



Annual Benefit Corporation Report

Fiscal Year 2025
July 1, 2024– June 30, 2025

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Dear Friends

This past year has been a defining one for Chameleon Like. In 2023, we proudly achieved our certification as a B Corporation™, joining a global community of businesses like Patagonia, Ben & Jerry's, and Seventh Generation. In 2024, we published our first annual Benefit Corporate Report. This evolution reflects our deep commitment to using Business as a Force for Good™, holding ourselves accountable not only to our shareholders but to our employees, customers, communities, and the environment.

At Chameleon Like, this is a natural extension of who we are and what we stand for. Becoming a Certified B Corporation™ and a Benefit Corporation solidifies our commitment to embedding these values into the heart of our decision-making.

As we continue to navigate the challenges of our time — whether it's climate change, economic uncertainty, or social inequities — we remain dedicated to playing our part. We believe that businesses must lead the way in creating meaningful change, and we are excited to be part of a community that is doing just that.

Looking ahead, we are eager to continue learning from our peers in the B Corp community, sharing our progress, and evolving together toward a brighter, more sustainable future for all.

Thank you for your continued support as we embark on this journey.

Sincerely,
Pierre Martichoux
CEO

Introduction

Chameleon Like, Inc. is headquartered in Gilroy, California and creates custom and sustainable promotional journals, accessories, and packaging.

We became a legally incorporated benefit corporation in California on August 8, 2022. A benefit corporation is a corporation that has voluntarily met the highest standards of corporate purpose, accountability, and transparency.

Benefit corporations have a corporate purpose of creating a material positive impact on society and the environment, have expanded the fiduciary duty of their directors to include consideration of stakeholder interests, and are required to report on their overall social and environmental performance.

Our Values

Imaginative: Before anything else, we are makers, makers at heart! We love cutting-edge creative design and using bright, fun colors.

Disruptive: We make it better by being disruptive, non-traditional, and setting trends from the beginning.

Determination: We make it happen — we are driven and in it to win it!

Collaboration: We make it together — it takes more than one to achieve our goals.

Community: Thankful for our employees, dedicated to our community, appreciative of our clients, and caring about the planet we love.

Board of Directors & Shareholders

Pierre Martichoux

CEO / Shareholder / Board Member

Daniel Busatto

Vice President / Shareholder / Board Member

Gilles Martichoux

Shareholder / Board Member

Cesar Gonzalez

Employee Representation / Board Member

Victoria (Tori) Sepand

Independent Board Member

Our Approach to Public Reporting

Chameleon Like communicates our sustainability and corporate social responsibility efforts in several ways, including [our website](#), third-party hosted certification website listings, and impact reports. Our website showcases our social and environmental story and performance, from our volunteering efforts to who our suppliers are. Our 1% for the Planet® third-party hosted page displays the organizations we support. Our third-party B Lab hosted B Corp certification page will publicly display our B Impact Scoring. This Benefit Corporation report will recap that information, describe our performance against our specific benefit purposes, and summarize our B Impact Assessment results, which is the official assessment Chameleon Like has completed to meet the requirements of the benefit corporation statute.

Specific Benefit Purposes in Our Bylaws

In 2022, in preparation for our conversion to a benefit corporation, Chameleon Like developed specific public benefit purposes to reflect our values and mission.

These were adopted by our board of directors and shareholders and written into the articles of incorporation and bylaws for the company. They may not be changed or removed without unanimous shareholder approval. As a result, they govern each company's actions at the most fundamental level. Our specific benefit purposes as they appear in our articles and by-laws are as follows:

1. Connecting people and ideas to create a world that works for all.
2. Helping people to promote positive change to advance quality, stewardship, partnership, sustainability, diversity, and inclusion in their lives, organizations, communities, and the world.

Our Performance Against Our Specific Benefit Purpose

Benefit Purpose	FY 2025 Achievements	FY 2025 Short Challenges
1 Connecting people and ideas to create a world that works for all.	<ul style="list-style-type: none"> Completed our B Corp recertification with a better score than the previous certification. Completed our Ecovadis assessment and received a silver rating. 	<ul style="list-style-type: none"> Postponed our GHG inventory assessment to FY 2026 due to complexity and budget limitations. Even though our staffing has bounced back, we are still understaffed.
2 Helping people to promote positive change to advance quality, stewardship, partnership, sustainability, diversity, and inclusion in their lives, organizations, communities, and the world.	<ul style="list-style-type: none"> Completed Higg Index Assessment. Completed Forest Stewardship Council (FSC) recertification. Maintained our 1% for the Planet™ Certification for FY 2024. Replaced our screen print operations in Houston with digital methods. 	<ul style="list-style-type: none"> Postponed our FSC Recycled offering expansion due to time available to complete assesment properly.

B Lab Third-Party Certification

As part of our benefit corporation status, Chameleon Like, Inc. became a Certified B Corporation on April 13, 2023. This certification means that our company's overall environmental and social performance are measured and verified by a third-party nonprofit, B Lab. To be a Certified B Corp, a company must score at least 80 out of 200 points on B Lab's Impact Assessment.

