

**PENDER** VENTURES

Dedicated, Experienced Technology Investors.

# 2023 ESG & Impact Report

# Measuring Positive Impact

## OVERVIEW

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To deliver upon Pender Venture's investment objectives we realize it's important to take a long-term view and focus on small steps in the right direction that compound over time. This philosophy permeates throughout everything we do and is especially relevant to our ESG incorporation and positive impact mission. Each year, we welcome the opportunity to summarize our progress, both as a firm and within our respective portfolio companies.

We would like to also thank the respective management teams of our portfolio companies for their hard work and steadfast commitment to incorporating ESG best practices into their businesses. This report highlights and summarizes their incredible work in helping to move the world forward.



### The Macro View:

For this year's report, we thought it appropriate to comment on some of the newsworthy developments across the ESG & Impact investment landscape that occurred in 2023. Without a doubt, 2023 was a volatile year for the capital markets, and this volatility was felt across private asset classes. With volatility and uncertainty comes apprehension and cynicism. These emotions, felt by capital allocators of all types, helped fuel renewed skepticism on the importance of ESG integration.

The epi-center of ESG criticism was in the United States. In the first half of 2023 alone, at least a *165 bills and resolutions against ESG investment criteria were introduced in 37 states*<sup>1</sup>. While most of these bills did not pass, the sentiment is clear – ESG considerations are coming under fire by some. While Florida and Texas have led the new headlines, as of July 2023 18 states had adopted some sort of anti-ESG legislation while only four states have passed a “pro-ESG” legislation<sup>2</sup>. We are now starting to witness the economic effects of these laws, with Texas Permanent School Fund, Louisiana and Florida pulling over \$10B in aggregate from Blackrock over the past two years due to anti-ESG legislation.

Despite this pushback, multiple other jurisdictions are increasing regulatory oversight and financial disclosures. One of the key highlights was the implementation of the Corporate Sustainability Reporting Directive (CSRD) which is closely related to the Sustainable Finance Disclosure Regulation (SFDR) in the European Union's sustainable finance framework. The CSRD, which came into force on January 5, 2023, aims to enhance transparency and accountability by mandating detailed sustainability disclosures for large companies.

At home, Canada increased legislation to combat slavery by introducing [Canada's Modern Slavery Act](#), increasing reporting obligations for certain companies and government institutions in Canada. We view this regulation as unique within the world of ESG obligations in the fact that the Modern Slavery Act addresses a key risk in the often forgotten about “social” risk factors. In addition, this act applies to listed and private companies alike, And with fairly low hurdles for inclusion, this Act will be applicable to some, if not many, private equity and venture backed businesses. This Act is an example of what we think will be a two continued trends: 1) more regulation that applies to small-medium sized business, and 2) more regulation on key risks beyond environmental concerns – concerns that touch upon the “S” and “G” of ESG.

Despite the skepticism in the short term about the relevance and impact of ESG, the overarching trend underscores its growing importance in the long term. As investors, our conviction in the significance of ESG factors is unwavering, rooted in a comprehensive understanding of both risk and opportunity. This conviction, and the production of our impact report, drives progress towards our mission: we continually seek to be the most transparent and aligned partner while aiming to drive top quartile returns and creating tangible positive impact on the world.

1. [S&P Global](#)
2. [K&L Gates](#)

# Measuring Positive Impact

## OVERVIEW

As a firm that manages investment funds, we measure our impact upon the world through our portfolio companies' alignment with each of the 17 individual UN Sustainable Development Goals (SDGs). We stand by our methodology to align with UN SDGs and are always re-assessing our alignment as we evolve.

In thinking about positive impact, we remain ever cognizant of how our portfolio companies can positively impact the world across three dimensions – improving people's lives, improving the planet we all share and improving inclusiveness and opportunity for all. To address these themes, we have coined the terms: Better Lives, Better Planet, Better Inclusiveness.

| Sustainable Development Goals | UN Sustainable Development Goals |                     |                   |                                   |   |                         |   |
|-------------------------------|----------------------------------|---------------------|-------------------|-----------------------------------|---|-------------------------|---|
|                               | 3 GOOD HEALTH AND WELL-BEING     | 4 QUALITY EDUCATION | 5 GENDER EQUALITY | 8 DECENT WORK AND ECONOMIC GROWTH | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE | 10 REDUCED INEQUALITIES | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION |
|                               |                                  |                     |                   |                                   |   |                         |   |
|                               | ●                                | ●                   |                   |                                   |   |                         |   |
|                               | ●                                |                     | ●                 | ●                                 |   | ●                       |   |
|                               |                                  |                     | ●                 |                                   | ●   | ●                       | ●   |
|                               |                                  |                     |                   | ●                                 |   |                         | ●   |
|                               |                                  |                     |                   | ●                                 | ●   |                         | ●   |
|                               |                                  |                     |                   | ●                                 |   |                         | ●   |
|                               | ●                                |                     | ●                 |                                   |   | ●                       |   |
|                               |                                  |                     |                   |                                   |   |                         | ●   |
|                               | ●                                | ●                   | ●                 |                                   |   | ●                       |   |
|                               | ●                                | ●                   | ●                 |                                   |   |                         |   |
|                               | ●                                | ●                   | ●                 |                                   |   |                         | ●   |
|                               |                                  |                     |                   | ●                                 |   |                         |   |



### Better Lives

Includes the SDGs of Better Health, Good Jobs and Economic Growth, as well as Innovation and Infrastructure.



