

Rating Status: Preliminary Rating



Rating Date: 12/20/2012

Company Name:  
Playa Viva

GIIRS ratings are reviewed, rigorous, transparent, comprehensive, and comparable ratings of company impact. GIIRS helps investors make money while solving the world's most challenging problems. GIIRS Driving Capital to Impact



★★★★

COMPANY RATINGS REPORT

COMPANY RATINGS SUMMARY

Section Weight	Impact Area	Stars	Total Pts (200 Pts Avail.)
<b>OVERALL</b>		<b>★★★★</b>	<b>123.5</b>
7.5%	<b>Governance</b> Related to a company's mission, stakeholder engagement, governance structure, controls, and overall transparency	★★★★	8.9
25.0%	<b>Workers</b> Focuses on how the company treats its workers through compensation, benefits, training, ownership, and work environment.	★★★★★	30.8
27.5%	<b>Community</b> Covers the company's impact on external community stakeholders	★★★★	49.6
10.0%	<b>Environment</b> Focuses on indirect and direct environmental impact of the company and its operations	★★★★	34.2
30%	<b>Socially &amp; Environmentally Focused Business Models (SEM)</b> Highlight a company's core impact business model, amplifying their positive impact beyond simply high impact business practices	N/A	32.9 (Points distributed in their relevant impact areas.)

COMPANY DESCRIPTION

**Company Description:** Playa Viva owns operates a Sustainable Boutique Hotel on a 200-acre Eco-Luxury property, combining ecological approach within a context of luxury to allow both to coexist effectively. Playa Viva is "Where Your Vacation Meets Your Values."

**Company Mission:** Promote Biodiversity  
Generate More Clean Power and Cleaner than we use  
Promote Transformational Experiences  
Create a Living Legacy  
Promote Meaningful Community

**Sector:** Service  
**Primary Market of Operations:** Emerging  
**Industry Category:** Accommodation & food service  
**Size (# of Employees):** 15  
**Industry:** Accommodation (ISIC 55)  
**Primary Country of Operations:** Mexico  
**Products & Services:** ResortResort  
**Revenue Range:** \$0 - \$1,999,999  
**B Corporation?** No  
**Date Founded:** 1/1/2007

**Section Weights:** Weighting on a particular impact area within the company's assessment. Weights vary based on the companies sector, size, and geography

**Stars:** Set ranges based on quintiles of GIIRS Pioneers; reset bi- annually (see below for ranges)

Overall Rating	Overall Points	Impact Stars	GOV Points	WOR Points	COM Points	ENV Points
GIIRS Rated	0 to 79	*	0-2.9	0-17.9	0-12.9	0-0.9
★★★	80-99.9	★★★	3-4.9	18-20.9	12-25.9	5-10.9
★★★★	100-124.9	★★★★	5-6.9	21-23.9	26-38.9	11-24.9
★★★★★	125+	★★★★★	7-8.9	24-28.9	39-69.9	25-39.9
★★★★★	125+	★★★★★	9+	29+	70+	40+

The material on the ratings report is for informational purposes only, and is not an offer or recommendation to buy or sell or a solicitation of an offer to buy or sell any security or instrument or to participate in any particular trading strategy. GIIRS's opinions and analyses do not address the suitability of any security. GIIRS does not act as a fiduciary or an investment advisor. While GIIRS has obtained information from sources it believes to be reliable, GIIRS does not perform an audit and undertakes no duty of due diligence or independent verification of any information it receives. Historical data and analysis should not be taken as an indication or guarantee of any future performance, analysis, forecast or prediction.

## BENCHMARKING

The charts on this page show the company's performance vs. three benchmark groups (company vs. market, market & sector, and market & size). Data is displayed for the company's overall performance and performance by impact area (governance, workers, community, and environment).

