

2023

SUSTAINABILITY REPORT

VERSION 1.2

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Gary White

Chief Executive Officer

gary.white@reasonresearch.com

267.479.4848

Heather Donahue

COO

heather.donahue@reasonresearch.com

267.479.4845

Sanjeev Dixit

Vice President

sanjeev.dixit@reasonresearch.com

267.479.4850

David Wenger

Vice President

david.wenger@reasonresearch.com

267.479.4842



Gary White, CEO

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 over 10 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 core principles of sustainable business practice are engrained in our policies, operations, research, and culture.



Our Staff	2022	2023
Total number of employees	36	33
Number of full-time employees	32	30
Number of part-time employees	4	3

ETHICS



Reason Research is committed to the highest ethical standards in our research and operations, with zero tolerance for bribery or corruption. We comply with anti-bribery laws in the US and applicable laws in any other jurisdiction in which we do business. All Reason Research employees are required to complete annual anti-corruption and bribery training.

Our IT Risk Assessment Program proactively identifies, analyzes, and mitigates potential threats to our information systems and infrastructure through routine vulnerability scans.

All employees are trained annually on our Information Security Policy which governs network security, secure device use, safe electronic communications, data storage and retention, and disaster recovery – supplemented with ongoing education on best practices in cybersecurity.

Our 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 the highest standards of ethical conduct in market research.

The Reason Research Whistleblower Policy provides an outlet for employees to confidentially report ethical violations such as corruption, bribery, data misuse, and information security risks, with protection from retaliation.

100% of employees agree *Management is honest and ethical in its business practices.*
 Source: 2024 Great Place to Work® Trust Index® Survey

Anti-Corruption and Bribery <small>Versus Goal</small>	Goal	2023
% of employees trained on anti-corruption, bribery, fraud	100% (33)	82% (27*)
# of reported corruption / bribery incidents	0	0

*27 of 33 employees completed training on Reason Research’s Anti-Bribery policy.

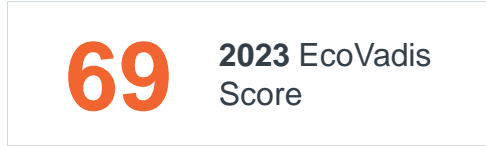
Information Security <small>Versus Goal</small>	Goal	2023
Vulnerability scans executed	4	3
Backup/disaster recovery tests executed	1	1
% (#) of employees trained on information security	100% (33)	88% (29*)
% (#) of employees trained on cybersecurity best practices	100% (33)	94% (31*)
Confirmed information security breaches	0	0

*29 of 33 completed training on Reason Research’s Information Security Policy. 31 of 33 employees completed training on cybersecurity best practices.

ENVIRONMENT



In 2023, Reason Research attained a **Silver EcoVadis Sustainability Rating**, scoring higher than 93% of all companies rated.*



Our Environmental Policy ingrains 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, with easy access to sustainable commuting options like bike lanes, SEPTA bus, trolley, subway, and regional rail lines, and Amtrak.

In 2023, we started tracking our Scope 1, 2, and 3 emissions with Aclymate. In 2024, we participated in the UN Global Compact Climate Ambition Accelerator to align our operations with a 1.5°C warming pathway. We have committed to the Science-Based Target Initiative (SBTi) to reduce our Scope 1 & 2 emissions 42% by 2030 from base year 2023 and achieve net-zero emissions in our operations (including Scope 3) by 2050.

*In our 2023 evaluation, Reason Research scored in the 93rd percentile of all companies inventoried by EcoVadis across industries. Percentile rank is calculated at the time of score publication (August 3, 2023).



In 2023, we started tracking our Scope 1, 2, and 3 emissions with Aclymate. With 2023 as our base year, we'll now be able to track progress with reducing our carbon footprint year-over-year.

Environmental Actions <small>Versus 2023 Goal</small>	Goal	2023
Total energy consumption of all company operations (kWh)	--	6076.7
% (#) of employees who completed environmental training	100% (33)	82% (27*)

*27 of 33 employees were trained on environmental sustainability issues and best practices.

ENVIRONMENT



Sustainable Procurement

Reason Research makes every effort ensure the goods and services we source are as sustainable as possible 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

In 2023, we implemented a Supplier Code of Conduct which ensures that our core vendors commit to principles of environmental responsibility and broader sustainability concerns such as prohibition of child/forced labor, fair wages and working conditions, workplace safety, and ethical business practices. Suppliers must re-certify our Code of Conduct yearly. We also implemented a Supplier Sustainability Questionnaire to gather information about current and prospective suppliers’ sustainable practice. We request any newly onboarded partner to complete the Sustainability Questionnaire, and to update the form yearly.

