organic waste from the landfill.

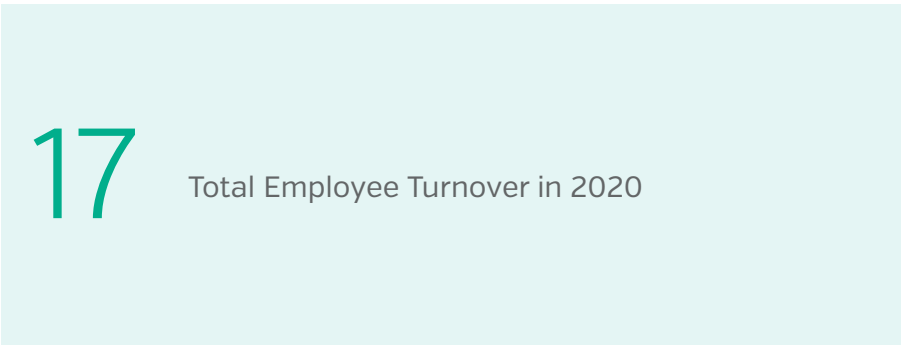


Corporate HQ is
Energy Star certified

Social

401-1

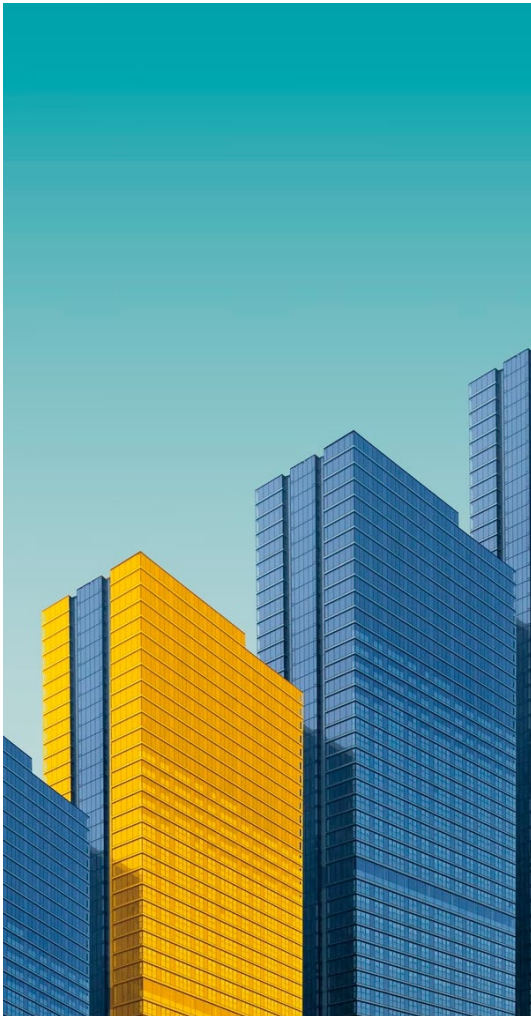
New Employee Hires and Employee Turnover



401-2

Benefits Provided To Full-Time Employees

- 401K
- Stock Options
- Unlimited PTO
- Paid Holidays
- Health Benefits
- ER Paid Basic Life Insurance
- Voluntary Life Insurance



401-3 Parental Leave

During 2020, Measurabl had:

Total # employees entitled to parental leave	66
Total # employees that took parental leave (by gender)	1 male; 1 female
Total # employees that return to work during reporting period after parental leave ended (by gender)	1 male; 1 female
Total # employees that returned to work after parental leave ended that were still employed 12 months after return to work (by gender)	1 male; 1 female
Return to work and retention rates of employees who took parental leave	100% for both male and female

402-1 Minimum Notice Periods Regarding Operational Changes

Measurabl typically provides one weeks' notice to employees and their representatives prior to implementation of significant operational changes that could substantially affect them. There were no major changes during 2020 aside from moving to a remote work environment as a result of the COVID-19 pandemic. We consider the following list of changes as major operational changes:

Restructuring	New openings
Outsourcing of operations	Takeovers
Closures resulting in terminations	Sales of all or part of the organization or mergers
Expansions	

403-2 Hazard Identification, Risk Assessment, and Incident Investigation

Employees and workers not employed with Measurabl but whose work and/or workplace is controlled by Measurabl follow the process identified in the employee handbook when identifying work-related hazards and assessment of risk on a routine or non-routine basis, in order to eliminate hazards and minimize risks:

“Employees are required to report any workplace illness or injury no matter how slight. OSHA provides for your right to know about any health hazards that might be present on the job. Should you have any questions or concerns, contact your supervisor or the Human Resources Department.”

How the organization ensures the quality of these processes, including the competency of persons who carry them out:

Qualified employees will ensure the quality of these processes, and will outsource if needed.

