



Kin's Annual Benefit **Corporation** Report

2025

Table of Contents

Introduction

1.1 CEO’s Letter

1.2 Our Journey to Become a B Corporation

Kin Analytics Benefit Purposes

2.1 Increase Capital for Social and Environmental Good

2.2 Support Community Initiatives and Socioeconomic Opportunities

2.3 Empower Youth Through Integrated Programs

B Impact Assessment Results 2024

3.1 Governance

3.2 Workers

3.3 Community

3.4 Environment

3.5 Customers

Kin’s Sustainability and Impact Projects

Meet Our B Champs

4.1 Governance Project: Public Benefit Report

4.2 Workers Project: Kin University

4.3 Community Project: "+Datos +Impacto"

4.4 Environment Project: "RecyKin"

4.5 Customers Project: CX Program "B-Heard"

Sustainability Committee Letter

3

4

6

7

8

9

10

11

12

13

14

15

16

Introduction

1.1 CEO's Letter

Esteban Zuleta CEO of Kin Analytics

Dear shareholders, customers, employees and community,

At Kin Analytics, our purpose has always been clear: to power the world's decision-making. Since we began our B Corp journey in 2022, one idea has guided every decision we have made. We believe that the power of data and technology must always serve something larger than business goals. It must create progress for people, for communities, and for the world we all share. This belief shapes how we build solutions and how we define success. It reminds us that the work we do must contribute to better decision making, clearer opportunities, and stronger outcomes for those who rely on us.

Over the past years we set out to transform Kin Analytics into a place where innovation and positive impact grow together. Our pursuit of B Corp certification helped us turn that intention into a measurable and disciplined effort. Being evaluated for the first time gave us clarity about where we stand today and what we must strengthen. It allowed us to refine our processes, improve governance, and create systems that help us track progress with transparency and consistency. This transformation has been driven by our team. Their dedication, creativity, and willingness to embrace change have been central to every advancement we achieved. They are the ones who turned sustainability from an aspiration into a daily practice that elevates the value we deliver to our clients and partners.

This journey also pushed us to ask a more fundamental question. How can we use what we know, including analytics and technology, to generate value that reaches beyond our projects. One answer has become deeply meaningful to us. Atlético Kin. What began as a football project has grown into a platform for real impact in the community of Pastocalle. Through this work we have seen how access to knowledge, mentorship, and confidence can open paths for young people that extend far beyond the field. Our people have contributed time, expertise, and support to help these players develop skills that matter in a world shaped by continuous technological change. Atlético Kin represents how we see innovation at Kin Analytics, as a platform to solve real-world challenges and expand opportunities where they are needed most. It reflects the kind of contribution we aspire to make as a company, one rooted in opportunity, in talent, and in the belief that every community deserves the chance to participate in the future.

Looking ahead, B Corp certification is not a finish line. It is a standard that will guide how Kin Analytics grows. We will continue improving our processes, strengthening the way we measure impact, and expanding the initiatives that create tangible change. As we innovate and build new solutions, we will do so with the understanding that true progress requires responsibility. The work we do with data and technology must continue to generate value that reaches beyond our company.

Sustainability is now part of how we think, decide, build, and lead. As Kin Analytics grows, so does our responsibility to ensure that innovation benefits the communities around us. Guided by our purpose to power the world's decision-making, and our vision to build intelligent solutions that transform how organizations use data, we move forward with clarity, intention, and the conviction that technology can accelerate positive change when guided by purpose.

DocuSigned by:

Juan Esteban Zuleta

31293DFC3E804AF...

Esteban Zuleta

CEO of Kin Analytics

1.2 Our Journey to Become a B Corporation

Our path to becoming a Certified B Corporation has been a transformative journey, marked by continuous improvement, collaboration, and dedication to making a positive impact. As we focused on aligning with B Corp's rigorous standards, Kin's Core Values such as accountability, proactivity, and results-orientation naturally supported our goals. These values are integrated in everything we do, from leadership evaluations to talent development, ensuring that all actions are guided by principles of transparency, sustainability, and responsibility.

