

Inspire. Engage. Impact.

Boost Engagement®
2018 Corporate Social Responsibility Report





Anita Emoff
Owner & Chairman, Boost Engagement®

Anita focuses on strategic oversight and innovation for our four brands. Keeping the business fresh and relevant, commitment to outstanding customer service, company culture and operational excellence are essential in guiding her successful business.

From the Owner & Chairman

Boost Engagement owns and operates four distinct brands: Shumsky, Boost Rewards, Shumsky Therapeutic Pillows and Outta the Box Dispensers. All four brands create enhanced engagement through our products and services which spark new connections, build brand awareness and focus on personalized moments that get people and brands noticed.

Our people and our organizational culture are the drivers behind Boost Engagement. Our corporate social responsibility reflects what Boost Engagement represents to our clients and their customers, as well as our employees and the community in which we live.

In 2018, we were honored as a Best Place to Work, one of Dayton's Healthiest Employers and named as a Top 40 Distributor in an industry of 20,000+ competitors. What an enormous accomplishment to be recognized in the top 1% of our industry!

I invite you to learn more in this report about the impact Boost Engagement had on our community, our industry and our environment in 2018.

A handwritten signature in black ink that reads "Anita Emoff".

Our Brands



Shumsky, the founding division of our organization, is your trusted partner for developing and engaging your employees, customers and prospects with promotional solutions that lead to improved brand awareness and engagement. We provide white glove service to every customer from creative design that help you envision the solutions that best represent your brand, to online stores that make ordering and fulfillment easy and reliable for your employees and your customers.



Boost Rewards is focused on driving company cultures where employees are engaged. We partner with organizations to create responsive, adaptive employee engagement and recognition programs that build community, heighten morale and highlight your team's success and performance.



Therapeutic Pillows provides an effective way to keep patients engaged throughout the surgical process. Prior to surgery, the pillows are used as a connection tool to increase a patient's understanding regarding their medical procedure. Post-surgery and beyond, patients use our Therapeutic Pillows to improve comfort throughout the recovery process and ultimately leads to increased patient satisfaction.



Outta the Box Dispensers engages consumers at just the right moment with eye-catching point of sale displays. Through coupons, contests, offers, recipes or promotions, your brand can connect, communicate and drive customer loyalty and repeat business.

Together, our company promotes engagement at every step of the employee and customer brand journey.



Dawn M. Conway
CEO, Boost Engagement®

From the CEO

Thank you for taking the time to read our 2018 corporate responsibility report. For 66 years, we have taken seriously our role as a corporate citizen not only for our company but our customers, employees and our community. Boost Engagement's mission leads us to discover, develop, and deliver creative solutions for one reason: to differentiate for our customers and make an impact in our community. Through our sustainability initiatives, donations, on-site employee wellness programs and paid volunteer time for our employees, we are committed to investing in our community and beyond to make a difference.

Boost Engagement is the founding member and co-chair of the Global Business Coalition Against Human Trafficking (GBCAT). Through GBCAT, we continue to work diligently to protect human rights. We have a zero-tolerance policy against any form of human trafficking, which all of our suppliers must sign. Boost Engagement continues to protect our customers' data through our annual PCI recertification. In addition, 100% of our employees participate annually in the Code of Business Conduct training and certification to ensure ethical behavior.

Through our commitment to human rights, ethical behavior, diversity in the workplace, data security and corporate citizenship, our policies and business practices in 2018 accomplished much more beyond solid financial results. We continue our efforts to create a diverse, healthy and responsible workplace. As a result, the Dayton Business Journal named Boost Engagement as both a Best Place to Work and one of Dayton's Healthiest Employers in 2018.

I am impressed by and pleased with our team's efforts and commitment to making a difference. We continue to live our corporate mantra that it just takes one person at one company to make a difference!

A handwritten signature in black ink that reads "Dawn M. Conway". The signature is written in a cursive, flowing style.

