

**THE
SYNERGY
COMPANY™**

**POSITIVE IMPACT
REPORT
2023**

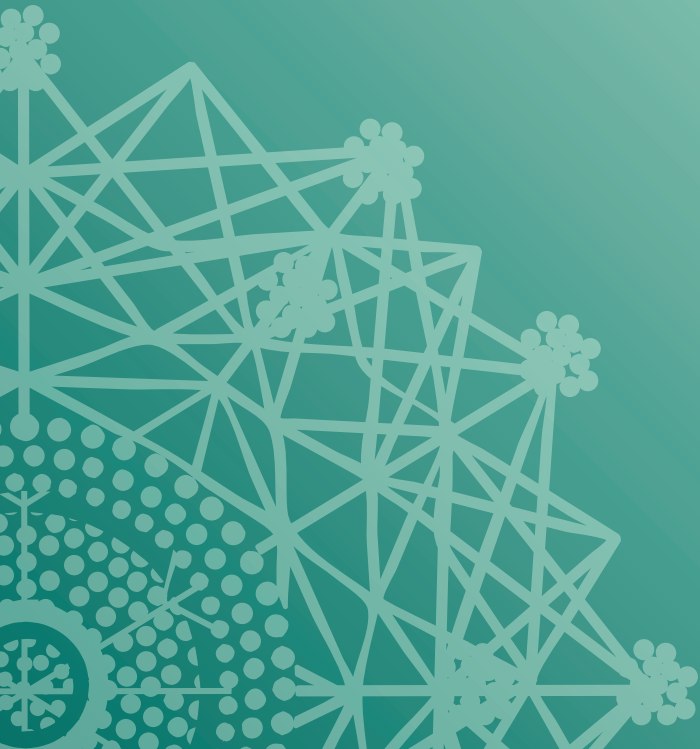
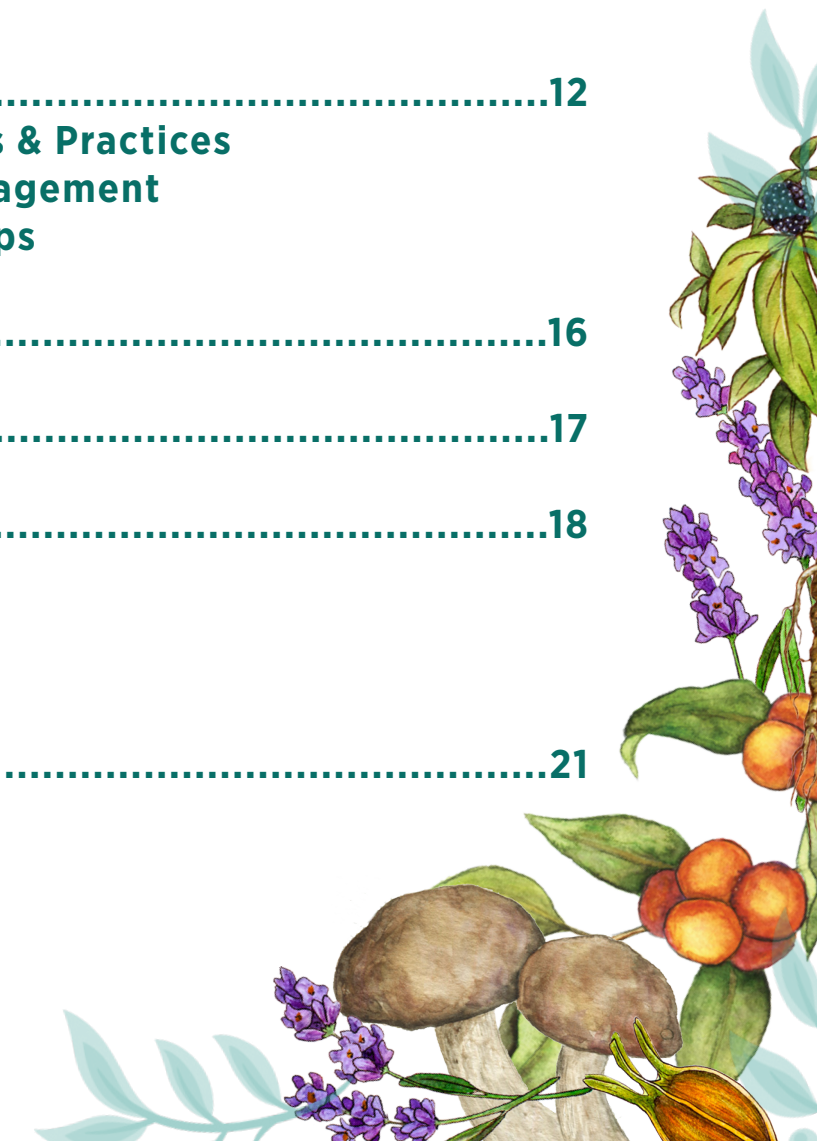