This journey has also been guided by Kin's core imperatives, especially social responsibility and meritocracy, which are essential to our B Corp commitment. By building a culture of excellence and actively engaging with stakeholders through partnerships, we not only improve our business but also amplify our positive impact. Additionally, our governance structure, designed to consider all stakeholders, ensures that our decisions align with B Corp's standards of transparency and accountability.

This commitment directly reflects our Vision and Mission to be the global innovation hub where intelligent products solve real world challenges, and to deliver game-changing solutions through top-tier talent and advanced technology. Achieving B Corp certification reinforces our belief that true innovation must create positive, sustainable impact for people, businesses, and the planet.

Below, we outline the steps taken from our initial assessment to achieving certification, showcasing our commitment to transparency, sustainability, and social responsibility.

(2022–2023)**Assessment & Transparency**

We began our B Corp journey by completing the B Impact Assessment and reviewing it with Revalue. Our initial score was 51.8 points.

(2022–2023)**Improvement Plan**

Revalue supported us in designing a set of improvement actions aimed at reaching the 80-point certification threshold.

(2024)**Improvements Implementation**

We applied 87 improvement actions aligned with the B Corp pillars: Governance, Workers, Community, Environment, and Customers.

(2024)**Submission to B Lab Global**

We submitted our application, paid the certification fee, and completed our updated assessment with a score of 111 points. We then entered the verification queue.

(2024)**Verification Process**

A B Lab analyst reviewed our assessment and supporting documentation, resulting in a final verified score of 108.4 points.

(2025)**B Corp Certification**

We officially became a Certified B Corporation in 2025, joining a global community of businesses using business as a force for good. Our certification is valid for three years.

Kin Analytics Benefit Purposes

In November 2024, Kin Analytics Inc. officially amended its Certificate of Incorporation to become a Public Benefit Corporation (PBC) under Delaware law. This change reflects our legal and ethical commitment to balance profit with purpose. As a PBC, we are now formally required to consider not only the financial interests of our shareholders but also the broader impact of our operations on society and the environment.

This revision also legally obligates Kin Analytics to operate responsibly and sustainably, and to make a positive impact on society and the environment. Therefore, we will issue an annual public benefit report, making it publicly available and prepared according to an established third-party standard to ensure accountability and transparency.

Our amended Certificate of Incorporation outlines three specific public benefit purposes:

2.1 Increase Capital for Social and Environmental Good

We aim to increase the flow of capital to organizations that pursue positive social or environmental outcomes. This includes supporting businesses, nonprofits, and projects that generate meaningful impact through responsible finance and investment strategies.

2.2 Support Community Initiatives and Socioeconomic Opportunities

We are committed to promoting both public and private initiatives that serve the greater good of the communities we work with. This includes creating and supporting socioeconomic opportunities, often through charitable efforts or partnerships that uplift underserved populations.

2.3 Empower Youth Through Integrated Programs

We aspire to positively impact youth by supporting a wide range of programs and initiatives, including those in the arts, education, science, technology, health, sports, and culture. Through these efforts, we promote creativity, opportunity, and wellbeing among younger generations.

B Impact Assessment Results 2024

We are proud to say that in 2024, Kin achieved a remarkable score of 108.4 points in the B Impact Assessment, leading to our certification as a B Corp. To become a Certified B Corporation, a company must earn a minimum of 80 out of 200 points on B Lab's rigorous Impact Assessment, which evaluates performance across five key areas: Governance, Workers, Community, Environment, and Customers.

This recognition reflects our commitment to using business as a force for good. This certification means that our overall social and environmental performance has been rigorously measured and independently verified by B Lab, the nonprofit organization behind the B Impact Assessment.

