



Sustainability Data Hub - User Guide

Introduction

Welcome to the Sustainability Data Hub, the most transparent sustainability data platform. This document is designed to help you navigate through our platform, empowering you to unlock sustainability insights for thousands of companies.

Sources of data

The data featured on the Sustainability Data Hub originates from a mix of sources.

- **Proprietary sources:** Private data is gathered directly from companies engaging on illuminem, with our platform boasting over 500k+ global users (~50% hold decision-making roles, occupying executive or managerial positions within their respective organizations).
- **Public sources:** Public data is obtained through meticulous analysis and scraping of publicly disclosed information of companies, including sustainability reports and various public databases.
- **3rd party data providers:** The platform is enriched with relevant and unique data held by specialized 3rd parties (e.g. contact details of decision-makers provided by [Rocketreach](#))

We are committed to providing our users with accurate and reliable data. To uphold the highest standards of data quality, we triangulate information from a mix of public and private sources, and also employ a dedicated quality assurance team that uses a mix of both automatic and manual processes to validate the information before we present it on our platform.

The data presented on our platform is refreshed regularly, including new companies and contacts uploaded weekly.

illuminem intelligence

Through an extensive market research study across different industries and geographies, our team has analyzed various indicators that are used to assess the sustainability performance of companies across different dimensions. These calculation methodologies have been market tested and validated by experts in the sustainability field.

- **[Scale only] Intent:** Evaluates a company's propensity to buy sustainability products and services in the near future. It takes into account various factors such as:
 - Expressed intent by relevant company employees to buy sustainability solutions
 - Previous company activity in buying relevant solutions
 - News or reports by the company signaling interest to buy relevant solutions
 - Intensity and progress against sustainability targets or pledges
 - Level of pressure on sustainability performance from relevant stakeholders

- Sustainability Maturity:** Gauges how far along a company is on its sustainability journey. For example, a less mature company will be more likely to buy standardized carbon solutions and might require longer education and sales cycles for advanced technologies, while a more mature one will likely have more well defined targets and might require more complex solutions to meet them. This rating takes into account various factors, including but not limited to:
 - Breadth and depth of sustainability strategy
 - Level of investment in sustainability
 - External stakeholder engagement on sustainability topics
 - Disclosure, awareness and management of environmental performance
 - Sustainability certifications, awards and memberships
- Sustainability Ranking:** A simple, transparent and data-based ranking measuring the overall sustainability focus of a company. It is assessed across all companies in illuminem's database, and takes into account the following factors:
 - Carbon emissions intensity (normalized by industry)
 - Renewable electricity consumption (normalized by industry)
 - Overall sustainability maturity
 - Forward-looking intent to leverage sustainability solutions

Functionalities

Search and identify companies

The Sustainability Data Hub platform provides three distinct views:

- Companies:** search for companies and see summarized company information
- Company Full Profile:** detailed company-level information
- Contacts:** search for contacts and see detailed employee-level information

Figure 1 - Companies view

Company Name	Location	Industry	Headcount	Profitability	Intent	Maturity
3M	United States	Manufacturing	10,001+	\$0 - 100K		
Abbott	United States	Health Care	10,001+	\$1B - 10B		
Abbvie	United States	Health Care	N/A	N/A		
Abrdn	United Kingdom	Finance	5,001 - 10,000	\$10M - 25M		
Accor	France	Recreation & Travel	10,001+	\$500M - 1B		
Acerinox	Spain	Manufacturing	5,001 - 10,000	\$100M - 500M		
Adobe	United States	Software & IT Services	10,001+	\$1M - 10M		
Aecom	United States	Construction	10,001+	\$1M - 10M		

