



Company Report



GIIRS Ratings provide investors with rigorous, comprehensive, and comparable ratings of a company's social and environmental impact

Company Description

Education Tools R Us provides innovative technology solutions that empower students and educators to direct their learning and achieve meaningful academic outcomes.

Our Mission

We believe in the potential in every child. By providing the appropriate tools tailored to meet student and educator needs, Education Tools R Us is helping unlock this potential.

Company Profile Information

Company	Education Tools R Us
Market	Emerging
Sector	Service
Number of Employee	15
Revenue Range	\$0 - \$1,999,999
GIIRS Rating Date	01/02/2013
Rating Validation Status	Rated

*Rating Validation Status refers to the level of verification that has been performed to ensure accuracy of the data. To learn more, go to: <http://b-analytics.net/products/measure-and-evaluate/validation>

Impact Business Models (IBM) Rating

PLATINUM

What is an Impact Model Rating?

The Impact Model Rating recognizes business models that are specifically designed to solve social or environmental problems through company products or services, target customers, value chain, ownership, or operations

Why did the company earn this Impact Models Rating?

Education Tools R Us provides a product that creates educational opportunities for their customers. The company products serve underserved communities in rural and urban poor areas.

For more details, see Impact Business Models section

Impact Operations Rating



What is an Impact Operations Rating?

The Impact Operations Rating evaluates the impact of the business in how it operates. This is sometimes referred to "ESG" (or Environmental, Social and Governance) practices.

Why did the company earn this Impact Operations Rating?

The company has an established governance structure and policies around transparency, they track the social impact of their activities on users and workers, and strong culture of internal promotions. The company performs strongly in tracking their suppliers' social impact, providing benefits to their workers, civic engagement in their local community and for their anti-corruption policies.

For more details see Impact Operations page

Overall Rating Summary

	IBM Rating	Operations Rating
	PLATINUM	★★★★★
Consumers	PLATINUM	
Community	N/A	★★★★★
Environment	N/A	★★★
Workers	N/A	★★★★★
Governance	N/A	★★★★★

For more information about your GIIRS Rating, contact info@b-analytics.net

Overall Score

131

A company's overall score and GIIRS Rating are representations of their performance on the same set of standards, the B Impact Assessment.

For more details, see B Impact Report page

Company is a Certified B Corporation?	no
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Becoming a B Corp

Companies that earn an overall score of at least 80 on the assessment are eligible to become a Certified B Corp.

Learn more at www.bcorporation.net



Company
Education Tools R Us

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Impact Business Model Ratings Summary

What is an Impact Business Model Rating?

The Impact Model Rating recognizes business models that are specifically designed to solve social or environmental problems through company products or services, target customers, value chain, ownership, or operations. GIIRS assigns a rating (bronze, silver, gold, and platinum) for companies recognizing their overall, consumer, environment, community, and worker impact business models.

Impact Business Models Earned

Impact Area	Impact Business Model
Consumers	Education - Socially Oriented Serving Those in Need
Governance	Mission-Lock Governance Structure

Overall Impact Business Models Medal

PLATINUM

The Overall IBM Medal represents the sum of points earned based on the company's business models. Most businesses will have no IBM points, so any medal achieved in this section is indicative of exemplary performance. Note that a company can achieve a high overall medal either through strong performance on one or multiple business models.

Impact Area Descriptions

Metrics in the B Impact Assessment are divided into the five impact areas below. The weight given to a particular impact area in the company's overall score depends on the company's market, sector, size and business model. It is possible to attain a high score without needing to excel in all areas.



Consumer

Questions tailored for a company which has made creating a product or service that generates positive impact on its consumers core to its business.



Community

These questions cover the company's impact on external community stakeholders, including suppliers, distributors, the local economy and community, as well as the company's diversity, job creation, civic engagement and charitable giving practices and performance



Environment

This Impact Area focuses on indirect and direct environmental impact of the company and its operations. It covers both practices employed to reduce environmental harm as well as to generate positive impact on ecosystems



Workers

This Impact Area focuses on how the company treats its workers through its compensation practices, benefits, training, worker ownership, and work environment.



Governance

This Impact Area focuses on issues related to a company's mission, stakeholder engagement, governance structure, controls, and overall transparency.



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Consumer Impact Business Model Medal

GOLD



Serving Those in Need - Impact Business Model

This Impact Business Model recognizes companies whose product/service targets underserved populations

40%
of Companies Score on this Model

There are 581 companies who score on this Impact Business Model, of which 159 are in the company's market

Describe the clients or beneficiaries of your products or services and how you characterize them as underserved

Our clients are generally from low income and poor communities in urban areas. We have a pricing model that includes transparent pricing for all customers.