### Better Planet

Encompasses the goal of Responsible Consumption.



### Better Inclusiveness

Relates to the goals of Gender Equality and Reduced Inequalities.

# Our Progress on Better Lives



Improving access and lowering the cost of medical services and products is a *must* in both the developing and developed world. A key tenet to our investment strategy, the convergence of health and technology, is the ability for this trend to continue to democratize health access. Another key driver of personal wellbeing is economic growth. Small and medium-sized businesses play a vital role in this regard as these businesses employ up to 70% of the world's workforce.

**9M+**

Lives impacted  
in 2023<sup>1</sup>

**\$100M+**

Health Dollars  
Saved in 2023<sup>2</sup>



LIBRESTREAM

KEEPE



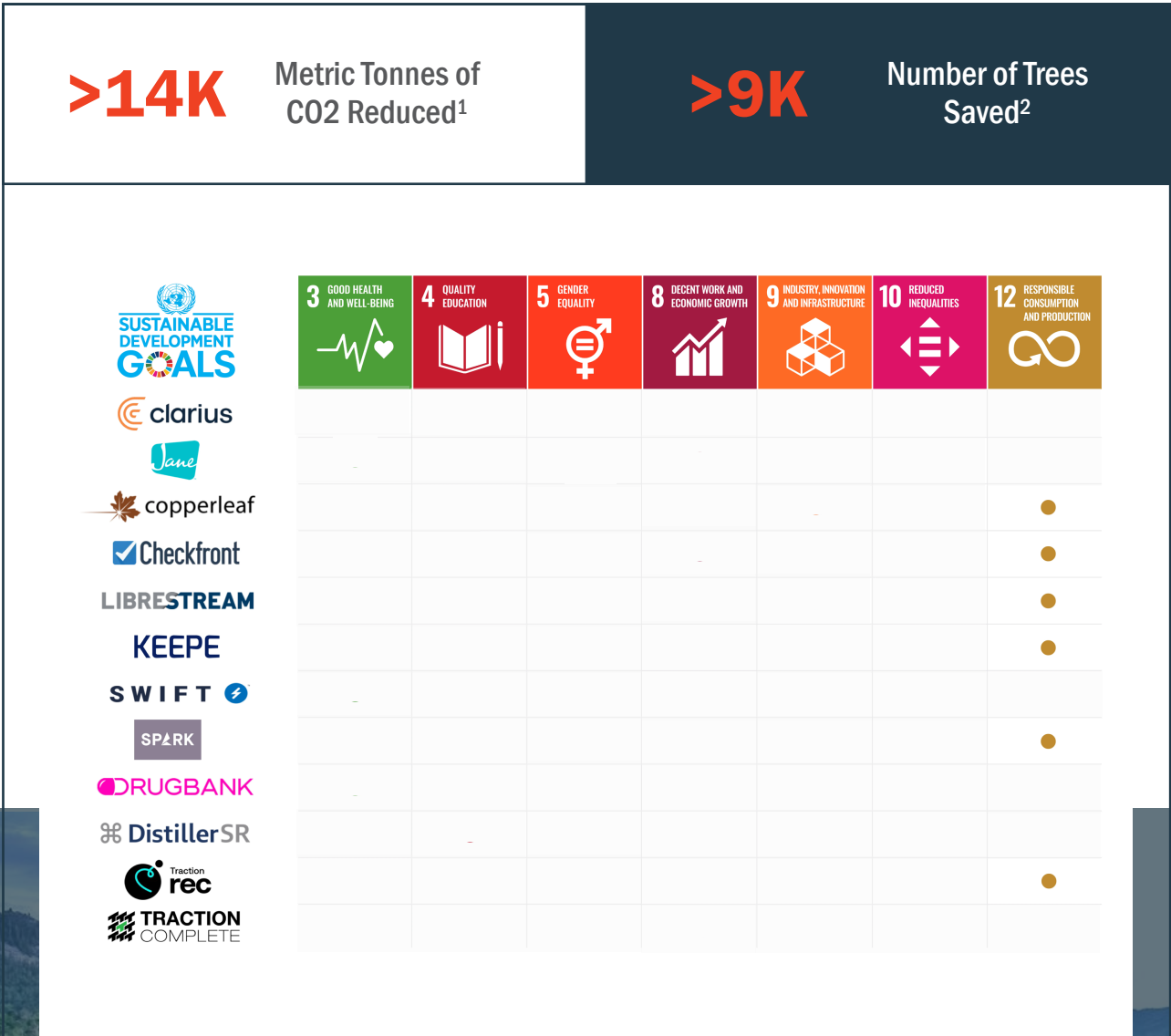
|                   | 3 GOOD HEALTH AND WELL-BEING | 4 QUALITY EDUCATION | 5 GENDER EQUALITY | 8 DECENT WORK AND ECONOMIC GROWTH | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE | 10 REDUCED INEQUALITIES | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION |
|-------------------|------------------------------|---------------------|-------------------|-----------------------------------|---|-------------------------|---|
| clarius           | ●                            |                     |                   |                                   |   |                         |   |
| Jane              | ●                            |                     |                   | ●                                 |   |                         |   |
| copperleaf        |                              |                     |                   |                                   | ●   |                         |   |
| Checkfront        |                              |                     |                   | ●                                 |   |                         |   |
| LIBRESTREAM       |                              |                     |                   | ●                                 | ●   |                         |   |
| KEEPE             |                              |                     |                   | ●                                 |   |                         |   |
| SWIFT             | ●                            |                     |                   |                                   |   |                         |   |
| SPARK             |                              |                     |                   |                                   |   |                         |   |
| DRUGBANK          | ●                            |                     |                   |                                   |   |                         |   |
| DistillerSR       | ●                            |                     |                   |                                   |   |                         |   |
| Traction rec      | ●                            |                     |                   |                                   |   |                         |   |
| TRACTION COMPLETE |                              |                     |                   | ●                                 |   |                         |   |