TABLE OF CONTENTS

A WORD FROM OUR CEO	4
WHO WE ARE	5
MAKING GOOD ON OUR MISSION.....	6
•PEOPLE.....	8
•The Synergy Company™ Team	
•PLACE	10
•Community Spotlights	
•Volunteer Efforts	
•Social Impact	
•PLANET	12
•Organic Ingredients & Practices	
•Environmental Management	
•Industry Partnerships	
OWNERSHIP & GOVERNANCE	16
•LEADERSHIP.....	17
•BECOMING EVERGREEN	18
•Tugboat Institute	
•Taking Inventory	
•2024 & Beyond	
MAINTAINING INDEPENDENCE	21



A WORD FROM OUR CEO



The Synergy Company™ was built on the belief that good business is eminently compatible with thriving employees, community outreach, and environmental stewardship, which is why we're proud members of the B Corp Movement. It's an honor to stand alongside a growing network of peer companies – and patrons like you – who recognize that when it's done right, business can be a force for good in the world.

In this report, you'll find a summary of what we did in 2023 to pair our values with tangible action, and what we're striving for in years to come. Each initiative, every partnership, and all the progress made reflects our dedication to fostering a more equitable, sustainable, and inclusive future for all.

At the heart of our mission lies a profound belief that business can catalyze transformative change. Guided by our core values and propelled by innovation, we're harnessing the power of commerce to address some of the most pressing challenges facing our world today, so that we leave a lasting impact for generations to come.

As we reflect on the past year's accomplishments, we do so with gratitude for the devoted support of our stakeholders – our employees, trade partners, community members, owners, and most importantly, you – without whom none of this would be possible.

Thank you for your continued support and for allowing us into your world. It's an honor to walk beside you on your wellness journey.

In good health,

A handwritten signature in dark ink, appearing to read 'Thatcher Vagts'. The signature is fluid and cursive.

Thatcher Vagts, Chief Executive Officer

WHO WE ARE

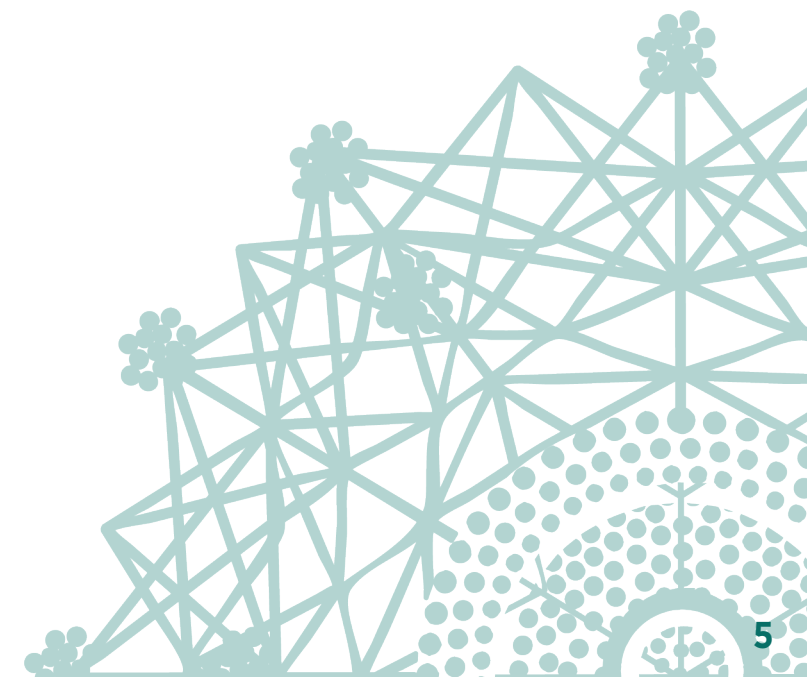
We're The Synergy Company, a Certified B Corporation based in Moab, Utah that crafts organic supplements using a blend of modern science and time-honored healing traditions. Our line, Pure Synergy, sets the standard for sustainably made and impeccably crafted organic formulas.