Underserved clients/beneficiaries served by products or services during last 12 months

Question	Response
# in-need communities served	2
# in-need individuals served	120

Key Performance Indicators

80%
% of clients / beneficiaries from underserved populations

Customers/clients/beneficiaries reached during the last 12 months that live on less than \$2/day

Question	Response
# poor (living on <\$2 a day) individuals served	85

70%
% customers/beneficiaries who qualify as poor or very poor, with incomes below \$2.00 per day

Demographic details by # Individuals Served in last 12 months

Answer Options	Response
Young children (younger than 5 years old)	✓



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Consumer Impact Business Model Medal

SILVER



Education Impact Business Model

The Education Impact Business Model assesses key attributes, sales, revenues, and customer characteristics linked with your education-focused product or service.

9%

of Companies Score on this Model

There are 138 companies who score on this Impact Business Model, of which 3 are in the company's market

Key Performance Indicators

Education IBM - % of Revenues

Revenues (\$)	As % of total revenues
\$607,093	100%

Education IBM - Customers Served

Question	Response
# communities served	2
# individuals served	150

IBM - Product/Service Description

Answer Options	Response
Provide essential education coursework, advancement of knowledge, and academic or professional development	✓
Provide essential education coursework or academic development	✓



Company
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Operations Rating Summary



Overall Operations Rating

The Operations Rating evaluates the impact of the business in how it operates. This is sometimes referred to as "ESG" (or Environmental, Social and Governance) practices. Note: In some cases the goal scores may not add up to the impact areas scores (governance, workers, community, and environment). The difference in scores is a result of how the B Impact Assessment distributes N/A questions in scoring.

Performance by Quintile comprises other companies in the same Market and Sector

Community

Goal	Company Score	Quintile %
Civic Engagement & Giving	6.5	80-100
Job Creation	5.7	60-80
Diversity	3.5	80-100
Local Involvement	4.4	40-60
Suppliers & Distributors	8.0	80-100



Community Operations Rating

Environment

Goal	Company Score	Quintile %
Outputs	1.6	60-80
Inputs	3.8	80-100
Land, Office, Plant	5.2	80-100



Environment Operations Rating

Workers

Goal	Company Score	Quintile %
Occupational Health & Safety	2.1	40-60
Human Rights & Labor Policy	0.9	60-80
Management & Worker Communication	1.9	40-60
Worker Ownership	2.2	20-40
Training & Education	2.1	0-20
Worker Benefits	8.4	80-100
Compensation & Wages	6.9	20-40



Workers Operations Rating

Governance

Goal	Company Score	Quintile %
Transparency	2.7	20-40
Anti-Corruption	2.9	60-80
Governance	1.7	0-20
Mission & Engagement	1.4	20-40



Governance Operations Rating



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Operations Rating Benchmarking

View my company's top 10 ESG/operational policies and practices from the B Impact Assessment. These are across the 4 impact areas - Governance, Workers, Community and Environment.

ESG/Operational Practices Highlights

Impact Area	Question	Answer Options	Response
Community	Supplier - excluding labor, % total expenses sourced from local suppliers (322km/200miles) last FY	25-50%	✓
		(empty value)	
		0	
		0-9%	
		10-24%	
		>50%	
	Local - majority of customers local to company HQ/production facilities	Yes	✓
		No	
		Not tracked / unknown	
	Job creation - attrition rate for FT workers last 12 months	0-2.4%	✓
		5 - 9%	✓
		0%	
		>10%	
		1 - 4%	
		2.5-4.9%	
Charitable - financial/in-kind support donations provided last FY to	Museums, cultural and community centers	✓	
	Scholarship program at local school/university	✓	
	Church/religious organization		
	Local non-profits		
	Local schools/hospitals/health clinics		
Workers	Compensation - multiple paid to highest compensated individual over lowest wage FT individual	6-10x	✓
		11-15x	
		1-5x	
		16-20x	
		>20x	
	Compensation - all non-managers paid above minimum	Yes	✓
		No	
	Compensation - % above minimum wage paid to lowest-paid hourly worker last FY	50-69%	✓
		(empty value)	
		<10%	
		10-29%	
		30-49%	
		70-89%	
	Benefits - supplementary services for FT workers	90%+	
		Access to local medical services/clinic (on-site or subsidized)	✓
Health benefits extend to immediate family (spouse and children)		✓	
Child-care (On-site or subsidized)			



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Disclosure Questionnaire

The disclosure questionnaire features questions focused on issues typically covered by negative screens. The disclosure questionnaire is not included in a company's rating, but the information from the questionnaire is provided on a company's rating report as context for interested investors.