1. Lives Impacted: Clarius, DrugBank, Jane, Keepe, Librestream, Swift, Traction Rec
2. Health dollars saved: Clarius, DistillerSR, DrugBank, Swift

# Our Progress on Better Planet



Measurable data is a key ingredient in any meaningful environmental initiative. Combining large data sets with high throughput technology, such as machine learning and artificial intelligence, is showing significant promise. We seek to back strong data platforms and data applications that solve tangible problems such as energy efficiency and optimization. In addition, we support technology businesses that transform traditional industrials through novel processes. Where appropriate, we measure reduced CO2 emissions and natural resource consumption.

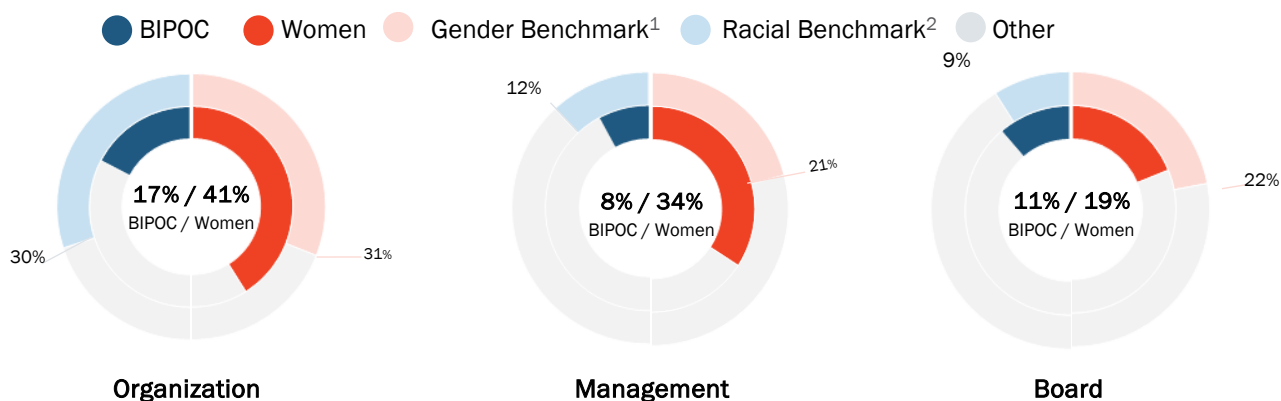


1. Metric tonnes of CO2 reduced: Copperleaf, Keepe, Librestream, Traction Rec  
 2. Number of trees saved: Checkfront, DrugBank, Spark, Traction Rec

# Our Progress on Better Inclusiveness



Barriers to opportunity hinder societal progress and it is our responsibility, as stewards of venture capital, to effect changes that propel our world forward. It is our strong belief that although talent is evenly distributed throughout the world, opportunity is not. Pender Ventures will not only support business builders of all races, religions and genders, but will actively engage at the board level to implement policies and procedures that promote inclusiveness. We report upon management and board diversity alongside Fund-led inclusion initiatives at each portfolio company. The charts below aggregate data across both Pender Ventures funds as of the end of 2023.



|  | 3 GOOD HEALTH AND WELL-BEING | 4 QUALITY EDUCATION | 5 GENDER EQUALITY | 8 DECENT WORK AND ECONOMIC GROWTH | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE | 10 REDUCED INEQUALITIES | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION |
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|  |                              |                     |                   |                                   |   |                         |   |
|  |                              | ●                   |                   |                                   |   |                         |   |
|  |                              |                     | ●                 |                                   |   | ●                       |   |
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|  |                              |                     |                   |                                   |   |                         |   |
|  |                              |                     | ●                 |                                   |   | ●                       |   |
|  |                              |                     |                   |                                   |   |                         |   |
|  |                              | ●                   | ●                 |                                   |   | ●                       |   |
|  |                              | ●                   |                   |                                   |   |                         |   |
|  |                              | ●                   | ●                 |                                   |   |                         |   |
|  |                              |                     |                   |                                   |   |                         |   |

1. Sources: (1.1) Organization Gender Data: [Gender Equity in Canada's Tech Ecosystem](#), (1.2) Management & Board Gender Data: [Diversity of Executive Management Teams: An Analysis of Toronto Stock Exchange-Listed Companies](#).  
 2. Sources: (2.1) Organization racial benchmark: [Brookfield Institute: Who Are Canada's Tech Workers](#), (2.2) Management & Board racial benchmark: [Diversity of Executive Management Teams: An Analysis of Toronto Stock Exchange-Listed Companies](#).