Vision, Mission + **Core Values**

Our Vision, Mission and Core Values represent who we are as a company. Every employee is critical to the success of our organization. Our values are an extension of our brands and how we service our customers and engage with our suppliers.



Compliance **Statement**

Promoting and protecting your brand is our top priority. At Boost Engagement, we exercise great care in sourcing safe and compliant products of the highest quality from our network of proven and trustworthy suppliers.

In our business, there are constant changes to product safety and data security regulations. We keep current on these changes and provide training to all employees to ensure compliance. In February 2018, we participated in the 25th Annual Symposium of ICPHSO (International Consumer Product Health and Safety Organization), a gathering of consumer safety professionals from around the world discussing the advances and progress made in both product safety and social compliance.

The annual PPAI Product Responsibility Summit in Washington, DC was held in September. Highlights of this conference included the changes to California Proposition 65, as well as regulations around emerging product and technological advances that are affecting the promotional products market,

including IOT. Every member of our sales team is required to complete a series of courses to achieve “Product Safety Aware” status through PPAI.

In addition to these events, we regularly meet with the Quality Certification Alliance (QCA) as members of the Distributor Advocacy Council.

Every person in our organization that is engaged with your brand is knowledgeable and able to help you make the safest decisions when choosing products that represent—and most importantly—protect your brand.



Where We **Operate**

Our headquarters reside in Dayton, Ohio, which has long been recognized as a hub for innovation and entrepreneurship in the northeast region of the country. We've been based here since 1953.

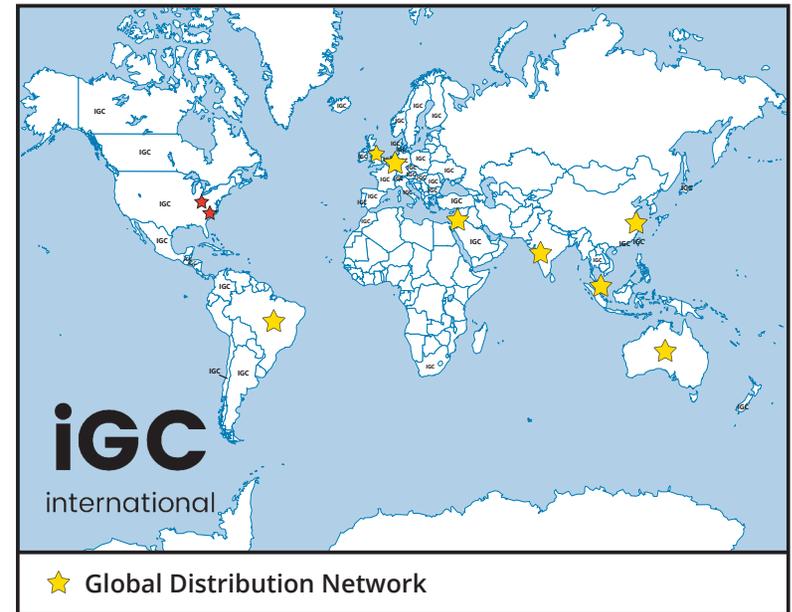
The last six decades of success have allowed us to expand from one central location supporting US customers to a worldwide presence providing global solutions to customers within top industry segments. We do this through our ownership and leadership in IGC International.



Dayton, Ohio

We are one of only six promotional companies within the United States with ownership in IGC.

IGC International is a global contract partner for multinational companies to buy promotional items and business gifts. This network consists of 52 partners, covering 46 countries, which guarantees a consistent global approach for our customers with local service. For more information, visit igc-international.com.



Europe
29 Members

North America
8 Members

Latin America
5 Members

Africa
1 Member

Asia
11 Members

Oceania
2 Members

Corporate Social Responsibility **Highlights**

Our Core Initiatives anchor to the following:

Build trusting and productive relationships

- Deliver high-quality products and services with white glove service and support

Operate an ethical and secure workplace

- Protect human rights and data security

Support employee welfare

- Encourage health and wellness along with workplace satisfaction for our employees

Engage in our community

- Support the needs of others



Build trusting and productive relationships:

Deliver brand protection and integrity



At Boost Engagement, our commitment is to deliver creative and innovative solutions that are safe and compliant at fair prices. We pride ourselves in providing our customers with unparalleled white glove service and on-time delivery, which only furthers our mission to exceed customer expectations.

