

Corporate Social Responsibility

Annual report 2017



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Marc Castel, CEO

At Fiix, we recognize the enormous potential of business to drive positive change. We also see an urgency to harness this power and become a force for good in the world in order to meet today's biggest challenges: Building an inclusive, equitable and just world; ensuring that the planet can sustainably support us; and providing economic security and opportunities for all people.

To that end, we've built a CSR philosophy that centres around the interdependence of people, planet, and profit—the three factors that make up our triple bottom line. We endeavor to provide every member of our team with purposeful and inspiring work, and empower them to make impactful contributions in each of these areas.

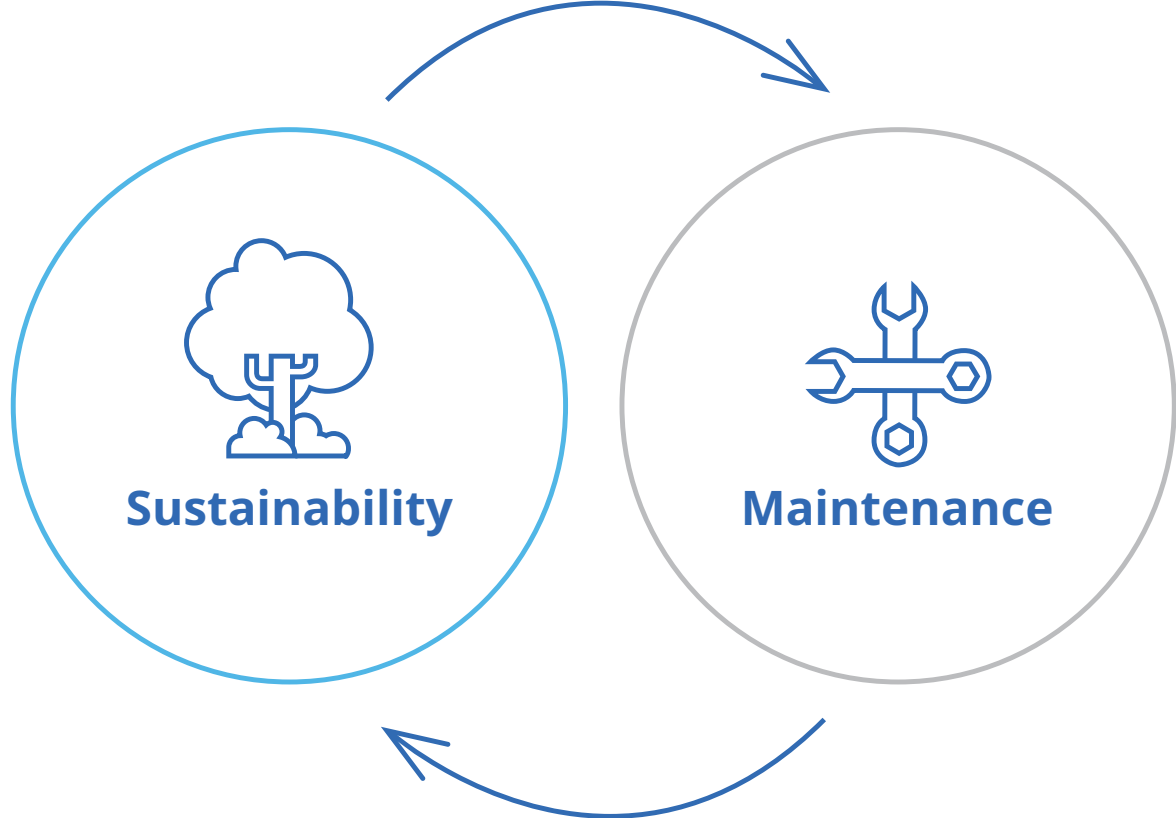
Since establishing our CSR program in 2016, we've worked to align ourselves with like-minded organizations who want to create positive change for all—not just the few—and we continue to strengthen our commitments by tying our program to global initiatives. In 2016 we aligned our

CSR programming with the UN Sustainable Development Goals, and in 2017 we joined the B Corporation movement, becoming a certified B Corp last June. We continue to support our communities through direct funding, company sponsored volunteerism and mentorship, and social advocacy.

When we started on this journey to build a different kind of business, the idea of spending time and money on activities not directly related to the bottom line seemed risky. But we wanted to prove that weaving our ideas of taking care of people and the planet into the DNA of the company would provide better returns for all stakeholders and create a lasting and positive impact. To our delight, we've found that doing good does exactly that, and we have the numbers to prove it.

It is time to move beyond the idea that doing good comes at the expense of profit and focus instead on how businesses can use their reach and influence to do good *and* do well, and ultimately be a force for good in the world.