The 2024 Assessment, reflects our financial performance through the end of the fiscal year 2023, alongside key results and metrics across all assessed areas up until 2024.

Our key milestones 2024



Governance

100% of our full-time managers had a formal written performance evaluation in the last year that included social or environmental goals.



Workers

- Greater than 50% of our employees paid on a fixed salary
- 95%+ of workers receive healthcare coverage
- 15%+ of employees has been internally promoted
- 81-90% of our employees are Satisfied or Engaged



Community

- We achieved 851 volunteer hours
- Over 50% of the company's ownership located locally to at least two-thirds of the company's workforce
- >2% of our revenue contributed in the form of community investment and **2.5-5% of revenue donated to charity.**

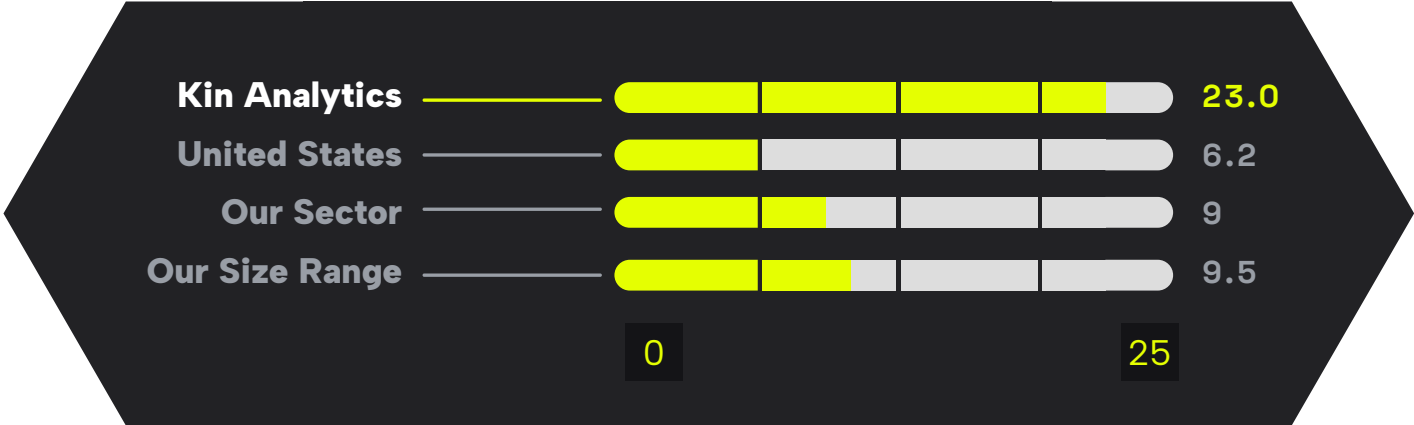


Environment

- 100% of energy use is produced from renewable sources
- Employees were subsidized or incentivized for using public transportation, carpooling, or biking to work
- Employees were encouraged to adopt environmentally preferred products and practices in their virtual offices.

3.1 Governance

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents. Our score was 23 out of 25 points.