Each Pure Synergy blend is independently crafted at our privately owned, certified organic manufacturing facility in Moab. By taking this hands-on approach, we're afforded direct oversight and management of our process – from seed to supplement. Which ensures each bottle is filled with the highest quality nourishment, at the lowest possible price for you and your family, every time.

From how each ingredient in a supplement works synergistically with one another, to how each supplement works with the innate wisdom of your body, we leverage the power of connection to nurture the gift of good health, and all the possibilities that come with it. When you have the energy to keep up with your kids, or the calm resolve to better manage life stressors, you get more out of your day-to-day. More connection, more enjoyment, more peace – that radiates out and influences the people and places around you. Simply put, when you feel better, it makes for a better world.

We're here to facilitate that wave of well-being.

Walking lightly with integrity and care for others has informed our business ethos since The Synergy Company's founding in 1992. And we admit it, when it comes to doing things the right way, we're perfectionists. Because that level of excellence is what you – and our planet – deserve.



MAKING GOOD ON OUR MISSION

We share an *enduring commitment*
to **NOURISH & ENHANCE** your *life experience*
by **CULTIVATING** the *innate potential* within each of us
& **NURTURING** the *health & well-being*
of *people, place, & planet.*

We officially joined the change-making community of certified B Corporations in July of 2021. It was a rigorous certification process – one that prompted us to take a deep and meaningful inventory of all facets of our business and the kind of impact we were making in the world. While the assessment process didn't prompt an overhaul of how we were already conducting our business, it did offer some insights as to where we're at as a company, and most importantly, who we want to become.

We're so proud to share about the ripple effect of well-being that we nurtured this past year. From officially adopting paid parental leave and wellness time off policies, to donating nearly \$200,000 to our community partners, to preventing 130 metric tons of carbon from entering our atmosphere, here's a deeper look at what your patronage contributed to in 2023, and what it means for the years to come:



PEOPLE

It's because of our employees that we're able to make good on our founding values. The spirit of The Synergy Company is rooted in their creativity, dedication, and hard work.

By owning every aspect of the product life cycle, all departments contribute deeply to the creation of each Pure Synergy supplement. And by localizing our production to Moab, we have full visibility into the day-to-day operations at our facility and the experience of all our employees, not just the ones in the office. We recognize that everyone has a unique experience and infinite value, and that diversity is a strength. One that's thoroughly considered when it comes to creating employee-centered initiatives.

From guaranteed pay equity to paid parental leave and wellness time off policies, we strive to support our employees' needs as *people* whenever possible. Because, said simply, they're the heartbeat of everything we do.

THE SYNERGY COMPANY TEAM

2023



Increased paid Wellness Time Off policy to **40** hours per year

\$83,000 invested into professional development opportunities



43% of hires filled through internal promotions

Subsidized **\$33,000** for on-site employee childcare



Adopted Paid Parental Leave policy

95% of staff earn a Family Livable Wage



50% of executive team is female
50% of teams are female-led

Named a **Top 100** Company Championing Women by Utah Inspire



Ensured gender-based pay equity

2024 & BEYOND

401k Expand health & retirement benefits

Maintain employee retention above 95%



Receive Period Positive Workplace designation

Continue using employee satisfaction surveys to prioritize initiatives



Create employee recognition & rewards program





PLACE

Finding ways to use ‘business as a force for good’ is gratifying, and there are few things more nourishing than being able to give back to our local communities. Moab is an awe-inspiring place in its own right – from the beauty of the red rocks to the majesty of the La Sal mountains – but it’s the people within it that make it home. Every year we partner with local non-profits who ensure the most vulnerable among us have the resources they need to feel well – in mind, body, and spirit.

