

The background of the slide is a black and white photograph of a modern skyscraper with a grid-like facade. The image is overlaid with large, white, angular geometric shapes that create a dynamic, abstract composition. Thin orange lines also trace some of these geometric paths.

## NexPhase ESG Program Portfolio Company Case Studies



Zing Zang converted its #1 SKU to a more sustainable packaging format that reduces its carbon footprint by >44% while also increasing margins and better delivering on consumer and retailer preferences

**Over 20 years ago, Zing Zang launched its first product – a 32 oz. Bloody Mary Mix in a glass bottle – but in 2H 2020, Zing Zang switched to a new unbreakable lightweight bottle (“ULB”)**

### BETTER FOR THE ENVIRONMENT!<sup>1</sup>

- Proprietary 100% recyclable PET bottle – feels and looks like glass
- >44% reduction in carbon footprint by converting from glass to PET made with 25% post-consumer recycled plastic
- Reduced fuel consumption through distribution / truckload efficiency further reduces carbon footprint

### BETTER FOR MARGINS!

- Improves Zing Zang’s Bloody Mary 32oz cost per case by 15%
- Improves distributor/retailer profits by reducing fuel cost and improving truckload and warehouse efficiency

### BETTER FOR CUSTOMERS AND CONSUMERS!

- Consumers prefer Zing Zang’s new ULB due to visual appeal, convenience, durability, and environmental friendliness<sup>2</sup>
- Consumers are becoming more conscious about their environmental impact & carbon footprint and are willing to pay more for products with recyclable packaging<sup>3</sup>
- Leading retailers have publicly committed to moving to 100% reusable, recyclable, or compostable packaging by 2025<sup>4</sup>



#### Notes:

- Source: Results from 2018 peer reviewed, ISO 14044 LCA Study comparing ThermoSet® jars to glass jars – Graham Packaging Company.
- Source: Nielsen Consumer Research commissioned by Zing Zang.
- Source: Euromonitor International Lifestyles Survey 2015, 2017.
- Source: Ellen MacArthur Foundation research as of January 2018.

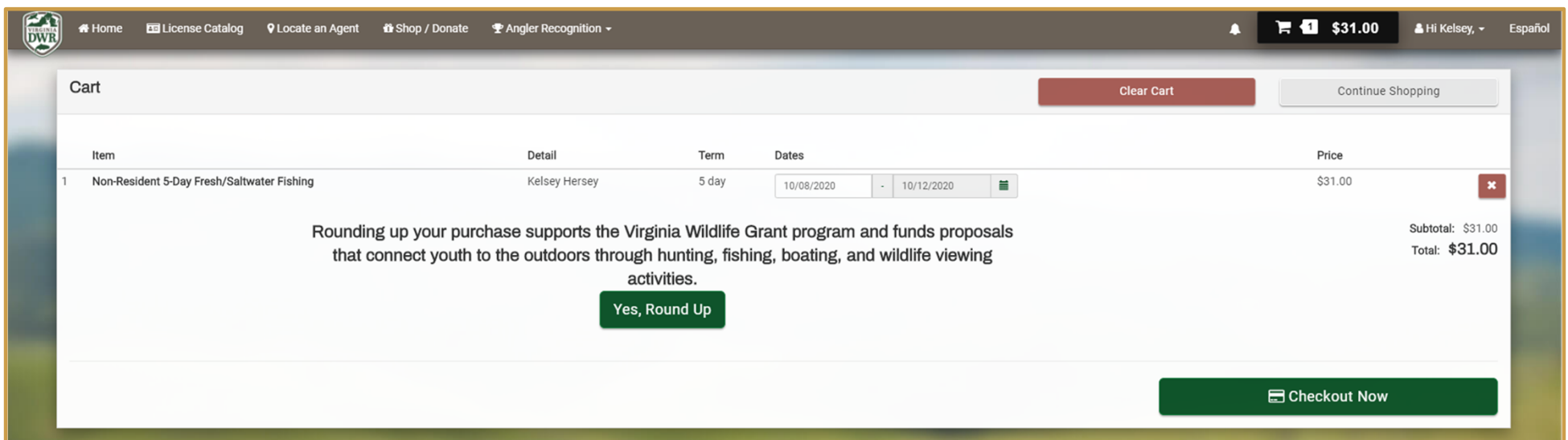
Brandt Information Services (“Brandt”) donation programs have generated over \$1.9 million in donations to support wildlife conservation, youth support, military veteran and hunger relief programs.

## SOCIAL INITIATIVE OVERVIEW

- Brandt’s E-commerce platform promotes donations, including the ‘Donation Round-Up’ program for consumers to round purchases to the nearest \$1 or \$5 during the checkout process.
- Brandt’s donation programs have raised over \$1.9 million across over 870 thousand transactions.
- Most common uses of funds raised are:
  - Wildlife conversation programs
  - Food pantry donations
  - Military veteran programs
  - Youth activities (hunting, fishing, boating, wildlife viewing) programs

## DONATION ROUND-UP STEPS

1. User adds item to cart
2. Proceed to checkout
3. Click “Yes, Round Up” button
4. Complete Transaction



The screenshot shows the checkout process on the Brandt website. The cart contains one item: "Non-Resident 5-Day Fresh/Saltwater Fishing" for \$31.00. A message prompts the user to round up their purchase to support the Virginia Wildlife Grant program. The "Yes, Round Up" button is highlighted in green. The subtotal and total are both \$31.00. The "Checkout Now" button is also visible.

