BBB PERFORMANCE HIGHLIGHTS

PROGRAM STATS: 2015 vs 2014

- **NUMBER OF ACCREDITED BUSINESSES**
  - 3,693 (2014)
  - 3,793 (2015)

- **REQUEST-A-QUOTE**
  - 2,400+ (2015)

- **INSTANCE OF SERVICE**
  - 1,956,736

- **PUBLISHED CUSTOMER REVIEWS**
  - 3,641

OPERATIONS: 2015 vs 2014

- **BUSINESS INVESTIGATIONS**
  - 46 (2014)
  - 49 (2015)

- **AD REVIEWS**
  - 168 (2014)
  - 127 (2015)

- **COMPLAINTS CLOSED**
  - 6,747 (2014)
  - 6,873 (2015)

COMMUNICATIONS: 2015 vs 2014

- **MEDIA INTERVIEWS & MENTIONS**
  - 96 (2014)
  - 181 (2015)

- **PRESS RELEASES**
  - 50 (2014)
  - 78 (2015)

- **PUBLIC EVENTS**
  - 18 (2014)
  - 81 (2015)

SOCIAL MEDIA ENGAGEMENT DOUBLED FROM 2015 to 2014

- Twitter: 3,886 Followers
- Facebook: 1,049 Facebook Likes
- LinkedIn: 194 LinkedIn Connections

WEBSITE HITS

- **BBB.ORG/MBC**
  - 1,700,052 (2014) vs 3,026,100 (2015)
FINANCIAL HIGHLIGHTS

“In our opinion, the financial statements present fairly, in all material respects, the financial position of the Better Business Bureau of Mainland B.C. as at December 31, 2015, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.”

Wolridge Mahon LLP
Chartered Professional Accountants
Independent Auditor for BBB of MBC, Fiscal Year 2015

INCOME STATEMENT SUMMARY for the 2015 Program

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dues</td>
<td>$1,890,395</td>
<td>$1,681,956</td>
</tr>
<tr>
<td>Marketing</td>
<td>$579,707</td>
<td>$491,090</td>
</tr>
<tr>
<td>Services</td>
<td>$90,150</td>
<td>$101,819</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,560,252</strong></td>
<td><strong>$2,274,865</strong></td>
</tr>
</tbody>
</table>

| Expenses       |            |            |
| Member         | $594,023   | $525,930   |
| Public         | $1,622,384 | $1,477,991 |
| Support        | $281,039   | $257,538   |
| **TOTAL**      | **$2,497,446** | **$2,261,459** |

Net Revenue     | $628,806   | $13,406    |

MEMBER SURPLUS  | $457,829   | $444,423   |

BALANCE SHEET SUMMARY as of December 31, 2015

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$311,848</td>
<td>$101,464</td>
</tr>
<tr>
<td>Term Deposits</td>
<td>$295,000</td>
<td>$295,000</td>
</tr>
<tr>
<td>Other</td>
<td>$561,130</td>
<td>$140,508</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$662,978</strong></td>
<td><strong>$536,972</strong></td>
</tr>
</tbody>
</table>

Liabilities     |            |            |
| Current        | $142,343   | $79,343    |
| Member Surplus | $520,635   | $457,829   |
| **TOTAL**      | **$662,978** | **$536,972** |

CELEBRATING 25 YEARS AS AN ACCREDITED BUSINESS

2015 TORCH AWARD WINNERS & SPONSORS
MESSAGE FROM THE PRESIDENT 2016

It is our 76th year serving Mainland British Columbia and the Yukon Territory. Your BBB continues to advance BBB's mission of an ethical marketplace. This past year we passed many new milestones and I am proud to work with businesses, consumers, dedicated volunteers and hard working staff who have assisted in growing the awareness of BBB in every community.

Many of our 3800+ Accredited Businesses enhance and grow their own business by participating in our Digital, Radio and TV Advertising Programs, Request a Quote program and by displaying the BBB Accreditation Seal. These have been just some of the ways that you have fueled consumer awareness and trust.

Consumers like us! We received over 1.9 million inquiries last year and consumers have embraced new programs like BBB Customer Reviews, BBB Scam Tracker and we hear the positive impact our Accredited Businesses and BBB staff made at over sixty events and tradeshows we participated in last year.

Our public outreach campaigns have been bigger and better than ever in 2015. BBB serving Mainland BC took the reigns for the first ever National Top 10 Scams campaign and developed the Inaugural BBB Password Day on March 15th. Visibility across Canada for BBB was nothing short of incredible. 84 newsrooms picked up those stories in the month of March alone. This was on top of the 181 media interviews we did in 2015!

This year you will continue to see messaging in the media letting consumers know to turn to BBB and seek Accredited Businesses through bus shelters, billboard and radio ad campaigns. As we continue to capture more market awareness, I encourage Accredited Businesses to be actively engaged in letting your customers know you are accredited and take advantage of the many programs and services that we offer that may help your business grow.

On behalf of your Team BBB, thank you again for your ongoing support and congratulations for continuing to be leaders in establishing trust in the marketplace.

Danielle Primrose
President and Chief Executive Officer
BBB of Mainland BC

MESSAGE FROM THE BOARD CHAIR 2016

It has been my pleasure to serve as Chairman of the Board of Directors for the Better Business Bureau of Mainland British Columbia in 2015/2016. The BBB has a long history in B.C. of being the undisputed leader in advancing marketplace trust and it continues to encourage businesses to self-regulate and operate honestly and transparently.

Under Danielle’s guidance, the BBB provides a high level of service that in many ways exceeds the minimum BBB Operating Standards, and is often looked at by the BBB system as a model example for procedure, policy and programs that benefit BBB members.

This past year the BBB team has been focused on enhancing the internal operations of the BBB, to continue providing a high level of service to our 3800+ members. There have been many milestones established for the BBB, including a new benchmark that had over 1.9 million unique visitors to the website, up from 1.7 million the previous year.

The growing presence of BBB in the marketplace was further demonstrated by 181 media mentions or interviews, 3900 Twitter followers and more than 1000 Facebook friends, all of which helps you our Accredited Businesses. All of which takes an enormous amount of work by the very dedicated team at the BBB, all of which deserve a round of applause for a successful year.

I would also like to thank the Board of Directors as they continue to constantly enhance the efficiency and the effectiveness of the board as it supports Danielle and her team.

Cori Maedel,
CEO
The Jouta Performance Group Inc.
BBB Chair