

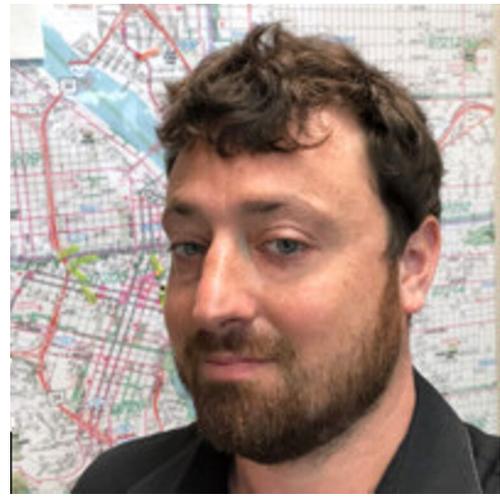
IMPACT REPORT 2018



**GRAPEVINE
OUTDOOR**



Abram Tannenbaum



Russell Davis-Cohen

FOUNDERS' STATEMENT

Grapevine Outdoor's mission is to be the most community focused and environmentally friendly company in the out-of-home (OOH) Advertising industry, while steadily increasing the value and effectiveness of our advertising platforms. We aim to stimulate the local economy by amplifying the voices of local, purpose-driven organizations, all while reducing our environmental impact through the responsible recycling and disposal of used billboard materials.

In 2018, we learned about the B Corp movement to use business as a force for good. This inspired us to establish a separate entity, The B Store, LLC, to showcase the important work of B Corps via a holiday pop-up in Portland. This

store was the first of its kind, and it brought together the Portland B Corp community in a novel and inspiring way. Since then, we have further honed our business model to prioritize serving purpose-driven organizations, and we have adopted new practices and policies to support Grapevine Outdoor in becoming a certified B Corp.

The publication of this impact report is one of the ways in which we seek to amplify our impact, and hold ourselves accountable to social and environmental metrics. This document will evolve to become more comprehensive as we continue to grow. We hope you enjoy reading about our successes and aspirations as much as we enjoyed reflecting on them.

2018 HIGHLIGHTS

2018 marked the first year Grapevine Outdoor tracked social and environmental key performance indicators (KPIs). We have since set goals for 2020 and we look forward to sharing progress toward those goals in our 2019 Impact Report.

17%

revenue from purpose-driven organizations
(i.e., B Corps, nonprofits, or government agencies)

79%

revenue from locally-owned, independent businesses

100%

used materials that were recycled or repurposed



*Grapevine tracks and summarizes annual progress and goals for social & environmental KPIs in the Grapevine Balanced Scorecard.

2020 GOALS

Tracking social and environmental KPIs in 2018 shed light on several improvement opportunities. These are taken into account in our 2020 goals.

30%

revenue from purpose-driven organizations
(i.e., B Corps, nonprofits, or government agencies)

85%

revenue from locally-owned,
independent businesses

10%

purchases from minority &
women owned enterprises



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