

27 May 2014

Contact: Petra Buchanan
M: +61 (0) 431001111
E: petra.buchanan@tushare.com

The logo for TuShare.com, featuring the text 'TuShare.com' in a green, sans-serif font. The 'T' is slightly larger and more prominent than the other letters.

TUSHARE IS AUSTRALIA'S FIRST TECH COMPANY RECOGNISED AS A CERTIFIED B CORP

New Sharing Platform Given Benefit Corporation Status for Driving Social Change in Australia

TuShare, a new sharing platform (mobile app and website), has been recognized by B Lab, the B Corporation certification body, as a Certified B Corporation (benefit corporation) making it the **first tech company in Australia to achieve B Corp status**. Leading a global movement to redefine success in business, Certified B Corporations such as Etsy and Ben & Jerry's ice cream are a new kind of company with a positive vision of a better way to do business. As a Certified B Corporation, TuShare voluntarily meets a higher standard of transparency, accountability, and performance, harnessing the power of business to solve social and environmental problems in communities and across the nation. You can view the TuShare B Corp profile [here](#).

The 'benefit corporation' movement in the United States began in order to address the importance of environmental and social issues that, if handled ethically, have an impact on the bottom line. There are currently 1000 Certified B Corporations from more than 60 industries in 32 countries including global brands, outdoor clothing company Patagonia, Ben & Jerry's ice cream and online marketplace Etsy. In Australia 25 companies are certified as B Corps including investment firm Small Giants, snack range Whole Kids and sustainability consultants Net Balance.

"Becoming a Certified B Corporation reinforces TuShare's mission to be Australia's largest sharing platform which helps products find their next owners, avoiding waste and landfill in the process, said TuShare Founder and CEO James Bradfield Moody. "We believe that business can work towards a common goal positively contributing to society and our planet."

About TuShare

TuShare harnesses the power of the peer-to-peer marketplace to make it easier than ever to give things we no longer need to our friends, family and neighbours. This saves money and the planet, and is scientifically proven to make us happier. Launched in late 2013 users across the country have already shared over ten thousand items, making it one of the fastest growing sharing platforms in Australia.

ABC's New Inventors judge and former CSIRO executive James Bradfield Moody and Kohei Nishimiya (named one of *Fast Company's* 100 most creative people in business) developed TuShare which taps into everyone's natural sense of generosity.

About B Corp

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests, and build collective voice through the power of the unifying B Corporation brand. As of January 2014, there

are more than 900 Certified B Corporations from over 60 industries and 32 countries, representing a diverse multi-billion dollar marketplace.

About B Lab

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (20 states have already passed benefit corporation legislation); 3) developing B Analytics, a customizable platform for measuring, benchmarking, and reporting on impact; 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 15,000 businesses use B Lab’s free B Impact Assessment). For more information, visit www.bcorporation.net, www.b-analytics.net and www.benefitcorp.net.