Indicate if company is involved in production of or trade in any the following:

	Company
Question	Response
Gambling	No
Illegal product/activity under host country laws or international agreements	No
Payday lending	No
Pharmaceuticals subject to international phase-outs or bans	No
Pornography	No
Wildlife regulated under cites	No

Indicate if company had any formal complaints/fines in past 5 years:

	Company
Question	Response
Bribery, fraud or corruption	No
Environmental penalties	No
Equal opportunity penalties	No
Financial reporting penalties	No
International penalties	No
Investment penalties	No
Labor penalties	No
Marketing penalties	No
Political contribution penalties	No
Safety penalties	No
Tax penalties	No

Indicate if the following statements are true regarding whether or not the company engages in the following practices:

	Company
Question	Response
All workers paid at or above minimum wage	True
Company allows freedom of association & collective bargaining	True
Company and suppliers do not employ workers under 15 (or other ilo minimum age)	True
Company formally registered with domestic regulatory compliance	True
Company has not reduced taxes through corporate shells	Yes
Facilities not located in sensitive ecosystems	True
Overtime work for hourly workers is voluntary (not compulsory)	True
Signed employment contracts kept for all workers	True
Transparent in reporting corporate financials to government	Yes
Worker id cards not kept by company	True

Indicate if the following statements are true regarding if the company has experienced any of the following in the past 5 years:

	Company
Question	Response
No accidental hazardous discharges	True
No forced relocation	True
No material litigation	Don't know
No on-site fatality	True



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B Impact Report

Company is a Certified B Corporation? no

A company's overall score and GIIRS Rating are representations of their performance on the same set of standards, the B Impact Assessment. Below is the breakdown of the company's overall score based on its responses to the Assessment,

		Company Score	Market Benchmark (Median)
Overall Score		129	91
B Impact Report: Operations			
Community	Suppliers & Distributors	8.0	5.1
Practices	Local Involvement	4.4	3.8
	Diversity	3.5	1.8
	Job Creation	5.7	4.2
	Civic Engagement & Giving	6.5	3.9
	Sum	28.0	18.8
Compensation, Benefits & Training	Compensation & Wages	6.9	8.6
	Worker Benefits	8.4	5.1
	Training & Education	2.1	2.8
	Sum	17.4	16.5
Corporate Accountability	Mission & Engagement	1.4	1.3
	Governance	1.7	1.9
	Anti-Corruption	2.9	1.9
	Sum	5.9	5.1
Environmental Practices	Land, Office, Plant	5.2	2.8
	Inputs	3.8	2.5
	Outputs	1.6	1.6
	Transportation, Distribution & Suppliers	0.0	1.5
	Sum	10.6	8.4
Transparency	Transparency	2.7	2.3
	Sum	2.7	2.3
Work Environment	Management & Worker Communication	1.9	1.8
	Human Rights & Labor Policy	0.9	0.6
	Job Flexibility/Corporate Culture	0.0	
	Occupational Health & Safety	2.1	1.7
	Sum	4.8	4.1
Worker Ownership	Worker Ownership	2.2	2.6
	Sum	2.2	2.6
B Impact Report: Impact Business Models			
Community	Community Practices Models		
Consumers	Consumer Products	52.1	
Environment	Environmental Practices Models		
	Environmental Products		
Governance	Governance Models	7.5	
Workers	Worker Ownership Models		

Becoming a B Corp

Companies that earn an overall score of at least 80 on the assessment are eligible to become a Certified B Corp.

Learn more at www.bcorporation.net

GIIRS Ratings are the gold standard for impact measurement in impact investing. They are rigorous, comprehensive, and comparable ratings of a company or a fund’s social and environmental impact.

Methodology

The GIIRS Rating is powered by the B Impact Assessment. It measures the overall impact of a business on all of its stakeholders.

The B Impact Assessment has been accessed by over: **15,000** users in **57** countries in **176** industries.

B Impact Assessment Structure



Each company receives an overall score and two ratings; one for its impact models and one for its operations.

What is an Impact Model Rating?

The Impact Model Rating recognizes business models that are specifically designed to solve social or environmental problems through company products or services, target customers, value chain, ownership, or operations.

