

MINDS + ASSEMBLY ESG OUTLOOK 2025

Minds + Assembly is a design force for good. We act with intention, energy, and purpose to commercialize the most beautiful brands in healthcare. But we don't stop there. We extend that same intentionality and vigor more broadly to consider and give back to the world around us—whether that be within our walls (virtual or physical) or beyond.

Through focused Environmental, Social, and Governance (ESG) objectives, we seek positive impacts for our people, our communities, and our clients. Whether we are championing diversity, equity, and inclusion, bolstering employee growth and health, supporting social initiatives, or investing in environmental sustainability efforts, every action we take to do good is *by design*.

To maximize our impact,
we focus our efforts in three
specific, purposeful areas:

PEOPLE

We pride ourselves on being an excellent place to work and grow, which is why we offer flexible working models, a broad range of health and wellness benefits, and access to various learning opportunities.

COMMUNITY

Extending our minds and hearts beyond the people we see every day, we strive to make a mark in and give back to the broader community around us. Through volunteerism, charitable giving, and pro bono work, we aim to do just that.

ENVIRONMENT

Since our inception, operating as responsible stewards of our environment has been important to us. For this reason, we have always inhabited limited office space and have avoided ordering paper and in-office printing. Now, we are taking further action to demonstrate our commitment to combating climate change.

People



A DIVERSE WORKFORCE 63% of leadership-level roles—Associate Director and above—at Minds + Assembly are held by women. 30% of our total employee population self-identify as individuals with a diverse cultural background.

DEI BEST PRACTICES We have made a commitment to diversify our recruitment and hiring efforts through our Employee Referral Program, which allows employees to source candidates from their personal networks. This encourages a more diverse talent pool than traditional sourcing.

SABBATICAL 3 employees were able to take earned sabbatical time in 2024.

YOUNI Our in-house university—where people go to grow—offers two semesters of 12 courses per year, with new topics, tools, and methods taught by both in-house experts and guest lecturers.

PARENTAL LEAVE In 2024, eight new parents took our non-gender-specific 12-weeks of fully paid parental leave, with some of those employees opting to extend their leave via an allowable PTO extension.

DEI TRAINING We require annual antiharassment, antidiscrimination, and managing bias training for all employees—including special trainings for managers—to enhance our workforce's cultural competency and foster an inclusive and welcoming workplace.

ANNUAL PERSONAL ENRICHMENT ALLOWANCE All employees receive up to \$1,000 per year to learn something new or to further an existing skill (career-related or, preferably, not!).

CALM AND MASTERCLASS Memberships to both platforms are offered free of charge to all employees, underpinning our commitment to our people's mental well-being and growth, respectively.

Community



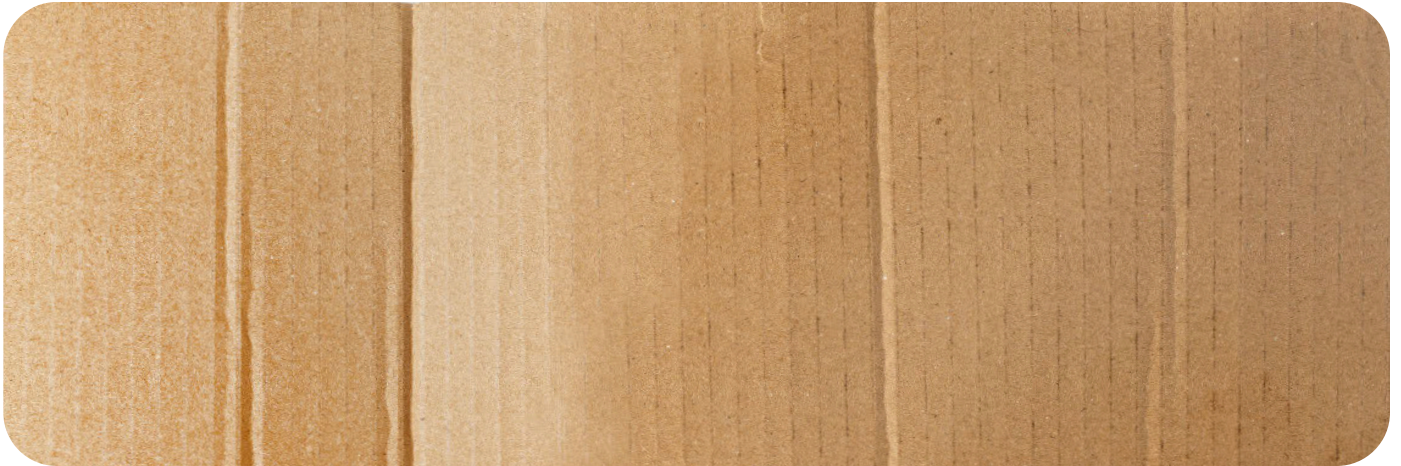
CHARITABLE SUPPORT As an organization, we make contributions to support charities that have missions that align with our values.

PRO BONO CLIENT WORK We have supported nonprofit organizations—such as Jiamini and the Food and Finance High School—by providing our services and time to support their respective missions and to help expand their reach and impact.

CHARITABLE MATCHING In 2024, Minds + Assembly matched the charitable donations of 7 employees. All of our employees are eligible to have up to \$1,000 in charitable giving matched annually by the agency.

LGBTQ+ ALLYSHIP Our Pride Committee underscores our dedication to education and inclusion for our LGBTQ+ employees, allies, and community at large.

Environment



MINIMIZING OUR OPERATIONAL FOOTPRINT

Minds + Assembly integrates environmental responsibility into daily operations by reducing waste, conserving energy and water, and maintaining a primarily digital workplace to minimize paper use. We extend this commitment beyond the office by prioritizing low-emission travel options, encouraging carpooling, and limiting non-essential trips.

CARBON FOOTPRINT MEASUREMENT In 2023, we completed our inaugural carbon footprint assessment to establish a baseline of our environmental impact. Building on that foundation, in 2024 Minds + Assembly continued this annual measurement to track progress, identify new opportunities for reduction, and drive meaningful improvements in how we manage and minimize our footprint.

Our Future



This is only the beginning for Minds + Assembly. We are currently planning future ESG commitments in the areas of employee well-being and professional development, new pro bono client work, and an ongoing commitment to work toward net-zero emissions. Onward and upward.