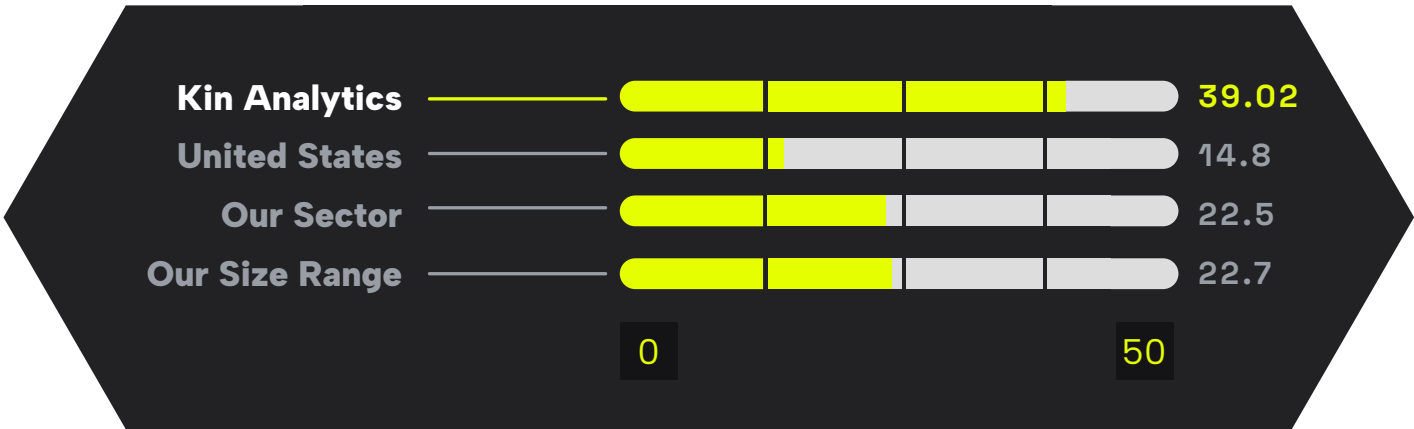
Strengths and Opportunities for Improvement

Our company aligned itself with B Lab's commitment to social responsibility, which is reflected in our mission statement and practices. Furthermore, it maintained ethics and transparency in most of its internal processes. Training programs, performance evaluations, and management practices are examples of the sustainability goals we align with, creating a culture of responsibility and continuous improvement.

While internal processes are robust, stakeholder engagement and participatory assessments present areas for growth. Decision-making units were not fully linked to the organization's social and environmental commitments, and stakeholder involvement remains limited, as evidenced by low engagement scores. Additionally, while social and environmental issues are tracked through metrics, these efforts do not fully incorporate stakeholder perspectives or explore new methods for uncovering impactful insights, suggesting a need for broader, more inclusive approaches.

3.2 Workers

Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment. Our score was 39.2.



Strengths and Opportunities for Improvement

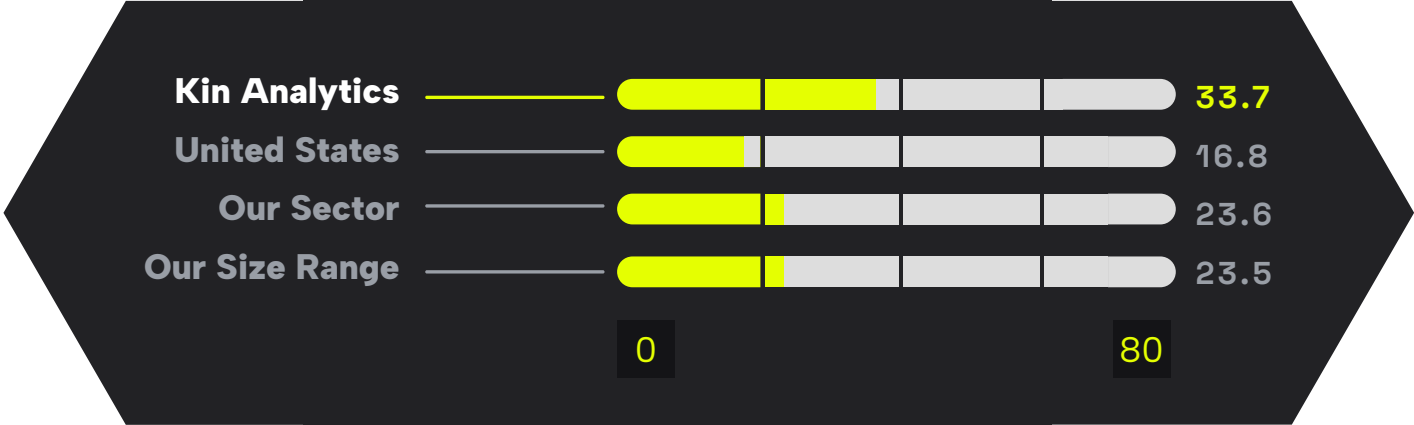
The strong performance in Health, Wellness and Safety, Career Development, and Engagement and Satisfaction underscores the exceptional support and opportunities Kin provides its employees. These results highlight competitive compensation, comprehensive health coverage including part-time employees, opportunities for career growth, reimbursements and programs for advanced continuing education credentials, constructive feedback for improvement, and many other benefits that create a workplace where employees feel valued, supported, and empowered to thrive.