Fiix: Who we are



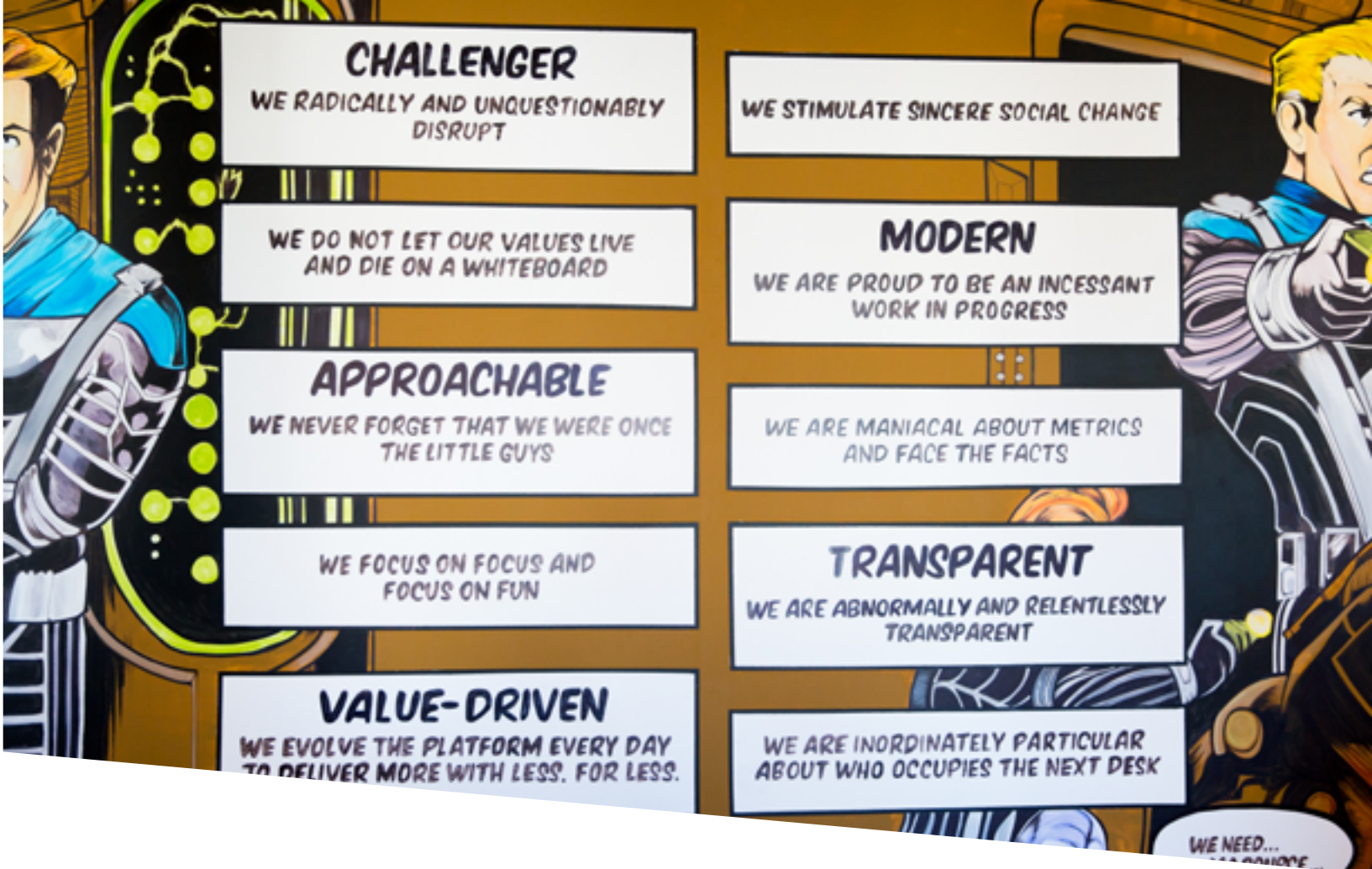
At Fiix, our [Higher Purpose](#) is to create a sustainable world. That’s why we build [cloud-based maintenance management software](#) that is revolutionizing how thousands of companies worldwide schedule, organize and track maintenance.

How are we creating a better world through better maintenance?

We understand that good maintenance leads to sustainable outcomes. It helps organizations reduce inefficiencies, waste, energy, and spending by extending the lifespan of infrastructure and equipment and keeping it running at peak condition. It keeps workers and the public safe by effectively

monitoring and implementing health and safety standards, and it improves productivity and competitiveness, which allows companies to provide stable employment and fair wages.

Maintenance is a starting point for governments and businesses to create real, positive social and environmental change, and ensure a sustainable future for all their stakeholders.



What CSR means to Fiix

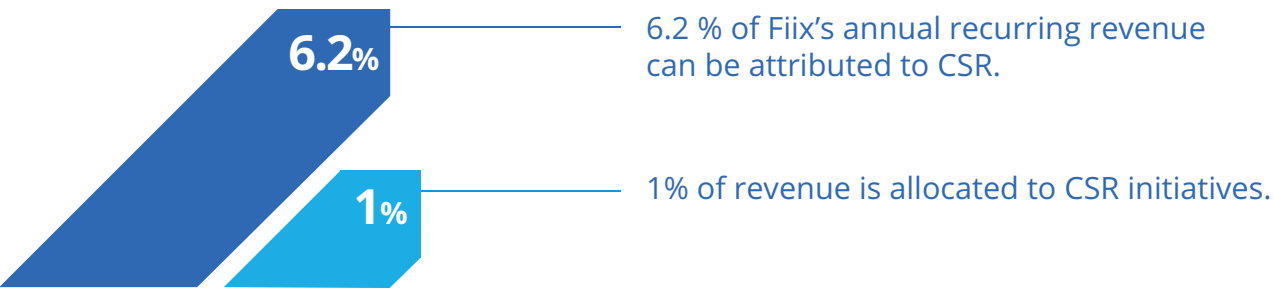
Companies—with their massive global reach and resources—are a powerful force for addressing the world’s most pressing challenges. Corporate social responsibility (CSR) is the way in which businesses use their resources to help create a better world, by committing to ethical economic development, building sustainable business practices, and improving the quality of life for employees, their communities, and society at large.

