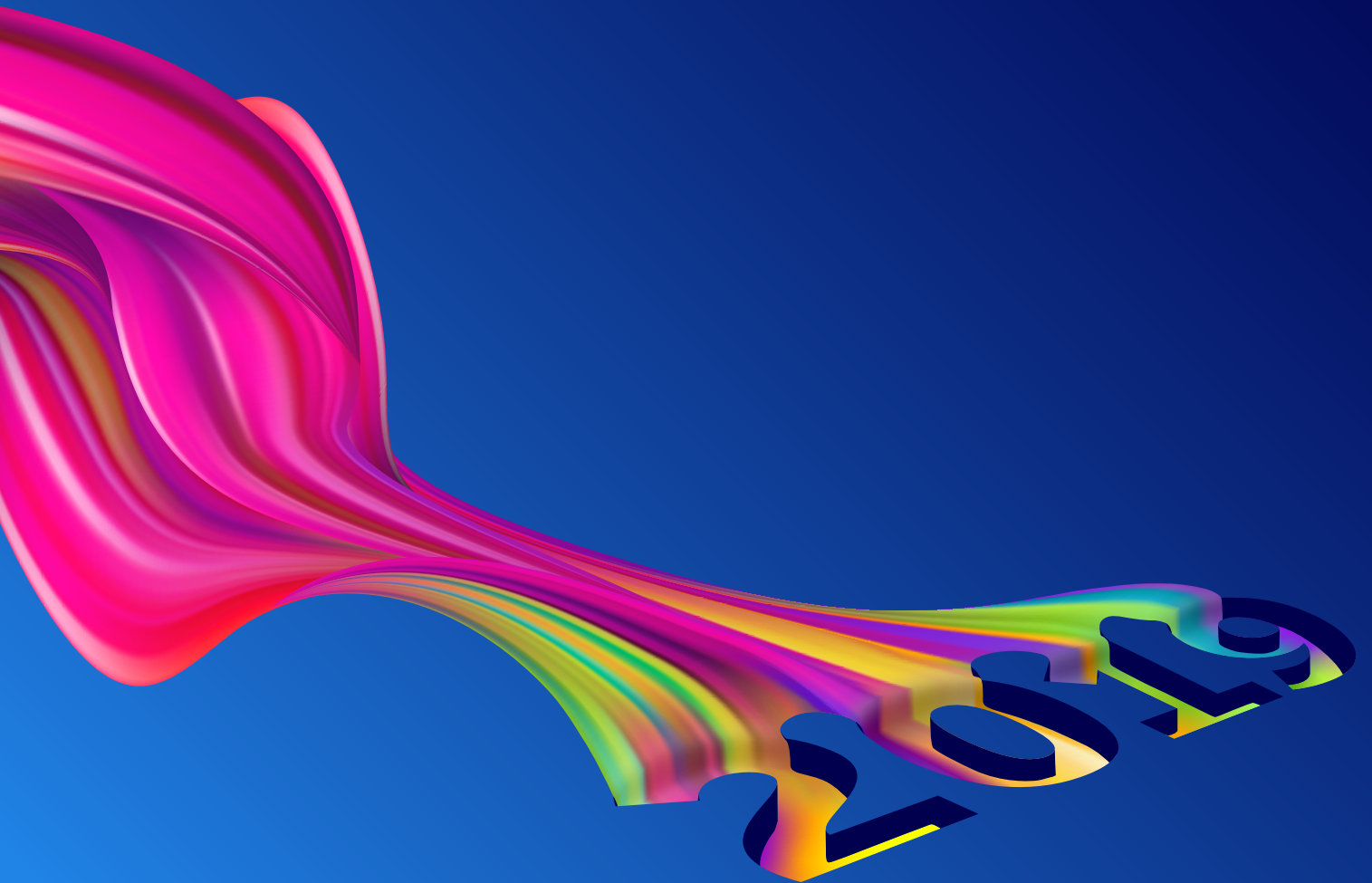




Transparency Report



01

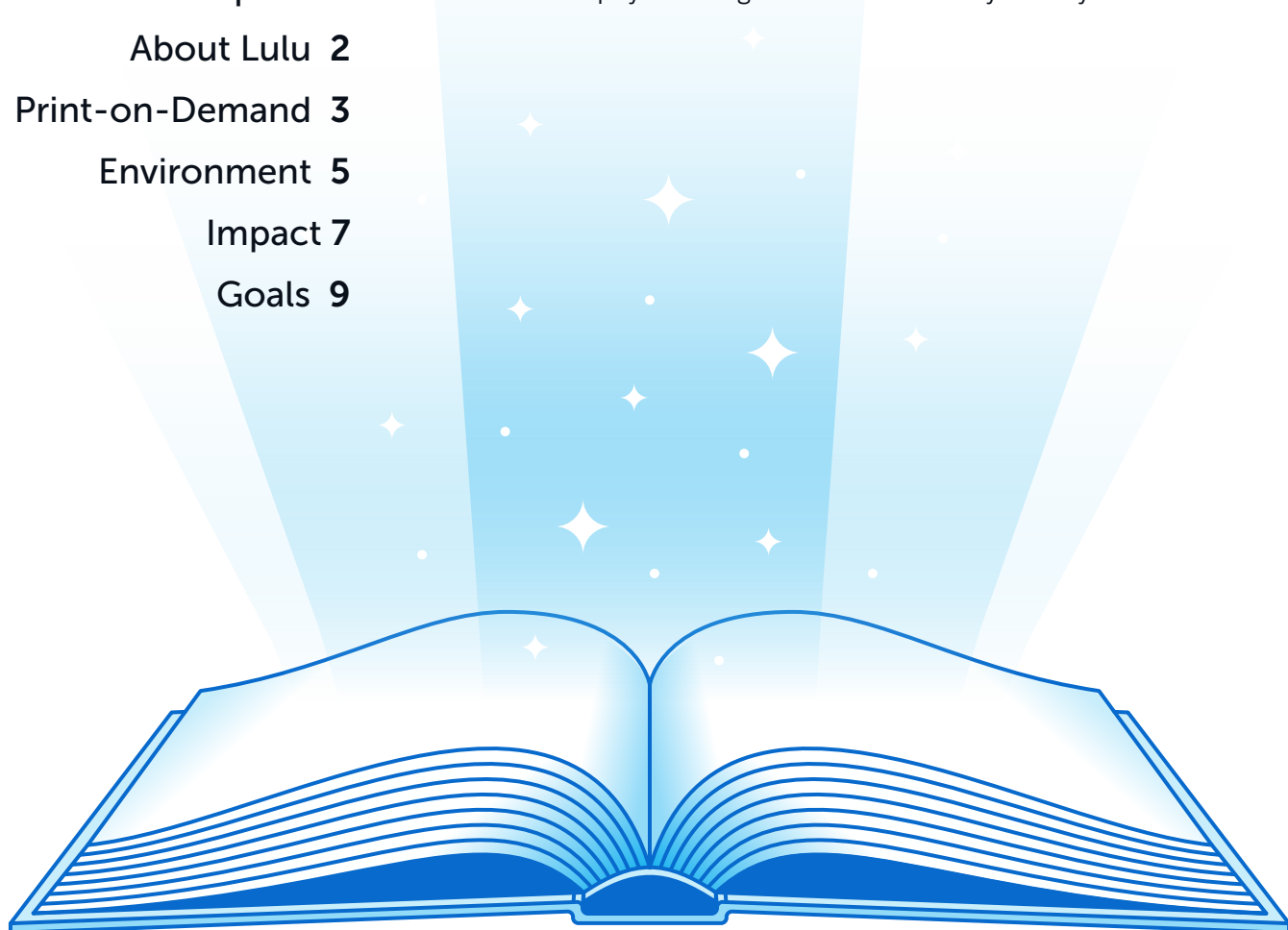
Purpose of Report

We believe in a culture of transparency to foster creative problem-solving and collaboration. We're not perfect, but we are committed to continuous improvement.

We hope this report helps you learn more about Lulu and the important role our customers play in making our world better than yesterday.

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- Purpose 1
- About Lulu 2
- Print-on-Demand 3
- Environment 5
- Impact 7
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02

About Lulu Press



Lulu Mission

Lulu is dedicated to making the world a better place, one book at a time, through sustainable practices, innovative print-on-demand products and a commitment to excellent service.

Our Promise

The Lulu team cares about helping you succeed. We offer the expertise, technology, and flexibility to create, buy and share what you love with the world in a more responsible and profitable way.

Our Core Beliefs

Optimistic

A sense of optimism is the core of our brand expression, which leads to ideation and imaginative communication. We strive to reflect a factual, yet true spirit and deliver on what we can imagine.

Giving

We are committed to giving independent creators and shoppers as much as possible to achieve success - whether that's publishing a fiction novel, a promotional calendar, or a nonfiction book to support your business. We work with our consumers to provide a valuable experience, every time.