**Market:** Emerging

**Sector:** Service

**Size (# of Emps):** 10-49

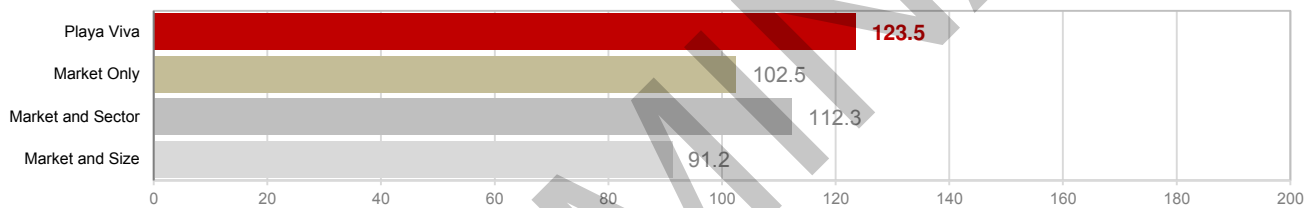
■ Playa Viva

■ Market (All) 131 companies

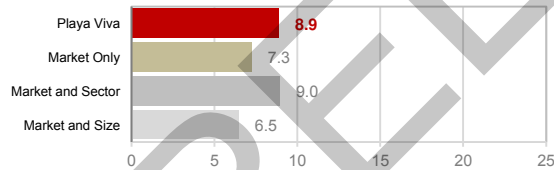
■ Market and Sector 66 companies

■ Market and Size: 40 companies

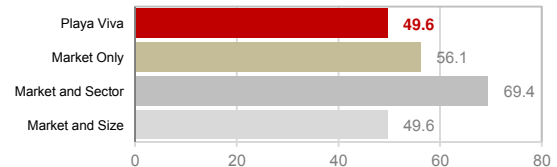
### OVERALL RATING



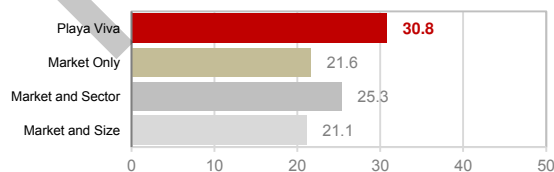
### Governance



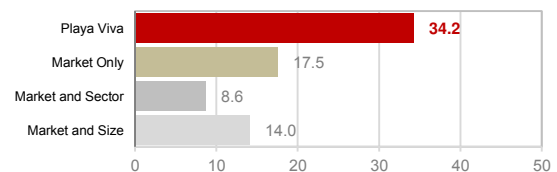
### Community



### Employees



### Environment



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**COMPANY RATINGS REPORT**

**COMPANY RATINGS DETAIL**

Section Weight	Impact Areas & Subcategories	Points Earned (Out of 200 total)	Benchmarks (Perf. By Quintile - As of 12/31/11)
	<b>OVERALL ★★★★★</b>	<b>123.5</b>	<b>80-100%</b>
<b>7.5%</b>	<b>Governance ★★★★★</b>	<b>8.9</b>	<b>60-80%</b>
	Corporate Accountability	5.1	60-80%
	Transparency	3.7	60-80%
	SEM: Mission Lock Governance Structure	0.0	---
<b>25.0%</b>	<b>Workers ★★★★★</b>	<b>30.8</b>	<b>80-100%</b>
	Compensation & Benefits	21.7	80-100%
	Worker Ownership	0.0	0-20%
	Worker Environment	5.4	60-80%
	SEM: Worker Ownership	0.0	---
<b>27.5%</b>	<b>Community ★★★★★</b>	<b>49.6</b>	<b>60-80%</b>
	Community Practices	32.4	80-100%
	• Suppliers & Distributors	8.8	80-100%
	• Local Involvement	6.0	80-100%
	• Diversity	4.5	80-100%
	• Job Creation	4.9	80%-100%
	• Civic Engagement & Giving	8.1	80-100%
	SEM: Community Practices	15.0	---
	SEM: Socially Oriented Products & Services	0.0	---
	SEM: Serve Those in Need	0.0	---
<b>10.0%</b>	<b>Environment ★★★★★</b>	<b>34.2</b>	<b>60-80%</b>
	Environmental Practices	16.4	80-100%
	• Land, Office, Plant	6.2	80-100%
	• Inputs	5.0	60-80%
	• Outputs	5.2	80-100%
	• Suppliers, Distributors & Transportation		80-100%
	SEM: Environmental Practices	0.0	---
	SEM: Environmental Products & Services	17.9	---
<b>30%</b>	<b>Socially &amp; Environmentally Focused Business Models (SEM)</b>	Points distributed in their relevant impact areas. Each SEM worth up to 30 points.	