Figure 2 - Company Full Profile view

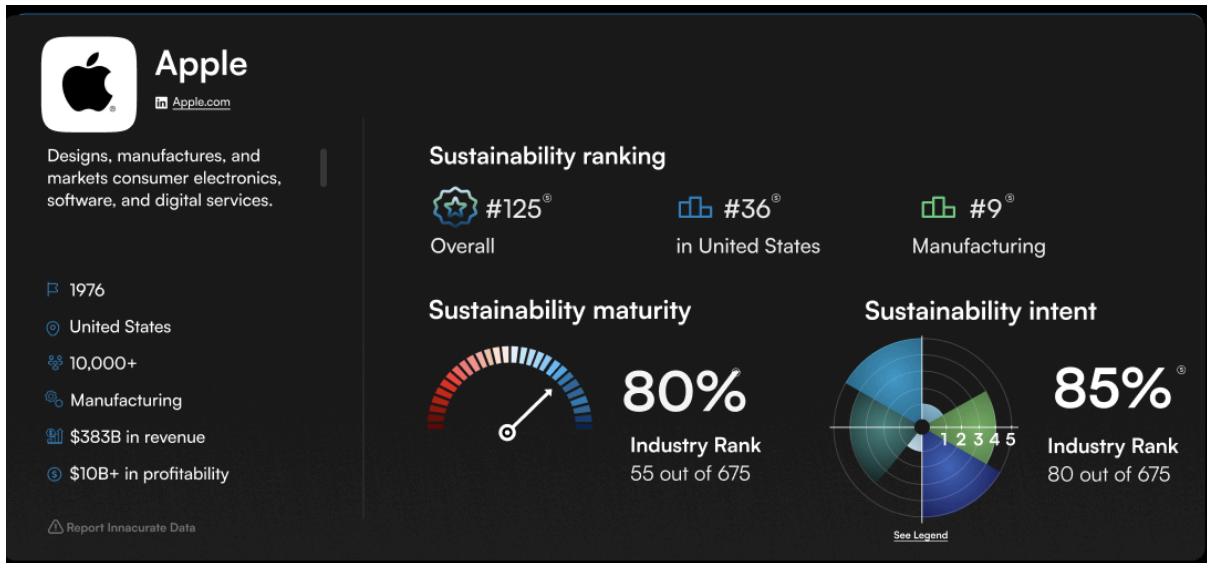
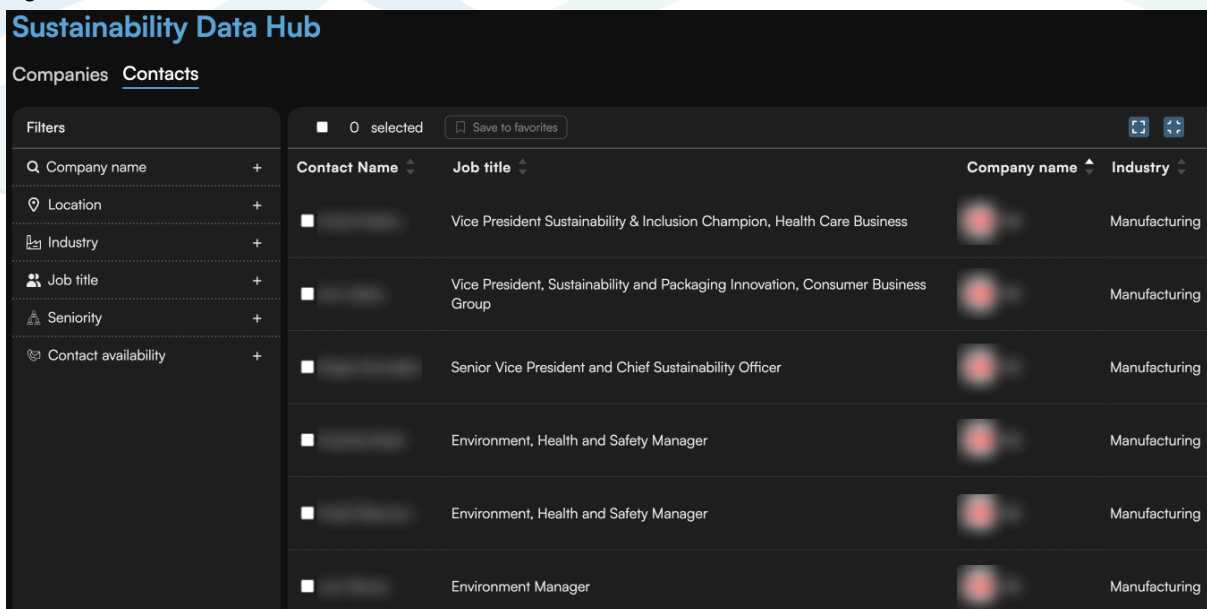


Figure 3 - Contacts view



The Companies and Contacts views provide a list of relevant filters to narrow down your search based on predefined criteria. You can use these filters to focus on specific categories, attributes, or characteristics of either companies or employees to customize your search. These categories will allow you to filter based on your preferences to find the most relevant companies or contacts for you.