COMMUNITY SPOTLIGHTS

While the opportunity to give back is something we cherish, the true honor is being able to partner with such exceptional local organizations.

GRAND AREA MENTORING

Matches carefully screened adult volunteers with children who seek guidance

“We admire what Synergy does for individuals through its creation and production of amazing products. We also adore what they do for our community by investing in the youth of Moab. Grand Area Mentoring and other worthy non-profits continue to achieve our missions in partnership with Synergy. This is what it means when people say, ‘It takes a village.’”

MOAB VALLEY MULTICULTURAL CENTER

Builds bridges of social support, cultural appreciation, and education to strengthen the well-being of our community

“Thanks to our longstanding partnership, we’ve been able to retain vital front-line social workers, offer financial support for health-related case goals, as well as give multivitamins to food pantry participants and prenatal vitamins to expectant mothers. The Synergy Company puts a lot of care and effort into their charitable giving programming and the results are remarkable.”

VOLUNTEER EFFORTS

MOAB, UTAH



COMMUNITY REBUILDS

“Working to tackle the affordable housing crisis.”



RIM-TO-RIM RESTORATION

“Improving native ecosystems, water quality, and communities.”

DENVER, CO



DENVER URBAN GARDENS

“Providing access and skills for people to grow healthy food and regenerate urban green spaces.”



THE CONFLICT CENTER

“Equipping people with practical skills to navigate, transform, and embrace everyday conflict.”

SOCIAL IMPACT

2023

\$199,879 donated across 15 non-profits

Facilitated 676 volunteer hours
Supported 116 hours of paid Volunteer Time Off

Donated \$1,500 worth of clothing & shoes

10 kids enrolled at Red Rock Tots, community partner for onsite daycare

2024 & BEYOND

Deepen partnerships with national and/or global organizations

Deploy data collection & reporting software for real-time impact visibility





ORGANIC INGREDIENTS & PRACTICES

This ethos is a guiding force behind our commitment to organic ingredients. Certified organic farming practices help build soil health, support biodiversity, protect water quality, and reduce soil erosion. Not only that, but harmful synthetic fertilizers and pesticides are strictly prohibited, reducing the risk of these being disseminated into our water system via crop runoff, as well as ingested into your body. Because of the care and intention behind these practices, organic ingredients are exceptionally rich in nutrients that can otherwise be stripped by industrial farming techniques. And the better the nutrient profile, the more bioavailable and effective the ingredient is in your body. From macro to micro, organic is a win.

In some instances, an organic supplier of a certain ingredient doesn't exist. In this case, we'll either work to co-develop an organic option with a vendor or seek out sustainably wild-harvested versions of the same ingredient. Regardless, every single ingredient in our portfolio is cultivated in a way that deeply respects the Earth.








PLANET


We profoundly respect and celebrate the interconnected nature of life. It's a unifying truth that drives us to create supplements that sustain both our customers and our planet. Within each Pure Synergy bottle is a beautiful bounty of whole-food ingredients, and the quality of those ingredients – and by extension, your quality of nourishment – is dependent on us exercising deep care for the Earth. We take every measure possible to preserve the health and well-being of our planet, because when the Earth thrives, so do the people on it.

2023		2024 & BEYOND	
 <p>132,877 Kg or 91% of purchased raw materials were USDA Certified Organic</p>		 <p>Partner with organic regenerative suppliers</p>	
<p>94% of products are USDA Certified Organic or Made with Organic Ingredients</p>		 <p>Pursue Fair for Life & Fair Wild certifications</p>	<p>Further integrate supply chain management with social responsibility</p>
 <p>100% of ingredients & products are non-GMO</p>			

ENVIRONMENTAL MANAGEMENT

Because we independently manufacture all our products, we have the unique ability to take frank inventory of our environmental footprint and make direct changes based on these assessments. For example, this past year we completed our first waste audit, which gave us visibility into our waste stream, and a precise path forward on how we could divert more than 90% of waste from the landfill, and eventually secure a Zero Waste Facility certification. Similarly, we conducted inventories of our greenhouse gas emissions and were able to identify and correct operational inefficiencies, ultimately reducing our Scope 1 and 2 emissions by emissions by 3.7% in the last year, and 18.5% in the last four years. This kind of visibility is crucial in crafting a clear path toward a circular and sustainable manufacturing process.