In 2018, upon recommendation from our Customer Advisory Board, we developed a Brand Ambassador Training Program. This series of informational modules will be used by all of our internal customer support teams, as well as our suppliers, to better understand and ensure compliance for our customer's brands and branding guidelines. Once completed, each Brand Ambassador will ensure compliance for all applications on behalf of our client's branding identity.

We understand the important investment our customers take in developing and protecting their brands and through this process, our clients can be assured that every product we provide to represent their brands will protect the integrity and reputation of their organization.

At Boost Engagement, we offer the confidence to take your brands into our hands.

Build trusting and productive relationships:

Deliver high-quality products and services



Quality Certification Alliance

Quality and Safety. Delivered.®



Distributor Advocacy Council

Quality Certification Alliance

We are committed to providing our clients with safe, responsible promotional products and solutions. Our dedication to product safety and compliance is evident by our partnership with the Quality Certification Alliance (QCA) and our founding membership in the Distributor Advocacy Council (DAC).

The goals of the Distributor Advocacy Council are to promote responsible sourcing as the right way to do business and educate end buyers of the value of brand safety. In 2019, QCA will launch a Distributor Certification Program. This will create an even stronger product safety and social responsibility network between us, our suppliers and our customers. QCA Distributor Certification is planned to roll out in mid to late 2019, and we have been chosen to participate in the early phases of deployment of this program.

We are proud to be a part of the QCA's mission of responsibility.

Build trusting and productive relationships:

Deliver high-quality products and services

PEERNET

For over 25 years, Shumsky has been a member of the Peernet Group, comprised of 17 of the promotional industry's most innovative distributors and 40 of the top suppliers. The leadership of Peernet works closely with our supplier partners to ensure all of the products we offer our clients are the best available in terms of value, quality and safety.

This year, Peernet partnered with product safety experts to compile an updated Product Safety, Quality and Compliance Manual. This exclusive reference tool offers a wealth of information relative to the promotional products industry and the life cycle of products from point of inception to end of use and disposal.

2018 brought focused attention to the updates to **California Proposition 65**, the Safe Water and Toxic Enforcement Act of 1986. Peernet has joined leaders from throughout the promotional products industry to engage with our suppliers to gather warning label requirements for their product lines. This collaborative effort has pushed us to the forefront in ensuring the products that are shipped to our customers in the state of California are accurately and appropriately identified.

2018 also introduced updated **GDPR (General Data Protection Regulations)** for Personal Data Security of Citizens of the European Union. Boost Engagement and Shumsky have put into place updated privacy policies and agreements for our customers in the EU to ensure their personal information is handled in a secure manner. GDPR compliance was effective in May 2018, with training provided to every employee throughout the organization.

Operate an ethical and secure workplace:

Protect human rights and data security

As mentioned previously, the rights and security of all people is our priority. To demonstrate our commitment to the ethics and safety of our products, suppliers and customers, we've adopted and implemented standards of safety, quality and integrity of our products and processes.



Boost Engagement supports the effort to eradicate human trafficking through our continued participation in GBCAT (Global Business Coalition Against Human Trafficking). In 2018, we kicked off a subcommittee with representatives from companies around the world to provide best in class tools and information to assist companies in identifying and preventing human trafficking in a business or supply chain.

We maintain our policy of Zero Tolerance with every supplier we work with. Every supplier is required to state their compliance to a safe, ethical and secure supply chain in accordance with our core values and initiatives.



PPAI is the trusted leading association in the promotional products industry delivering essential knowledge, resources and community to ensure the success of its members, those who manufacture, import and resell promotional products and the promotional products industry itself.

