



**CIRCULAR RUBBER**  
**TECHNOLOGIES**

Circular Rubber Technologies

# 2022 Annual Impact Report

1



# Letter From CEO

Dear Reader,

I am pleased to present Circular Rubber Technologies' (CRT) inaugural Annual Benefit Report for 2022. As the CEO, I am proud of the early-stage efforts we have made towards establishing ourselves as a benefit company whilst realizing our mission to enable the infinite reuse of the world's rubber.

Our Benefit Report for 2022 showcases our progress towards ensuring CRT's business benefits all people, communities, and the planet —to "Make Business a Force For Good".

We are delighted to announce that after successfully completing B Corp's B Impact Assessment and making necessary legal changes to operate as a Benefit Corporation, as of August 10, 2022, we officially carry a Pending B Corp status. The primary aim of CRT is to develop a sustainable, circular solution to the age-old, increasing problem of rubber tire waste. By employing innovative approaches and developing novel technology, we will not only reduce the environmental impact by decreasing the demand for virgin natural rubber and rubber waste, but also create new commercial opportunities to incorporate circular materials throughout rubber product supply chains.

In addition to the launch of our first operational plant in 2023, we are committed to expanding our circular model by establishing CRT rubber devulcanization facilities across the globe to enable infinite reuse of the world's rubber supply.

We appreciate your support as we empower the tire industry to draw down their environmental impacts and move towards a more circular future

Sincerely,  
Maartje van der Sande  
CEO, Circular Rubber Technologies





# About Circular Rubber Technologies

- The founders of CRT were motivated by the alarming amount of rubber waste generated from end-of-life mining tires so they formed CRT to address this issue through a profitable, circular solution.
- With a skilled and diverse team, CRT is actively working towards reducing the demand for virgin natural rubber by implementing a closed-loop system that recycles and reuses rubber waste
- This approach conserves energy and greatly reduces the carbon footprint associated with the production of virgin rubber.



