

# **SUNSHINE PROFITS' SOCIAL REPORT**

## **FOR THE YEAR: 2013**

Contact person for questions regarding the report or its content:

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## Company profile

Sunshine Profits is built around the belief that we are in a long-term 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.

"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.

Our main services:

- Gold & Silver Trading Alerts
- Bitcoin Trading Alerts
- Forex Trading Alerts
- Stock Trading Alerts
- Oil Trading Alerts
- Oil Investment Updates
- Market Overview Reports
- Investment Tools

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

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.

As of Dec 31, 2013, 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

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.

Strategic client-centered CSR goals:

- Maximizing the level of client support
- Introducing socially responsible 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 the 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.

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 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.

During the year we have created the [Code of Ethics](#), 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 business and 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).

## **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

No.	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)
1.	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. A large portion 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 a very few cases where the refund requests were received along with negative feedback regarding the company's services.
2.	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 the Sunshine Profits brand.
		Internal knowledge management [number of implemented ideas]	110	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.

		and improvements submitted by SP Team Members]		
3.	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 only 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 Ethics Code sub-page]	12	The Code of Ethics was published on Dec 30, 2013 so the number represents a rather short length of time.
4.	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 was published on Dec 31, 2013 so the number represents a rather short length of time.