We chose the B Lab Impact Assessment to quantify our environmental and social performance because it is the leading tool for this purpose and satisfies all the performance characteristics and requirements established in California's benefit corporation law. B Lab's experience certifying thousands of companies and their social and environmental performance standards are the most comprehensive and aspirational available.

The assessment focuses on five general categories: environment, workers, community, customers, and corporate governance, and helps to quantify how we fulfilled our benefit corporation purpose of promoting general public benefit. Our final verified score is 85.3.

In June 2025, we submitted our recertification assessment. Following the completion of our audit, we received confirmation in September that our recertification was successful, achieving a final verified score of 90.4.

Why B Corp?

Chameleon Like chose to become a B Corp for several reasons:

Being Part of a Community of Leaders with Shared Values: The strength of the B Corp community — and the sense of being part of something bigger than our individual business — is one of the most deeply fulfilling aspects of B Corp certification.

Protecting Our Mission for the Long Term: In addition to meeting rigorous social and environmental performance standards, Certified B Corporations amend their governing documents to be more supportive of maintaining their social and environmental mission over time.

Identifying Areas for Improvement: B Corp certification is an independent, rigorous, third-party standard that evaluates every aspect of our business — from how we treat our workers, to our community involvement, to our overall effect on the environment. We believe this will help us continue to create social, environmental, and financial value.

Attracting and Retaining Top Talent: Many studies have shown that the best people want to work for a company with a larger purpose. B Corp certification helps us signal to prospective and existing employees that we are committed to using Business as a Force for Good™.

We are proud of our team's work this year in obtaining B Corp recertification. We are also eager to continuously improve and learn from our peers in the B Corp community. This step is an essential contribution toward a business vision that works for people, the planet, and the bottom line.

Chameleon Like

B Impact Assessment Score

Governance	17.5
Mission & Engagement	3.1
Ethics & Transparency	4.4
Mission Lock	10
Workers	24.7
Financial Security	6.0
Health, Wellness, & Safety	8.7
Career Development	3.4
Engagement & Satisfaction	5.7
Community	25.7
Diversity, Equity, & Inclusion	7.2
Economic Impact	5.8
Civic Engagement & Giving	5.6
Supply Chain Management	3.2
Environment	18.7
Environmental Management	5.4
Air & Climate	5.9
Water	1.4
Land & Life	6.0
Customers	3.5
Customer Stewardship	3.5
Overall	90.4

Certified by B Lab on September 23, 2025. Next recertification will be due September 23, 2028..

Highlights of Our Social and Environmental Performance

Here are some of the specific practices we have adopted:

Governance

- Published our inaugural Annual Benefit Corporation Report.
- Completed our Ecovadis assessment where we were able to set benchmarks and reduction goals.

Workers

- Developed a health and safety policy with qualitative and quantitative goals.
- One employee in each facility has earned workplace ergonomics certification.

Community

- Partnered with international B Corps, including Kotmo and Perpetua, to distribute their eco-friendly products locally, expanding access to sustainable options in our community.
- Collaborated with Kotmo to raise awareness about B Corp certification and its mission.

Environment

- Achieved FSC recertification for our commitment to responsible sourcing and expanded our FSC item selection.

Customers

- Established processes and procedures for email list building and marketing strategies to ensure compliance with the European Union's General Data Protection Regulation (GDPR).
- Launched Chameleon Express, offering quick, small-batch on-demand orders in response to customer feedback, reducing waste from larger orders.

Our Social and Environmental Performance Goals for FY2026

Here are our goals we plan to achieve for the next fiscal year:

Governance

- Complete our Ecovadis recertification and expand our policies to achieve a higher rating.

Workers

- Strengthen our commitment to ethical standards by expanding our Labor and Human Rights policies, identified through the EcoVadis assessment.
- Design and implement a Maternity/ Paternity Leave policy including benefits beyond State mandated laws.
- Create and implement a company-wide ergonomics program.

Community

- Contract services with facilities in Houston that employ individuals with disabilities and those re-entering the workforce after incarceration.

Environment

- Complete a baseline greenhouse gas emissions inventory and develop a carbon reduction action plan with science-based targets.
- Engage a contractor to create plans for solar panel installation at our Gilroy facility, improving overall energy efficiency.
- Complete our FSC Recycled certification, that would allow us to expand our FSC offerings.

Customers

- Prioritize partnerships with B Corp-certified customers in our industry, adding a packaging discount code to the B Hive platform.



In Closing

Chameleon Like is committed to our community, environment, people, and the pursuit of our mission. Our devotion to the environment, sustainability, and transparency has never been more powerful. Our approach is incorporated throughout our business to aspire to protect the environment, empower people, and get results the right way.

Since 1998, our pledge to sustainability has continued to grow as we work towards building a more sustainable world.