Item	Detail	Term	Dates	Price	
1	Non-Resident 5-Day Fresh/Saltwater Fishing	Kelsey Hersey	5 day	10/08/2020 - 10/12/2020	\$31.00

Rounding up your purchase supports the Virginia Wildlife Grant program and funds proposals that connect youth to the outdoors through hunting, fishing, boating, and wildlife viewing activities.

[Yes, Round Up](#)

Subtotal: \$31.00  
Total: \$31.00

[Checkout Now](#)

Action Behavior Centers (“ABC”) offers aid to its employees by helping them refinance and pay down their student loans, lowering barriers to entry to support an underserved population with childhood autism.

## SOCIAL INITIATIVE OVERVIEW

- The ABC management team identified a core problem in the market for Applied Behavior Analysis (“ABA”) therapy for children: barriers to entry to becoming a board-certified behavior analyst (“BCBA”) in the form of onerous student loan burdens.
  - BCBAs are crucial in the creation, implementation, and supervision of therapy plans for autism patients. They often balance oversight of technicians in the field, who work 1-on-1 with patients, with parental training and, on occasion, direct therapy responsibilities.
  - Therapists who aspire to become BCBAs need a master’s level degree that also requires a certain number of hours of supervised experience before they can even go to the Behavior Analyst Certification Board to earn certification.
    - Achieving this certification often necessitates simultaneously balancing a full workload of work and school responsibilities.

- **CEO Hersh Sanghavi and the ABC team looked at student loan debt being carried by ABC therapists at all levels and created a program to refinance their loans to lower payments. The company also offers a \$50 per month stipend to employees to go towards paying down their student loans.**

- ABC has worked directly with schools to reduce the cost of tuition, add scholarships for qualified candidates from its employee base, and refinance existing loans at lower rates.
- **In the first three weeks of the program alone, 300 employees enrolled and refinanced millions in student loans.**
- In addition to the social benefits, ABC believes this initiative will pay for itself by increasing employee retention and reducing the costs associated with employee turnover.
- **ABC has pledged to help 3,000 professionals get board certified, which will add capacity for 24,000 additional patients to receive therapy.**



*“The inspiration behind this is simple – if we are to solve the big, hairy, audacious goal of providing life altering therapy to all children on the Autism spectrum, we must start by investing in clinicians who serve them. We created ABC Foundations, a first of its kind in ABA, so that our teammates have an ally as they embark upon a life changing journey to become a BCBA. We estimate on average, ABC teammates will save \$10,000 over the lifetime of the loan and pay them off 5 years faster.”*

**- Hersh Sanghavi, CEO**



KnowFully Learning Group (“KLG”) has offered its stakeholders in both the accounting and medical continuing education fields distinct programs to further diversity & inclusion goals.

## DIVERSITY IN THE ACCOUNTING PROFESSION

- In celebration of Black History Month, KLG hosted a candid discussion on Black representation in accounting, entitled “Moving Beyond 2% - A Discussion on Black Representation in Accounting”.
  - Led by Dr. Anton Lewis – founder of The Accounting Race Forum and a frequent scholarly author on race issues in the accounting profession – and he was interviewed by Surgent’s Jack Castonguay.
- The discussion was well received and attended by ~140 professionals in the accounting and finance fields, extending the discussion KLG began last year with Dr. Theresa Hammond and Dr. Adrian Mayse regarding the history of Black accountants.
- The session had high levels of audience involvement and dozens of questions asked by the attendees. In this moderated discussion, KLG addressed:
  - Low representation of Black accountants in the profession – currently, less than 2% of CPAs and partners at CPA firms are Black.
  - Challenges faced by Black accounting students and early career professionals.
  - Steps being taken by firms such as KPMG, EY, and PwC to promote diversity and inclusion in the profession.
  - Possible solutions to encourage and support Black accountants and increase representation in colleges, universities, and firm hiring programs.
- Going forward, Surgent will continue to be a thought leader on topics related to diversity in accounting / accounting professionals and seek to move discussions forward.

## UNCONSCIOUS BIAS & HEALTHCARE DISPARITIES



- CME Outfitters (“CMEO”), a leading accredited provider of continuing medical education (“CME”) and a subsidiary of KLG, announced the launch of a nationwide initiative to develop, certify, deliver and measure education related to inclusivity, diversity and equity and disparities in healthcare
  - **This initiative, titled “Addressing Unconscious Bias and Disparities in Healthcare: A Call to Action” is supported by an educational grant from the Johnson & Johnson Institute**
  - The program’s goal is to provide actionable steps to improve healthcare outcomes among all patients, but especially those within underserved and marginalized populations
  - CMEO is working with a diverse group of thought leaders over the year-long initiative to create an impactful series of CME and other continuing education activities that will highlight critical conversations, best practices, and actionable steps that healthcare providers can use in their practice to improve outcomes for all patients

*“We know that Black and Brown patients are often subjected to inequitable care, including issues related to access to providers, delays in treatment, and social determinants of health. This initiative is an important step in helping providers understand and address the barriers and stigma that can create these types of inequities and ultimately impede quality care for underserved patients.”*

**- Shari Tordoff, Senior Vice President of CMEO**