

**SUNSHINE PROFITS**  
Tools for Effective Gold & Silver Investments

# CSR REPORT 2014



## SUNSHINE PROFITS' SOCIAL REPORT FOR THE YEAR 2014

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## COMPANY PROFILE

**The company's legal form is a sole proprietorship of Przemyslaw Radomski, CFA.**

**Sunshine Profits** was built around the belief that we are in a secular bull market in the precious metals. Having established long term trends, our investment strategy focuses on evaluating low-risk entry points, as well as timing potential tops.

*"Does something really work over the long run?"*  
- that's the big question we strive to answer -

We're proud of the value that SP proprietary indicators, tools and weekly market analysis bring to our customers. We are proud to be the first to find important, but still largely unknown relations that influence gold prices, such as the one combining seasonal tendencies with expirations of derivatives.

We understand that quality doesn't come cheap. We spend many, many months on research and development of each of our tools – and we leave nothing behind. We give you our best. That's why, as our valued customer, you can be confident that what you get from us is always of greatest quality, usefulness and profitability.

**THANKS TO YOUR SUPPORT,  
WE EXPANDED OUR SERVICES AND  
WE NOW COVER THE FOLLOWING  
MARKETS:**

**PRECIOUS METALS, STOCKS,  
CRUDE OIL, FOREX AND BITCOIN.**

## Our main services:

**Gold & Silver Trading Alerts**

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**Bitcoin Trading Alerts**

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**Forex Trading Alerts**

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**Stock Trading Alerts**

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**Oil Trading Alerts**

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**Oil Investment Updates**

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**Market Overview Reports**

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**Investment Tools**



## CSR STRATEGIC AIMS OF SUNSHINE PROFITS (CEO PERSPECTIVE)

**Sunshine Profits'** long-term strategic CSR goals revolve around the areas in which we can have the greatest impact on a company's surroundings. The stakeholders that our company has the greatest impact upon are: clients, co-workers, and the environment.

In 2014 Sunshine Profits completed the project entitled Responsible Gold. The project had the following goals:

CREATING AN INTERACTIVE TOOL DEDICATED TO HELPING INVESTORS CHOOSE THE MINING COMPANIES THAT AT THE SAME TIME PROVIDES BOTH: PROFITABILITY AND A RESPONSIBLE APPROACH TOWARDS ENVIRONMENTAL AND SOCIAL ISSUES

CREATING A CODE OF ETHICS

CREATING AND IMPLEMENTING A CSR REPORTING SYSTEM

CREATING A SECTION ON THE WEBSITE DEDICATED TO SAFETY AND PRIVACY ON THE INTERNET

In 2013 we completed all of the above points except for the first. In 2014 we completed the first point by introducing the new version of the **Golden StockPicker** that includes the option to take into account the CSR issues when preparing the ranking of gold stocks.

In 2014 (based on feedback from our clients) we improved the clarity of our payment system by adding information in the shopping cart about the date of the next renewal and its value.

We continue to add bonuses to co-workers' salaries based on their particular impact on improving the way the company provides services and their work-related ideas. Some of the bonuses took form of ergonomic home-office equipment and other amenities chosen by a given co-worker. The main challenge and objective for the next 5 years is to materially impact the way mining companies operate by actively promoting responsible solutions.

Starting this year, we include an additional indicator in our CSR reports: the number of clients interested in investing in companies obtaining resources sustainably (% share of clients subscribing to the analytical tool which includes environmental aspects in its algorithm, out of the general number of clients).

As of Dec 31, 2014, the number of workers and co-workers (people who contributed to the company's success on an ongoing basis and are likely to contribute to it in the coming months): 13



### STRATEGIC CLIENT-CENTERED CSR GOALS:

Maximizing the level of client support

Introducing socially responsible clients' activities and opinions as guidance when choosing the best form of CSR engagement

Maintaining a clear payment system

Educating stakeholders on the topic of security and privacy on the Internet

### STRATEGIC CO-WORKER AND ENVIRONMENT-CENTERED CSR GOALS:

Increasing work satisfaction, the sense of stability among co-workers and maximizing their workspace ergonomics

