



HE Antonio Guterres  
Secretary General  
United Nations  
NY, NY 10017  
USA

December 18, 2018

Dear Mr. Secretary General,

I am pleased to confirm that The Brave Road, a Public Benefit Company, supports the ten principles of the Global Compact with respect to human rights, labor, environment and anti-corruption. In fact our very business mission is centered around the advancement of the Sustainable Development Goals ("SDG's").

With this communication, we express our intent to advance those principles within our sphere of influence. Due to the fact that we are a company in the entertainment and media industry, our alliances and partnerships have the potential of reaching millions. We are therefore committed to making the Global Compact a part of our day to day strategy, consideration and culture. The core mission of The Brave Road is to create, produce and promote social impact content particularly SDG's and therefore we will make a clear statement on this commitment in our media, to our stakeholders and the general public.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication of Progress (COP) that describes and recaps our efforts to implement the ten Global Compact principles. In fact, an executive level member of our company has previous experience reporting for an "Active Level" Global Compact member company. As such we can confidently commit that we support the public accountability and transparency of reporting progress within one year of joining the Global Compact and annually thereafter according to the Global Compact COP policy.

This reporting includes:

1. An annual statement signed by the chief executive expressing continued support for the Global Compact and renewing our ongoing commitment to the initiative and its principles.
2. A description of our practical actions, policies, procedures and activities that we've undertaken or plan to undertake to implement the Global Compact in each of the issue areas (human rights, labor, environment, anti-corruption) as well as how we've inspired our clients and general public to do and appreciate the same.
3. A measurement of outcomes and established Key Performance Indicators (KPI's) that allow us to track our progress or need of improvement. Since we intend to build a digital platform and community for the promotion of SDG content, these KPI's should be telling to our company, stakeholders and the Global Compact, the areas of public interest and uptake, and how to further drive attention and action into the various categories.

We are very excited to embarked on this journey of learning, promoting and progressing together.

Sincerely Yours,

Andrew G Bishop  
CEO, The Brave Road, PBC