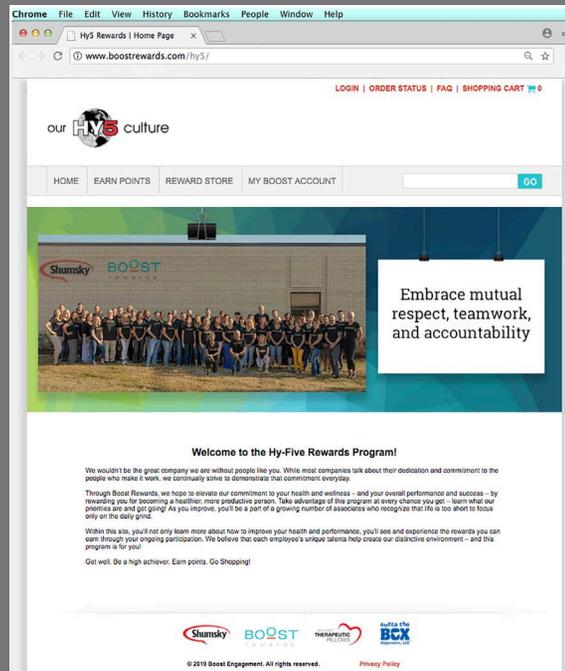
We believe we can't just meet the expectations of our customers and consumers, but must surpass them. In order to accomplish our goal of being the best, we have adopted standards of safety, quality and integrity in not only our products and services, but also for the rights of individuals and environmental protection. We attend the annual PPAI Product Responsibility Summit to gain knowledge on recent changes to product safety standards and regulations. Every member of our business development team is required to complete and maintain "Product Safety Aware" status by completing topical webinars and assessments offered by PPAI. We are dedicated to complying with all applicable laws and to conduct business in an ethical and responsible manner.



PCI Certified: The PCI Security Standards Council is a global open body formed to develop, enhance, disseminate and assist with understanding the security standards set forth for payment account security.

For the past four years, we have completed an annual assessment of our facility and practices by an independent Quality Security Assessor and are issued a report on compliance. The report provides details about our environment and assessment methodology and documents our compliance status for each of the PCI DSS requirements.

Support employee welfare:
**Encourage health, wellness
 and engagement**



WorkTango

Employee Engagement: In 2018, we implemented WorkTango as our internal communication platform to solicit feedback. Employees are encouraged to offer suggestions and respond to specific questions to measure satisfaction in our workplace. Confidential suggestions and comments are collected and addressed directly by our CEO in real-time. These responses are communicated as follow-up and actionable items in our quarterly town hall meetings.

In 2018, the responses to the question “How happy are you at work?” held consistent from the previous year, on par with the 7.5 industry benchmark. WorkTango supports one of our core values: to communicate openly.

BOOST rewards

Boost Rewards™: In an effort to inspire employee engagement and reinforce a positive culture that companies strive to achieve, we provide an integrated rewards and recognition solution that can be leveraged not only by managers, but by every employee. The Boost Rewards initiative starts and ends with the employees.

This online program allows employees to nominate and recognize their fellow co-workers for their impact on performance, excellence, work ethic, character and overall team mindset for a monetary award. We’re honored to say that we’ve awarded over \$21,000 to our employees in recognition of their achievements and outstanding work. We believe recognition from co-workers and peers exceeds any award a manager or supervisor may grant.

Health and Wellness: At Boost Engagement, we focus on innovative ways to promote employee health and wellness and were recognized by the Dayton Business Journal as one of the Healthiest Employers of 2018. We launched multiple wellness initiatives in 2018, including:

- **Health and Fitness Rewards:** Through our Boost Rewards Hy5 platform, we incentivize healthy behaviors with awards and recognition.
- **Yoga:** We host free in-office yoga classes for employees and their families.
- **Wellness Wednesdays:** We encourage employees to take mid-day walks and provide fresh fruit in the office.
- **Employee Assistance Program (EAP):** Through a benefits provider, we offer a confidential service free of charge to employees who find themselves burdened with any number of life stressors/challenges.