2023	2024 & BEYOND
<p>Completed first waste audit </p> <p> Executed a Materiality Assessment to ensure prioritization of high-impact issues</p> <p>Reduced Scope 1 & 2 GHG emissions by 3.7%, totaling an 18.5% reduction in the last four years</p> <p>451,447 kWh of wind & solar power generated</p> <p>122% of electricity consumption offset</p> <p>Prevented 130 mTs of carbon from entering our atmosphere</p> <p> Maintained EPA Green Power Partner status</p> <p>Joined Dominion Energy's CarbonRight program to offset all natural gas consumption</p>	<p>Divert over 90% of waste from landfills </p> <p> Secure Zero Waste Facility certification</p> <p> Obtain Climate Neutral certification</p> <p>Reduce environmental impact associated with each product life-cycle </p> <p>Hire a Sustainability Coordinator</p>



INDUSTRY PARTNERSHIPS

When it comes to environmental stewardship, we know that meaningful change starts with us, but is sustained and amplified by intentional collaboration with other change-makers. Every year we put a concerted effort behind strengthening our partnerships with other like-minded peer companies and associations within the supplement space, as well as within B Corp community. When it comes to addressing systemic challenges – like reducing the environmental footprint of the supplement industry at large – we need the support of one another to acquire the knowledge and capacity necessary to make a meaningful change.

2023	2024 & BEYOND
<p> Served on Organic Trade Association's Sustainability Council</p> <p>Served as Vice-Chair of Organic Trade Association's Dietary Supplement Council</p> <p>Served on American Herbal Product Association's Sustainability Council </p> <p>Contributed & collaborated with B Lab organizations & the B Local community </p> <p> Founding member of Sustainable Herbs Program coalition to mitigate carbon footprints & elevate industry environmental standards</p>	<p>B Corp recertification </p> <p> Join B Corp Climate Collective</p> <p>Advocate for policy action regarding organic agriculture </p> <p> Champion sustainable wild-harvesting initiatives</p> <p>Co-create a more regenerative trade network</p>



OWNERSHIP & GOVERNANCE



LEADERSHIP

OWNERS



Mitchell May



Jayne May

EXTERNAL ADVISORS

Oversight and support for The Synergy Company's long-term vision, governance structure, operating budget, strategic plans, and executive leadership



Eric Davis



Camille Cannon

EXECUTIVE TEAM

Responsible for stewarding the company's performance and progress in a way that balances purpose and profit



Thatcher Vagts
Chief Executive Officer



Julie Albrecht
Chief Financial Officer



Simla Somturk
Chief Marketing Officer



Craig Gygi
Chief Operating Officer



BECOMING EVERGREEN

Conventional businesses typically seek aggressive growth via public or private financing or try to be acquired by another company with a handsome buyout, which all too often compromises quality, job security, and the founding values and mission of the original business. “Evergreen” businesses, on the other hand, prioritize alternative pathways to growth and profitability while safeguarding their independence, employees, communities, values, and mission.