**CIRCULAR RUBBER**  
TECHNOLOGIES



# Employee Metrics

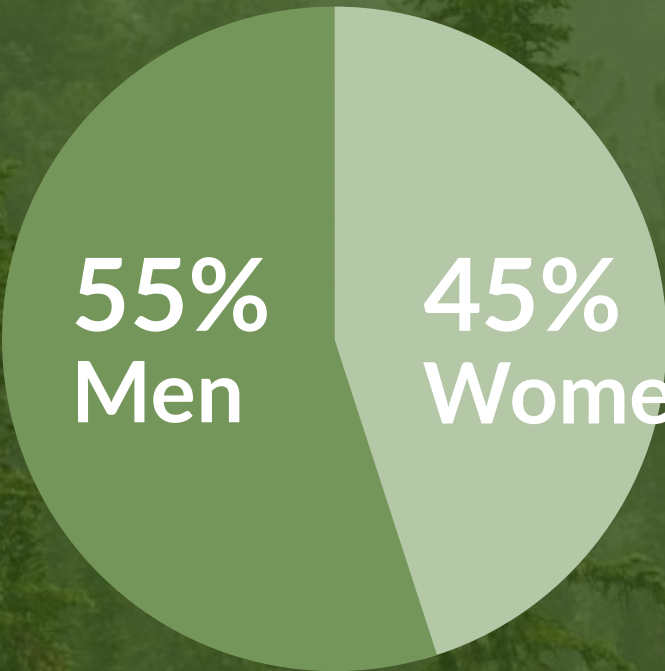
2 Provinces



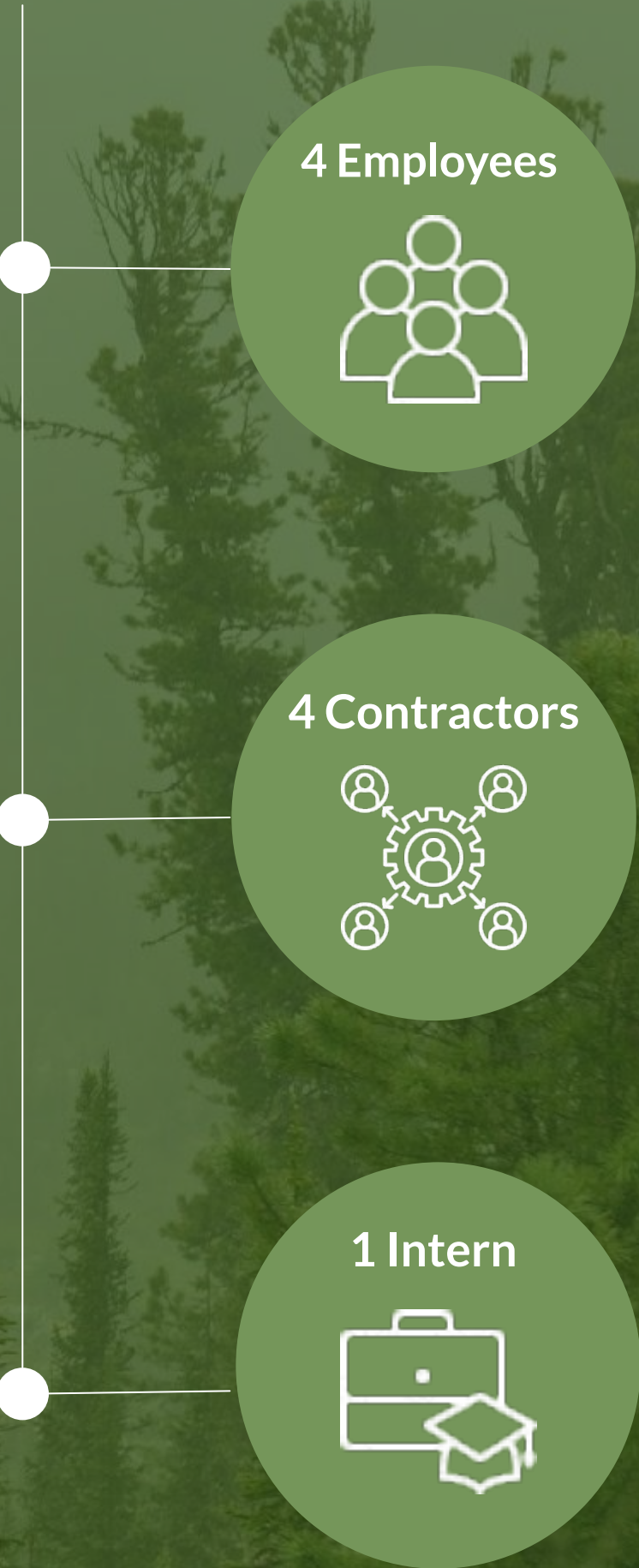
1 Country



## Gender breakdown



# 9 Total Employees





# Our Company Statements

## PURPOSE



Waste to Value

## VISION



CRT strives for infinite reuse of the world’s rubber.

## MISSION



CRT positively impacts the world by repurposing rubber waste, time and time again, to be used in new high performance rubber products.



# Values



**Sustainable Prosperity:**  
Infinite benefit to all



**Innovation:** Instigating  
the Rubber Revolution



**Urgency:** To do something  
NOW



**Growth:** In people,  
mindset and magnitude



# Benefit Companies

## Benefit companies

- Businesses that are legally required to consider the impact of their decisions on society and the environment

## Why become a benefit company?

- Sets businesses apart and attracts consumers who value sustainability and ethical practices

## At CRT, our benefit statement is defined as follows:

- In promoting the interests of its clients, the Company will encourage and support turning the world's waste streams into value (the "Benefit"). In pursuing this Benefit, the Company will conduct the Company's business in a responsible and sustainable manner.





# B Corp Third Party Framework

CRT uses the B Corp certification by B Lab as its third-party standard.

B Corp certification evaluates companies in 5 impact areas:

- Governance
- Workers
- Community
- Environment
- Customers

8

And need a minimum of 80 points based on evaluation in these categories

CRT has developed a **B Corp Action Plan** to assess current practices and identify areas for improvement towards certification.





# Governance

Assesses different strategies to mitigate environmental impacts while maintaining ethical practices.

## Overview

**Areas assessed:** proper company structure with supporting policies

### 2022

- **Establishment of Board of Directors that oversees and protects corporate governance**
- Strategy and decision-making via management meetings
- Employee training and clear management structure with job descriptions
- Code of Ethics and Whistleblower policy in place<sup>9</sup>

### 2023

- Initiated the process of policy development, which will continue into 2023



# Governance Action Plan

Mission Locked	Measures Taken	<ul style="list-style-type: none"><li>• B Corp Legal next step aligned with Shareholders</li></ul>
Mission & Engagement	Measures Taken	<ul style="list-style-type: none"><li>• Purpose story communicated</li><li>• Employee training on social/environmental issues</li><li>• Clear management structure and job descriptions</li><li>• Strategy and decision-making via management meetings</li><li>• Code of Ethics, Whistleblower Policy, and internal financial controls</li></ul>
	Measures in Progress	<ul style="list-style-type: none"><li>• Social and environmental performance integrated in managerial roles and reviews, executive compensation, and job descriptions</li><li>• Board of Directors oversees social and environmental impact</li><li>• Stakeholder management and communication plan</li><li>• Defined KPIs to measure and track social and environmental goals</li><li>• Transparent reporting of social and environmental impact</li></ul>



# Workers

Encompasses a range of facets pertaining to employee benefits, training, and development.