There are opportunities for Kin to further empower all employees, including full-time and part-time non-managerial staff, by enhancing financial benefits and expanding programs that support their financial well-being. Providing tailored financial products, services, or initiatives to help hourly employees meet their financial needs could strengthen overall employee support. In the past fiscal year, 24% of full-time employees participated in external professional development or lifelong learning opportunities, highlighting the potential to increase engagement in these growth initiatives.

Projects:	Let’s talk:	PTO (paid time off from work) policies:
	It is a space created for employees to practice English, which is used in most of our processes, and serves to enhance their language skills as a key tool for professional development.	PTO includes national holidays, personal vacations, and sick leave. There is no set limit on the number of vacation days; however, managers must ensure that no more than 25% of their team is on vacation simultaneously to avoid operational disruptions.

3.3 Community

Community evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments. Our score was 33.7.



Strengths and Opportunities for Improvement

In this score we can observe the engagement in innovative charitable giving practices that Kin was involved in; however, the real opportunity for improvement lies in going beyond traditional charity work. While our score in this area was higher than the country score of 16.9, there is significant potential to create a deeper, lasting impact. This includes fostering ethnic and cultural biodiversity, generating new job opportunities, and building stronger connections with our employees and the communities we serve. By placing greater focus on local suppliers, Kin can not only strengthen community ties but also unlock additional benefits for both the business and its surrounding ecosystem. Furthermore, promoting gender balance in workplace roles would help create a more inclusive environment, ensuring diverse perspectives in decision-making and fostering greater equity across the company.

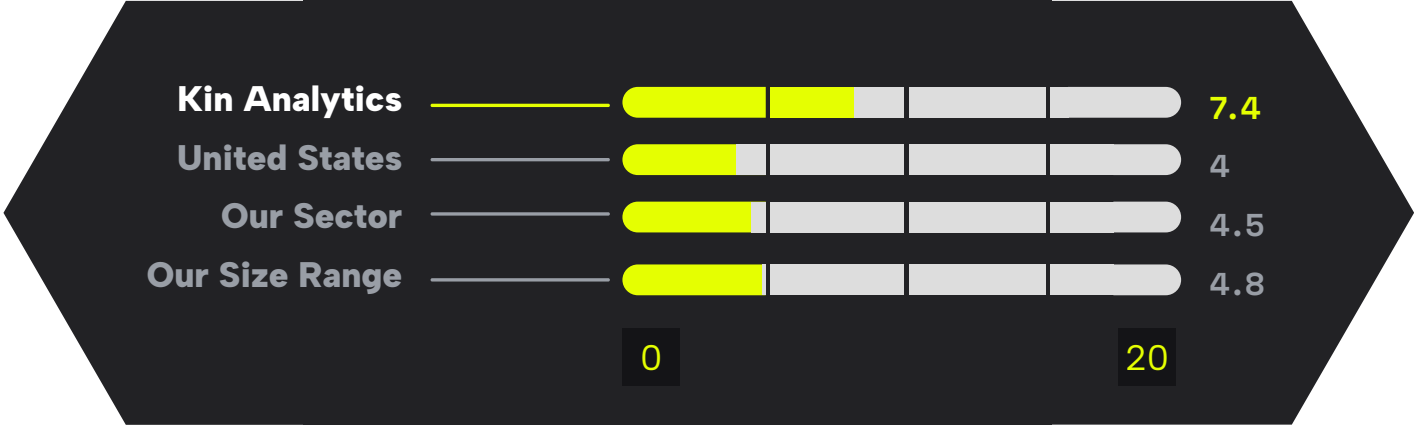
Projects:

Atletico Kin & Patocalle School:

In 2024, we launched our first educational program with Atlético Kin, introducing young athletes to the fundamentals of artificial intelligence, business, and data. In 2025, we scaled the initiative to Patocalle School, a rural community in Ecuador. We have managed to build this educational space where people can gain more technological knowledge, and in the future, we believe this initiative can grow to become an educational center for the community.

3.4 Environment

Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable, its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems. Our score was 7.4.



Strengths and Opportunities for Improvement

At Kin, we have implemented policies for managing e-waste and other hazardous materials in employee home offices, alongside initiatives promoting environmentally responsible practices. We also focus on Virtual Office Stewardship, reducing the impact of travel and commuting, and encouraging the policy of recycling, reduction, and reuse. But, the other highlight where our greatest opportunity for improvement lies in strengthening our commitment to sustainability and creating a measurable, positive impact on the environment. How can we do this? Strong implementation of building efficiency practices in coworking spaces to optimize waste management, look for other ways of energy and water usage and carbon emissions, increasing the use of other low impact renewable energy sources, further reducing energy consumption. These actions can be supported by establishing formal monitoring and reporting of emissions.

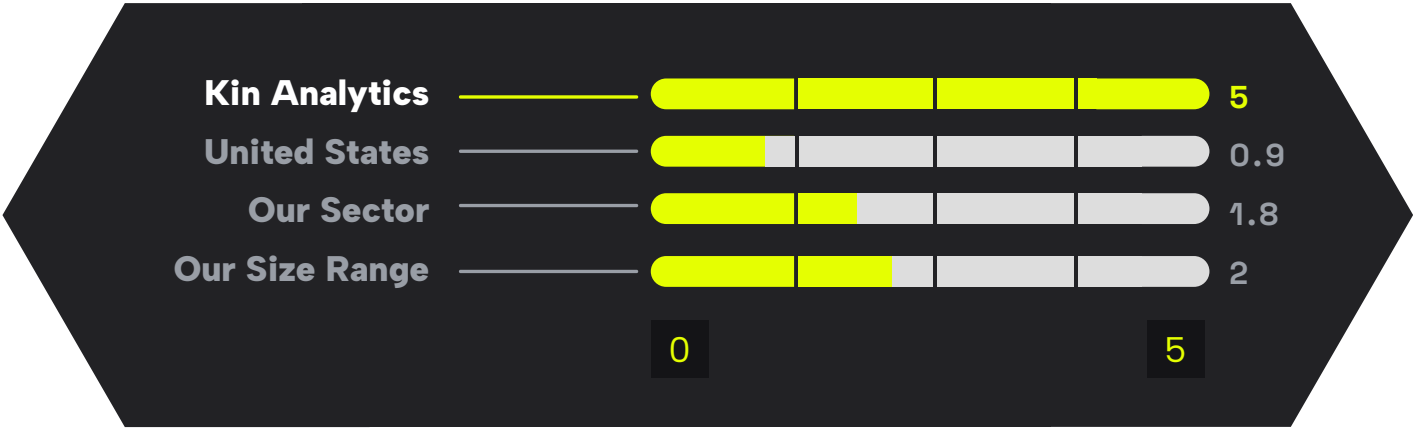
Projects:

RecyKin:

We have a written recycle/reduce/reuse policy that is posted at our office facilities with clearly marked bins. This internal policy also includes measures to reduce energy consumption, conserve water, and ensure the safe disposal of electronic waste not only in the office but also through sustainable practices at home, fostering a culture of environmental responsibility.