How the results of these processes are used to evaluate and continually improve the occupational health and safety management system:

Any workplace injuries or illnesses that are reported will be evaluated in great detail to avoid further injuries or illnesses.

A description of the processes for workers to report work-related hazards and hazardous situations, and an explanation of how workers are protected against reprisals:

All employees are expected to report all job-related injuries, illnesses, safety hazards, and/or malfunctions to their supervisor or Human Resources immediately, regardless of severity. Per our Employee Handbook, under the Ethics section - “Measurabl will not tolerate retaliation of any kind against an employee who reports in good faith a violation of law or of this policy.”

A description of the policies and processes for workers to remove themselves from work situations that they believe could cause injury or ill health, and an explanation of how workers are protected against reprisals.

Per the Employee Handbook - “If you or another employee is seriously injured, contact outside emergency response agencies. No matter how insignificant an injury may seem at the time of occurrence, you are to notify a supervisor or Measurabl, Inc.’s Human Resources department.”

A description of the processes used to investigate work-related incidents, including the processes to identify hazards and assess risks relating to the incidents, to determine corrective actions using the hierarchy of controls, and to determine improvements needed in the occupational health and safety management system.

Detailed investigations will be conducted, and corrective actions will then be planned to determine any workplace improvements that need to be made to ensure safety in the workplace.

403-3 Occupational Health Services

Measurabl provides the following occupational health services functions that contribute to the identification and elimination of hazards and minimization of risks, which includes how the organization ensures the quality of these services and facilitates workers' access to them:

A plan for periodic scheduled inspections based on our designated frequency, depending on how hazardous our work environment is.

403-6 Promotion of Worker Health

The following is how Measurabl facilitates workers' access to non-occupational medical and healthcare services, which includes:

Workers are provided free access to an Employee Assistance Program.

Information regarding these programs is provided during enrollment period and open enrollment.

Unlimited PTO is provided to full-time employees.

403-7 Prevention and Mitigation of Occupational Health and Safety Impacts

Measurabl's approach to preventing or mitigating significant negative occupational health and safety impacts that are directly linked to its operations, products, or services by its business relationships is as follows:

All significant negative occupational health and safety impacts are assessed and reviewed by qualified personnel, and updates to company policies and procedures will be made and communicated out to all employees/workers. Updates to workplace safety will be communicated to all employees through various channels, and training will be scheduled, if required.



404-1

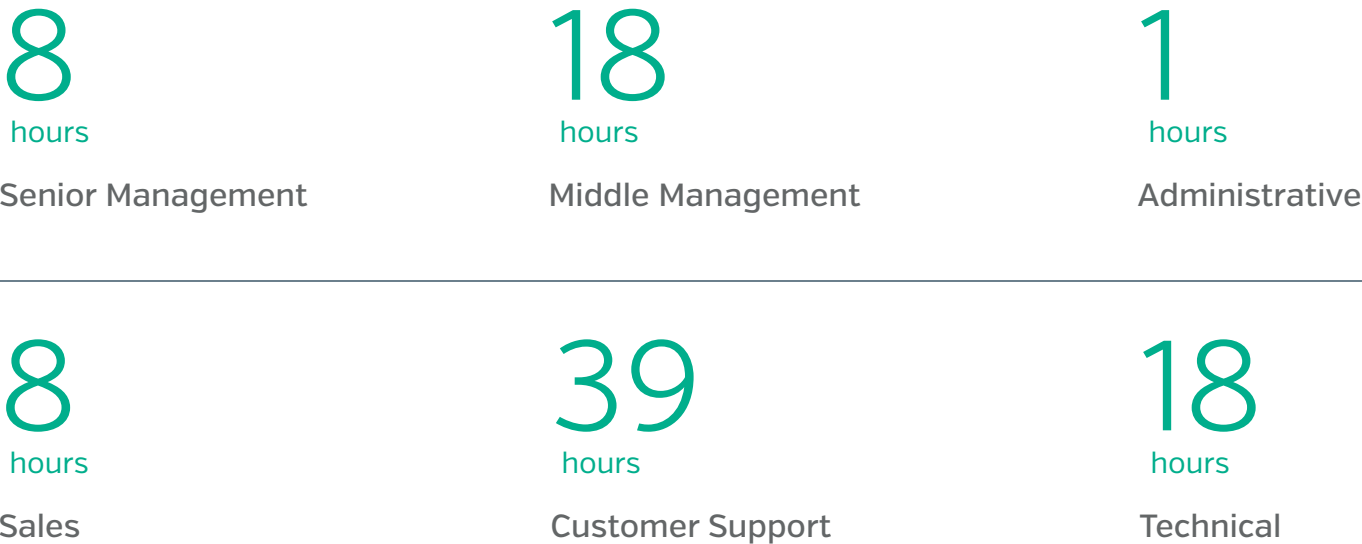
Average Hours of Training Per Year

Measurabl offers its employees training through a number of sources, including a \$300 employee professional development budget for full-time employees. One of the ways that Measurabl provides training internally is through a learning management system (LMS) so employees can take trainings curated internally. The time spent in training provided via the LMS are broken down into the following categories:

Gender



Title



404-2

Programs for Upgrading Employee Skills and Transition Assistance Programs

We determine what programs and assistance are desired through surveying the staff, performing quarterly performance reviews, regular coaching check-ins, and by rolling out training through our acquired training platforms.