Our vision is for CSR to become a normal part of every company’s everyday business. We are committed to creating a product that makes the world a better place, while unapologetically making healthy profits in a sustainable, responsible, and inclusive way.

How CSR initiatives generate business value

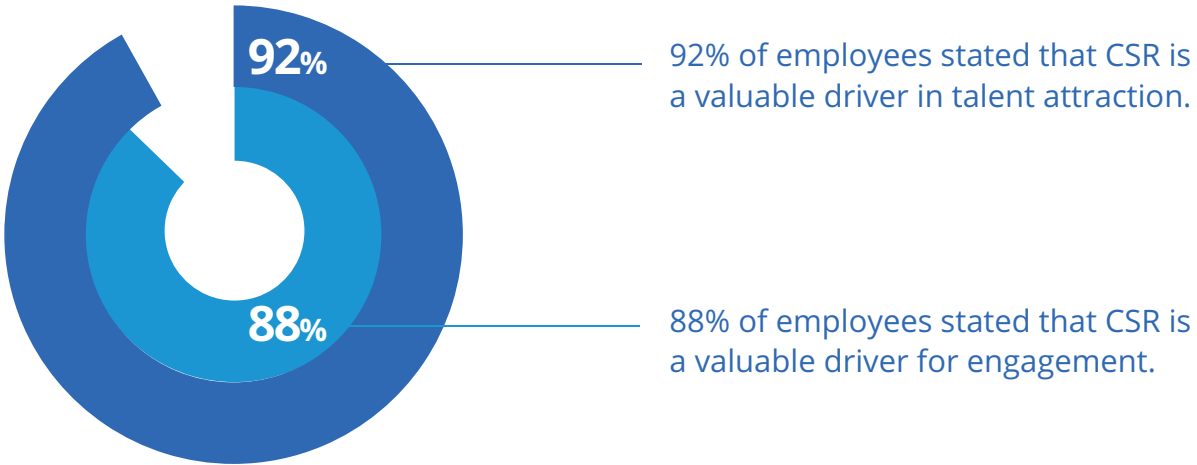
CSR lets us build a stronger business from the inside out. It helps us drive customer loyalty, gives us a competitive advantage, brings in more revenue, and helps us attract and retain top talent.

Increase in annual recurring revenue



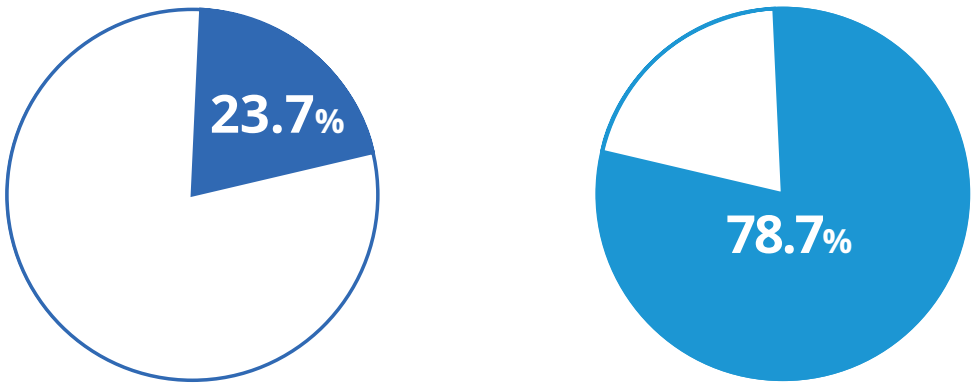
What does that mean for business? Higher profits.

Talent attraction and engagement



What does that mean for business? Higher engagement.

Brand image and reputation

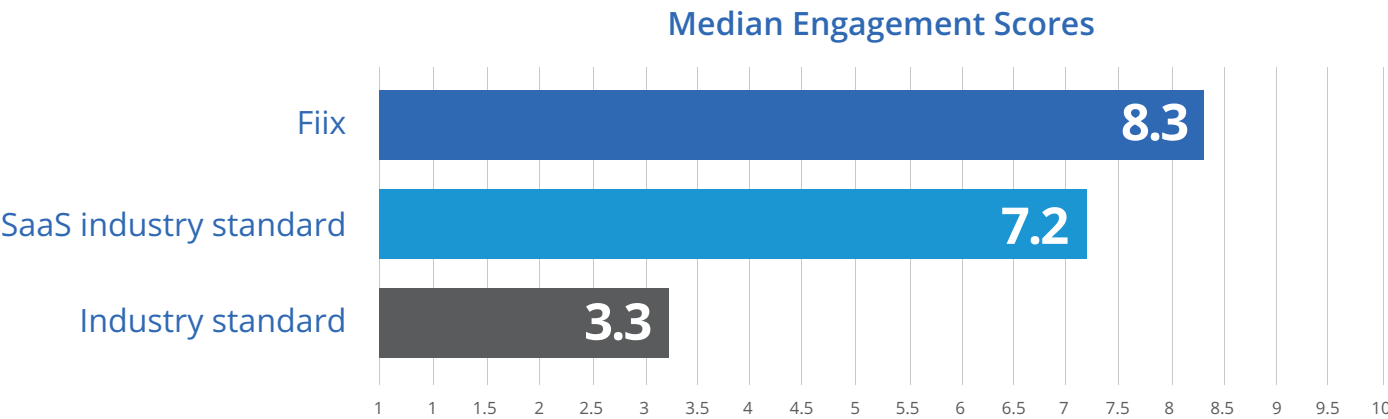


23.7% of customers stated that their purchasing behaviour was influenced because we have a CSR program.