## Overview

Areas assessed: employee training and implementing a positive work environment

### 2022

- Established measures of financial security, career development, health, wellness, and safety by providing:
  - employee ownership opportunities
  - onboarding processes
  - training opportunities

### 2023

- Employee Handbook and Employee Engagement survey will be completed and implemented & healthcare benefit plans will be implemented



# Workers Action Plan

Financial Security	Measures Taken	<ul style="list-style-type: none"><li>• Employee ownership opportunities</li></ul>
Career Development	Measures Taken	<ul style="list-style-type: none"><li>• Onboarding process and training opportunities</li></ul>
Health, Wellness and Safety	Measures Taken	<ul style="list-style-type: none"><li>• Part of government provision of healthcare</li></ul>
Engagement and Satisfaction	Measures in Progress	<ul style="list-style-type: none"><li>• Employee Handbook</li><li>• Employee Engagement survey</li></ul>



# Community

Focuses on the impact of the company on its local surroundings, encompassing both social and economic dimensions.

## Overview

**Areas assessed:** engagement and impact on the local community

### 2022

- Onboarding process and training opportunities
- Part of government provision of healthcare

### 2023

- Developing policies and initiatives
- Partnerships with charities and community organizations



# Community Action Plan

Civic Engagement and Giving	Measures Taken	<ul style="list-style-type: none"> <li>• Onboarding process and training opportunities</li> </ul>
	Measures in Progress	<ul style="list-style-type: none"> <li>• Advocacy for enhanced social and environmental policies/performance</li> <li>• Partnerships with charities and community organizations</li> </ul>
Supply Chain Management	Measures in Progress	<ul style="list-style-type: none"> <li>• Supplier Code of Conduct</li> <li>• Compliance with all local laws and regulations</li> <li>• Emphasis on good governance, ethics, and anti-corruption policies</li> <li>• Adoption of positive practices exceeding regulatory requirements (e.g., environmentally-friendly manufacturing, exceptional labor practices)</li> </ul>
Health, Wellness and Safety	Measures Taken	<p>14</p> <ul style="list-style-type: none"> <li>• Part of government provision of healthcare</li> </ul>
Engagement and Satisfaction	Measures in Progress	<ul style="list-style-type: none"> <li>• Employee Handbook</li> <li>• Employee Engagement survey</li> </ul>
Diversity, Equity, and Inclusion	Measures in Progress	<ul style="list-style-type: none"> <li>• Diversity and Inclusion Policy</li> </ul>



# Environment

Evaluates sustainable practices and identifies ways to mitigate negative environmental effects.

## Overview

Areas assessed: energy and water use, emissions, and sustainable sourcing

### 2022

- **Limited environmental impact due to pilot trial phase**
- Collaboration with Impact Institute
  - Comprehensive analysis of rubber production process, including **true pricing**
  - Environmental footprint comparison across<sup>15</sup> value chain for CRT, natural rubber, & synthetic rubber
  - Results guided CRT to optimize costs and minimize environmental impact while remaining profitable

### 2023

- **Launch our first operational facility to increase our environmental impact**



# Customers

Provides high-quality services and ensuring customer satisfaction through marketing, product safety, quality, and transparency.

