



2022 Annual Benefit Report

Since its founding, Jack and Ferdi has been registered as a **Public Benefit Corporation**. The B-Corp values have always been part of **Jack and Ferdi's mission to improve business travel** and create happy workplaces. We are very proud to work on an ecosystem that promotes social impact and **uses business for good**.

We build a travel companion for companies and their employees to **use bleisure as a force for their health and well-being**. We are driven by this broader idea that the business travel industry will be transformed as employees will be able to work remotely from any place they want and bleisure will no longer be a trend but an industry standard. We want to be by **business travelers' side to help them stay healthy and grow as individuals**. We also encourage business travelers to become good travelers by promoting sustainable travel as well as cultural awareness and respect.

Despite the current situation due to COVID-19, it was an accomplished year for Jack and Ferdi. We launched our first commercial version of our app on iOS and Android, our API program for partnerships, as well as our desktop app. We found amazing partners in the industry. Our app now covers **160 cities all over the world**.

In addition, we have implemented **numerous policies and practices** to meet rigorous standards for social and environmental performance to become a B-Corp. Most importantly, throughout our journey, we are building a culture of **transparency and accountability**. We look forward to joining the B-Corp community and building travel practices that are respectful of the local communities and the work life balance of travelers.

Sincerely,

Romain Aubanel, *CEO & Founder*





B - INSPIRING.  
B - THE CHANGE.

Our journey to become a B Corporation...

Jack and Ferdi is a **Public-benefit corporations (PBC)** which means we are a purpose driven business.

We are proud to be part of a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business.

# Mission Statement

We are **on a mission to improve business travel.**

Our mission is to impact through business **four specific sustainable development goals**: improve business travelers' health, develop cultural awareness, support local businesses & communities and promote sustainable travel.





# Improve the Health and Well-being of Business Travelers

Business travel is associated with health-related risks and issues. Bleisure-intensive trips likely carry significant benefits. A bleisure-intensive trip:

- leads to a more satisfying **work-life balance** during the trip.
- increases traveler **happiness** upon return and leads to a greater performance at work two weeks after their return.
- leads to a **personal development**.







# Support Local Communities

Assists companies with creating a positive social impact.

Enables travelers to be aware of social issues at each destination and help them learn about amazing charities that are addressing pressing problems locally.

J+F is a powerful solution to help support local communities and to shop responsibly.

**+780 amazing charities in 160 cities all over the world**

*Each nonprofit featuring in our app is curated with a third-party assessor.*



# Develop Cultural Awareness

Provide opportunities to engage with the local culture by offering culturally significant experiences.

We want companies to leverage leisure in a way that helps employees acquire new skills and learn new ideas while at work.

+970 local business manners

+1,070 fun facts to help you understand locals and become culturally agile







# Governance

- We treat our social and environmental impact as a **primary measure of success for our business.**
- Social and environmental issues are incorporated into our job descriptions, training, and performance review.
- A written **code of Ethics**
- A written **code of Conduct**





# Workers

We provide **training opportunities** to workers for professional development.

We conduct a **360° feedback process** to provide performance feedback to employees

We offer **additional financial benefits** to non-executive workers such as bonuses, profit-sharing and employee ownership opportunities



# Community

More than **50%** of our managers are women

We are donating **5%** of our total revenue to nonprofits.





A young woman with dark, curly hair and glasses is smiling broadly, looking off to the side. She is wearing a grey tank top and has her arms crossed. She is sitting at a table in what appears to be a cafe or restaurant, with a blue mug in front of her. The background is softly blurred, showing other people and interior lights.

# Customers

We are committed to offer a service that contributes to the **positive development of individual health and well-being**

We are committed to protect the **privacy and security** of our client data

We incorporate **customer testing and feedback** into product design





# Environment

Since April 2022, we are using **100% renewable electricity** and energy for our office.

We promote actively the **Sustainable Travel Movement** by educating ourselves, our partners and our users.