78.7% of customers have stated that companies should engage in social and environmental initiatives as well as generating a profit.

What does that mean for business? More customers.

Employee engagement

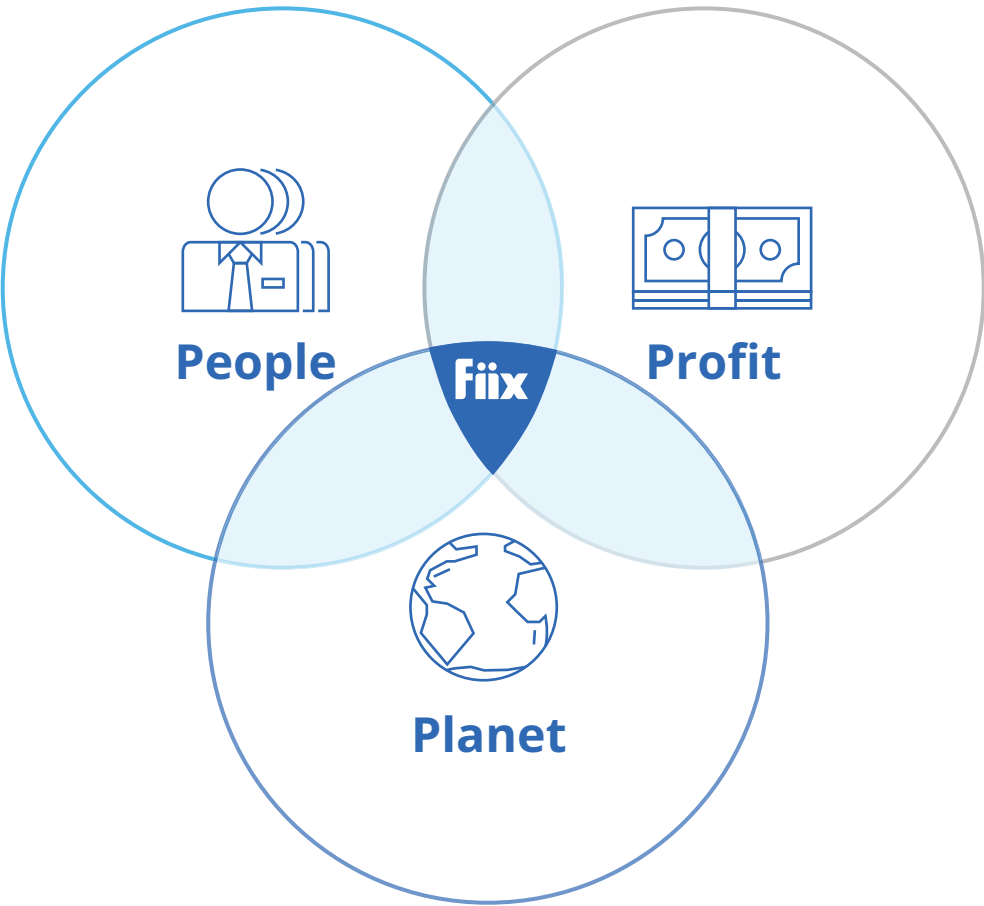


Employee engagement, as defined by [Officevibe](#), is the emotional commitment that an employee has to the organization.

Our CSR Framework

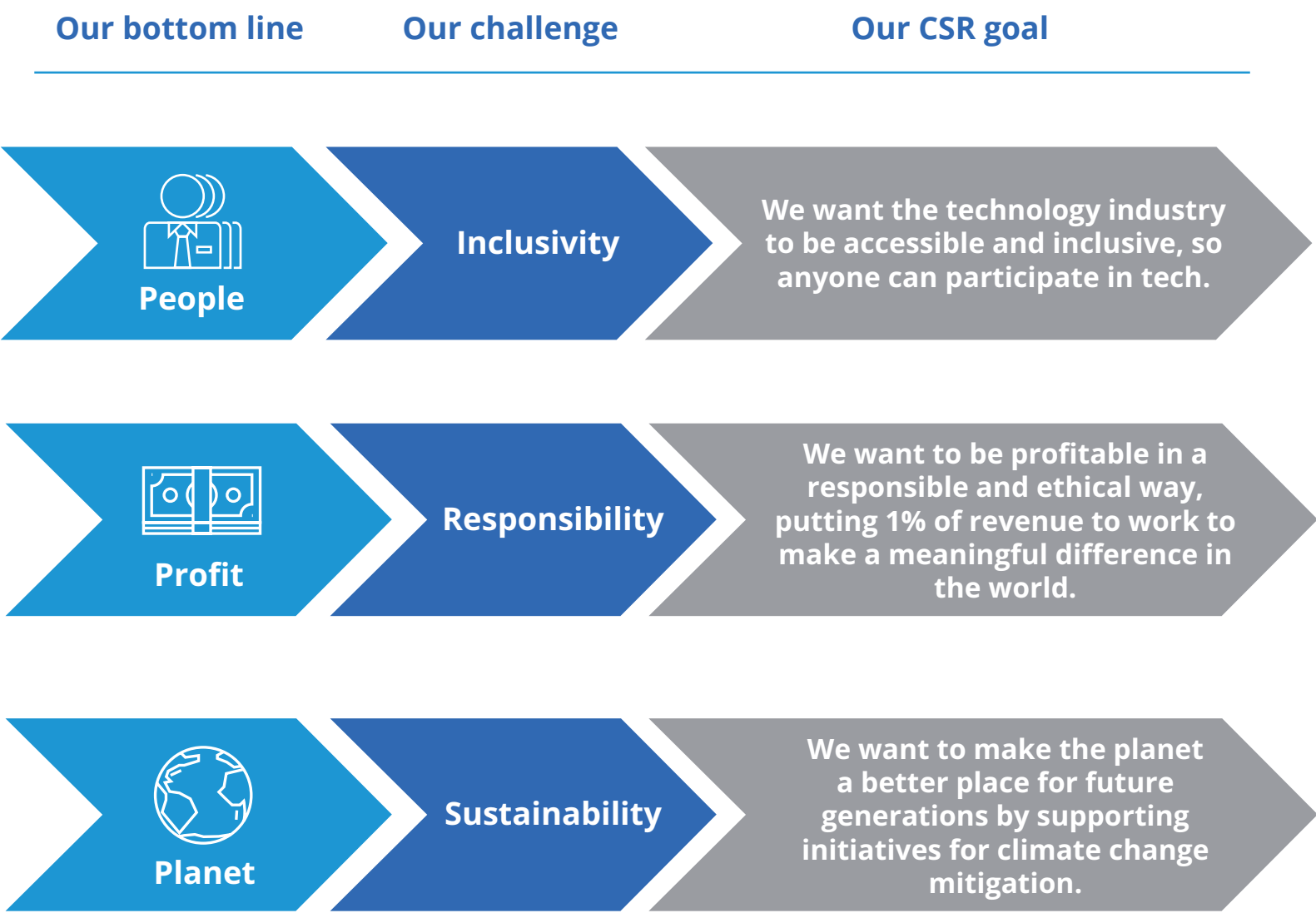
Using profit as the sole indicator of success is not enough—we want to measure and report on our social and environmental impact while showcasing responsible and transparent business practices.