# Portfolio Companies

## Clarius (Sector: Health IT)



**Description:** Provides portable, wireless ultrasound imaging solutions to doctors and healthcare organizations

### ESG Alignment:

- Democratization of high-quality imaging improves health outcomes
- Free educational content and discounts for medical education institutions
- Commitment to diversity and inclusion with strong improvements to date

### SDG Alignment



## Jane (Sector: Health IT)



**Description:** Provides a clinic management solution to allied health/paramedical clinics

### ESG Alignment:

- Enabling solo/SMB practitioners to operate who may otherwise lack resources
- Telehealth functionality reduces geographical barriers for non-physical treatments
- Jane's management has demonstrated a commitment to DEI with strong results

### SDG Alignment



## Copperleaf (Sector: Decision Analytics)



**Description:** Provides decision analytics to companies managing critical infrastructure

### ESG Alignment:

- Software system enables clients to create value, model and track the performance of their sustainability initiatives
- Demonstrated a commitment to an inclusive and diverse workplace

### SDG Alignment



## Checkfront (Sector: Tourism Productivity)



**Description:** Provides tourism booking management software for travel businesses

### ESG Alignment:

- Enabling SMB tour operators to reach a wider audience beyond in-person bookings and word-of-mouth to growth their businesses
- Digital solution reduces environmental impact by directly reducing paper usage

### SDG Alignment



## Librestream (Sector: Manufacturing Productivity)



**Description:** Provides remote collaboration and training solutions for industrial workforces

### ESG Alignment:

- Augmented platform enhances worker safety in hazardous environments
- Remote inspection and service of assets reduces travel and carbon emissions

### SDG Alignment



# Portfolio Companies

## Keepe (Sector: Insurance Productivity)

KEEPE

**Description:** Leading B2B marketplace for home warranty repairs

### ESG Alignment:

- Empowers self-employed contractors to maximize earnings potential and capacity
- Reduces environmental impact of appliances by extending useful life

### SDG Alignment



## Swift (Sector: Health IT)

SWIFT

**Description:** Provides digital wound care management technology for healthcare enterprises

### ESG Alignment:

- Digitizing wound care reduces nurse visits, reduces pressure injury prevalence, and promotes quick healing times
- Committed to improving diversity and inclusion in the workplace

### SDG Alignment



## Spark (Sector: Real Estate Productivity)

SPARK

**Description:** Provides sales and marketing software specifically tailored for the new development RE industry

### ESG Alignment:

- Digital solution enables real estate developers to reduce their environmental impact by directly decreasing paper usage

### SDG Alignment



## DrugBank (Sector: Health IT)

DRUGBANK

**Description:** Global provider of structured drug information and patient insight tools

### ESG Alignment:

- Open-source module democratizes access to high-quality pharmaceutical information, enhancing academic work globally
- Reduction in healthcare cost through clinical researcher workflow enablement
- Committed to improving diversity and inclusion in the workplace with strong results to date

### SDG Alignment



## Distiller (Sector: Health IT)

DistillerSR

**Description:** Compliance tool for automating literature reviews

### ESG Alignment:

- Bringing life-changing medical products to patients and practitioners faster and with greater safety
- Enhancing academic work and expanding students' learnings

### SDG Alignment





# Portfolio Companies

## Traction Rec (Sector: Recreation Centre Productivity)



**Description:** Enterprise management platform for community centres

### ESG Alignment:

- Supporting community centres in delivering wellbeing and health programs, as well as programs for children from low-income families
- Traction Rec's management has demonstrated a commitment to DEI with strong results
- Digital first solution reduces material waste

### SDG Alignment



## Traction Complete (Sector: Sales Productivity)



**Description:** Enterprise sales and marketing operations tool

### ESG Alignment:

- Enabling tech companies to operate efficiently by automating manual processes
- Commitment to improving diversity and inclusion and pay parity in the workplace

### SDG Alignment



# Case Studies

## Case Studies

# Case Study

Research-grade clinical imaging at any bedside

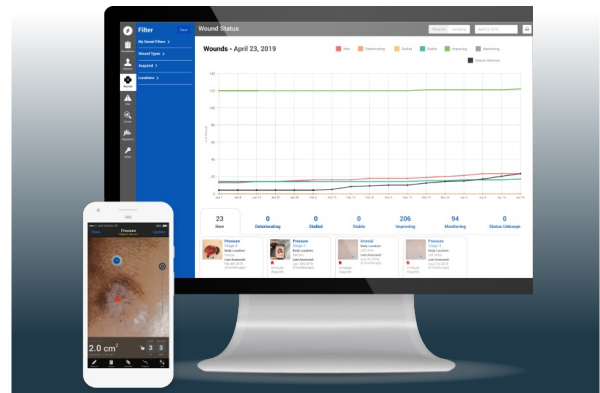
**Founded:** 2015  
**Employees:** 61  
**Location:** Toronto, ON

## Company Impact to Date

Swift is tackling a pervasive problem in healthcare: preventing and effectively treating wounds at the bedside. Tens of millions of patients live with chronic wounds and nearly 30-40% of all healthcare patients suffer from a wound<sup>1</sup>. The current care practices in wound care are rife with inconsistency, painful assessment protocols and lack data to accurately predict and prevent non-trauma-based wounds (such as pressure injuries).