Scale users get access to more advanced filters, including:

- Sustainability Intent: Identify companies actively seeking to purchase sustainability products
- Sustainability Maturity: Find companies based on their stage in the sustainability journey
- Carbon Certificate Projects: Discover companies that have invested in various carbon certificate projects
- Sustainability Targets: Search for companies with Net Zero goals, interim carbon emission targets, or renewable electricity commitments

Figure 4 - Companies filters

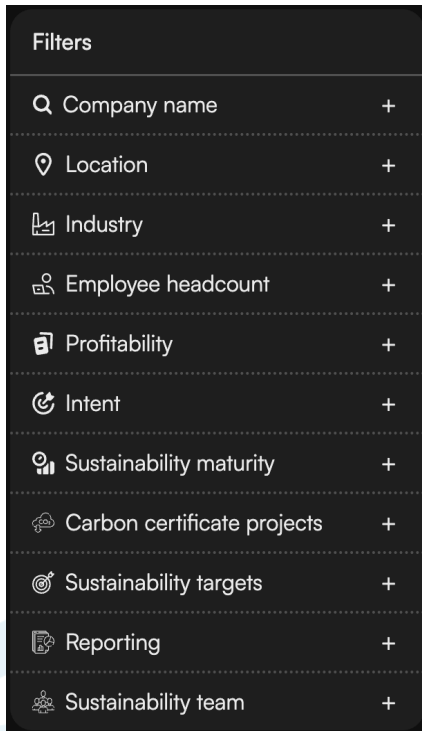
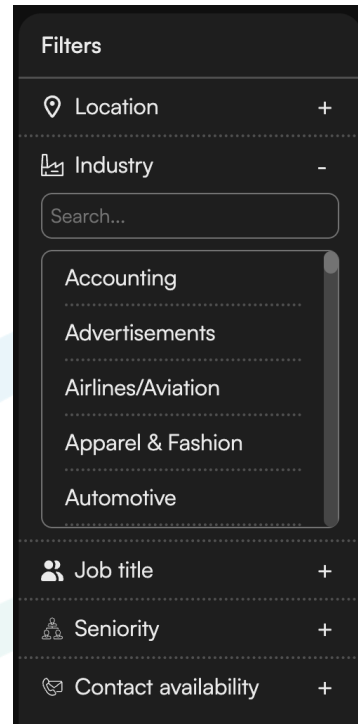



Figure 5 - Contacts filters






The Company Full Profile view provides you with more detailed information about each company that you can use to further analyze them (e.g. rankings, maturity and intent levels by sustainability category, carbon emissions, renewable electricity consumption, detailed sustainability targets, other sustainability KPIs).

In addition, each user has the power to report inaccurate data or submit updated data for any company on our platform. Simply, click on the update profile button [ Update profile], fill in the survey and you will gain 1 credit for each data point you help update!

Reveal data

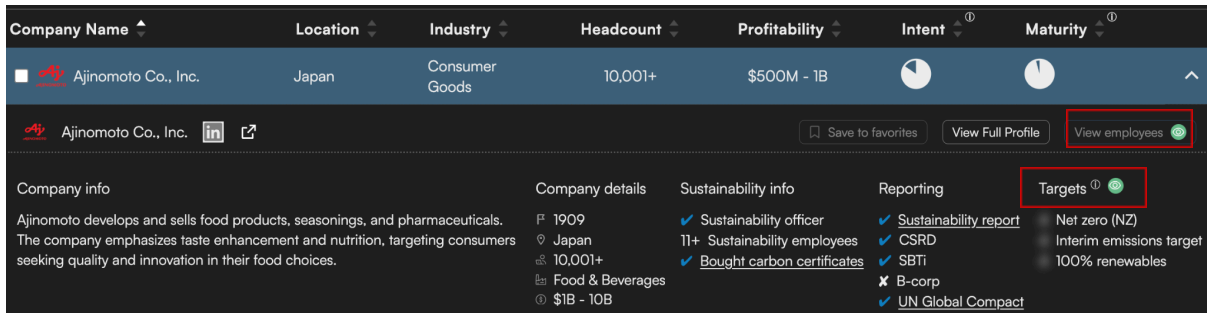
Companies and contacts by default have various sustainability data points hidden. Each user has a monthly allowance of credits that can be spent to reveal this information and make it exportable.