To accomplish this, Fiix adopted a triple bottom line (TBL) of people, profit, and planet.



How we arrived at our goals

Under our triple bottom line, we identified three challenges that reflect what we do as a company while addressing some of the world’s greatest problems. We then committed our company to three accompanying CSR goals.



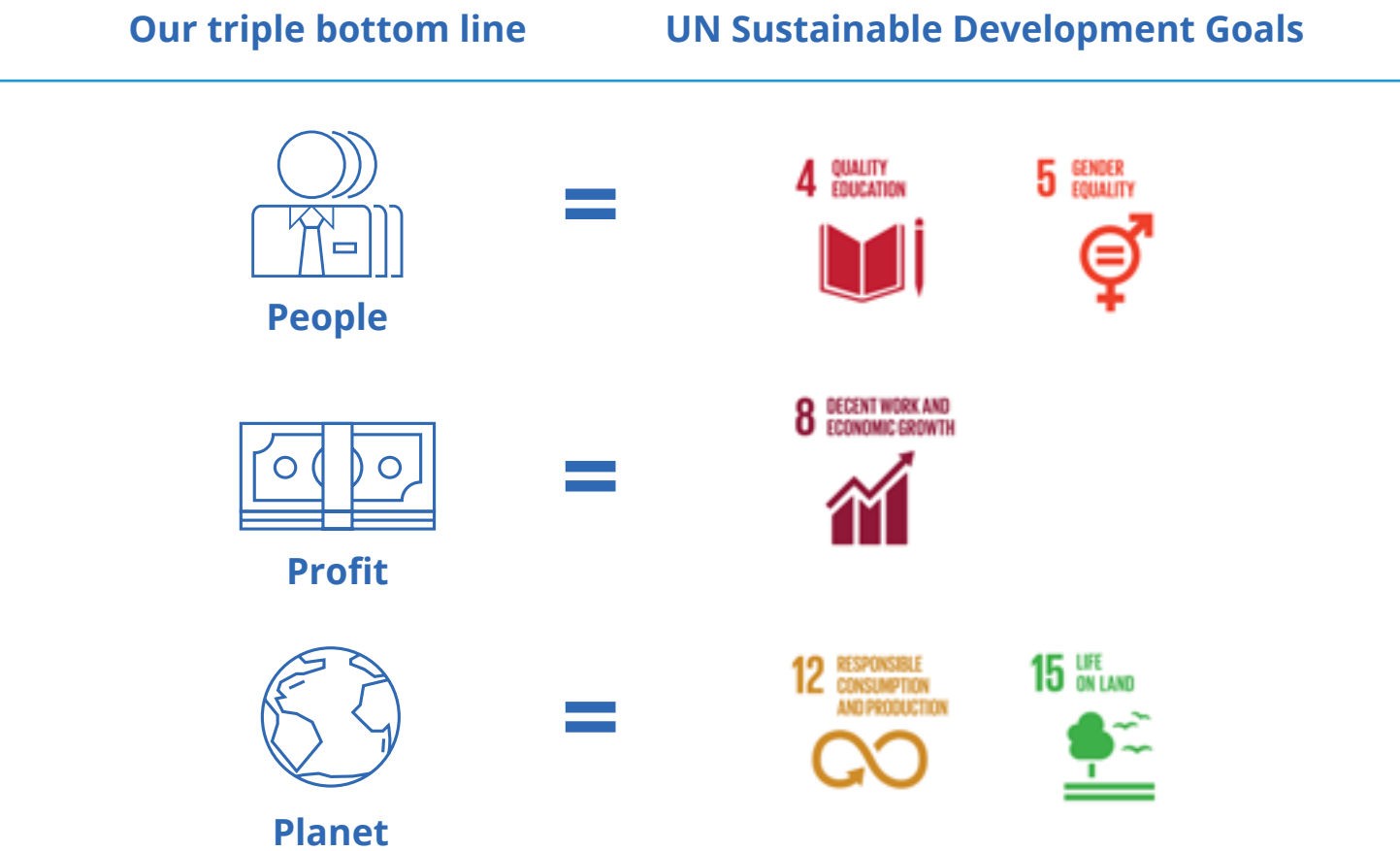
Aligning our goals with the international community

To address our CSR goals in a way that would create unity between our efforts and the international community, we aligned ourselves with the [UN Sustainable Development Goals \(SDGs\)](#). We then surveyed our employees and customers to find out what was most important to them and what issues they wanted to tackle.