Improving company's impact on the environment

### OTHER STRATEGIC CSR GOALS:

Running the company in a transparent and ethical way

Promoting the CSR rules in the business area

## STAKEHOLDER ENGAGEMENT

**THIS REPORT WAS CREATED**

**ALONG WITH WORKERS**

**AND CO-WORKERS**

**AS THEY ARE THE ONLY**

**STAKEHOLDERS WHO ARE**

**ABLE TO VERIFY**

**THE TRUTHFULNESS**

**OF THE INFORMATION PROVIDED**

**AND ITS COMPLETENESS**

## SCOPE OF THE REPORT

**THIS REPORT IS CREATED FOR ALL  
STAKEHOLDERS INCLUDING:**

**CLIENTS AND PROSPECTIVE CLIENTS**

**WORKERS AND CO-WORKERS**

**SUPPLIERS**

**THE GENERAL INVESTMENT PUBLIC**

**COMPANIES FROM THE FINANCIAL  
AND MINING SECTORS**

**ENVIRONMENTAL ORGANIZATIONS**

The reported indicators have been selected with the above stakeholders in mind and in accordance with the strategic goals and the availability of data.

In particular, they were chosen to represent the CSR areas in which changes are likely to be seen in the coming years.

INDICATORS

CSR area	Indicator [number or share in the considered reporting period]	Indicator value
Market - Customer service	Share of subscription refunds (% of general subscriptions number)	4.69%
Workplace	Rotation of analysts providing premium services under Sunshine Profits brand [% of new analysts in the analyst team]	20%
	Internal knowledge management [number of implemented ideas and improvements submitted by SP Team Members]	53

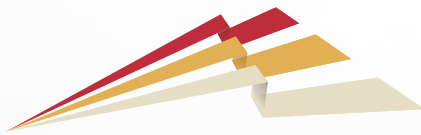
Comments and explanations (what does this indicator imply and how the information was collected, how the indicator has been changed in comparison to the previous reporting period)
Data was taken directly from Sunshine Profits payment system and includes all the payments that were returned (there is a 30-day money-back guarantee). The share was calculated by dividing the amount of returned money by the total amount of sales during the year. Large part of refunds can be attributed to situations in which subscribers simply forgot to cancel the subscription's automatic renewal feature while intending to use the service for a finite period. There were very few cases, where the refund requests were received along with negative feedback regarding company's services.
1 new analyst joined the ranks of Sunshine Profits; Arkadiusz Sieroń continues the work of Matt Machaj, PhD by analyzing the market from the fundamental perspective and putting his insights into monthly Market Overview reports. Matt is now focusing more on his work at the university. There was no pause in the schedule of reports' publications and the work continued normally. There was no further rotation among analysts providing premium services under the Sunshine Profits brand.
The number of ideas, improvements and extraordinary activities by workers and co-workers that have been confirmed as important by other members of the SP Team and awarded. Out of the 53 awarded activities (ideas, improvements and extraordinary activities) 21 were ideas for improving or adding something to our current services.



CSR area	Indicator [number or share in the considered reporting period]	Indicator value
Organizational governance and management - Ethics	Number of reported violations of the Code of Ethics rules [number of adequate e-mails submitted to the dedicated mailbox]	0
	Number of SP website users, who are familiar with the SP Code of Ethics [number of unique visitors accessed the Ethic Code sub-page]	992
Social engagement - Sharing the knowledge	Number of SP website users, who read the information about safety on the Internet [number of unique visitors of the Safety sub-page]	898
	The number of clients interested in investing in companies obtaining resources sustainably	70.69%

\* - % share of clients subscribing to the analytical tool which includes environmental aspects in its algorithm, out of the general number of clients.

Comments and explanations (what does this indicator imply and how the information was collected, how the indicator has been changed in comparison to the previous reporting period)
There was no reported violation in 2014.
The Code of Ethics was published on Dec 30, 2013 so it was available for the entire 2014 year.
The Privacy & Safety sub-page was published on Dec 31, 2013 so it was available for the entire 2014 year.
The number represents the share of Sunshine Profits Clients who had access to the Golden StockPicker tool. Based on data from December 2014.



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