

2025

# SUSTAINABILITY REPORT

VERSION 1.0

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**REASON**  
RESEARCH

ATU INSIGHTS. GUARANTEED.

# ABOUT REASON RESEARCH

## Who We Are

Headquartered in Center City Philadelphia, our team of over 30 professionals provides custom primary market research services for healthcare and pharmaceutical clients internationally.

Reason Research has been an all-in partner for life science ATU Launch Tracking and Pre-ATU Foundational Research for 12 years. Through our strategic research services, we support the long-term success of innovative therapeutics in the US and globally.

Our collaborative team of research professionals is deeply committed to our clients, as we jointly pursue the mission of improving patients' lives around the world.



## Sustainable Development Goals

Reason Research is proudly committed to the United Nations Global Compact, a global initiative to align business strategies and operations with universal principles on human rights, labor, environment, and business ethics.

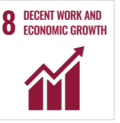
Our sustainability goals align with Sustainable Development Goals (SDGs) of the UN 2030 Agenda for Sustainable Development to promote the health, well-being, and prosperity of our employees, our communities, and our planet.

These commitments are integrated into Reason Research's management system through formal policies, employee training, and ongoing leadership oversight.



Our Staff	2023	2024	2025
Total number of employees	33	34	37
Number of full-time employees	30	32	35
Number of part-time employees	3	2	2

# ETHICS



Reason Research is committed to the highest ethical standards in our research and operations, with zero tolerance for bribery or corruption. To uphold this commitment, we comply with anti-bribery laws in the United States and all applicable laws in the jurisdictions where we conduct business. All employees complete annual anti-corruption and anti-bribery training.

Protecting sensitive information is equally fundamental to maintaining the trust of our clients, research participants, and partners. Our IT Risk Assessment Program proactively identifies, analyzes, and mitigates potential threats to our information systems and infrastructure through routine vulnerability scans. This approach is reinforced through annual employee training on our Information Security Policy, which governs network security, secure device use, electronic communications, data storage and retention, and disaster recovery, supplemented by ongoing education on cybersecurity best practices.

Our commitment to ethical conduct extends throughout our research processes. Research operations adhere to the US Health Insurance Portability and Accountability Act (HIPAA), the EU General Data Protection Regulation (GDPR), codes of the Insights Association, ESOMAR, and other national and industry bodies to ensure our work follows the highest standards of privacy, data protection, and research integrity.

The Reason Research Whistleblower Policy provides employees with a confidential means to report concerns related to corruption, bribery, data misuse, information security risks, or other ethical violations, with protection from retaliation.

# 97%

of employees agree *Management is honest and ethical in its business practices.*

Source: 2025 Great Place to Work® Trust Index© Survey

Anti-Corruption and Bribery Versus 2023 & Goal	Goal	2023	2024	2025
% of employees trained on anti-corruption, bribery, fraud	100%	82% (27)	88% (30)	100% (37*)
# of reported corruption / bribery incidents	0	0	0	0

\*In 2025, 37 of 37 employees completed training on Reason Research's Anti-Bribery policy.

Information Security Versus 2023 & Goal	Goal	2023	2024	2025
Vulnerability scans executed	4	3	4	4
Backup/disaster recovery tests executed	1	1	1	1
% (#) of employees trained on information security	100%	88% (29)	100% (34)	100% (37*)
% (#) of employees trained on cybersecurity best practices	100%	94% (31)	88% (30)	92% (34*)
Confirmed information security breaches	0	0	0	0

\*In 2025, 37 of 37 employees completed training on Reason Research's internal information security policy, and 34 of 37 employees completed training on cybersecurity best practices.

# ENVIRONMENT



Reason Research attained a **Gold EcoVadis Sustainability Rating** in 2025, scoring equal to or higher than 95% of all companies rated.\*

75

**2025 EcoVadis Score**

Our Environmental Policy embeds waste reduction practices into our work by requiring reuse of personal computers, use of digital files and documents instead of paper whenever possible, participation in electronic and office waste recycling programs, and minimizing consumption of single-use plastics in the office. All employees must review our Environmental Policy annually.

Our headquarters are housed in an Energy Star-certified building in Center City Philadelphia, providing employees with convenient access to sustainable transportation options including SEPTA bus, trolley, subway, regional rail lines, Amtrak, and local bicycle infrastructure.