Respectful

While we are the pioneer in self-publishing, our success is dependent on the success of our authors, readers and shoppers. We must show humility and respect for the work everyone does to make Lulu successful.

03

Print-on-Demand

Lulu's print-on-demand business model helps content creators avoid the hassles of stocking books with sustainable production methods. Because we print-on-demand, there is never any warehousing of books, cutting down on emissions from storage facilities. Likewise, our print partners are the best of the best with a 0.5% defect rate, meaning there are very few books printed by Lulu that don't end up in the hands of readers. In 2018 they beat that number with a 0.3% defect rate!

Global Fulfillment

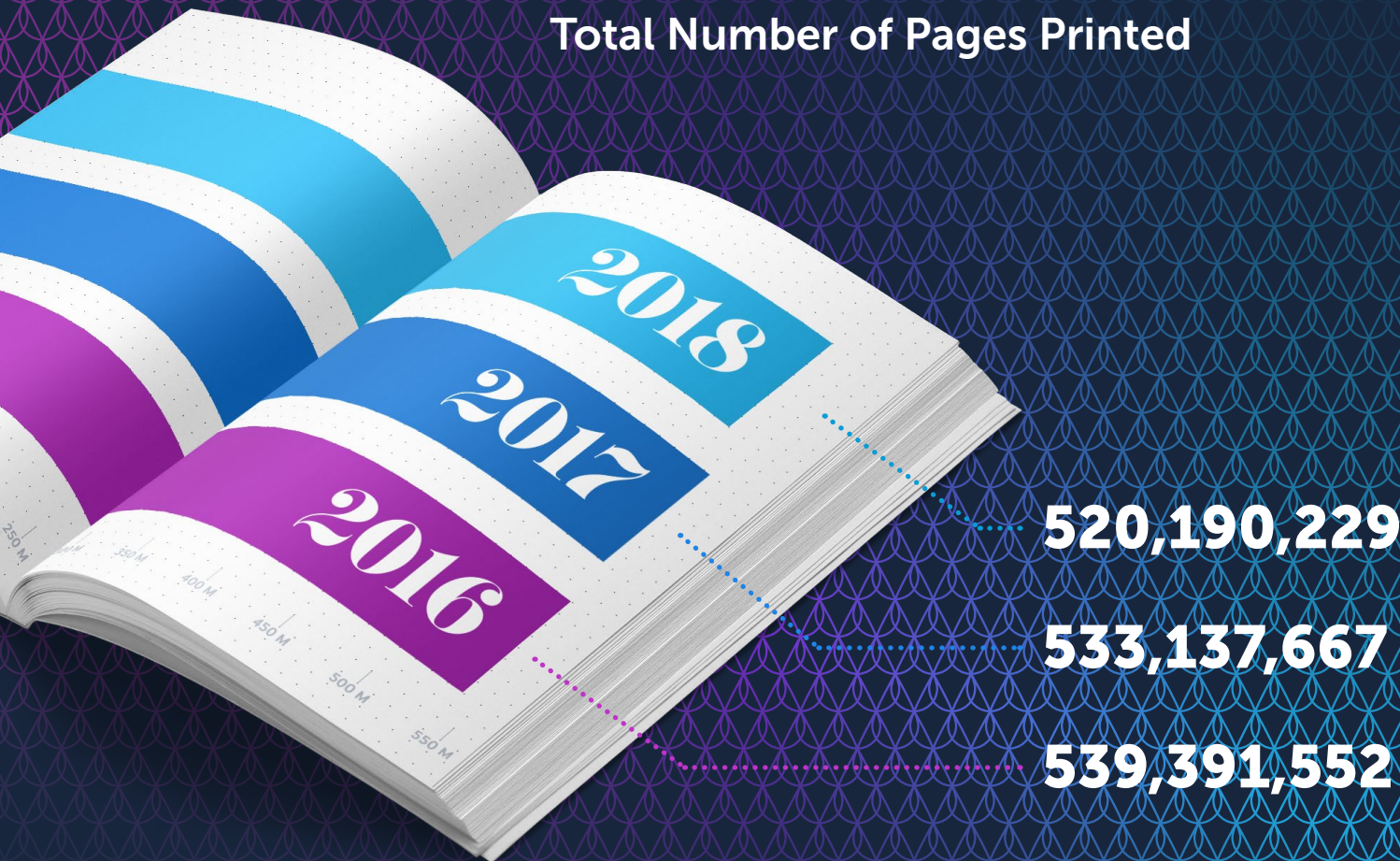


Print Partner Location	Number of Orders Shipped in 2018	Defect Rate of Orders Shipped in 2018 (SLA of .5%)	Number of Books Shipped in 2018	Defect Rate of Books Shipped in 2018 (SLA of .5%)
US #1	222,465	0.33%	1,070,384	0.34%
US #2	118,959	0.31%	818,073	0.32%
EU	81,003	0.39%	330,483	0.33%
UK	53,198	0.37%	231,042	0.33%
CA	19,965	0.38%	89,399	0.22%
AUS	18,769	0.35%	73,299	0.25%
TOTALS / AVERAGES	514,359	0.36%	2,612,680	0.30%

Global Fulfillment *(continued)*

Lulu's Global Fulfillment Team performs monthly testing on all of our product lines to ensure compliance with our expected standards. During these tests, we also review the quality of the packaging that the products are delivered in. We regularly report our feedback to our print partners so that they can assist in making sure products continue to print consistently, and we will continue to grow this process throughout 2019.