To reveal individual company data, just click on the relevant reveal icon, located next to that specific data point.

-  = 1 credit
-  = 3 credits
-  = 5 credits

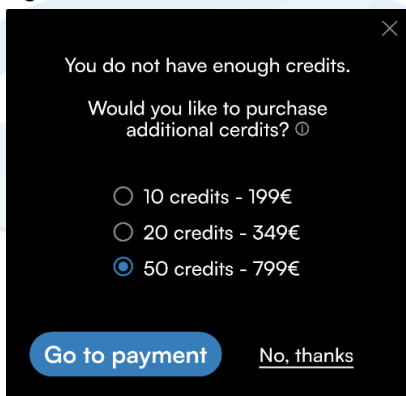
In order to reveal the employee-level information of a company (Contacts view), you need to click the “View Employees” button. The credit charge will vary from 1 to 3 credits depending on the number of high quality contacts available on the platform for each company.

Figure 6 - Revealing data



Pro and Scale users have an available balance of 100 and 1,000 credits respectively that automatically renew monthly. In case you require additional credits beyond your monthly allowance, you have the possibility to purchase more. Once you try to reveal more companies than available credits, a pop up will appear to give you the possibility to buy new ones. Unlike your monthly credits, any credits purchased additionally do not expire.

Figure 7 - Purchase of new credits



Note: in case you spend credits on erroneous data points, you can [contact us](#) for a refund.

Analyze company data

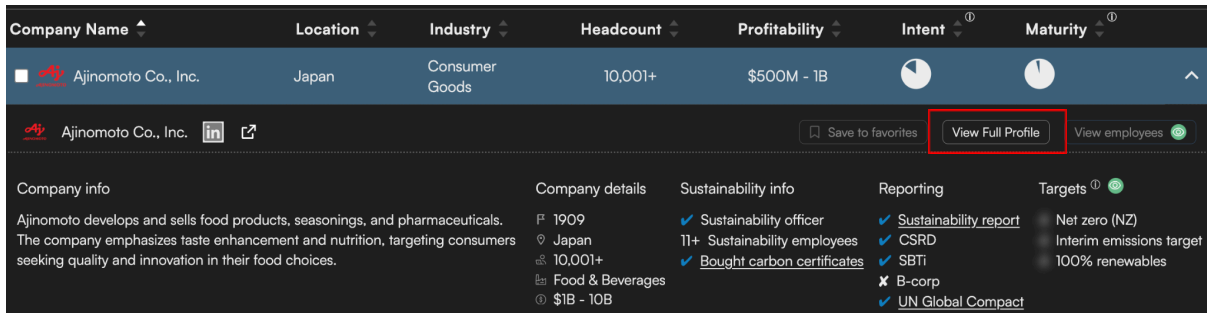
The Companies view provides detailed sustainability information for each organization in our database. You can access this information by clicking anywhere on each company row to expand it.

Within each expanded company row, you will find key sustainability data about the company, including: information about their sustainability team, use of carbon certificates, details of their targets, sustainability memberships and certifications, and links to key reports. Next to each data point there are 3 symbols:

- suggests the data point applies to the company (e.g. that they have a sustainability officer)
- confirms the data point does not apply to the company (e.g. that they do not have B-corp certification)
- suggests that we can't definitively confirm whether the data point applies or not (e.g. the company has not communicated if they have bought carbon certificates or not)

For each company, you can click on the "View Full Profile" button in order to access the Company Full Profile view and further analyze their sustainability performance.

Figure 8 - Company overview



The Company Full Profile view provides a number of additional datapoints to the Companies view, that can be analyzed and revealed:

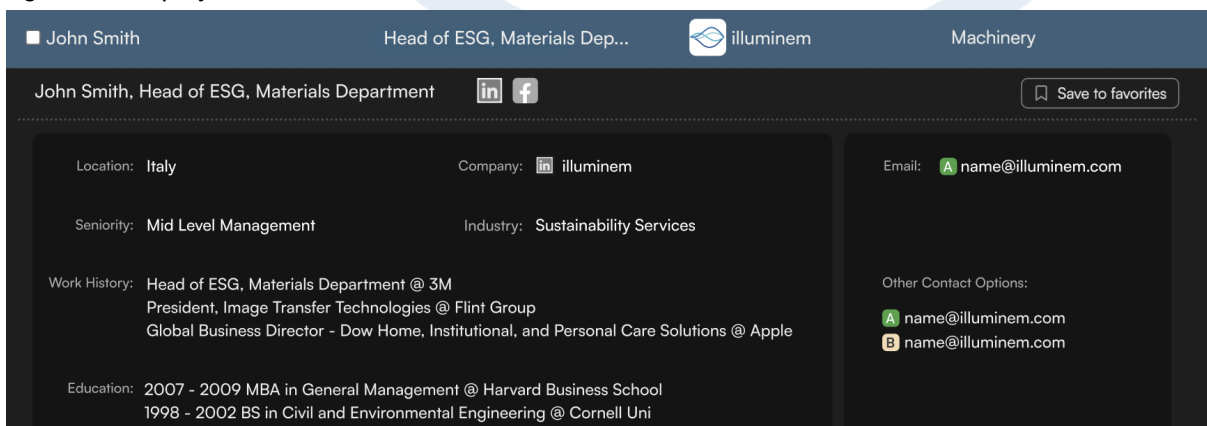
- Rankings - 0 credits (free)
- Intent - 5 credits
- Carbon emissions - 1 credit
- Renewable electricity - 1 credit
- Sustainability targets (in more detail) - 1 credit
- Other sustainability metrics - 1 credit

[Scale] Access decision-makers

For each company, you can then access the contact information of their sustainability employees (including decision-makers and other employees involved in the decision-making process) in order to engage with them. You can access this information for each company by clicking the “View employees” button on the relevant company row (if hidden, you will have to first spend credits to reveal the information).

For each employee, you can click anywhere on their row to expand it and access key information to tailor your approach and engage with them. This includes their contacts data, location, work history and education.

Figure 9 - Employee overview

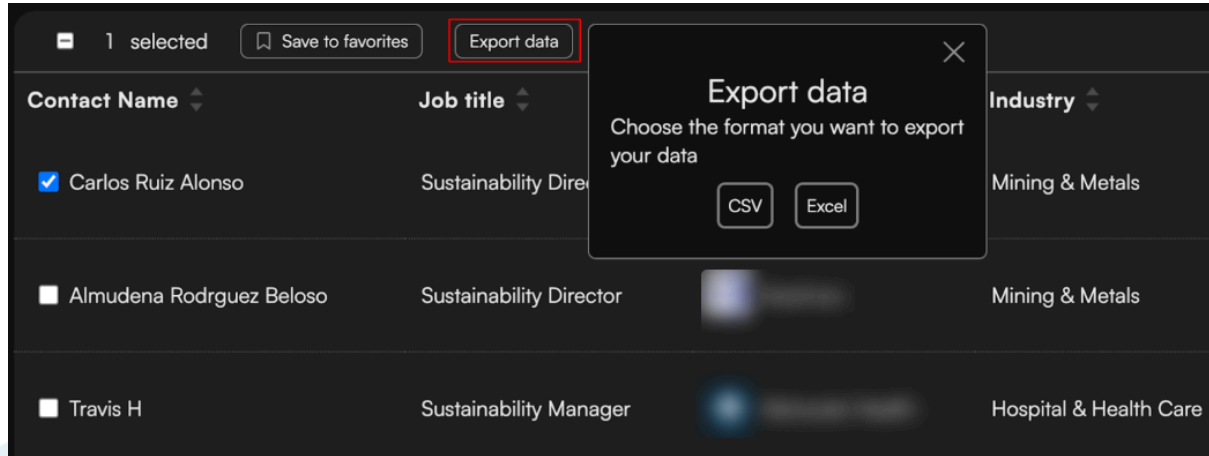


[Scale] Export data

The platform incorporates a data export functionality, allowing you to download company and contacts information (in XLS or CSV format) respectively.

To use the export functionality, first reveal the company data you are interested in, and then select the relevant row to be exported. An “Export data” button will appear at the top of the dashboard. You can select and export multiple rows at a time. The same functionality exists in both the Companies and the Contacts views.

Figure 10 - Export data function



Note: The export button will only appear if you have selected companies that have at least 1 datapoint revealed. If any of the company rows selected do not have revealed data then the export button will not appear.