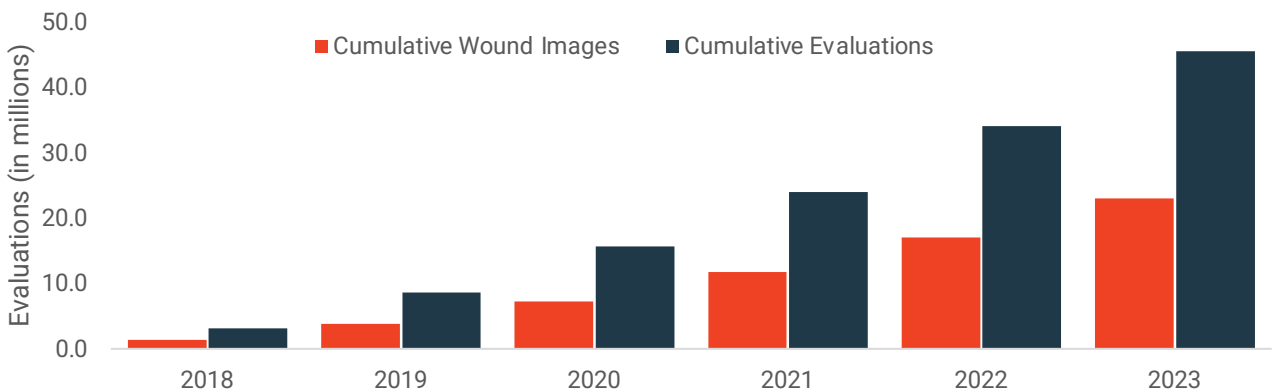
Swift's digital technology is designed to ensure accurate assessments, enhance clinical workflows and improve patient outcomes while reducing the healthcare costs associated with wound care. Since its founding, Swift has delivered on its mission with over **48M wound evaluations to date** assessed through its platform. The company's technology can be found in over **4K healthcare settings** with over **20K monthly users (healthcare providers)** that deliver care to over **200K active patients each month**.

A recent study showed Swift's solution enabled a **13%+ reduction in pressure injury prevalence, reduced over 44K hours of clinician time and ultimately delivered a 6X return-on-investment<sup>2</sup>**. Another highlight is the company's continual work with at-risk communities to help drive forward equitable care for all. Most recently, Swift announced a collaboration with DIGITAL Super Cluster to deploy Swift Medical's enhanced wound care solution to urban, rural, and **Indigenous communities<sup>3</sup>**.



In 2023,  
**126K+** clinicians  
used Swift to  
document over **11M**  
evaluations across  
**948K** patients  
helping save an  
estimated  
**\$42M** (SDG 3.8)

## Number of Evaluations and Facilities



1. [Int Wound J](#), 2009 Aug; 6(4): 287-293
2. [Trends in Pressure Injury Prevalence Rates and Average Days to Healing](#), Heba Tallah Mohammed et al.
3. [PR Newswire](#): DIGITAL and Swift Medical Announce Pioneering Co-Investment...
4. Calculation is [Patient population X est. reduction in injury X cost of treatment] \*adjusted and summed across healthcare settings

# Case Study

Therapeutic information at your fingertips

**Founded:** 2014  
**Employees:** 50+  
**Location:** Edmonton, AB

## Company Impact to Date

As data continues to grow exponentially, healthcare researchers and health IT companies continually fight an uphill battle on how best to capture, structure and integrate the monumental amount of health data that exists. In helping to solve this problem, DrugBank has become a key catalyst in driving health innovation.

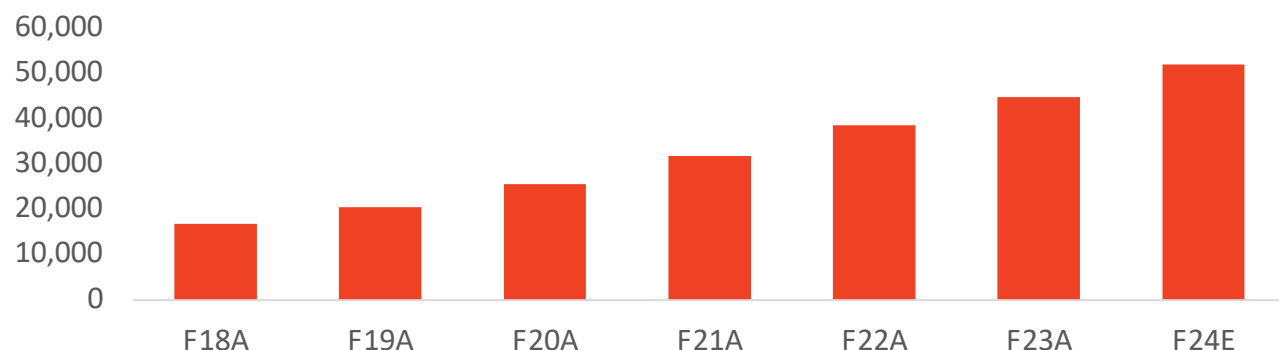
In order to fulfill its mission of empowering the medical field so that everyone has access to the best possible medical outcomes, Drugbank offers a free version of its platform online. This online platform is used by over **21M unique users per year** and has become a critical data input for the global research community with over **40K citations to date** found in research papers around the globe. Free access to the Drugbank platform reduces costly healthcare expenditures, such as a reduction in medical textbook costs, and democratizes high fidelity clinical information in places where costs are a major barrier to access (such as developing countries). On the commercial side, a significant number of pharma companies use the Drugbank platform to augment early-stage clinical research and bring medical breakthroughs to market.