3.5 Customers

Customers evaluate a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts and media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations. Our score was 5.



Strengths and Opportunities for Improvement

This represents our highest achievement, with a score of 5/5. This section reflects Kin’s strong commitment to our approach to delivering exceptional solutions, as well as to managing customer stewardship, which encompasses product guarantees, policies, and the valuable feedback we receive from our clients.

Equally important is our ongoing process of regularly monitoring customer outcomes and well being, with the goal of ensuring satisfaction, fostering retention, and effectively managing product and services impacts. These practices are further strengthened by our robust data policies, which safeguard information for both internal employees and external stakeholders, underscoring our dedication to transparency, trust, and long-term customer relationships.

Kin’s Sustainability and Impact Projects

As part of our ongoing sustainability initiatives, and following our achievement of the B Corp certification, we launched the B Champs Program in 2025, an initiative designed to empower Kin volunteers to lead projects across the five pillars of our B Corp assessment: Governance, Workers, Community, Environment, and Customers.

Through this program, our B Champs take ownership of each pillar, working collaboratively to strengthen Kin’s impact, revisit strategies, and propose initiatives that ensure the continuous improvement of our practices. The goal of this program is not only to foster innovation and measurable impact within these areas, but also to ensure the long-term sustainability of our efforts. It’s a commitment to advancing our practices, reinforcing our values, and empowering our teams to take meaningful action.

The following projects reflect the current focus areas being developed by our B Champs for 2025. While some are still in early stages, they represent Kin’s continued evolution from certification to action, embedding sustainability into the way we operate, collaborate, and grow.

Meet Our B Champs

Our B Champs are the driving force behind Kin’s sustainability journey, a group of passionate volunteers from different areas of the company who dedicate part of their time to championing one of the five B Corp pillars. Each member brings their expertise, creativity, and purpose-driven mindset to co-create initiatives that make Kin a better company for its people, community, and planet.

Pillar	B Champ(s)	Focus Area
Governance	Alejandra Marchán Pamela Villacís	Transparency, accountability, and ethical decision-making.
Workers	María Emilia Argoti Rafael Urgilés	Learning, well-being, and growth opportunities.
Community	Dhamar Agudelo Kristian Mendoza Jean Enríquez	Partnerships, volunteering, and social impact.
Environment	Ana Cristina Córdova José Burneo	Sustainability practices and resource conservation.
Customers	Paula Lara Martha Rojas	Purposeful value and customer experience.



4.1 Governance Project: Public Benefit Report

By developing this report we aim to publish Kin Analytics' first annual Public Benefit Report (PBR), transforming this requirement into a strategic opportunity to enhance transparency, demonstrate accountability, and showcase the positive impact we're having in our community and environment. We'll also include KPIs and measurable results to track progress. To ensure credibility and consistency, we'll adopt a third-party framework like the B Impact Assessment and apply tools such as Power BI for real-time data tracking. The report will be reviewed by our B Champs group to ensure accuracy and alignment before publication in both English and Spanish on our website. This project not only meets our legal requirements but also reinforces our commitment to sustainability and strengthens our position as a B Corp.

4.2 Workers Project: Kin University

Kin University is an internal learning platform that transforms the knowledge and expertise of Kinmates into structured, shareable learning experiences. It provides a centralized space for employees to create and take courses developed by their peers, combining theoretical and practical components with evaluations and digital certifications. The platform integrates both technical and non-technical subjects relevant to Kin's operations and employee development. Courses follow clear pedagogical guidelines, including introductions, conceptual modules, practical exercises, glossaries, and final assessments, ensuring clarity and applicability. Through this initiative, Kin fosters a culture of continuous learning, collaboration, and professional growth, reinforcing our commitment to the B Corp "Workers" pillar and the development and well-being of our teams.

