

Jungle21 becomes a B Corp company

The creative ecosystem led by Agustín Vivancos and four of its companies (PS21, True, ES3, and Redbilly) have achieved B Corp standards, which verify high standards of social, environmental, and legal impact

Madrid, 17 February 2023. The creative ecosystem Jungle21 and four of its companies have achieved B Corp certification. This recognition, issued by B Lab, a non-profit organization focused on transforming the economic system to a more sustainable model, verifies the company's compliance with high standards of social and environmental impact, public transparency, and legal responsibility.

Jungle21 and its creative companies PS21, PR agency True, digital company ES3, and digital product and service design consultancy Redbilly underwent a rigorous evaluation process to demonstrate that their sustainable purpose is reflected in all of their value-creating policies: workers, suppliers, clients, shareholders and the environment.

"The definition of business success has changed, we cannot measure a company's health solely based on economic parameters. Focusing on the health of teams, sustainability, the impact on society and environment makes Jungle21 a more attractive company to work for, to attract and retain talent, and to do business with," according to Agustín Vivancos, CEO and founder of Jungle21.

"We are thrilled to welcome Jungle21 to the B Corp community. This community works to reduce inequality, respect and regenerate the environment, strengthen communities, and create high-quality, dignified, and purposeful jobs. Jungle21 is a new B Corp member that demonstrates how these results can be achieved through its example," according to Pablo Sánchez, CEO of B Lab Spain.

B Lab, present on five continents, aims to transform the global economy to benefit all people and the planet. To ensure this vision, B Lab creates standards, policies, tools, and impact programs and verifies through the B Corp certification that companies joining this community of businesses are leading the transformation towards a new economic paradigm. Over 6,000 companies around the globe, of which 200 are Spanish, have achieved B Corp

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certification, including Patagonia, HolaLuz, Danone, Camper, Ecoalf, Triodos Bank, Camper, and Grupo MásMóvil, ES3's client.

The Jungle21 creative ecosystem comprises a workforce of over 200 employees and aims to create a company model that applies creativity throughout the value chain of brands and companies. The B Corp certification has been awarded to the holding and four of the companies.

Investors looking to invest in companies that prioritize sustainability and impact alongside financial performance can now consider Jungle21 and its subsidiaries, which have demonstrated a commitment to creating positive social and environmental change through their business practices. By joining the B Corp community, Jungle21 and its subsidiaries are joining a network of businesses leading the way towards a more equitable and sustainable economy.