Drugbank is also a leader in its commitment to diversity and inclusion. The company has outperformed industry metrics across representation of female, BIPOC, and LGBTQ2+ employees and has strong results with woman being represented in its managerial positions<sup>1</sup>.



**In 2023 alone, Drugbank has provided free access to over 1M students and helped mitigate over \$190M in healthcare and education expenditures<sup>2,3</sup>**  
(SDG 3.8, 3.c, 4.4)

## Number of Research Citations



1. In comparison to [Diversity in Tech Dashboard](#)
2. Calculation is [Developing country visitors X est. % of HC professionals X annual subscription cost of comparable X usage factor] AND [number of downloads X comparable data set cost]
3. Calculation is [Total unique visitors (devel. countries)] X est. of HC professionals X comparable medical book cost

# Case Study

Accelerating innovation in healthcare

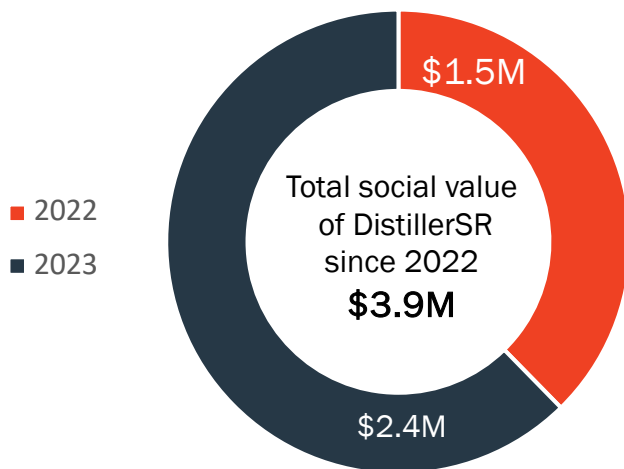
**Founded:** 2008  
**Employees:** 65  
**Location:** Ottawa, ON

## Company Impact to Date

DistillerSR's platform is trusted by ~340 organizations involved in medical research, including 70% of the top 10 leading pharmaceutical and medical device companies. The company is making a significant contribution to healthcare and education by automating literature review workflows through its platform to allow researchers to make faster, safer and better decisions. It enables quicker translation of research into actions that can save lives and enhance societal well-being, with clients reporting up to 70% in time savings. **One customer highlighted they saw a 6x+ increase in literature reviews completions**, from 15 to 100 annually, after fully adopting DistillerSR.

On the diversity and inclusion front, collaborative efforts with DistillerSR have led to greater representation of women and other underrepresented groups within the company. The number of women in leadership roles increased from 2 to 5 within a year. In 2023, the company's dedication to diversity and inclusion resulted in 36% of positions being held by women and 31% by BIPOC individuals. In October of the same year, DistillerSR initiated a Call for Interest for a renewed Diversity, Equity, Inclusion, and Belonging (DEIB) Committee, attracting interest from 19% of its employees. The work of this committee in the last quarter of 2023 will lay the groundwork for a formal DEIB strategy in 2024.

## Social value of DistillerSR<sup>1</sup>



**In 2023,**  
**~300** customers  
**conducted**  
**systematic reviews**  
**on over 4,000**  
**projects, covering**  
**15+** disease  
**areas, guidelines,**  
**R&D, and research**  
(SDG 3.8, 4.4)

1. Calculation is [(Delta between standard price of DistillerSR Solution vs. Price sold to Academic and NFPs) \* total licences sold at discount]

