



InvestEco Sustainable Food Fund Honoured as a Best for the World Fund For Setting the Standard for Measurement & Evaluation in Impact Investing

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Toronto

Today, the InvestEco Sustainable Food Fund, managed by InvestEco Capital Corp., was named a Best for the World Fund by B the Change Media, for setting the measurement bar in impact investing, based on its GIIRS Rating. All honourees are featured in the Winter issue of *B Magazine* and on B the Change Media's digital platform, bthechange.com.

The InvestEco Sustainable Food Fund is honoured as one of the top 5 developed market impact funds, which includes investment funds that have completed the rigorous GIIRS Rating, a third-party verification of the fund's investment impact administered by the independent non-profit B Lab. This comprehensive, comparable level of impact measurement and evaluation is critical to satisfying the market's need to compare and measure a fund's portfolio impact performance. The InvestEco Sustainable Food Fund has demonstrated leadership in the quest to achieve credibility for impact investing across asset classes.

GIIRS was launched five years ago to meet a core need to scale the impact-focused capital markets -- a credible, independent evaluation of the impact of companies and investment funds. Since its launch, GIIRS has rated over 90 investment funds and 2000 companies. GIIRS allows investment managers to measure and manage the total impact of their portfolio companies using the B Impact Assessment results and compares their performance against other funds.

The 50 GIIRS-rated Best for the World Funds account for more than 3 billion in capital that will be invested in companies across all areas of social and environmental impact.

"We are pleased to be recognized as a leader in the impact investment space," said Andrew Heintzman, CEO of InvestEco Capital. "We look forward to continuing to drive impact while seeking to achieve first quartile financial returns for our investors."

About InvestEco Capital Corp.

InvestEco Capital Corp. is a Toronto-based venture capital investment firm focused on high-growth sustainable companies. Since its inception in 2002, InvestEco has invested in eighteen private companies. These range from companies that are developing renewable energy, water technologies, resource productivity technologies and efficient transportation solutions, to companies that promote health and sustainability in the food and agriculture sector. Today, InvestEco is primarily focused on sustainable food and agriculture, funding many leading food and agriculture brands across North America.

For more information visit www.investeco.com.

About B the Change Media

B the Change Media, a partnership between B Lab and CEO Bryan Welch, former head of Ogden Publications, began publishing in 2016 in order to inspire and empower others to use business as a force for good. Building on the belief that storytelling is an essential element in this effort to transform society, the organization's flagship publication, *B Magazine*, reports on the creative corporate visionaries, pioneering companies, groundbreaking products, and cutting-edge ideas that are reinventing the world through positive business-led social and environmental change. B the Change Media cultivates these and other vital conversations via print, digital, video and live event platforms. The company is headquartered in Lawrence, Kansas, with offices in New York City. For more information, please contact:

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B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit www.bcorporation.net.