



# PURITY LIFE'S CORPORATE RESPONSIBILITY REPORT

## 2021



Purity Life's annual report on **Corporate Responsibility** is an opportunity for transparency - transparency in how our company conducts its business in a socially-responsible manner for the benefit of its employees and the communities they live in across Canada. This report covers a broad range of activities that Purity Life is involved in as an employer to make Canada a better place to live for its employees and all Canadians. To maximize the collective impact, Purity Life's corporate responsibilities are designed to support all stakeholders of the business, which include shareholders, employees, and business partners (brokers, retailers, and vendors). We endeavour to have a positive impact on society beyond just the financial interests of our business alone. Our commitment to corporate responsibility comes from all the people that work at Purity Life and, therefore, the actions that we take to support corporate responsibility are determined by the employees of Purity Life.



## MAKING A DIFFERENCE IN OUR EMPLOYEES' LIVES

At Purity Life, we believe in having an impact on not only the communities surrounding our distribution facilities, but also the communities where our employees live. We support all our employees in their pursuit of giving back to their communities. We are committed to making a positive difference in our employees' lives:

- **Stay Healthy** – Free supplements & daily fresh fruit
- **Stay Fit** – Partial fitness reimbursement
- **Stay Natural** – Employee discount program on the natural health products we distribute
- **Stay Stress-Free** – Subsidized massage therapy, Maple Virtual Health Care – doctor on call via smart phone in as little as 5 minutes, 24/7/365 consultations, referrals and prescriptions for our employees and Maple Virtual Psychotherapy – 5 free 1-hour sessions to support our employees' mental health needs
- **Stay Secure** – Matching RRSP program
- **Stay Smart** – Education funds and BizLibrary continuous learning
- **Stay Covered** – 100% Employer-paid benefits and Employee Assistance Plan
- **Stay Smoke-Free** – Totally smoke-free environment and property
- **Stay Supported** – Employee Relief Fund to support those in need of short-term financial assistance

## DIVERSITY & INCLUSION

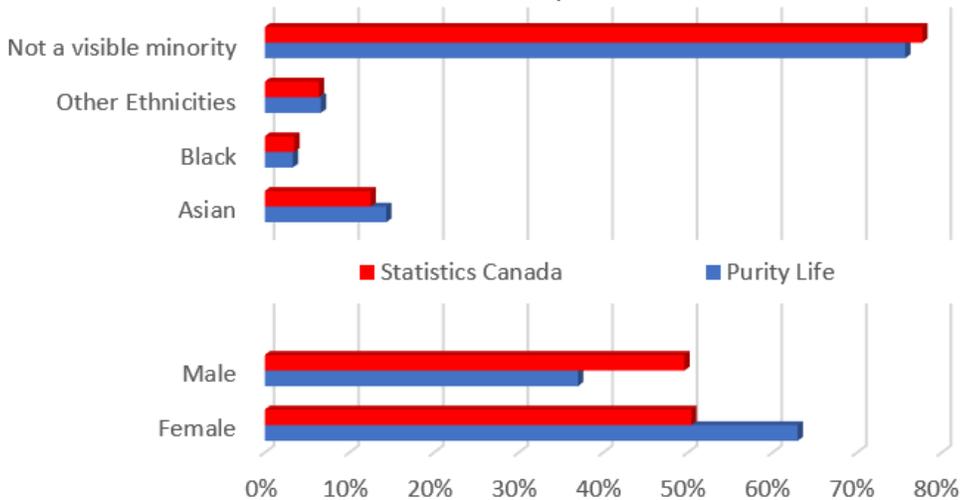


At Purity Life, diversity and inclusion matter, and every effort is made to ensure that our policies regarding hiring, salary administration, promotion, and transfer are based solely on job requirements, performance, and related criteria. We are committed to providing equal employment opportunities for training, compensation, transfer, promotion, and other aspects of employment for all qualified applicants, regardless of sex, race, colour, religion, national origin, age, disability, sexual orientation, or other bases prohibited by law. Purity Life recognizes the value of a workforce that represents the communities we operate in across Canada.