4.3 Community Project: "+Datos +Impacto"

The "+Datos +Impacto" project seeks to transform Kin's data into actionable knowledge for social and environmental good through academic collaboration. The initiative establishes partnerships with universities in Ecuador, with plans to expand to Mexico and the United States, enabling the use of anonymized datasets for applied research in sustainability, community development, and environmental analysis. The project includes the curation, anonymization, and documentation of selected datasets, ensuring compliance with ethical and legal data standards. Through these collaborations, Kin aims to foster open knowledge, generate applied research with tangible community impact, and contribute to building local and global solutions grounded in data-driven evidence.

4.4 Environment Project: "RecyKin"

The "RecyKin" project focuses on promoting recycling and environmental awareness within the company. It aims to increase recycling efforts through a competition between business units, where teams compete to collect the most plastic bottles each semester, with a leaderboard and rewards. The project involves finding a recycling partner, launching internal awareness talks, and setting up a recycling collection center in the office. Teams will be reminded weekly to contribute, and monthly collections will be made, with the winning team awarded prizes. Every two months, environmental awareness talks will be held to educate employees on various sustainability topics. Success will be measured by the amount of plastic recycled, feedback from the awareness talks, and the overall impact of the initiative. The project's next steps include expanding participation to other offices in the building. Key metrics will include the amount of plastic collected, the results of post-talk surveys, and the overall impact on company-wide sustainability efforts.

4.5 Customers Project: CX Program "B-Heard"

The CX Program "B-Heard" was designed to elevate the way we understand and improve our customers' experience by moving beyond traditional satisfaction metrics. This initiative focuses on mapping the full customer journey, identifying key touchpoints, and integrating structured feedback mechanisms to create a comprehensive view of customer perception, value, and partnership. The program includes the annual Net Promoter Score (NPS) survey as a baseline, complemented by targeted process-level surveys (CSAT, CES) at critical interaction points. All insights are consolidated into an annual Customer Impact Report, which summarizes customer feedback, actions taken, and measurable improvements. This structured approach fosters a culture of active listening, accountability, and continuous improvement, aligning with the B Corp "Customers" pillar and reinforcing our commitment to delivering purposeful value.

Letter from the Sustainability Committee

With immense pride, Kin Analytics shares its first Public Benefit Report. This milestone is more than a certification, it is a declaration of who we are and what we stand for. Our responsibility to people, communities and the planet cannot remain internal, it must be transparent, accountable, and lived every day.

Becoming a Certified B Corporation and a Public Benefit Corporation was not about a seal. It was about committing to a higher purpose, proving that business can and must serve beyond profit. This achievement shows what is possible when we lead with intention. We have strengthened governance, supported our team, reduced our environmental footprint, contributed to our communities and built products that matter. Yet we know the journey has only begun. Real impact demands courage, humility and perseverance.

As a data analytics and AI company, we understand that impact is not always visible. But through responsible innovation and ethical practices, we are demonstrating that technology can drive meaningful change. Looking ahead, we will expand initiatives that amplify social and environmental value and continue building products that solve real challenges, products our clients, communities, and employees can be proud of.

B Corp certification is not a destination, it is a commitment renewed and challenged constantly. This report is both a reflection of progress and a promise to keep raising the bar.

To our partners, clients, collaborators, and communities, thank you for believing in this purpose and holding us accountable. Choosing Kin Analytics means choosing a partner who values people and the planet as much as profit.

This is only the beginning. Together, let's build a future defined by justice, regeneration and pride.

With gratitude and conviction,

DocuSigned by:

Nicole Valencia

193C9EAE02A54AC...

Nicole Valencia

Sustainability Committee Leader
Kin Analytics



Acknowledgements

Created by:

Governance B Champs

Alejandra Marchán

Pamela Villacís

Reviewed by:

Sustainability Committee Leader

Nicole Valencia

Layout:

Cristina Mosquera



Kin's Annual Benefit **Corporation** Report

2025

kinanalytics.com