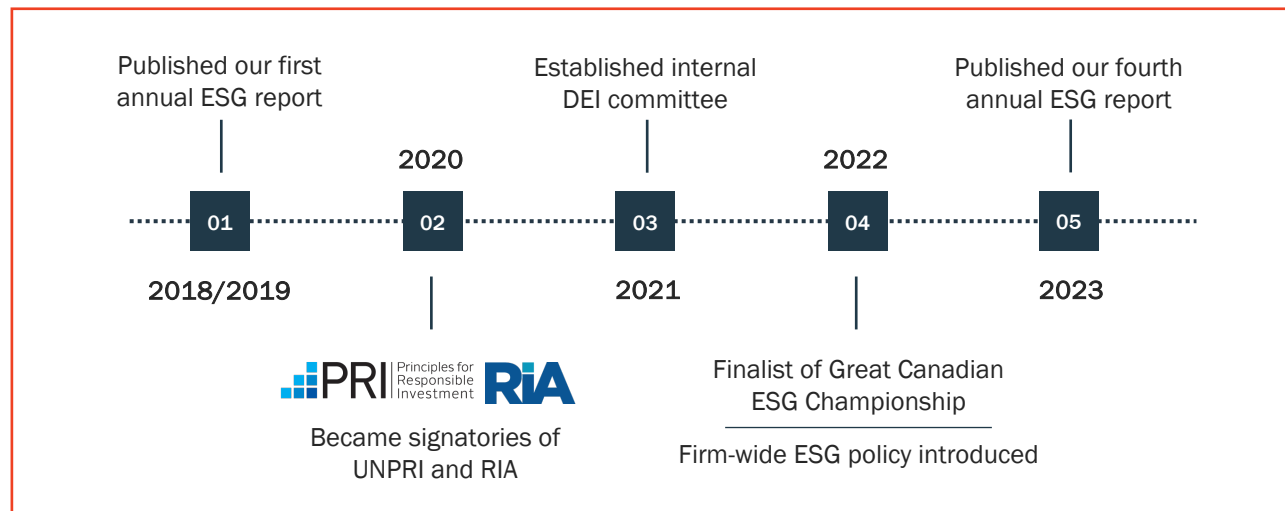
# GP Commitments

## GP Commitments

# Our Commitment to DEI and ESG

Our ESG journey, deeply rooted in our investment ethos from the very beginning, unfolds through a series of deliberate steps that have shaped our approach to Environmental, Social, and Governance principles over the years.

## OUR ESG JOURNEY



Our commitment to ESG and DEI remains at the forefront of our strategic goals. The backbone of Pender Ventures' ESG commitments was the creation of a comprehensive ESG Policy, designed to integrate sustainability and ethical considerations into all aspects of our investment sourcing, process and portfolio management. This policy not only serves as a testament to our dedication to responsible business practices but also as a guiding framework for our ongoing and future initiatives. It ensures that our efforts in environmental stewardship, social responsibility, and governance are aligned with our core values and the expectations of our stakeholders.

The spirit of our ESG & Impact initiatives is to continually compound progress over time. 2023 was no different in this regard as we found multiple ways to improve upon our existing foundation. This year we incorporated the following:

- Adoption of the BDC ESG and DEI reporting template
- The creation of a ESG Policy and risk matrix template for our portfolio companies
- Incorporation of IRIS+ metrics to enhance the measurement of impact
- Creation and adoption of a Compliance Certification Policy
- Solidifying and tracking DEI targets at the GP level

### BDC ESG and DEI Template

We believe the creation of standardized reporting and metrics will help the private investment industry as a whole create more meaningful impact. This year we adopted the BDC ESG and DEI template as our reporting tool for both portfolio companies and our GP. This standardized template has helped us uncover areas of strength and areas for improvement, across both our portfolio companies and GP systems and processes.



# Our Commitment to DEI and ESG

## *ESG Policy and risk matrix template*

In 2023, we developed and proposed an ESG policy and risk matrix for portfolio companies to adopt. This policy and matrix helps portfolio companies identify and assess potential ESG-related risks, allowing for a proactive approach to risk management and mitigation. These tools will be instrumental in embedding ESG considerations into portfolio company decision-making processes, highlighting a commitment to not just compliance, but to exceeding industry standards.

## *Incorporation of IRIS+ metrics to enhance the measurement of impact*

Recognizing the importance of standardizing reporting to help drive accountability, this year we incorporated IRIS+ metrics to coincide with our portfolio company's UNSDG alignment. Quantitative data and IRIS+ metrics, where applicable, will be made available. We believe incorporating these metrics will help drive further transparency and comparability for our investors and companies alike.

## *Creation and adoption of a Compliance Certification Policy*

In alignment with our goal of promoting good governance, we introduced a Compliance Certification Policy, which is a testament to our dedication to upholding the highest standards of integrity and accountability. This policy requires our portfolio companies to certify their compliance with key statutes and regulatory obligations that influence directors' liability. It's designed to ensure that governance practices are transparent, ethical, and in line with legal requirements, thereby safeguarding our investments and reinforcing our leadership in fostering a culture of compliance and ethical business conduct. Through these initiatives, we are setting a new benchmark for responsible investment, emphasizing not only the financial but also the social and environmental impact of our portfolio companies.

## *Solidifying and tracking DEI targets at the GP level*

Last year we created DEI initiatives targets that extended above and beyond our work with portfolio companies. These targets, which span the investment period of our Fund lifecycle, are now being tracked and reported upon (as shown in the DEI target section). We believe commitments are only one step in the right direction. Real progress is possible when incorporating purposeful action to meet such commitments. We are proud of our first-year results in this regard.



# DEI Target Tracking

Pender Ventures' DEI processes, investment strategy and ecosystem initiatives have been developed to address gaps that Pender Ventures has identified in the Canadian VC industry.

## Lack of Access to Capital

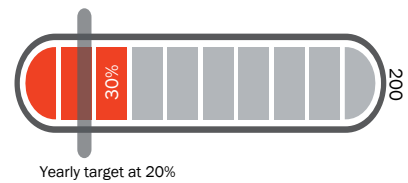
Businesses owned or founded by those who identify as white males receive the majority of VC financing. It is estimated that women-owned business receive only 4% of VC funding in Canada<sup>1</sup>.

