

CORPORATE SOCIAL RESPONSIBILITY AT BOND BRAND LOYALTY

November 2015



About Bond Brand Loyalty.

Bond is an integrated marketing agency that helps Fortune 500 companies improve sales and marketing performance by forging **brand loyalty** with their best customers.

Bond Brand Loyalty brings together SYNAPZE™, our proprietary digital platform, with data analytics, consumer insights and human-to-human marketing solutions to foster authentic experiences between the customer and the brand at every stage of the lifecycle, through all touch-points and involving all stakeholders.

CSR vision & mission.

Our vision is to strive ***to make the world a more loyal place*** and in so doing, to be regarded as a leader in social responsibility.

Our mission is to forge loyal bonds with social organizations and causes that, in turn, are committed to ongoing, long-term initiatives focused on helping people achieve their potential in life, and on building a sustainable environment for future generations.

At the heart of our philanthropic and environmental initiatives is the passion of our people for volunteerism, and making a difference through active engagement with our partners and the communities they serve.

Strategic approach.

Social responsibility is a core element in our Company strategy. We believe that tying good corporate citizenship to our business goals and initiatives is instrumental to:

- Forging strong bonds with the best clients
- Attracting the most talented people
- Driving innovation in our offerings
- Ensuring sustainable financial performance and business results

CSR & environmental oversight.

Corporate Responsibility Oversight

Oversight & monitoring of Bond Brand Loyalty's corporate responsibility programs and related initiatives are the responsibility of the **Executive Leadership Team (ELT)**. The President & CEO has overall responsibility for the Company's related goals & performance. Responsibility for specific programs/initiatives is assigned to individual ELT members.



CSR building blocks.

Our CSR commitments are built and delivered via the following policies and initiatives:

- Equal opportunity of employment
- Diversity in the workplace
- Ethical business practices, including the requirement for all employees to sign and act in accordance with the company's Ethics Policy
- Caregiving and philanthropy, centered on long-term partnerships with community organizations and charities that align with our values, business and employee interests
- Employee volunteer participation, including company-funded volunteer work days (details to be announced)
- Employee health and wellness, including on-the job wellness offerings and health and related benefits that are among the best in our industry
- Environmental responsibility, which includes a corporate environmental management system and volunteer initiatives for our people

Employee volunteer CSR umbrella.



- Bond employees are encouraged and rewarded for participating in a variety of corporate culture and CSR related activities that include both internal and community outreach initiatives.
- **Our Social Bond** umbrella organization coordinates CSR involvement through five committees, chaired and staffed entirely by employee volunteers.



Our
Social
Bond

Mission: To foster an environment and culture that inspires and engages people through the spirit of company activities, community giving initiatives, environmental action, and personal health and wellness. Supporting Our Social Bond are 5 committees: Green, Caregiving, Spirit, Wellness and Health & Safety

Chair: Kathleen Fletcher



Green

Mission: To establish Bond Brand Loyalty as a socially responsible corporate citizen by engaging our people in continuous development and improvement of environmentally sustainable business practices.

What Does Green Do? Supports the attainment of the goals and objectives of the Company's Environmental Management System; promotes and educates Bond people on the benefits of green practices; develops a variety of volunteer initiatives for Bond people to improve green practices at work and in the community.

Sample Green Initiatives: Greenhouse Gas Reduction, Building Recycling Program, Car Free Day, Earth Hour, Tree Planting.

Green Committee: Smita Monteiro (chair), Jaclyn Anderson, Chantelle Chabot, Ariela Freed, Jennet Gambino, Yolande Lofters and Sarah Mebrahtu



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Caregiving

Mission: To ensure that Bond Brand Loyalty makes a significant and lasting contribution to our community and the broader world, by helping people overcome disadvantages and achieve their full potential in life.

What Does Caregiving Do? Identify, select and work with philanthropic and charitable partners that align with Bond values and business strategy; and promote caregiving opportunities within Bond to build employee participation, volunteerism and giving.

Sample Charities Supported by Caregiving: Michael Pinball Clemons Foundations, Just Give, Free the Children, Habitat for Humanity.

Caregiving Committee Leads: Deby Medeiros and Stephanie Bilak



Mission: With Bond values at the heart of every powerful, spirit-infused event, our mission is to foster a culture of enthusiasm, participation and energy, and help Bond to be an inspiring and fulfilling place to work and grow.

What Does Spirit Do? Develops/coordinates inspiring events that reflect the Bond culture and values; fosters an environment of spirit and team building; educates employees on the Bond culture and promotes committee events and initiatives; coordinates activities and ensures alignment with other committees; develops innovative activities/ideas to make the employee experience memorable.

Notable Spirit Events: Employee Golf Tournament, Halloween Family Fun Day, Halloween Employee Event, Kids Holiday Party, Adult Holiday Party, Annual Company Kick-Off business meeting.

Spirit Committee Lead: Ashley Johnson



Wellness

Mission: To help Bond people achieve their personal and professional goals through access to in-house wellness and related offerings.

What Does Wellness Do? Develops and operates on-site fitness, wellness and related lifestyle offerings; develops partnerships with external providers to support Wellness initiatives; promotes and educates Bond people on the benefits of wellness and the programs available to them.

Sample Wellness Initiatives: Fitness classes, Healthy Work Week, running/walking groups, yoga, Zumba, on-site registered massage, personal training, weight loss and nutrition advice, boot camp and crossfit classes, reward & recognition program for employee fitness.

Wellness Committee Leads: Olivia Lorrimer, Catalina Zaharia and Glenn Silot



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Health
& Safety

Mission: To promote and support health and safety initiatives for all employees and their guests.

What Does Health & Safety Do? The committee ensures that Bond Brand Loyalty is a safe and healthy work environment that meets or exceeds all workplace regulations and standards. The committee coordinates a network of volunteers across the organization trained in first aid, CPR, AED (defibrillator) and emergency response, ready to assist any employee by responding to calls to the “4100” emergency phone extension that rings at all our first aiders’ work stations.

Health & Safety Committee Leads: Janet Duff and Karen Hudema



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