Support employee welfare:
**Encourage health, wellness
and engagement**



Here at Boost Engagement, we seek to foster an atmosphere of inclusion, mutual respect and a desire to learn from each other and from our diverse clients, suppliers and vendors.

We continuously seek to recruit, promote and retain employees of all backgrounds, experiences, ethnicities and talents.



Promotional Products Education Foundation (PPEF): PPEF is an educational, charitable, nonprofit organization that awards college scholarships to students who have a parent working in the promotional products industry or who are working for a company in the industry.

PPEF is governed by an 18-member Board of Trustees. The trustees are volunteers from the promotional products industry and many are active volunteers giving their time and talents to various industry committees and organizations.

The Jayne Emoff Miller Scholarship: Boost Engagement is the proud sponsor of the Jayne Emoff Miller Scholarship. Jayne Emoff Miller was the second generation owner of Shumsky. During her time with the company, she established Shumsky as a Certified Woman-Owned Business, one of the early diversity businesses in the industry.

Determined through a competitive application process and chosen by members of the PPEF Foundation, the recipient of the Jayne Emoff Miller Scholarship for the 2018-19 school year is Ben Chao of Rossmoor, California. Ben is a future graduate of San Diego State University in pursuit of a double major in Business Administration with a specialization in Entrepreneurship and Marketing.



Ben Chao, Jayne Emoff Miller Scholarship recipient

Human Trafficking: **Driving Awareness**

In July 2018, our Shumsky division hosted the quarterly luncheon for Ohio River Valley Women's Business Council (ORV-WBC). The agenda was a panel discussion on the fight against human trafficking, featuring panelists Elisabeth Barna from American Trucking Associations, Nate Young from the Cincinnati Police Department and our CEO, Dawn Conway, who is a founding member of the Global Business Coalition Against Human Trafficking.

Barbara Buyers, Senior Account Executive at Shumsky, moderated the panel.

Sheila Mixon, Executive Director of Ohio River Valley Women's Business Council, said "The presentation on human trafficking presented during the Dayton WBE Forum Luncheon, hosted by Shumsky, was one of the most impactful and informational sessions ORV-WBC held in 2018. It was by far, one of the top events of the year for ORV. This was an incredibly eye-opening afternoon to hear firsthand from our panelists about how they are involved in raising awareness on human trafficking and how individual corporations can help, no matter their size."



Elisabeth Barna, American Trucking Associations; Nate Young, Cincinnati Police Department; Dawn Conway, Boost Engagement



Dayton ORV-WBE Luncheon

Support our neighbors:

Engage in our community and ecology



4 Paws for Ability



Dayton Pride Festival



Working for a company that urges their employees to become more involved in the community is refreshing. We're given the opportunity to support causes that are important to each of us individually, while continuing to grow and strengthen our own culture as a whole." – Lindsay, Boost Engagement employee

Volunteer Time Off (VTO): We provide a special benefit for our employees of 8 hours per year to contribute their time within the local community.

Culture Committee: We developed our Culture Committee consisting of a diverse group of passionate employees who strive to focus on creating a fun culture. A few of the initiatives we participated in:

- The Air Force Museum Foundation
- Alzheimer’s Association, Miami Valley
- Dayton Children’s Hospital
- The Dayton Foundation
- Dayton LGBT Foundation
- Miami Valley Hospital Foundation
- Urban League of Greater Cincinnati
- YMCA of Greater Dayton

We are privileged to participate in these opportunities and look forward to helping many more in 2019!



Support our neighbors:

**Engage in our community
and ecology**

In 2018, Boost Engagement:

- Collected over six tons of recyclable materials
- Recycled more than 3,578 pounds of paper
- Recycled 1,156 pounds of scrap metal, batteries and ballasts
- Collected and recycled 98 printer toner cartridges
- Reused packing materials when possible
- Donated usable items to be repurposed and diverted from landfills
- Discontinued use of Styrofoam cups and plates in the cafeteria

We look forward to doing even more in 2019!