Total Number of Pages Printed



04

Environment

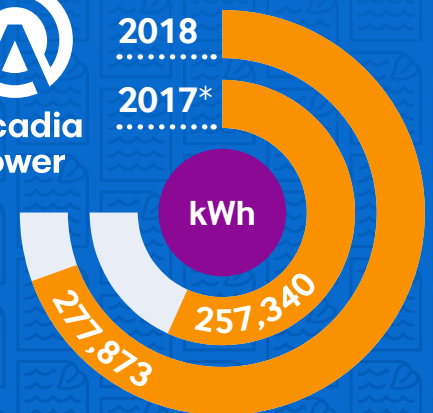


Carbon Footprint - CO2 Tonnes

[EMISSIONS CALCULATOR](#)

Business Impact Analysis

Business Impact Analysis (BIA) is a systematic process to determine and evaluate the potential effects of an interruption to critical business operations as a result of a disaster, accident or emergency.



2018

Created a corporate **ENVIRONMENTAL PURCHASING POLICY**

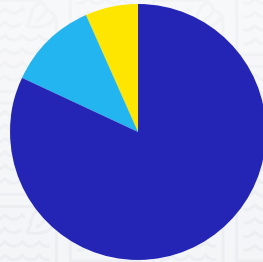
* We began ArcadiaPower in Feb. 2017. This amount doesn't include Jan. 2017

Lulu's FedEx shipping emissions

(other shipping partners unable to provide carbon footprint details)

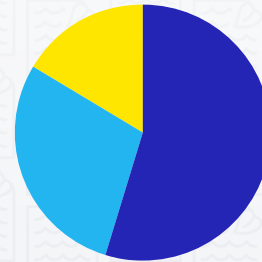


Emissions by OpCo



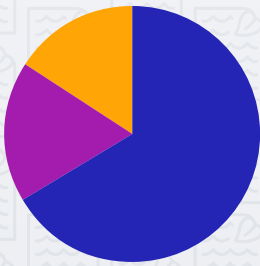
- **Express:** 148 tons, 82.0%
- **Freight:** 0 lbs, 0.0%
- **Ground:** 20.5 tons, 11.4%
- **SmartPost:** 11.9 tons, 6.6%

Ton-Miles by OpCo



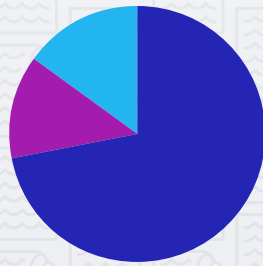
- **Express:** 108190 ton-miles, 55.0%
- **Freight:** 0 ton-miles, 0.0%
- **Ground:** 56467 ton-miles, 28.7%
- **SmartPost:** 32119 ton-miles, 16.3%

Emissions by Type



- **Air:** 120 tons, 66.7%
- **Other:** 31.9 tons, 17.6%
- **Rail:** 0 lbs, 0.0%
- **Ship:** 0 lbs, 0.0%
- **Truck:** 28.3 tons, 15.7%