**Section Weights:** Weighting on a particular impact area within the company's assessment. Weights vary based on the companies sector, size, and geography

**Quintiles:** Set ranges based on quintiles of GIIRS rated companies rated as of the date indicated. Updated quarterly.

In some cases the subcategory scores (corporate accountability, transparency, etc.) may not add up to the impact areas scores (governance, workers, community, and environment) exactly. The difference in scores is not a scoring error, but rather a result of how the GIIRS assessment handles N/A questions in scoring.

**Stars:** Set ranges based on quintiles of GIIRS Pioneers; reset bi-annually (see below for ranges)

Overall Rating	Overall Points	Impact Stars	GOV Points	WOR Points	COM Points	ENV Points
GIIRS Rated	0 to 79	★	0-2.9	0-17.9	0-12.9	0-0.9
★★★	80-99.9	★★★	3-4.9	18-20.9	12-25.9	5-10.9
★★★★	100-124.9	★★★★	5-6.9	21-23.9	26-38.9	11-24.9
★★★★★	125+	★★★★★	7-8.9	24-28.9	39-69.9	25-39.9
			9+	29+	70+	40+

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COMPANY RATINGS REPORT

DISCLOSURE QUESTIONNAIRE

The disclosure questionnaire features questions focused on issues typically covered by negative screens. The disclosure questionnaire is not included in a company's rating, but the information from the questionnaire is provided on a company's rating report as context for interested investors.

Industries & Products	Yes	No	Practices	True	False
Any product or activity deemed illegal under host country laws or regulations or international conventions and agreements		√	Company formally registered in accordance with domestic regulations	√	
Alcohol (excluding beer and wine)		√	Company facilities are not located adjacent to or in sensitive ecosystems		√
Commercial logging and logging equipment		√	No animal testing conducted	√	
Firearms, weapons or munitions		√	Company provides clean drinking water to employees at all times	√	
Gambling		√	Company workers, company contractors, company subcontractors or day-workers are paid minimum wage or above	√	
Genetically modified organisms		√	Company keeps a signed contract of employment with each worker	√	
Mining		√	Company or company supplier does not employ workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138 ) and company keeps personnel records that include evidence of the date of birth of each	√	
Persistent organic pollutants (POPs) that are banned or scheduled to be phased out of production		√	Overtime work for hourly workers is voluntary (not compulsory)	√	
Pharmaceuticals subject to international phase-outs or bans		√	Company provides payslips or equivalent to all workers to clearly show how wages are calculated and any deductions made	√	
Payday lending		√	Company or company suppliers do not use any workers who are prisoners	√	
Pornography		√	Company allows workers to freely associate and to bargain collectively for the terms of one's employment	√	
Tobacco		√	Company allows workers to freely leave the site during non-working hours or at the end of their shift (including workers who live on site)	√	
			Company does not keep workers' original Id Cards/Passports	√	
Penalties, Fines & Sanctions	Yes	No	Outcomes	True	False
Animal welfare		√	Company has not had an operational or on-the-job fatality	√	
Diversity and equal opportunity		√	Company site has not experienced any accidental discharges to air, land or water of hazardous substances	√	
Employee safety or workplace conditions		√	No construction nor operation of company facility has resulted in the relocation of any individuals or households near your facility	√	
Environmental issues		√	No material litigation against company	√	
Financial reporting		√			
Geographic operations or international affairs		√			
Investments or Loans		√			
Labor issues (internal and supply chain)		√			
Marketing		√			
Political contributions		√			
Taxes		√			

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### MANAGEMENT

### FROM THE MANAGEMENT

### CONTACT DETAILS

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**Contact Title:**

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As an investor, we thought it might be best to hear what one of our current investors has to say about us. This is an excerpt from a recommendation by Verde Ventures/Conservation International:

"From Verde Ventures [VV] perspective, Playa Viva represents the type of tourism development we would like to encourage in Mexico, and globally. It has very strong biodiversity conservation links – with endangered species (Leatherback Turtles), and in terms of mangrove and ecosystem restoration. In addition, the promoters actively build social benefits into their business model. These value chain linkages are essential in building sustainable, local economies.