Recognized by
our community

**DAYTON
BUSINESS JOURNAL**

Boost Engagement was awarded the **#1 spot on the 2018 Top Advertising Agencies list** by the Dayton Business Journal.

DAYTON BUSINESS JOURNAL



2018 BEST PLACES TO WORK

The Dayton Business Journal honored Boost Engagement as one of **Dayton's Best Places to Work** and one of **Dayton's Healthiest Employers**.

FAST50 

Ranked at **#50 on the Dayton Business Journal Fast 50** for 2018.

**DAYTON
BUSINESS JOURNAL**

In 2018, the Dayton Business Journal ranked Boost Engagement **#9 on the Top Woman-Owned companies list**.

Recognized by
our industry



In 2018, we were featured at **#40 on *Promo Marketing Magazine's* Top 50 Distributors list**, which ranks the top promotional products distributors in an industry of 20,000+ companies.

• **A P T I V** •

Boost Engagement was named **Aptiv's Supplier of the Year**.



Boost Engagement is a proud **WBENC Certified Women's Business Enterprise**. This world-class certification validates that a business is majority-owned, controlled, operated and managed by a woman or women. Boost Engagement top executives include Anita Emoff, Chairman, Dawn Conway, CEO and Juli Clark, Chief Operating Officer.



Awarded the **top award for B2B collaborations and contributions** to Women Business Enterprises and participating Ohio River Valley Corporations.

In 2018, Boost Engagement provided support in the form of financial and in-kind donations to a number of local and national organizations:

- **A Special Wish Foundation—Dayton Chapter** (aspecialwishdayton.org)
- **The Air Force Museum Foundation** (afmuseum.com)
- **Alzheimer's Association, Miami Valley Chapter** (alz.org/dayton)
- **Dayton Children's Hospital** (childrensdayton.org)
- **The Dayton Foundation** (daytonfoundation.org)
- **Dayton LGBT Foundation** (daytonlgbtcenter.org)
- **Girls on the Run** (girlsontherun.org)
- **Miami Valley Hospital Foundation** (mvhfoundation.org)
- **State Theatre New Jersey** (stnj.org)
- **Urban League of Greater Cincinnati** (ulgso.org)
- **YMCA of Greater Dayton** (daytonymca.org)

Leaps and bounds:
2018 Initiatives

High-Quality Products and Services

Area of Focus	2018 Initiatives	Status
Product Safety and Compliance	<ul style="list-style-type: none"> • PPAI Product Safety Aware status achieved by 100% of our sales organization • Added to new-hire onboarding process 	
Supplier Dashboard	<ul style="list-style-type: none"> • Suppliers ranked on compliance, service, quality and industry standard code of conduct guidelines • Updated bi-annually 	
Brand Ambassador Training	<ul style="list-style-type: none"> • Internal program to ensure proper use and protection of client brand standards and regulations • Presented company-wide • Added to new-hire onboarding process 	

Pending In Progress  Complete 

Managing Sustainability

Area of Focus	2018 Initiatives	Status
<p>Develop a Five-Year Strategy and Sustainability Plan</p>	<ul style="list-style-type: none"> • Refined our strategy (Vision, Strategy, Execution and Metrics) leveraging Predictable Success framework • Set measurable targets and KPIs • Improved how we capture and analyze data • Formalized stakeholder engagement processes • Increased employee engagement through sustainability activities • Improved transparency in our reporting 	
<p>Industry Awards and Recognition</p>	<ul style="list-style-type: none"> • Maintained or improved how we are viewed in external benchmarks of sustainability and corporate responsibility practice 	
<p>Environmental Sustainability</p>	<ul style="list-style-type: none"> • Increased waste reduction through increased recycling efforts and energy conservation • Completed full facility energy audit and enact corrective action to meet the requirements of Dayton Regional Green certification 	

