



BG Gifts

**Year Report
2022**



Introduction

Dear reader,

Welcome to the 2022 year report of BGifts (formerly known as BDeals)! As you might have noticed, we started 2023 with a new name, which better reflects our mission of providing sustainable and meaningful gifting solutions for businesses.

But let's take a step back to 2022, which was a great (first) year for us. We achieved many milestones that we are proud of. One of the highlights was partnering up with over 20 B Corps, which enabled us to expand our network and collaborate with like-minded businesses that prioritize sustainability and social responsibility. We also welcomed some fantastic customers, including WeTransfer, SparkOptimus, ABN Amro, and many more. Lastly, we got nominated for the MT/Sprout '25 under 25 most promising entrepreneurs' award, which was a great recognition of our business model.

Looking ahead to 2023, we have some exciting plans in store. We expect to become B Corp certified ourselves this summer, which is a significant step towards our goal of being a truly sustainable and socially responsible company. We also aim to partner up with even more B Corps to further expand our impact.

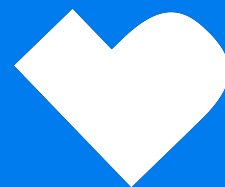
Thank you for joining us on this journey, and we hope you enjoy reading our year report.

Kind regards,

Floris & Jonas



People



BGifts is led by a small but dedicated team, consisting of our two co-founders. We are always striving to learn and improve, and we are passionate about making a positive impact through our work.

We are also fortunate to have an advisory board made up of the two co-founders of B Lab Europe. Their guidance and support have been of a great value to us. We look forward to continuing to work closely with them as we grow and evolve as a company.

Team



Floris Zevenbergen
Co-Founder



Jonas van West
Co-Founder

Advisory Board

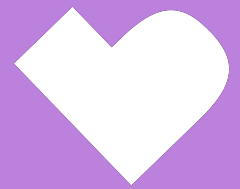


Marcello Palazzi
Co-Founder B Lab Europe



Leen Zevenbergen
Co-Founder B Lab Europe

Impact



At BGifts, our main mission is to inspire people and businesses with our truly unique and sustainable gifts. We aim to spread the wonderful stories and missions of our partners and, by doing so, inspire businesses to use business as a force for good. In the year 2022, we continued to pursue this mission, and we are pleased to share some of the impact that we have made.

Social and environmental programs

As part of our commitment to making a positive impact, we implemented two programs to support social and environmental causes. First, we donated 1% of our turnover to Net4kids to support the Bridge Schools project in India. This project is essential in combating child labor in Indian factories and ensuring education for young children. We are proud to support this cause and continue to do so every year.

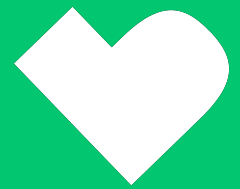
Second, we only sell B Corp certified products. The B Corp certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors ranging from employee benefits and impact on local communities to supply chain practices and input materials. B Corp certified companies are assessed every three years on whether they continue to meet the rigorous verified standards and must provide extensive evidence documenting on their positive impact. By selling only B Corp certified products, we are ensuring that our products are socially and environmentally responsible.

Partner screening

In addition to the B Corp certification, we also screen our partners on their environmental and social practices and work closely together. We believe that our partners must share our values to ensure the positive impact of our gifts. We consider the B Corp certification requirement as our most important KPI (key performance indicator).

Thank you

In conclusion, we are proud of the impact we have made in the year 2022. Our commitment to using business as a force for good is at the heart of everything we do. We will continue to inspire people and businesses with our unique and sustainable gifts, while also contributing to social and environmental causes. Thank you to all our partners and customers for supporting our mission and helping us make a positive impact.



Financial performance

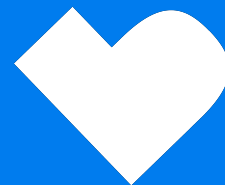
As part of our commitment to transparency, we want to share our financials with you. We are proud to announce that, apart from donating 1% of our turnover to Net4kids, we reinvested all of our profits back into the company. Our investments primarily focused on the branding, website, and marketing, all of which were aimed at enhancing our overall brand recognition and increasing our brand awareness.

We are pleased to report that our operations are profitable, though the aforementioned investments resulted in a small loss. Nonetheless, we believe that these investments will yield long-term benefits, and we remain confident in our overall strategy.

As we move forward, we are planning to invest even more in 2023 to further build our brand and expand our reach. We are committed to partnering with other B Corp organizations to continue our mission of making a positive impact in the world.

P&L statement

Turnover	€43.314,39
Operational costs	<u>€31.666,48</u>
Operational profit	€11.647,91
Other costs	<u>€13.867,87</u>
Total loss	€2.219,96



Ownership

At BGifts, we strive to maintain transparency and accountability to our stakeholders. As such, we want to share with you the ownership information of our organization. We believe that the ownership reflects the value added by the different shareholders. In this section, you will find detailed information on our ownership structure and the stakeholders involved.