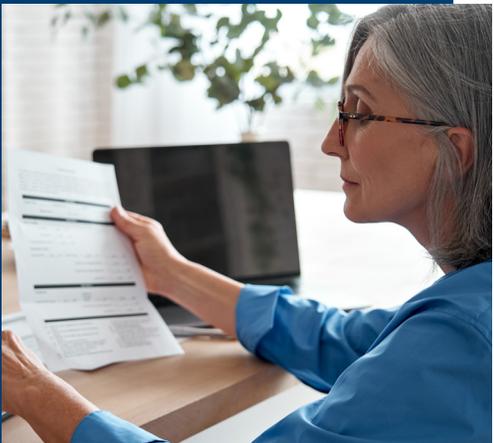
At Purity Life, we take great pride in the diversity of our workforce - a workforce that closely matches the diversity we see in Canada.

### Purity Life Diversity Chart

Stats Canada Data - Diversity: 1996-2016, Gender 2010



## RETIREMENT PROGRAM



At Purity Life, we believe that helping employees save for retirement is an important responsibility as an employer. We offer a matching Group Registered Retirement Savings Plan to help employees reach their retirement goals. Contributions made to their Plan, together with investment earnings on those contributions, will grow in a tax-sheltered environment, which should allow each employee to accumulate savings for retirement.

# COMPENSATION PHILOSOPHY

As one of the leading employers in the natural health products industry, Purity Life is focused on offering a **competitive compensation program** to allow our company to attract and retain high-performing employees. To this end, Purity Life evaluates all jobs using a Pay Equity system from Gallagher McDowell Associates.

Every position within Purity Life is graded on a points system through the Pay Equity platform and has a Grading and Wage banding chart

Purity Life participates in a number of market surveys to ensure its compensation programs are competitive

Job Scorecards are used to recognize and reward employees based on performance, using an A, B, C grading system

## PURITY LIFE'S COMPENSATION PROGRAM IS DESIGNED TO MEET THESE KEY OBJECTIVES:



### **TRANSPARENCY:**

Provide managers and employees with access to job descriptions, scorecards, pay grading, and ranges



### **FLEXIBILITY:**

Support a diverse workforce to accommodate differences and changes in job requirements, job market and economy



### **EXTERNAL COMPETITIVENESS:**

Provide pay rates that are comparable to relevant job markets



### **INTERNAL COMPARABILITY:**

Provide pay guidelines that ensure similar jobs are graded and paid equitably across the company



### **RECOGNITION:**

Reward performance through salary increases, bonuses, and incentives aligned to the success of Purity Life. Our philosophy is that if Purity Life is winning, so should our employees through their compensation

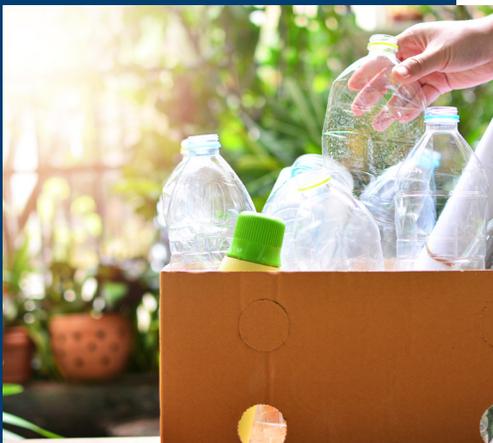
## DISTRIBUTING LOCAL AND CULTURALLY-DIVERSE BRANDS



Purity Life works hard to ensure its product mix is a combination of international, national, and local brands, and that the ownership of these brands represents a broad and diverse spectrum of the business community, both in ethnicity and ownership structure.

We want to ensure that we are supporting innovative new brands, and to do so we are partnering with incubator organizations that work with new local and Canadian brands to help get them ready to go to market.