Essential for VV, this is being driven as a business. It is not a project. It has excellent management and leadership, as well as very strong market linkages. We have had an opportunity to work closely with the team at Playa Viva, and have been very impressed by their approach to the triple bottom line.

This integrated approach, often spoken about, is very difficult to realize for most practitioners. Playa Viva represents an excellent example of what works."

Playa Viva is more than a triple-bottom line business. It is a means for transforming not only our guests but the communities we serve.

### FINANCIAL INFORMATION

**Projected Capital Raised in Upcoming FY**  
\$0.00

**Current Investors:**  
Not Provided

## Understanding the Global Impact Investing Rating System (GIIRS)

GIIRS provides an independent judgment of social and environmental impact for both companies and investment funds using a ratings scale of 1 to 5 stars. Through a broad spectrum of questions regarding impact models, practices, policies and achievements, the system is designed to be applicable to a wide range of industries and business models. Also, like impact investing, GIIRS sets itself apart from socially responsible investment ratings, which typically focus on negative screens, as GIIRS ratings recognize only positive impact generated by a company or fund.

### Ratings System Overview

The GIIRS assessment and ratings are:

- **Transparent:** Criteria and weightings for each impact area, subcategory and individual question within the assessment are fully transparent.
- **Independently Governed:** Overseen by independent Standards Advisory Council of experts, practitioners, investors and thought leaders.
- **Dynamic:** A new version of the survey is developed every two years.

Unique characteristics:

- **Comprehensive:** Recognizing multiple social impact models as well as >100 multi-stakeholder practices and policies of a sustainable enterprise.
- **Comparable:** Allow investors to compare and aggregate ratings of various company geographies, sectors, and sizes in the same portfolio. Specifically tailored questions and weightings applied in a consistent framework ensure both relevancy and comparability. There are twelve company tracks in domestic markets and sixteen tracks in emerging markets.
- **Adaptable:** Incorporate industry addenda focused on products and services of companies within specific industries. Based on market demand, currently offer financial services addenda for both developed and emerging markets and a building addendum for developed markets. Additional addenda for other industries will be added over time.
- **Positive Impact Focus:** GIIRS ratings focus on the performance generated by a company or fund, rather than on negative screens
- **Appropriate for Private Companies:** Questions tailored for small and medium sized enterprises
- **For Assessment & Improvement:** Companies can use the GIIRS Assessment to both get a GIIRS rating and as a tool to manage their performance overtime

## GIIRS

### ASSESSMENT STRUCTURE

#### I. Social Enterprise Models

Specific models designed to create social and/ or environmental impact through company products or services, target customers, value chain, ownership or operations.

#### II. Practices

Impactful practices, policies and achievements.

- Governance
- Workers
- Community
- Environment

#### III. Disclosure Questionnaire

Unweighted disclosures to investors of potentially sensitive issues.

## The Verification Process

GIIRS utilizes a three level verification process to ensure accuracy and validity of ratings information. All ratings and reports will be classified by GIIRS according to the level of review undertaken.

### Level 1: Assessment Review

Companies engage in a 1-2 hour call with GIIRS staff to review answers, clarify questions and definitions, and ensure proper inputs for calculations.

- Ratings Classification: **Preliminary**
- Reviewed By: **GIIRS**

### Level 2: Documentation Review

Companies are required to provide documentation to support responses to certain questions deemed material by GIIRS. A review of the selected documents will be executed with the assistance of a third-party.

- Ratings Classification: **Reviewed**
- Reviewed By: **3<sup>rd</sup> Party Services Provider**

### Level 3: On-Site Review

Each year 10% of the prior year's GIIRS-rated companies will be selected by GIIRS for an on-site review. An on-site review includes a facilities tour, employee interviews and assessment of additional supporting documentation.

- Ratings Classification: **On-Site Reviewed**
- Reviewed By: **3<sup>rd</sup> Party Services Provider**

Deloitte & Touche LLP has been retained as the preferred provider of document and on-site review services to assist GIIRS in its validation and rating process. In certain instances, GIIRS or another third-party will conduct documentation and on-site reviews.