404-3

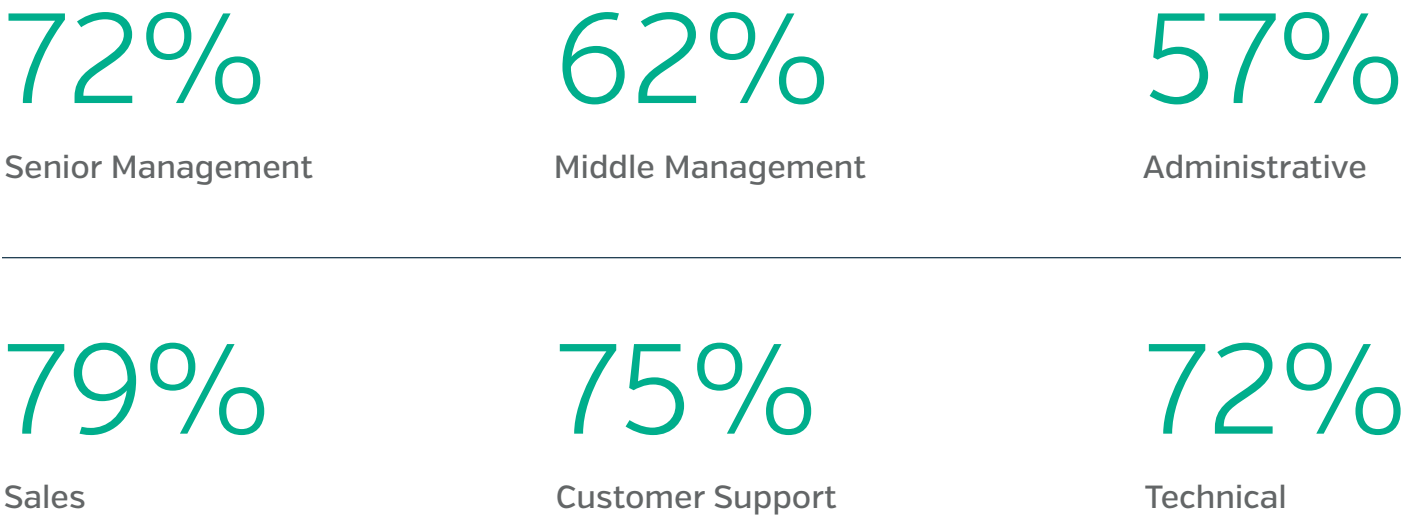
Employees Receiving Regular Performance and Career Development Reviews

Employees who received a regular performance review and career development review are identified through the following categories:

Gender



Title



405-1

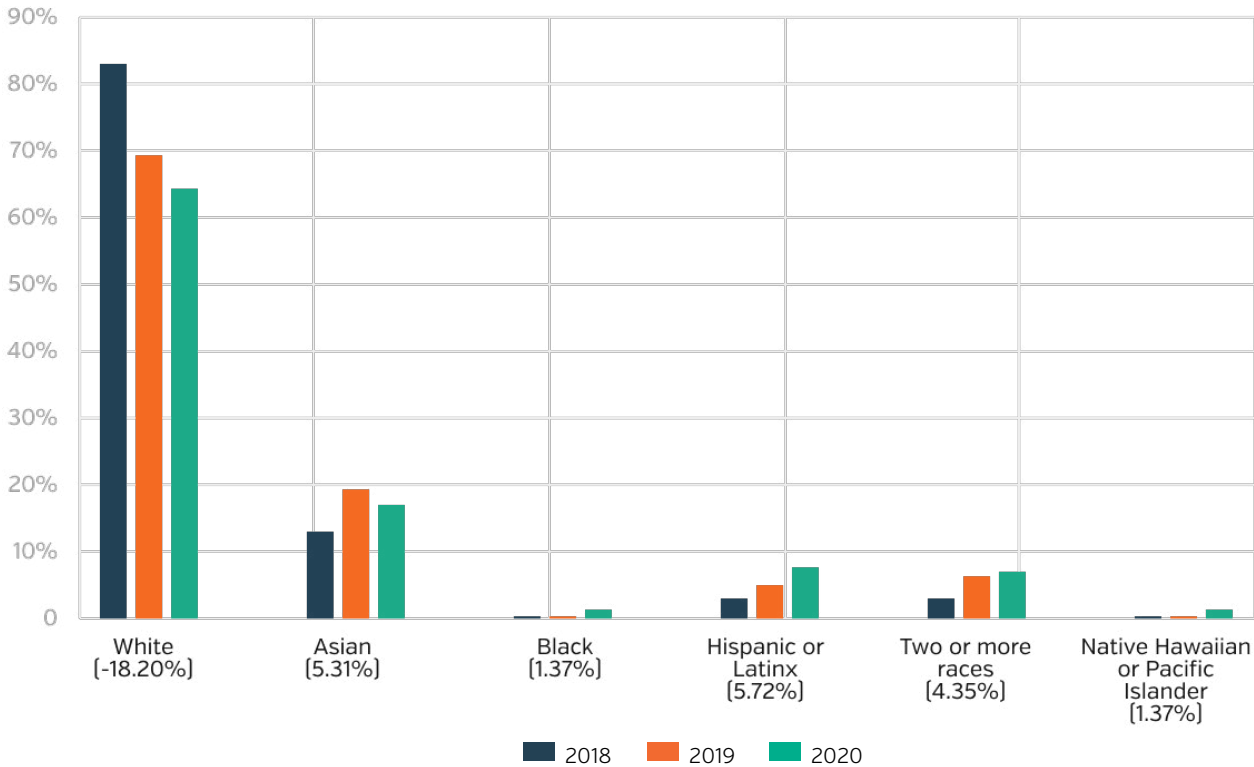
Diversity of Employees

Measurabl tracks its employee diversity through age, ethnicities, and gender lenses.

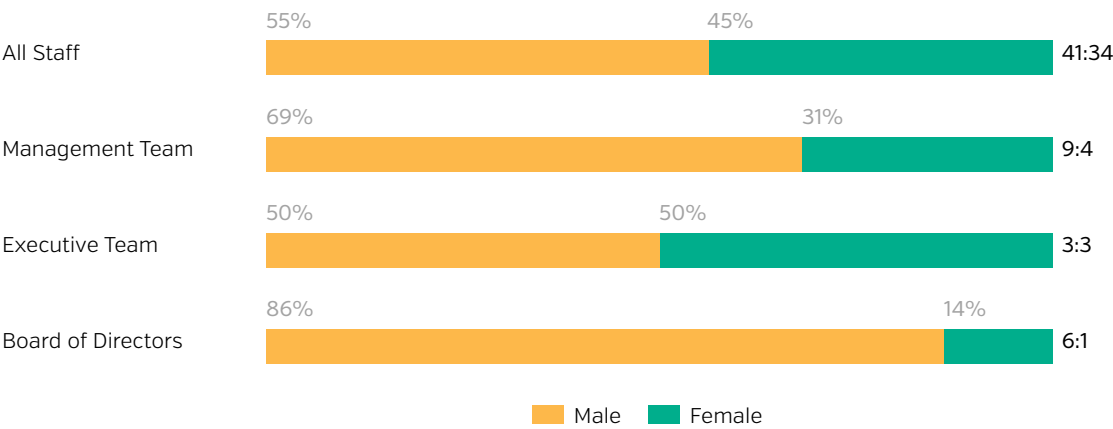
The breakout of age groups is as follows:



Measurabl’s employee ethnic diversity can be seen below with percentages showing the change from 2018 to 2020:



The gender ratios of Measurabl’s employees and board of directors can be found below:



405-2 Ratio of Basic Salary and Remuneration

Ensuring equitable pay practices across the organization is a key area of attention for Measurabl. We are committed to ensuring equitable pay across the organization and reviewing our overarching compensation programs against market and best practices annually.

To assess equality in compensation, Measurabl has looked at the ratio of the basic salary and remuneration of women to men. Note that there are only three job titles where both a male and female held the same title. In those instances, the ratio ranged from 1:1 to 1.3:1, male to female, respectively, using the median salary to calculate the ratio.

2021 Sustainability Goals



Develop a carbon offset policy



Increase community engagement



Enhance internal policies to support sustainable business practices



Focus on enhancing diversity and inclusion policies and trainings

Conclusion

Thank you for taking the time to review Measurabl's inaugural ESG report. We are honored to join the cohort of organizations that disclose ESG performance, especially because many of them are our customers, partners, and friends in the industry. As highlighted in the opening letter, increased transparency around ESG impact will help us work together to protect the planet and all its inhabitants, as well as provide a catalyst for change.

This report is an important milestone. However, it represents only one piece of a much larger ESG strategy. We are working across the organization to incorporate ESG principles into every facet of the business. We are excited to work towards our ambitious goals and to be transparent every step of the way. We hope you continue to join us on our ESG journey. We truly appreciate your interest and support.

Until next year!