We continuously monitor our Scope 1, 2, and 3 emissions through our third-party carbon accounting partner, Aclymate. We maintain our commitment to the Science-Based Target Initiative (SBTi) to reduce our Scope 1 & 2 emissions 42% by 2030 from our 2023 baseline and achieve net-zero emissions across our operations, including Scope 3 emissions, by 2050.

With 1.47 tons CO<sub>2</sub>e of Scope 2 emissions in 2025—a 34% reduction from our 2023 baseline—we're making progress toward our short-term Scope 1 & 2 reduction targets. Still, Scope 3 emissions increased from 2024, driven primarily by higher spending on purchased research services associated with our growing business. In 2026, we're working to improve Scope 3 reporting accuracy and identify opportunities to reduce our Scope 3 footprint.

\*In our 2025 EcoVadis Scorecard, Reason Research scored in the 95<sup>th</sup> percentile of all companies inventoried by EcoVadis across industries. Percentile rank is calculated at the time of score publication (February 19, 2025).

Environmental Actions <small>Versus 2023 &amp; Goal</small>	Goal	2023	2024	2025
% (#) of employees completed environmental training	100%	82% (27)	100% (34)	97% (36*)
Electronic devices repurposed / reused	--	7	7	2

\*In 2025, 36 of 37 employees completed training on environmental sustainability issues and best practices

Energy Consumption and Emissions <small>Versus Baseline Year 2023</small>	2023	2024	2025
Total energy consumption of all company operations (kWh)	5570	5421	5092
Scope 1 GHG Emissions (tons CO <sub>2</sub> e)	0	0	0
Scope 2 GHG Emissions (tons CO <sub>2</sub> e)	2.24	2.52	1.47
Scope 3 GHG Emissions (tons CO <sub>2</sub> e)	424.88	473.96	755.83
Total GHG Emissions (tons CO <sub>2</sub> e) per employee	17.08	12.22	20.63

Reason Research's greenhouse gas inventory is prepared in alignment with the Greenhouse Gas Protocol using carbon accounting software provided by Aclymate. Scope 2 emissions are reported using both location- and market-based methods; no renewable energy certificates (RECs) were applied during the 2025 reporting period. Scope 3 emissions are estimated using a combination of spend-based and activity-based methodologies, including financial data for purchased goods and services and employee survey data for commuting and home office impacts. Where survey responses or supplier-specific data are unavailable, reasonable estimates and industry-average emission factors are used. The inventory has not been independently verified.

# ENVIRONMENT



## Sustainable Procurement

Reason Research makes every effort to ensure that the goods and services we source align with our environmental, social, and ethical commitments through:

- Investment in energy star equipment (e.g., Computers, printers, and monitors) and energy-efficient lighting
- Prioritizing equipment and supplies made with post-consumer recycled materials

All suppliers are required to sign and periodically re-certify our Supplier Code of Conduct which establishes standards related to environmental responsibility, ethical business practices, workplace safety, fair wages and working conditions, and the prohibition of child and forced labor.

To better understand the sustainability practices of our vendors, we administer Supplier Sustainability & Diversity Questionnaires during onboarding and periodically refresh responses. This process helps us evaluate current and prospective suppliers and identify opportunities to strengthen sustainability efforts.

### Supplier Diversity

Reason Research tracks spending with businesses owned by women, minorities and vulnerable groups. Through our Supplier Diversity Questionnaire, we monitor ownership structures and the policies our partners have in place to foster diverse, equitable, and inclusive workplaces.

We aim to grow our spend on diverse suppliers to 10% of our total supplier expenditure by 2027. To support this goal, we continue seeking opportunities to engage qualified diverse suppliers.

Sustainable Procurement Versus 2023 & Goal	Goal	2023	2024	2025
# of new Energy Star-certified devices purchased	--	10	6	7
% of Energy Star-certified devices among all purchased devices	100%	100%	100%	100%
CO2e offset through purchased offsets (tons)^	--	3.5	3	3.5
% of targeted suppliers who have signed the Code of Conduct	100%	83%	86%	86%
% of targeted suppliers with contracts that include clauses on environmental, labor, and human rights requirements	100%	83%	86%	86%
% of targeted suppliers covered by a CSR assessment	100%	83%	86%	86%
Percent of total supplier spend on businesses owned by women, minorities, and vulnerable groups	10%	2%	2%	1%

<sup>^</sup>CO2 offsets were purchased for Lenovo devices procured by Reason Research in 2025. The Lenovo CO2 Offset Service offsets device emissions by supporting verified United Nations, CDM, Gold Standard®, Climate Action Reserve climate action projects.