Why we align ourselves with the international community

90% of citizens believe it is important that businesses sign up for the UN SDGs and 78% of citizens say they are more likely to purchase from organizations that commit to the UN SDGs. When a business can make a profit from helping to solve social, environmental, and economic problems, it creates solutions that are scalable and sustainable.



What actions are we taking?

Understanding what our stakeholders care most about was an important first step towards building a number of internal and external initiatives aimed at creating meaningful impact.

Initiative: People

Creating an inclusive environment both inside and outside the office is at the core of everything we do. To express that, we launched a series of programs that provide quality education and support gender equality.



Volunteer hours

What did we do?

We offered employees two paid work days to volunteer.

Impact 2017

In 2017, we had 54 employees contribute 776 volunteer hours to 22 different organizations. On average, each employee volunteered 14.4 hours compared to 15.9 in 2016.

Impact on Sustainable Development Goals

Various

Future direction

In order to more fully understand the internal impact of our volunteer activities, we polled employees about what is working, as well as areas for improvement. Based on the feedback we received, in 2018 Fiix will be offering more company-coordinated events to motivate large groups to get out and participate in volunteer activities. It's also critical to find initiatives that resonate with employees, so we'll put a larger emphasis on personalized volunteering in 2018.





Continuing education

What did we do?

We cover 50% of the cost up to \$2,500 for skills development. Whether it is a course, a book, or a conference, we support and encourage employees to seek continuing education.

Impact 2017

35% of employees took advantage of the subsidy, a 9% increase from 2016.

Impact on Sustainable Development Goals

SDG 4: Quality education

Future direction

A large part of our culture is being a talent incubator, where people at any stage in their career can come to learn, hone their skills, and participate in the booming Canadian tech industry. Making professional development a key part of employee reviews and providing development opportunities as well as covering 100% of the cost will be a major focus for 2018.

Gender diversity

What did we do?

We actively made hiring women a priority. By focusing on attracting top talent and expanding diversity of thought, we were able to successfully hire women across several different teams.

Impact 2017

Increased the representation of female employees to men from 18% to 26%, a 21% increase from the start of 2016.

Impact on Sustainable Development Goals

SDG 5: Gender equality
SDG 8: Inclusive economic growth

Future direction

Moving forward, we will continue to include more female representation across all teams. In the future, we will use the Canada human rights legislative framework to report on diversity.



Inclusivity in tech

What did we do?

We made efforts to make the tech industry more inclusive by collaborating and engaging with the following organizations:

- Canada Learning Code (formerly Ladies Learning Code)
- First Nations Technology Council

In 2017, Fiix also established a mentorship program for female entrepreneurs in technology, in order to share our knowledge and experience.

Impact 2017

In 2017, we contributed \$7,500 to Canada Learning Code and 39% of employees volunteered to help educate 150 youth at various camps and workshops.

Our CEO also joined [First Nations Technology Council's](#) advisory committee to help to provide guidance for the implementation of their [Bridging to Technology](#) program, creating digital skills development opportunities for First Nations across British Columbia.

Throughout 2017, our CEO and COO actively mentored five women founders in technology, helping them to drive better business outcomes and successfully navigate the start-up phase of their businesses.

Impact on Sustainable Development Goals

SDG 4: Quality education
SDG 5: Gender equality
SDG 8: Decent work and economic growth

Future direction

Moving forward, we want to deepen our partnerships with Canada Learning Code and the First Nations Technology

Council and are committed to supporting reconciliation, technology literacy, and entrepreneurship for Indigenous youth.

Externally, Fiix will continue to offer executive mentorship to women entrepreneurs, while internally we will create a formal business leadership program for our female employees to help them develop their skills and advance their careers.

"Because of Fiix's contribution to our organization, we were able to increase youth access to a diverse pool of skilled and talented tech and entrepreneur professionals to serve as valuable mentors. Fiix's contribution also supported our Entrepreneurship Summer Camp, which allowed us to provide full scholarships to the youth who attended, helping us make the program as accessible as possible."

- Melissa Sariffodeen, CEO, Canada Learning Code



Initiative: Profit

Profit is the bottom line that is referred to in traditional business practices. For us, it is a way to keep our finances and governance transparent, sustainable, and ethical. We believe that running an ethical business goes hand in hand with being a profitable business.



Profit

Responsibility

We want to be profitable in a responsible and ethical way, putting 1% of revenue to work to make a meaningful difference in the world.

Profit sharing

What did we do?

100% of eligible employees participated in our stock option plan.

Impact 2017

In 2017, 100% of employees received a bonus and 84% participated in the ownership of the company either through our stock options plan or common shares.

Impact on Sustainable Development Goals

SDG 8: Inclusive Economic Growth

Future direction

We will continue to offer employees ownership opportunities in the company. We will also increase the percentage of profits that will be shared with employees.