Sustainable Procurement <small>Versus 2023 Goal</small>	Goal	2023
# of new Energy Star-certified devices purchased	--	10
% of Energy Star-certified devices among all purchased devices	100%	100%
CO2 offset through purchased offsets (tons)^	--	3.5
% of targeted suppliers who have signed the Code of Conduct	100%	83%*
% of targeted suppliers with contracts that include clauses on environmental, labor, and human rights requirements	100%	83%*
% of targeted suppliers covered by a CSR assessment	100%	83%*

^CO2 offsets were purchased for Lenovo devices procured by Reason Research in 2023. The Lenovo CO2 Offset Service offsets device emissions by supporting verified United Nations, CDM, Gold Standard®, Climate Action Reserve climate action projects.
*5 of 6 primary partners signed our Supplier Code of Conduct and completed our Supplier Sustainability Questionnaire in 2023. As part of our standard practice, our data collection and programming partners sign a Service Level Agreement (SLA) which includes clauses on labor and human rights.

PEOPLE



In May 2024, Reason Research was 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 is a melting pot of professionals from diverse cultures and backgrounds. 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. Since 2023, we implemented companywide training on diversity, equity, inclusion, and belonging with a goal of 100% employee participation. We provide employees with a confidential means to report any issues or incidents related to harassment or discrimination, protected from retaliation.

We expressly prohibit any discrimination in employment opportunities, promotion, pay, or any other 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 any other characteristic protected by law.

We actively seek to recruit 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.

Diverse Procurement

In 2023, Reason Research started tracking our spend on businesses owned by women, minorities and vulnerable groups. We aim to grow our spend on diverse suppliers to 10% of our total supplier expenditure by 2027.

Diversity, Equity, and Inclusion <small>Versus Goal</small>	Goal	2023
% of employees who are female	--	60%
% of management positions filled by female employees	--	36%
% of employees who identify as part of a minority group	--	31%
% of management positions filled by minority employees	--	20%
# of reported harassment incidents	0	0
# of reported discrimination incidents	0	0
% (#) of employees who received Anti-Harassment Training	100% (33)	82% (27*)
Percent of total supplier spend on businesses owned by women, minorities, and vulnerable groups	10%	2%

*27 of 33 employees were trained on the prevention of discrimination and harassment in the workplace. In 2023, we started baseline tracking of employee demographics. In 2024, we implemented companywide training on diversity, equity, inclusion, and belonging. Starting 2025, we'll be able to track progress towards diversity goals year-over-year, and report on employee DEIB training participation

100%
of employees agree...

Source: 2024 Great Place to Work® Trust Index© Survey

- *People here are treated fairly regardless of their race, age, gender, or sexual orientation*
- *I am treated as a full member here regardless of my position*

PEOPLE



Career Development

We believe our company’s success depends on the success of our people. We invest in the growth and development of every employee. All employees receive feedback through formal and informal settings to help them track their progress, identify goals, and pinpoint areas for development. Our ongoing training program helps employees stay up-to-date with industry trends and best practices. We offer tuition reimbursement to any full-time employee to support continuing education goals.

Our promotional pathway is structured, transparent, and explained clearly so that every employee is aware of exactly what they need to do to receive a promotion, the average time it takes to reach promotion, responsibility changes upon promotion, and base salary bands by title.

<p>100%</p> <p>of employees agree taking everything into account, I would say this is a great place to work</p>	<p>97%</p> <p>of employees agree I am offered training or development to further myself professionally</p>	<p>90%</p> <p>of employees agree people here are paid fairly for the work they do</p>
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Source: 2024 Great Place to Work® Trust Index® Survey

Fair Wage Practices

Reason Research offers a competitive compensation package which includes a 401k retirement plan with company match and yearly bonuses based on company and employee performance.

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, 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.

Career Development <small>Versus 2023 Goal</small>	Goal	2023
# of formal skills-development trainings provided	11	11
% (#) of employees completed formal skills-development trainings	100% (33)	82% (27*)
Total employee training hours	--	1061
Training hours per employee	--	30.3
Training hours per <i>junior</i> employee	--	53.02
# of promotions and position changes (internal mobility)	--	14
% of management positions occupied by employees promoted from within the company	100%	85%

*27 of 33 employees completed the Reason Research’s 2023 formal skills development series at least partially.

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. In 2023, company organized 23 events aimed at team-building and stress management. All employees are welcomed and encouraged to participate, and ‘fun’ time 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: 2024 Great Place to Work® Trust Index® Survey

Employee Health and Well Being <small>Versus 2022</small>	2022	2023
% employees enrolled in group health insurance plan	44%	50%
# reported work-related injuries and ill-health cases	0	0
% (#) employees trained on health and wellbeing	--	82% (27*)
Number of team-building/stress management events organized	--	23

*27 of 33 employees were trained on issues of workplace health, safety, and wellbeing.

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 bodies.

Reason Research offers pro-bono market research and consulting services to non-profit organizations that offer healthcare services to people in need. We make monetary donations to charitable organizations – which more than tripled from 2022 to 2023.

Beginning 2023, our company began donating personal computing devices that no longer meet our 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.

83%

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

Source: 2024 Great Place to Work® Trust Index® Survey

NEW

On January 1, 2024, Reason Research officially implemented **paid volunteer leave** for all employees

Charitable Donations <small>Versus 2022</small>	2022	2023
Monetary Value (\$USD)	\$425	\$1,600
Personal Computing Devices	3	4