\*6 of 7 primary partners signed our Supplier Code of Conduct and completed our Supplier Sustainability Questionnaire within the prior two years. As part of our standard practice, all of our data collection and programming partners sign a Service Level Agreement (SLA) which includes clauses on labor and human rights.

# PEOPLE



In May 2025, Reason Research was re-certified as a **Great Place to Work®**. We are dedicated to fostering a safe, enriching, and inclusive workplace culture. Our policies, benefits package, and employee training program all aim to promote work-life balance; minimize work-related stress and injury; promote employee health and well being; help employees achieve their career goals; and celebrate diversity and promote inclusivity.

## Diversity, Equity, and Inclusion

Diversity and inclusion are essential to our success as a company. Our team brings together professionals from diverse cultures, backgrounds, and disciplines. We work to foster a culture in which every employee feels welcomed, respected, and valued for their unique experiences and perspectives.

Every employee receives annual training on harassment prevention and principles of diversity, equity, inclusion, and belonging (DEIB). In 2025, we expanded our DEIB training program to include topics on Psychological Safety and Cultural Competence. We expressly prohibit discrimination in employment opportunities, promotion, compensation, or any other employment practice based on race, color, citizenship status, national origin, ancestry, gender, sexual orientation, gender identity, age, religion, creed, physical or mental disability, marital status, veteran status, genetic information, or other characteristic protected by law. Confidential reporting channels are available for employees to report any harassment or discrimination concern, with protection from retaliation.

We actively seek a diverse pool of candidates for all positions and use inclusive language and imagery in our job postings and recruitment materials. We give equal consideration to STAR candidates – workers who are skilled through alternative routes, rather than through advanced degrees which can carry prohibitive tuition and debt burdens.

We publish a quarterly employee engagement newsletter covering cultural awareness and DEIB topics for all employees.

Diversity, Equity, and Inclusion Versus 2023 & Goal	Goal	2023	2024	2025
% of employees who are female	--	60%	56%	57%
% management positions filled by female employees	--	36%	53%	53%
% employees who identify as part of a minority group	--	31%	32%	33%
% management positions filled by minority-identifying employees	--	20%	29%	29%
# of reported harassment incidents	0	0	0	0
# of reported discrimination incidents	0	0	0	0
% (#) employees received Anti-Harassment Training	100%	82% (27)	100% (34)	95% (35*)
% (#) employees received training on Diversity, Equity, Inclusion, and Belonging	100%	--	88% (30)	89% (33*)

\*In 2025, 35 of 37 employees completed Anti-Harassment Training, and 33 of 37 employees completed training on Diversity, Equity, Inclusion, and Belonging.

**100%** of employees agree people here are treated fairly regardless of their:

- race
- gender
- age
- sexual orientation

Source: 2025 Great Place to Work® Trust Index© Survey

# PEOPLE

## Career Development

We believe our company's success depends on the success of our people. In 2025, employees completed more than 2,100 hours of professional development, compliance, and technical training. Our ongoing training program keeps employees up to date with industry best practices, and tuition reimbursement supports continuing education. Employees receive formal and informal feedback to track progress, identify goals, and support professional growth.

Our promotional pathway and compensation framework are structured and transparent so that every employee understands the expectations for advancement, average promotion timelines, responsibility changes associated with promotion, and salary bands by title.

## Fair Wage Practices

Reason Research offers a competitive compensation package that includes a 401k retirement plan, annual performance-based bonuses, and an Employee Stock Ownership Plan (ESOP) established in 2026 to provide employees with an ownership stake in the company's long-term success.

We are committed to ensuring that all employees receive fair and equal pay for their work, regardless of their race, color, religion, sex, gender identity or expression, national origin, age, disability, veteran status, or any other legally protected status. We regularly review our compensation practices to identify and address any disparities based on gender, race, or other protected characteristics, and to ensure salaries remain competitive based on market trends.

**100%**

of employees agree taking everything into account, I would say this is a great place to work

**97%**

of employees agree I am offered training or development to further myself professionally

**100%**

of employees agree people here are paid fairly for the work they do



Source: 2025 Great Place to Work® Trust Index© Survey

Career Development Versus 2023 & Goal	Goal	2023	2024	2025
# of formal skills-development trainings provided	11	11	17	9
% (#) employees completed formal skills-development trainings	100%	82% (27)	100% (34)	100% (37*)
Total employee training hours	--	1061	1833	2104
Training hours per employee	--	30.3	47.0	56.9
Training hours per <i>junior</i> employee	--	53.02	78.53	45.9
# of promotions and position changes (internal mobility)	--	14	13	16
% of management positions occupied by employees promoted from within the company	100%	79%	82%	95%

\*37 of 37 employees completed the Reason Research's 2025 formal skills development series at least partially.