Pending In Progress Complete

Leaps and bounds:
2018 Initiatives

Protect Human Rights and Data Security

Area of Focus	2018 Initiatives	Status
Code of Conduct	<ul style="list-style-type: none"> Adopted and adhered to PPAI Code of Conduct 	■
PCI Certification	<ul style="list-style-type: none"> Completed all requirements to achieve PCI DSS Certification 	■
GBCAT	<ul style="list-style-type: none"> Continued participation in Global Business Coalition Against Human Trafficking Lead SME (Small/Medium-size Enterprise) Advisory Council to develop training and awareness tools to identify and eliminate human trafficking 	■
Zero Tolerance Policy	<ul style="list-style-type: none"> Required all suppliers comply to policy in order to do business with Boost Engagement 	■

Pending In Progress Complete

Leaps and bounds:
2018 Initiatives

Encourage Health, Wellness and Workplace Satisfaction for our Employees

Area of Focus	2018 Initiatives	Status
Health and Fitness	<ul style="list-style-type: none"> • Free monthly in-office yoga class • Wellness Wednesday Walks, Fresh Fruit Wednesdays • Employee Assistance Program (EAP) 	
Boost Rewards Employee Recognition	<ul style="list-style-type: none"> • Online rewards and recognition program • Rewards allocated in 2018 in excess of \$21,000 	
WorkTango	<ul style="list-style-type: none"> • Communication and measurement of employee workplace satisfaction • Employee approval ranking of 7.4 	
Career Pathing	<ul style="list-style-type: none"> • Created new levels in organization for employee development • In 2018, promoted 30% of employees to new roles 	

Pending In Progress  Complete 

2019 Focus:

Goals and Initiatives

High-Quality Products and Services

Product Safety

- Maintain our ongoing target of zero product-related safety incidents or recalls to ensure that our customers' brands are protected and our products continue to be of the highest quality

California Prop 65

- Maintain Prop 65 compliance training for all employees
- All online company stores and custom promotional products comply with Prop 65 regulations

GDPR

- GDPR compliance maintained for all online stores
- Training provided to all employees in 2018

**Product Testing:
Social Compliance
Audit**

- Streamline procedures for third-party product testing and Social Compliance Audits to ensure safe, ethically-manufactured products

QCA

- Active participation in QCA Distributor Advocacy Council
- QCA Distributor Certification 2019

**Customer
Experience**

- Extend our insight gathering practices and continue expansion of our Customer Advisory Board to incorporate customer feedback into our processes, with clear accountability and governance structures

Protect Human Rights and Data Security

Human Rights • Continue to embed our Code of Conduct and Zero Tolerance policies into every aspect of our business to ensure our brand partners are provided ethically-sourced products

PCI Certification • Maintain up-to-date PCI DSS Certification to ensure responsible data protection

Encourage Health, Wellness and Workplace Satisfaction for our Employees

Increase Employee Satisfaction Rating • Increase employee satisfaction rating to above national average through employee development and enablement programs; 2019 goal: 7.6

Achieve *Great Place to Work* Status • Gain “2019 Great Place to Work” recognition through employee surveys and responses, to increase recruiting efforts of top talent in the industry

Diversity and Inclusion • Continue to recruit to increase employee diversity and cultural representation to build a team of employees reflective of the community in which we live

Encourage Health, Wellness and Workplace Satisfaction for our Employees

Volunteering and Giving

- Increase VTO (Volunteer Time Off) usage by employees to 90%
- Identify and work with organizations that are specifically related to our businesses to encourage entrepreneurial efforts and creativity in our community

Health and Safety

- Increase participation in on-site wellness programs and activities to ensure we have healthy and productive employees

Employee Satisfaction Development

- Develop career pathing and ongoing development plan framework for all employees
- Continue to invest in enablement and training for our employees
- Continue to focus on employee productivity by investing in process and system upgrades
- Create a strong culture focused on work/life balance

Inspire.
Engage.
Impact.

Boost Engagement® Headquarters

811 E. Fourth Street

Dayton, Ohio 45402

(800) 223-2203

boostengagementllc.com

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