



news

INSIGHTS AND INNOVATIONS LEADING TO IMPACT

Greenwich, Connecticut, August 24, 2020... Wow to Pop, Inc., based in Greenwich, Connecticut, has signed an agreement with JUST Capital, the leading platform for measuring and improving corporate performance in the stakeholder economy, to license **JUST Capital Rankings data** for inclusion in its first product, **Actionnate™**.

Actionnate, launching in Fall 2020, aggregates data on its web platform and app for use by consumers, brands and NGO'S in facilitating the achievement of *The Purposeful Economy*. With its proprietary data base, Actionnate is the only data center which provides consumers with a certified and standardized series of snapshots to which they can go to vet brands and NGO's to determine if they are meeting their avowed **social causes, corporate governance** and **product standards**. Conversely, it informs brands and NGO's as to the degree to which they are engaging relevant consumer clusters and thereby meeting market demand or if they need to pivot to do so.

Kathryn Minckler, Founder and Chief Executive Officer of Wow to Pop, remarked, "Data integrity and quality are integral foundations of Actionnate, and we are thrilled to be able to include JUST Capital's Rankings' data in Actionnate's database. We appreciate JUST Capital's complimentary vision for impacting a better world for all and its comprehensive research methodology for developing unbiased data on how the largest U.S. companies perform on the issues Americans prioritize."

Martin Whittaker, Chief Executive Officer of JUST Capital, commented, “We’re pleased to collaborate with Actionnate to help make it easier for people to know which companies lead on the issues they care about most, so they can support them with their dollars and their actions.”

Over the last five years, JUST Capital has surveyed more than 100,000 Americans to define just business behavior. Each year the nonprofit polls the American public to identify what issues that matter most; analyzes the largest publicly traded U.S. companies on those key issues; and then incentivizes companies to be more just via research, rankings, indexes, and data-driven insights that help to measure and improve corporate stakeholder performance.

For more information, please visit Actionnate.com and email [Barry Schwartz](mailto:Barry.Schwartz@SchwartzPublicRelations.com) at Schwartz Public Relations.

* * *

Company Background:

JUST Capital, Inc. was co-founded in 2013 in New York City by a group of concerned people from the world of business, finance, and civil society – including Paul Tudor Jones II, Deepak Chopra, Rinaldo Brutoco, Arianna Huffington, Paul Scialla, Alan Fleischmann, and others. By establishing the organization as a not-for-profit 501(c)(3) registered charity, the founders ensured that JUST Capital would be exclusively geared towards achieving its mission.

The mission of JUST Capital is to build an economy that works for all Americans by helping companies improve how they serve all their stakeholders – workers, customers, communities, the environment, and shareholders. The Company believes that business

and markets can and must be a greater force for good, and that by shifting the resources of the \$19 trillion private sector, systemic issues can be addressed at scale, including income inequality and lack of opportunity. Guided by the priorities of the public, its research, rankings, indexes, and data-driven tools help measure and improve corporate performance in the stakeholder economy.

Wow to Pop, Inc. was founded in 2018 in Greenwich, Connecticut to develop significant market insights, intelligence and innovative communications products. The Company's first product, Actionnate™, launching in the Fall of 2020, was created to provide a solution to the absence of a central authority and data depository for achieving sustainability and social responsibility goals.

Actionnate's web platform supports a dynamic database, vetting brands and NGO's by assessing their public CSR/ESG* promises and provides consumers with updated certified assessments and news that they can use to determine if the CSR/ESG values promised and espoused by the companies are in fact being followed by them.

Facilitating purposeful collaborations, Actionnate allows consumers to decide what brands and non-profits to support, be it with investments/contributions, product and stock purchases and career paths or advocacy.

Conversely, Actionnate informs brands and non-profits if they are aligned with the values of current consumer segments that their business models are designed to serve, enabling them to quickly conduct research and make, when appropriate, marketing pivots in real time.

* CSR – Corporate Social Responsibility; ESG – Environmental Social Governance.