Fair Wage Practices Versus 2023 & Goal	Goal	2023	2024	2025
Female:male remuneration ratio <sup>†</sup> (management positions)	1.0	0.78	0.73	0.81
Female:male remuneration ratio <sup>†</sup> (non-management pos.)	1.0	1.0	0.99	1.07

<sup>†</sup>Female:male remuneration ratio calculated using average women's remuneration divided by average men's remuneration within each employee category. Remuneration represents total compensation including salary, bonus, 401(k) match, and profit share. Ratios represent average remuneration by employee category and may reflect differences in tenure, role level, and experience within those categories. We recognize that not all employees identify within a gender binary; ratios are reported in accordance with GRI methodology.

# PEOPLE



## Health, Wellbeing & Work-Life Balance

Reason Research provides comprehensive benefits to ensure the good health and wellbeing of our entire team. Our employees are entitled to:

- Health, vision, and dental insurance
- An employee assistance program (EAP) for counseling and mental health services
- Paid leave for company-observed holidays, vacations, personal days, sick time, parental or family obligations, and bereavement

Flexible work arrangements are available to all our employees to accommodate family or other life obligations.

We actively monitor employee working hours to intervene in or prevent extended work hours – reallocating resources as necessary.

Employees are trained on health and wellness topics annually to mitigate work-related stress, and to prevent ergonomic injuries or other health risks associated with sustained sedentary work on electronic devices.

The Reason Research ‘Fun Committee’ hosts in-person and virtual events throughout the year to ensure our employees have time to bond and unwind from work. The company organized 33 team-building and stress-management events in 2025—5 more than in 2024. All employees are welcomed and encouraged to participate, and ‘fun’ time during normal work hours is compensated.

**100%**  
of employees agree *this is a physically safe place to work*

**100%**  
of employees agree *I am able to take time off from work when I think it's necessary*

**97%**  
of employees agree *this is a fun place to work*

**87%**  
of employees agree *people are encouraged to balance their work life and their personal life*

Source: 2025 Great Place to Work® Trust Index® Survey

Employee Health and Well Being Versus 2023 & Goal	Goal	2023	2024	2025
% employees enrolled in group health insurance plan	--	50%	53%	62%
# reported work-related injuries and ill-health cases	0	0	0	0
%(#) employees trained on health and wellbeing	100%	82% (27)	91% (31)	95% (35*)
Number of team-building/stress management events organized	--	23	28	33

\*35 of 37 employees were trained on issues of workplace health, safety, and wellbeing in 2025.

# COMMUNITIES

At Reason Research, we take pride in our commitment to the communities in which we operate. At the core of our mission, we work to improve patients' lives by helping pharmaceutical, medical device, biotech, and diagnostics clients better understand and meet patients' needs, often supporting novel therapeutics.

We are diligently committed to pharmacovigilance – monitoring for any reports of adverse effects from our clients' products and reporting those events in accordance with regulations set forth by clients, the FDA, the EMA, and other international regulating bodies.

We endeavor to have greater impact in our communities every year. In 2025, monetary donations to charitable organizations nearly doubled and staff volunteer hours more than tripled from 2024.

Whenever possible, we donate personal computing devices that no longer meet our internal technical requirements to disadvantaged children.

We encourage our employees' public service and civic engagement. Employees are eligible for paid jury duty leave, election day leave, and volunteer leave to support their civic duties and obligations. Our Reason Research Quarterly Newsletter routinely highlights volunteer opportunities in the Philadelphia Metropolitan Area, the New York Metropolitan Area, and other places where our staff live.

# 77%

of employees agree *I feel good about the ways we contribute to the community.*

Source: 2025 Great Place to Work® Trust Index© Survey

## Group Volunteering

In October 2025, Reason Research held its first organized group volunteer event with MANNA, a nonprofit that provides medically-tailored meals and nutrition counseling to people battling serious illnesses in the Philadelphia area. We're planning four organized volunteering events with MANNA in 2026, coupled with increased monetary charitable donations to support MANNA's mission.

### Charitable Donations

Versus 2023

	2023	2024	2025
Monetary Donations (\$USD)	\$1,600	\$2,964	\$5,057
Personal Computing Devices	4	--	--
Paid Volunteer Hours Utilized	--	21	66
Organized Group Volunteer Events	--	--	1