B Corp

What did we do?

Fiix achieved the highest standard for socially responsible companies by becoming a certified B Corporation. B Corp is a third party certification for for-profit businesses that use their time and resources to solve social and environmental problems. It is a rigorous certification process that looks at an organization's social and environmental performance, public transparency, and legal accountability.

Impact 2017

In June 2017, Fiix achieved its B Corp designation with a score of 81 out of 200 potential points.

Impact on Sustainable Development Goals

Various

Future direction

B Corp is measured every two years, and we would like to improve our score, in environment, community, governance, workplace, and customers, by nine points to a total of 90.

Good governance

What did we do?

A new independent female director was appointed to our Board of Directors, in addition to the introduction of an inclusivity policy. These actions helped to foster diversity of thought and deepen the bench strength and experience of the Fiix board.

Impact 2017

We appointed a new female director to the board. Additionally, our inclusivity policy set a minimum living wage and allows any employee to sit in on any meeting, including the executive team meetings, which allows for greater transparency, better access to information, and improved employee communication.

Impact on Sustainable Development Goals

SDG 5: Gender equality

Future direction

We continue to work to create a more independent and diverse board and strive for ever higher standards of corporate governance and transparency.

Initiative: Planet

At Fiix we strive to build a sustainable company through our business practices and external partnerships. Our programs aim to protect land quality, forests, habitat, and biodiversity, thereby promoting sustainable production and consumption patterns and minimizing greenhouse gas emissions.



rare Charitable Research Reserve

What did we do?

Fiix became a Corporation for Conservation supporting rare’s efforts to protect the environment, conduct scientific research, preserve wildlife habitat and archeological sites.

Impact 2017

We maintained our yearly sponsorship of \$5,000 and helped support the following programs:

- [Every Child Outdoors \(ECO\)](#), which taught environmental science and conservation to 1,800 students and youth
- [Turn the Map Green](#), which protected 34,000 square metres of natural habitat for over 3,700 species
- [The Springbank Food Bank Garden](#), which contributed 5,660 pounds of food to local food banks

Our CEO Marc Castel became a founding member of the Toronto Chapter Committee of rare, which seeks to bring additional awareness of rare to the GTA.

Impact on Sustainable Development Goals

SDG 15: Life on land

Future direction

In 2018 we will implement a CMMS for rare, and will continue to provide funding, advocacy and volunteer support. In partnership with rare, we will create an urban garden for employees at our corporate HQ.





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Carbon neutral

What did we do?

Our office, hosted servers, and (new in 2017) our employees' business travel are now 100% carbon neutral and offset by a certified [local project](#).

Impact 2017

We offset the 75 tonnes of CO₂e associated with our office, our servers, and our employee business travel. This is a 26% increase in emissions from 2016 due to the addition of business travel.

We actively encourage sustainable commuting where possible, increasing employee sustainable commuters from 59% to 79%. This includes walking, biking, public transit and carpooling.

Impact on Sustainable Development Goals

SDG 12: Responsible consumption and production

Future direction

We will continue to offset office operations, employee travel, and server farms, and educate employees about reducing greenhouse gases (GHGs) at home and participating in sustainable commuting.



Waste diversion

What did we do?

We implemented a waste diversion program with ongoing education and waste audits.

Impact 2017

- 33% diversion rate in Audit 1 (3% increase from 2016)
- 48% diversion rate in Audit 2 (2% decrease from 2016)

Impact on Sustainable Development Goals

SDG 12: Responsible consumption and production

Future direction

With little progression in diversion rates, waste will be a big focus for 2018 with ongoing education and improved waste stations to achieve a diversion rate of at least 60%.



University research

What did we do?

We partnered with Ryerson University to assess the environmental impact of equipment maintenance.

Impact 2017

We co-funded \$60,000 toward a second university research project with Ontario Centres of Excellence (OCE) to develop a tool which calculates the entire lifecycle costs of equipment, including the cost of its GHG emissions, to help customers determine if an asset should be repaired or replaced.

Impact on Sustainable Development Goals

SDG 12: Responsible consumption and production

Future direction

We're committed to supporting research into how maintenance leads to more sustainable business, social, and environmental outcomes.

GHG Calculator

What did we do?

In partnership with Ryerson University we developed a Greenhouse Gas (GHG) Calculation algorithm to help maintenance managers identify opportunities for equipment upgrades, replacements and improved preventive maintenance routines to tactically reduce GHG emissions.

Impact 2017

In 2016, Fiix partnered with Ryerson University to develop a GHG calculation algorithm. In 2017, this algorithm was incorporated into our CMMS in beta form.

Impact on Sustainable Development Goals

SDG 12: Responsible consumption and production

Future direction

We will turn the GHG calculator into a production-ready feature and make it broadly available to customers wishing to monitor their GHG footprint.

Metrics

We are maniacal about metrics because we know that what gets measured gets done. So we’re reporting on our progress against the triple bottom line. This allows us to track our progress year after year and remain accountable for our goals.

As a certified B Corporation, we must adhere to their comprehensive standards by outlining quantifiable social and environmental indicators and public targets.