THE TUGBOAT INSTITUTE

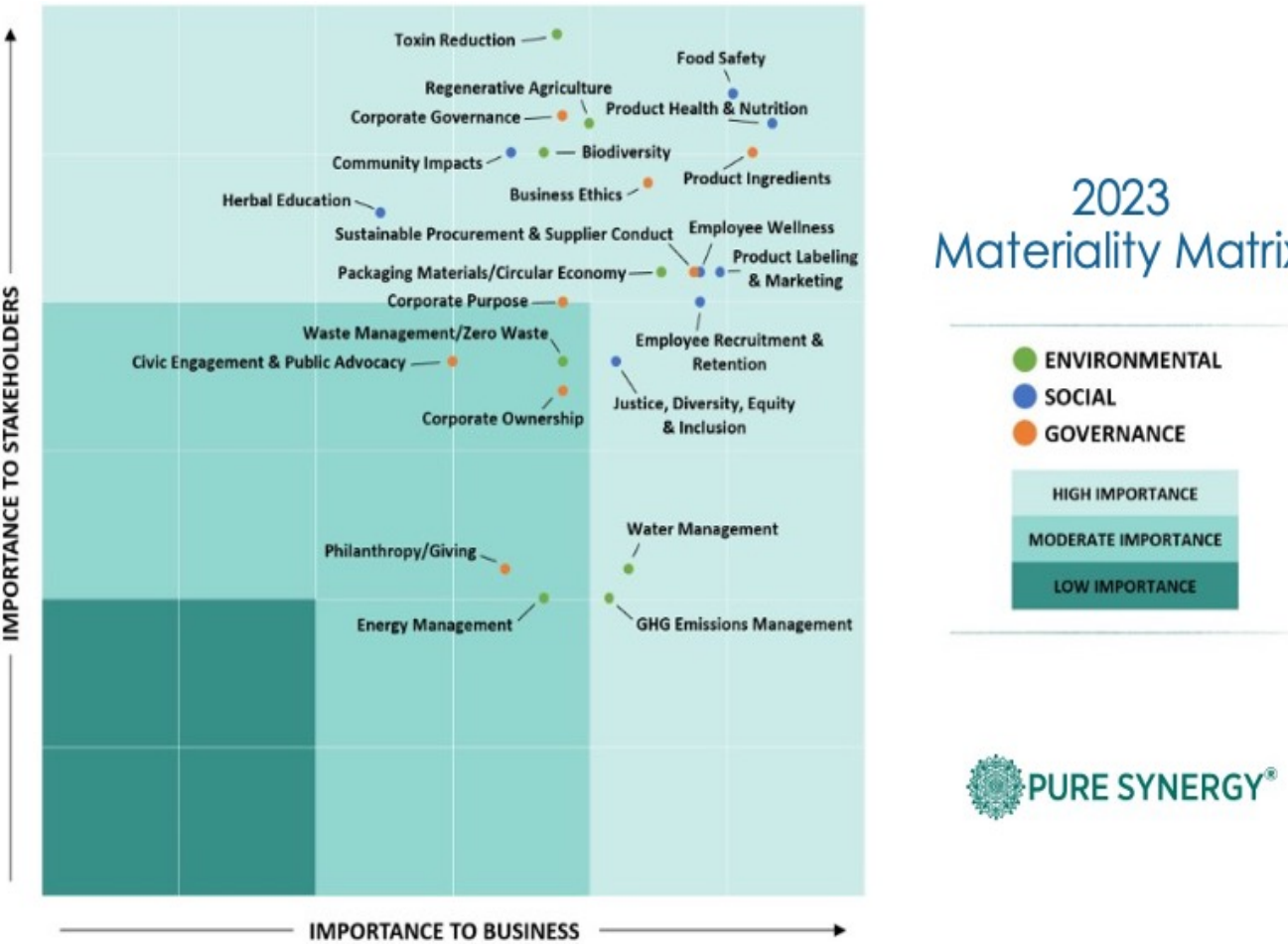
In 2023, The Synergy Company became a member of the Tugboat Institute, an organization dedicated to supporting leaders and businesses to fully embrace the organization’s seven P’s – purpose, perseverance, people first, private, profit, paced growth, and pragmatic innovation. Tugboat provides an invaluable framework for us to use as we adopt an improved system of governance, and strive to put multigenerational planning at the heart of every business decision.

TAKING INVENTORY

In the spirit of meaningful long-term planning, we first needed to identify issues with the greatest impact on the economy, society, and the environment, and which most influence the decision-making of our stakeholders.

THAT’S WHERE A MATERIALITY ASSESSMENT COMES IN.