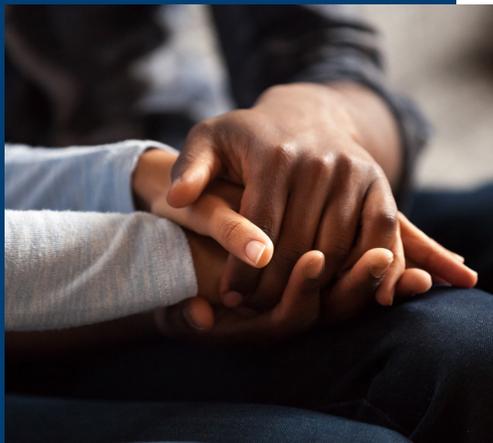
## SUSTAINABILITY AND RECYCLING



Purity Life distribution business has a low impact on the environment, and we make every effort to use recycled materials for our shipping packaging and focus on recycling packaging material to reduce our impact on the environment.

In 2020, Purity Life recycled: 134 metric tons of corrugate and 5,040 lbs of plastic across its 3 distribution facilities and head office.

## GIVING BACK TO OUR EMPLOYEES - EMPLOYEE RELIEF FUND



Serious/critical illnesses or other emergencies can occur in any family, making it difficult for a fellow Purity Life team member to meet the financial needs of their family at home. The Employee Relief Fund is to support those that need short-term financial assistance.

Eligibility is once per employee per lifetime. Purity Life matches all employee donations of up to \$2,500.



## EMPLOYEE DEVELOPMENT AND ENGAGEMENT

At Purity Life, we believe our success starts and ends with our employees, and to this end we work hard to ensure that we are enhancing the employee experience at Purity Life so that we have engaged and energized employees. This is all encapsulated in the following fly wheel concept:



Purity Life is constantly reviewing how it can enhance the employee experience within our organization to continually cultivate energized and engaged employees that make all our business partners happy with Purity Life.

# MEASURING EMPLOYEE ENGAGEMENT

Purity Life is able to measure employee engagement through a system called OfficeVibe. This surveying system gives Purity Life a pulse on the engagement of its employees in real time through a weekly employee survey. With this system, Purity Life can measure both engagement and Employee Net Promoter Score (eNPS), which is a measurement of how likely an employee is to recommend Purity Life as a great place to work.



## PURITY LIFE COMPANY VALUES

Purity Life Corporate Responsibilities are guided by our Core Values. These values ensure that we are working within a framework that guides how we make decisions as individuals at Purity Life, both in how we work with each other and with our business partners (brokers, retailers, and vendors). It is akin to Purity Life's operating system:

C

### COLLABORATION

Working together through idea sharing and communication to accomplish a common goal

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### OPERATIONAL EXCELLENCE

Continually improving our performance and striving to be the best in everything we do by leveraging technology and improved processes, all for the benefit of enhanced service levels for our business partners

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### MUTUAL RESPECT

Open, positive, and genuine approaches to communication between all employees at all levels of the organization

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### MAKING A DIFFERENCE

Make a difference in the lives of our employees and each other

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### INTEGRITY

Representing oneself truthfully at all times, conducting oneself ethically and professionally, acknowledging the work of others, and being accountable for one's actions

T

### TRANSPARENCY

Having honest and open communication



## WHY PURITY LIFE EXISTS AS A COMPANY

Purity Life exists as a company as it believes natural health products can make a difference in people's lives. To this end, all the work it does with its employees and business partners is based on this.

## OUR MISSION AND VISION

Purity Life's **vision** is to be Canada's most valued natural health product distributor by our business partners (brokers, retailers, and vendors).

Our **mission** is to improve the health of Canadians by delivering an unrivaled and innovative natural health product portfolio to our customers.

## OUR STRATEGY

The strategy that we use to achieve our vision and mission is all about being **#EasyToDoBusinessWith**.

Purity Life corporate responsibility goals continue to be focused on its employees, where it can have the greatest impact. These employees can then go out into their communities and serve as needed, based on the support they receive from Purity Life.