People	2016	2017
% Participation in continuing education	26%	27%
% Participation in volunteering	77%	89%
% Employees internally promoted	-	34%
Volunteer hours	476	776
Diversity	49%	54%
Male:Female ratio	5.6 : 1	2.7 : 1
Youth (under 30) employment	40%	48%
Employee retention	77%	98%
Employee engagement	8.4	8.3
Employee NPS	-	67



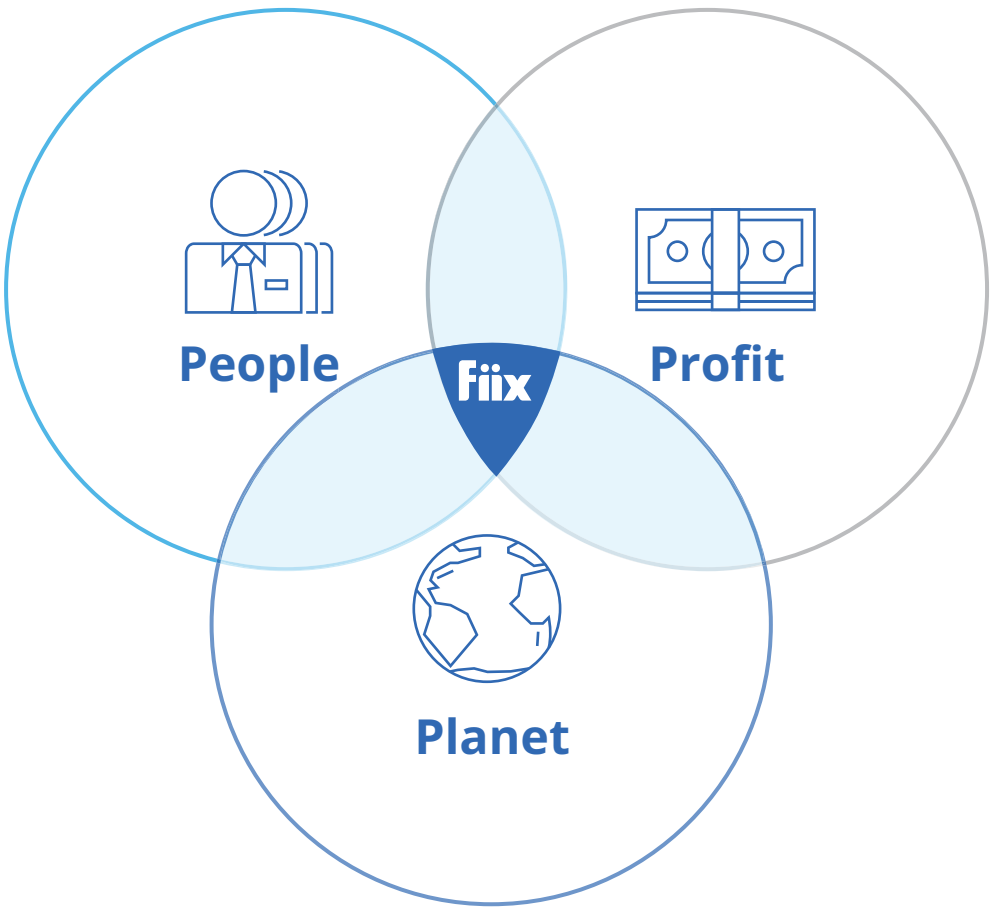
Profit	2016	2017
% Total new ARR attributed to CSR	-	6.2%
% Total ARR attributed to CSR	-	11.0%
% Revenue spent on CSR	1.1%	1%
Equity participation	90%	84%
Wage flatness	0.8	0.8
Pay equity (highest : lowest)	4.4 : 1	4.4 : 1
B Corp score	-	81
CSR influenced buying decision	-	23.3%
Independent board members	3/5	4/5



Planet	2016	2017
Carbon offset	44 t CO2e	75 t CO2e
Number of new free CMMS accounts	3,039	4,692
Sustainable commuters	59%	79%
Waste diversion rate	50%	41%

Future directions

At Fiix, we are actively working on internal and external programs as we do our best to walk the talk. As our CSR program grows and evolves, we are developing new ways of approaching the challenges and goals outlined in our triple bottom line. Moving forward we'd like to explicitly show the interdependence of people, profit and planet, and demonstrate how maintenance is at the centre of building a more sustainable world.



People

At Fiix, we see technology as a tool for creating sustainable economic opportunities, improving quality of life, driving fairness and equity, and broadening participation and partnership in society. As a result, we will continue to advocate for increasing technological literacy in marginalized communities through our partner organizations and our direct volunteer and mentorship programs. We expect this to be a generational project that will take time and perseverance to accomplish.

Internally, we aim to be a talent incubator where employees can learn the skills they need to participate in the tech sector through mentorship and hands-on experience. We will support this by encouraging use of our education subsidy, talent development software, and mentorship opportunities.



Profit

We will continue to demonstrate that being socially responsible is good for business, and can directly benefit the financial bottom line.

We will also work to increase our B Corp score—which is measured every two years—by nine points. In our 2019 assessment, we will have a minimum score of 90.



Planet

We want to develop and advocate for tools that aid the circular economy. This concept moves beyond our current linear system of “take, make, dispose” to a circular system where resource lifespan is maximized, waste is reduced, and products are repurposed or recycled. We believe good maintenance is a key enabler of sustainability.

Contact us

As a part of our commitment to transparency, we are always open to discussions, questions, and conversation around our framework and how we got to where we are today.

Contact info:

Katie Allen

CSR@fiixsoftware.com

1-855-884-5619

Fiix
35 Golden Ave Suite A-201
Toronto, ON, Canada
M6R 2J5
Local: +1 (647) 317-9055
Toll Free: +1 (855) 884-5619
info@fiixsoftware.com
www.fiixsoftware.com