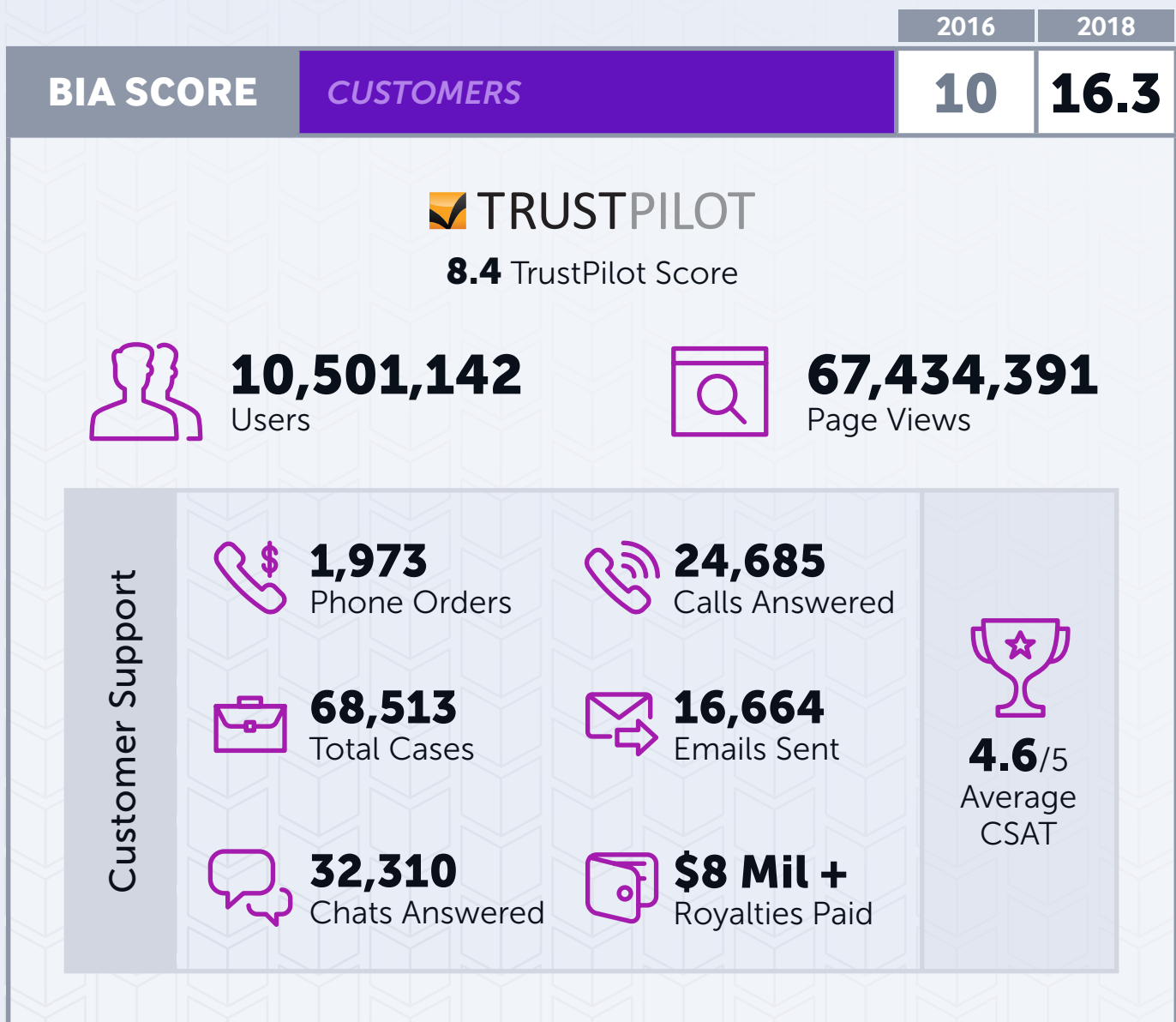
Emissions by Scope



- **Scope I:** 130 tons, 72.0%
- **Scope II:** 23.5 ton, 13.0%
- **Scope III:** 27 tons, 15.0%



05 Impact



Impact *(continued)*

		2016	2018
BIA SCORE	GOVERNANCE	8	8.3

BIA SCORE	COMMUNITY	17	16.3
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Volunteer Hours



\$11,291
Philanthropic Giving



5
Community Workshops Hosted at Lulu

BIA SCORE	WORKERS	24	24.5
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\$8,976.36
Spent on employee professional development



3.9/5
Employee Engagement Survey Score

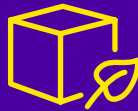
		2016	2018
BIA SCORE	B IMPACT ASSESSMENT TOTALS	80.3	85.5

06

2019 Goals



Reduce single-use plastic in our office.



Research more sustainable packaging methods for Lulu books.



Improve parental leave policy to be more inclusive by adding paid leave for maternity and paternity leave.