## Overview

### 2022

- **Limited impact due to pilot trial phase and lack of long-term customer contracts**
  - Facility is still being built
  - Rubber reclaim product is not yet commercialized to the public

### 2023

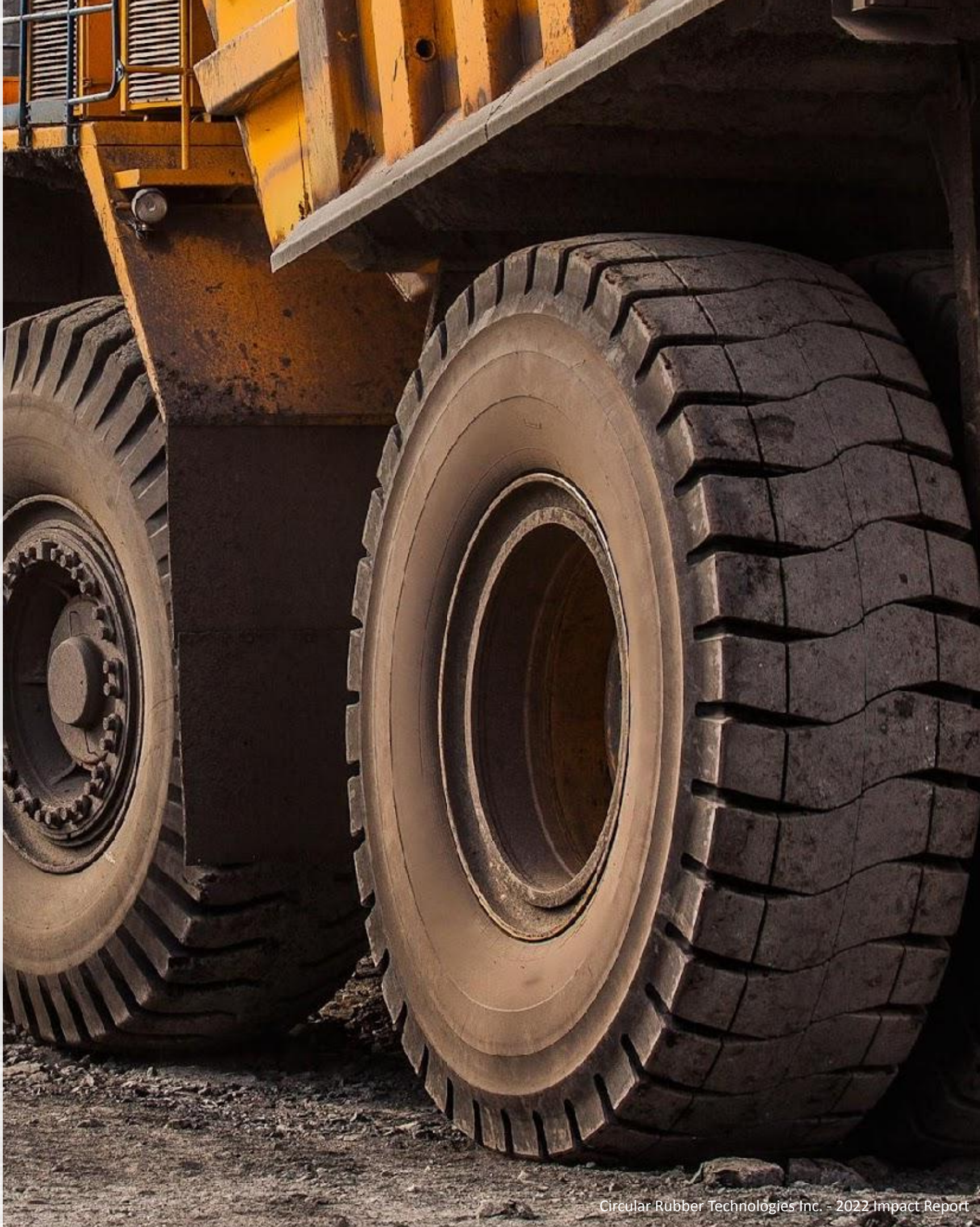
- Prioritize customer needs and adopt sustainable<sup>16</sup> practices to develop a loyal customer base
- Establish a reliable reputation that supports a sustainable economy



# Assessment

Circular Rubber Technologies Inc. attained B Corp pending status on August 10, 2022, surpassing the minimum score of 80/200 points with a remarkable score of 113.4.

CRT is now preparing for its B Corp Certification Audit scheduled for August 2023!





A close-up, black and white photograph of a tire tread pattern, showing a series of parallel grooves and sipes. The image is used as a background for the slide.

# Conclusion

- CRT aims to achieve **full B Corp Certification by August 2023**
- As CRT grows, its impact on people and the planet also grows
- This report emphasizes CRT's core purpose of transforming waste to value
- CRT recognizes sustainability as an **ongoing journey** and actively seeks opportunities to minimize environmental impact, promote social justice, and support communities
- CRT is dedicated to enhancing social and environmental performance through sustainable solutions and accelerating the circular economy





**CIRCULAR RUBBER**  
**TECHNOLOGIES**