

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

CSR

Report

2013

## **SUNSHINE PROFITS' SOCIAL REPORT**

**FOR THE YEAR: 2013**

### **COMPANY PROFILE**

**04**

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

**06**

### **STAKEHOLDER ENGAGEMENT**

**08**

### **SCOPE OF THE REPORT**

**09**

### **INDICATORS**

**10**

Contact person for questions regarding the report or its content:  
Przemyslaw Radomski, CFA; [support@sunshineprofits.com](mailto:support@sunshineprofits.com)



## COMPANY PROFILE

*"Does something really work  
over the long run?"*

*-- that's the big question we  
strive to answer.*

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

**S**unshine Profits is built around the belief that we are in a secular bull market in all commodities and that precious metals will be among its greatest beneficiaries. Having established long-term trends, our investment strategy focuses on evaluating low-risk entry points, as well as timing potential tops. 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 our best to you. That's why, as our valued customer, you can be confident: what you get from us is always of greatest quality, usefulness and profitability.

The company operates worldwide. The analyses and tools are provided in two languages: English and German and clients include investors and traders from more than 40 countries.

## Main services of Sunshine Profits

**GOLD & SILVER TRADING ALERTS**

**BITCOIN TRADING ALERTS**

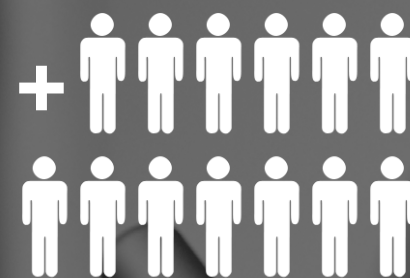
**FOREX TRADING ALERTS**

**STOCK TRADING ALERTS**

**OIL TRADING ALERTS**

**OIL INVESTMENT UPDATES**

**MARKET OVERVIEW REPORTS**



**AS OF DEC 31 2013, THE NUMBER  
OF OUR WORKERS AND CO-WORKERS  
(PEOPLE WHO CONTRIBUTE TO COMPANY'S  
SUCCESS ON AN ONGOING BASIS AND  
ARE LIKELY TO CONTRIBUTE TO IT IN THE  
COMING MONTHS): 13**

**The company operates  
worldwide. The analyses and  
tools are provided in two lan-  
guages: English and German  
and clients include investors  
and traders from more  
than 40 countries.**



# 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 company's surrounding. The stakeholders that the company has the greatest impact on are: clients, co-workers, and the environment.

In 2013 Sunshine Profits started the project entitled RESPONSIBLE GOLD, with the following goals in mind:

Creating an interactive tool dedicated to helping investors choose the mining companies that at the same time provide both: profitability and responsible approach toward environment and social issues

CREATING ETHICS CODE

CREATING AND IMPLEMENTING  
A CSR REPORTING SYSTEM

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

During the year we have created the Ethics Code, the CSR reporting system and the section on our website dedicated to privacy and security on the Internet.

Throughout the year, we continued to maintain a clear payment system and have plans (based on feedback from our clients) to further improve its clarity.

We continue to add bonuses to co-workers' salary 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.

We aim to improve the way the precious metals companies and investors approach the business & investment activities. With the gold mining sector in mind, we are promoting the responsible approach to gold mining via our Golden StockPicker and Silver StockPicker tools that will take CSR issues into account while preparing the final ranking of the gold/silver mining companies. This goal is to be achieved in 2014.

The main challenge and objective for the next 5 years is to materially impact the way mining companies operate by actively promoting responsible solutions.

The main challenge and objective for 2014 is a successful launch of new Golden StockPicker and Silver StockPicker tools that take into account the CSR issues when preparing individual mining stock rankings. In our next year's CSR report we plan to include an additional indicator: 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)

STRATEGIC CLIENT-CENTERED  
CSR GOALS:

Maximizing the level  
of client support

Introducing socially re-  
sponsible activities and  
using clients' 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 STAKEHOLDER WHO IS 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**

**General investment public**

**Companies from the financial  
and mining sectors**

**Environmental organizations**

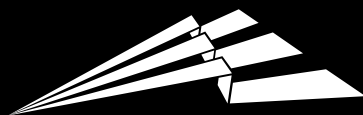
**The reported indicators have been selected with the above  
stakeholders in mind and in accordance with the strategic goals and  
the availability of data. In particular, they were chosen to represent  
the CSR areas, in which changes are likely to be seen in the following  
years.**



# INDICATORS

CSR area	Indicator [number or share in the considered reporting period]	Indicator value	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)
Market - Customer service	Share of subscription refunds (% of general subscriptions number)	8.1%	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.
Workplace	Rotation of analysts providing premium services under Sunshine Profits brand [% of new analysts in the analyst team]	75%	3 new analysts joined the ranks of Sunshine Profits; there was no further rotation among analysts providing premium services under Sunshine Profits brand.
	Internal knowledge management [number of implemented ideas and improvements submitted by SP Team Members]	110	The amount 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.
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	There was no reported violation in 2013, but please note that the Code of Ethics and the e-mail address where violations can be reported have been available since December 2013.
	Number of SP website users, who are familiar with the SP Code of Ethics [number of unique visitors accessed the Ethic Code sub-page]	12	The Code of Ethics has been published on Dec 30, 2013 so the number represents a relatively small amount of time.
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]	6	The Privacy & Safety sub-page has been published on Dec 31, 2013 so the number represents a relatively small amount of time





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