Models Rating	Community	Environment	Workers	Governance	Consumers	Total
BRONZE	0 to 9.9	0 to 9.9	0 to 9.9	0 to 2.5	0 to 9.9	0 to 19.9
SILVER	10 to 14.9	10 to 14.9	10 to 14.9		10 to 29.9	20 to 29.9
GOLD	15 to 24.9	15 to 24.9	15 to 24.9	7.5 to 9.9	30 to 44.9	30 to 49.9
PLATNIUM	25+	25+	25+	10	45+	50+

What is an Impact Operations Rating?

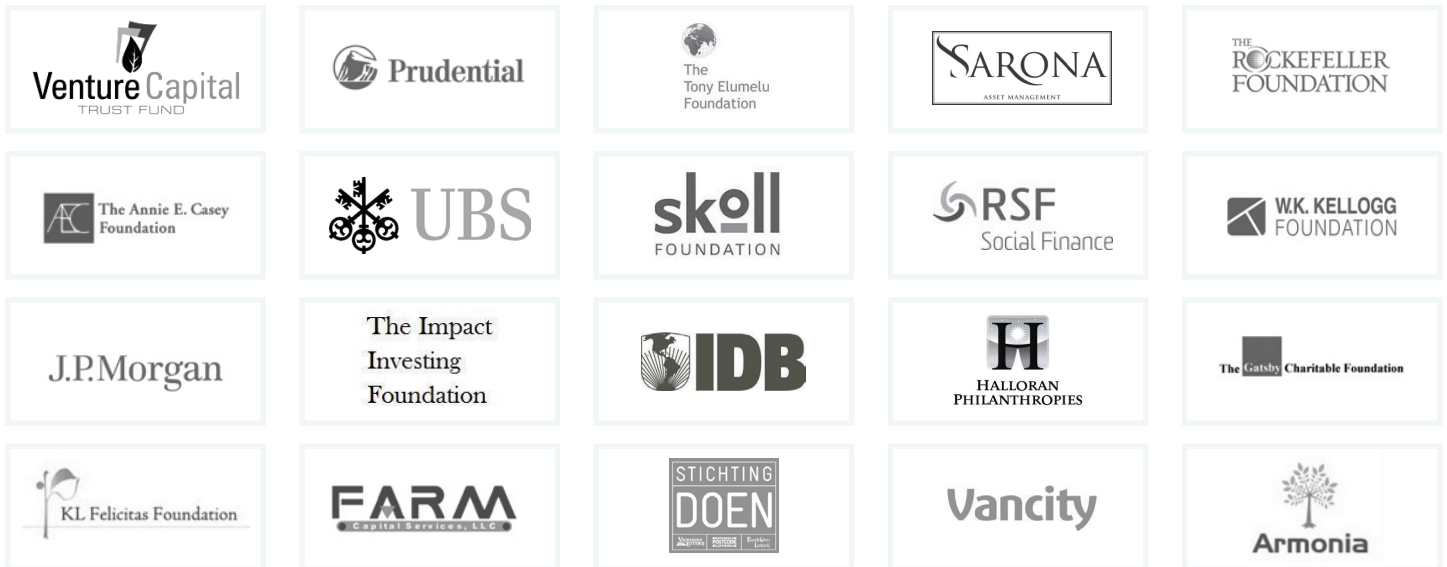
The Impact Operations Rating evaluates the impact of the business in how it operates. This is sometimes referred to "ESG" (or Environmental, Social and Governance) practices.

Impact Area Rating	Community	Environment	Workers	Governance	Total
★	0 to 9.9	0 to 4.9	0 to 9.9	0 to 3.9	0 to 39.9
★★	10 to 14.9	5 to 7.9	10 to 14.9	4 to 5.9	40 to 49.9
★★★	15 to 19.9	8 to 14.9	20 to 24.9	6 to 7.49	50 to 59.9
★★★★	20 to 24.9	15 to 19.9	25 to 29.9	7.5 to 8.9	60 to 69.9
★★★★★	25+	20+	30+	9+	70+

B Analytics[®] Measure What Matters

GIIRS is a product offering of B Analytics. B Analytics is a project of the non-profit B Lab. B Lab is a 501(c)3 nonprofit that serves a global movement of entrepreneurs using the power of business to solve social and environmental problems.

B Analytics is a customizable platform for measuring, benchmarking, and reporting on impact that is used by leaders in impact investing.



To access an interactive version of this rating and information on an additional 1200 companies and 70 funds, please subscribe to B Analytics. To learn more about B Analytics visit: www.b-analytics.net

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