**Our commitment: Develop over 200 new relationships with underrepresented founders/executive teams over the course of the investment period.**

We regularly collaborate with external groups to actively engage with a diverse pool of founders and entrepreneurs. Activities in 2023 to increase exposure to underrepresented founders are:

- Workshop at Women+ Entrepreneur Incubator
- Pitch workshops at Centech and D3
- Product market fit workshop at Women's Founder Project
- Active referrals to Startup Fest's inclusion initiative
- Hosted 6 office hours at Notman House focused on underrepresented founders

In 2023, we developed 60 net new relationships with underrepresented founders and entrepreneurs who fit our investment thesis and met hundreds others who are earlier in their entrepreneurship journey, who were not captured in the below progression bar.

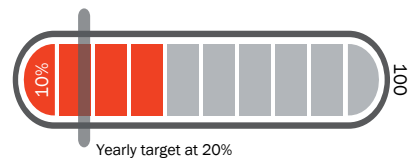


## Lack of Educational Resources Tailored to Underrepresented Founders

Underrepresented founders often lack access to educational resources or networks, often due to the inherent inequality that persists within the VC funding ecosystem. According to a report by Queens University, 82% of Black business owners do not have a high degree of comfort talking to their bank about funding options and 61% of gender-diverse entrepreneurs say current funding models don't meet their needs.

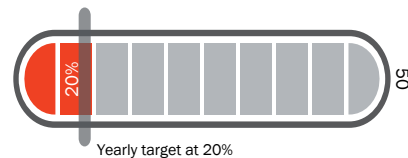
### Hold office hours to engage with over 100 underrepresented founders

We collectively spent over 20 hours engaging with underrepresented founders through office hours. Throughout the year, we engaged with over 40 Women and BIPOC entrepreneurs, provided feedback on pitches and pitch decks and provided access to relevant content within inaccessible platforms such as Pitchbook that can support them in achieving their goals.



### Foster over 50 introductions for underrepresented founders to other ecosystem constituents

We collectively spent over 20 hours engaging with underrepresented founders through office hours. Throughout the year, we engaged with over 40 Women and BIPOC entrepreneurs, provided feedback on pitches and pitch decks and provided access to relevant content within inaccessible platforms such as Pitchbook that can support them in achieving their goals.



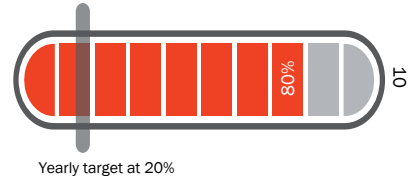
1. Minister Ng launches call for applications to deliver the Inclusive Women Venture Capital Initiative

# DEI Target Tracking

## Lack of Educational Resources Tailored to Underrepresented Founders (cont'd)

### Host over 10 underrepresented founders free of charge at Pender sponsored or attended events

For our inaugural edition of healthTech ignite, we proactively and intentionally offered heavily discounted or free tickets to underrepresented entrepreneurs or students interested in entrepreneurs as well as early-stage underfunded companies. In total, we hosted 8 underrepresented founders and 15 students interested in entrepreneurship and spin outs.



## Minimal Support Resources to Increase BIPOC/Women Participation in Senior Management and Boards of Directors

Early-stage startups are often resource-constrained and unable to hire external consultants or subject matter experts to help with enhancing their DEI efforts. We address this gap by proactively identifying potential challenges and best practice gaps during our investment process. As part of our portfolio support, our investment team and Head of People Strategy work with the company to address these elements. This includes best practices in compensation, organizational design, talent attraction & acquisition, performance review and conflict resolution.

In addition, we have committed to identifying and developing a network of female Board of Director candidates to be nominated to effectively increase the representation of women on boards. We are also actively participating in external events to raise awareness and share best practices.

### 100% of portfolio companies to implement a DEI policy.

In 2023, we successfully collaborated with our portfolio companies, reaching our target of 100% adoption of DEI policies and initiatives. Our Head of Talent Strategy routinely met with the respective Heads of Talent from our portfolio companies to share best practices and offer mutual support, ensuring that our commitment to diversity, equity, and inclusion remained a key priority in action; not just in policy.



### 1.5x industry average<sup>1</sup> for management, board-level and overall employment diversity or 50% improvement from initial investment.

- **Board of directors**
  - 16% have gender parity (vs 11% industry average)
  - 30% have boards entirely composed of men (vs 50%)
- **Management**
  - 8% have gender parity (vs 11%)
  - 25% don't have a women in management (vs 26%)
- **Overall employees**
  - 41% of companies have at least one employee with a disability (vs 28%)
  - 16% have gender parity and 41% have more than 40% of their employees identified as women.

On average, 1.2x industry average for management, board level and overall



### Women on Boards network initiative

In 2023 we initiated our Women on Boards initiative, connecting with two potential partner search agencies to begin collaboration. Unfortunately, the search agencies have declined to participate, believing the undertaking would be too challenging. We have persisted, initially focusing on women with GTM or Product experience in healthtech through targeted sourcing and networking efforts. To further support our sourcing we have become a member of The Fourth Effect, a North American start up providing a platform to connect women executives with Board opportunities, advisors, investors and mentors. We have added 15 women to our targeted talent pool, with a further 10 identified as prospects.

1. Industry benchmarks used are from: 2022 diversity, equity and inclusion metrics for BDC Capital's portfolio

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