The Synergy Company initiated its first Materiality Assessment in 2022 and completed the project in 2023. Using a mixed-methods approach, we surveyed various stakeholders – from our employees to our customers to our trade partners – to identify issues that have the greatest impact on a societal scale. Here’s what we found:



With this information, we were further able to define sustainability priorities, advance data collection and reporting systems, develop impact strategies, and properly allocate resources to address these influential issues.



2024 & BEYOND

BUSINESS FUNDAMENTALS & PACED GROWTH

The most responsible approach to sustaining business opportunity and prosperity over multiple generations is through paced growth. While it lacks the flare of scaling rapidly, paced growth still means forward-moving, and our commitments to continuous improvement, iterative innovation, and human-oriented optimization remain unwavering. In 2024, we will continue to self-finance capital improvements, evolving tech stacks, and new personnel to balance revenue growth and long-term cost reduction.

OPEN BOOK FINANCIAL MANAGEMENT

Transparency begets trust, which is why ensuring our employees had visibility into our company's financial status was a key initiative in 2023. This "open book" approach to financial management helped increase awareness of financial variables that influence decision-making, which enabled shared understanding and cohesion across the entire organization.

In 2024, we plan to build on prior trainings about lean manufacturing and visual management to further emphasize this transparent approach, with the hopes of creating a true cultural transformation – one that champions the open distribution of information and fosters empowered decision-making for all our employees.

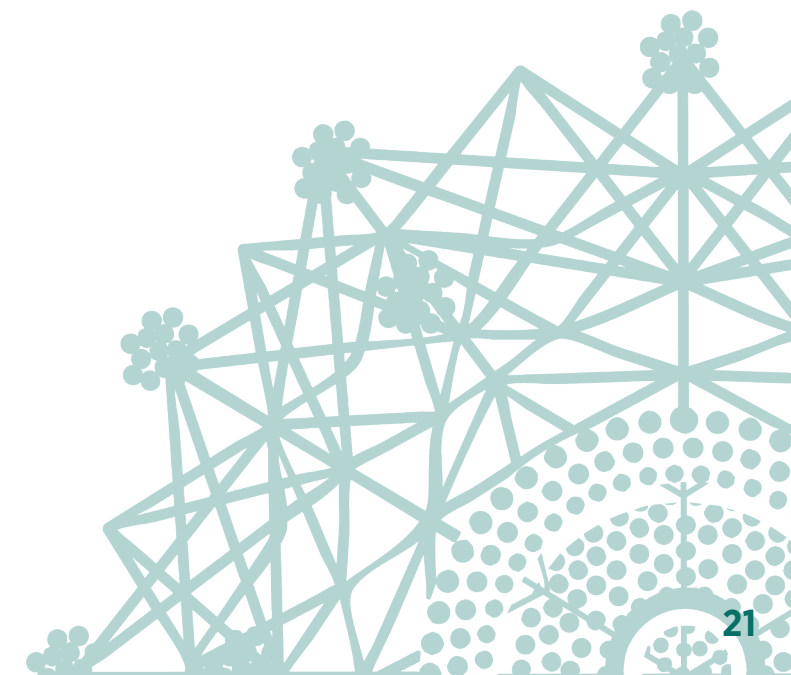
MAINTAINING INDEPENDENCE

Making good on our mission – to nourish the health and well-being of people, places, and the planet – is our guiding beacon at every crossroad and with every decision. We have a responsibility to you as our customer, our employees, communities, and the Earth, to balance purpose and profit. Because the work we do contributes to a ripple effect of well-being that reaches far beyond just us.

And it's one we want to ensure exists long after our current leadership has passed the baton.

Which is why we are soon poised to complete a transition to an alternative ownership structure. One that enables and empowers us to remain independent and exclusively focused on inspiring a world of wellness, rather than maximizing shareholder value.

We have always embraced our influence in co-creating a just economy and we see the company's ownership as a key lever in fulfilling that responsibility. Under the steadfast leadership of Mitchell May, our advisors, and the executive team, we commit to remaining a purpose-driven, privately held company for the next 100 years and beyond.



Thank you

