Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A

Read the instructions before completing this form
Must be filed by March 31
Filing Fee: $55 for expedited service in-person or online, $35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. File Number 10V-760

2. Corporate Name: (Required) Beehive Strategic Communication, GBC

3. The public benefit corporation's board of directors has reviewed and approved this report.

4. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

Please see Beehive's enclosed 2025 Annual eport

5. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signature of Public Benefit Corporation's Chief Executive Officer

02/22/2026

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

rmartin@beehivepr.biz

☐ Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Rebecca Martin	651-789-2236
Contact Name	Phone Number

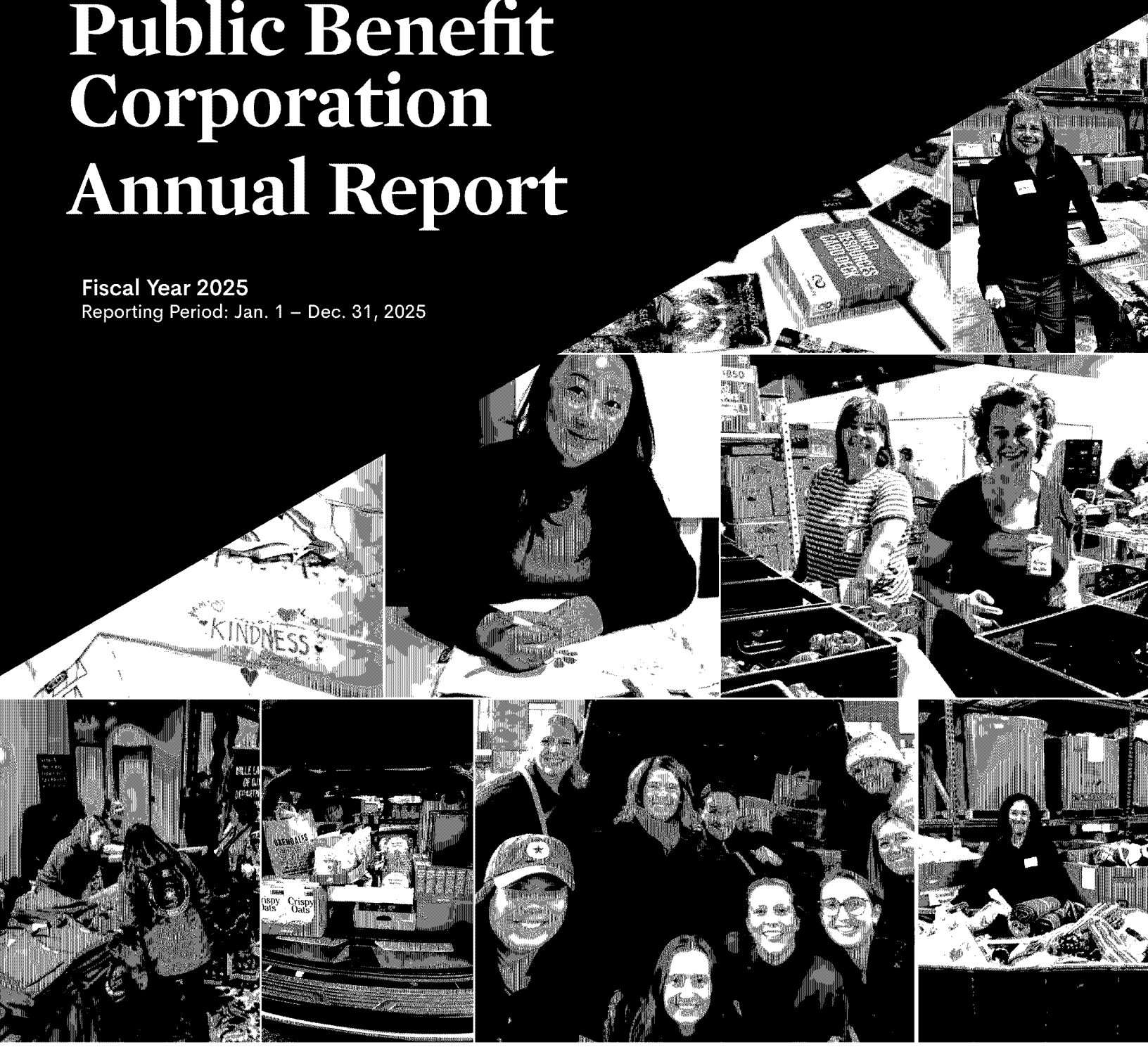
Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
Yes ☐ No ☐

Print Reset

Public Benefit Corporation Annual Report

Fiscal Year 2025
Reporting Period: Jan. 1 – Dec. 31, 2025



BEEHIVE
Strategic Communication

beehivepr.biz | 651.789.2232

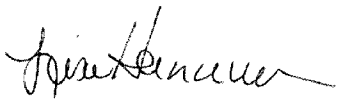
BEEHIVE
Strategic Communication

Diversity, equity and inclusion were under assault at the federal level in 2025. The risk to businesses and employees are significant unless and until the U.S. Congress and state legislatures step in and step up to defend the rule of law. These threats require ongoing vigilance by all organizations, especially those committed to fulfilling public benefit commitments.

Beehive Strategic Communication is a General Benefit Corporation, Certified B Corporation and Certified Women's Business Enterprise. We believe businesses have a responsibility to be a force for good. That belief doesn't change based on what's easy or popular. It stands at the very foundation of who we are as an organization.

Despite external pressure, our team remains grounded in our values and our social impact commitment. We continue to lead with integrity and courage, knowing that meaningful change is built through consistent, values-aligned action.

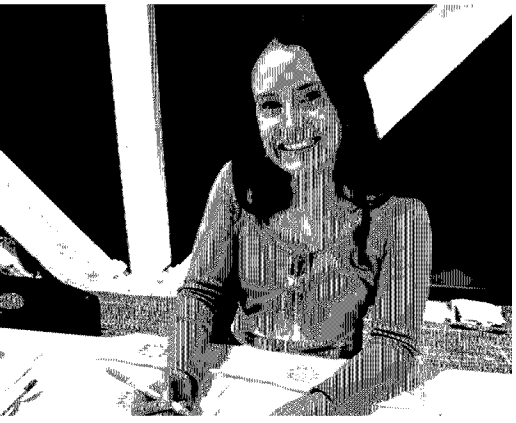
Purpose is woven into the fabric of our organization — our practices, policies, programs and partnerships — and that's a powerful thing. Every forward step, when taken with consistency, authenticity and positive intention, supports a future-focused people, planet and profits. It is the only enduring pathway.



Lisa Hannum
CEO, Beehive Strategic Communication

ABOUT BEEHIVE STRATEGIC COMMUNICATION

Beehive Strategic Communication is an independent, strategic communication firm, a Certified B Corporation, Public Benefit Corporation and a WBENC certified women-owned business.









OUR PURPOSE

We use the power of communication to build better businesses for a better world.

OUR CLIENTS

Beehive partners with client organizations to grow, innovate and build better businesses.

We work nationally and globally with leading brands in health, renewable energy and environmental services, education, commercial construction and civil engineering, government and tribal nations, professional services, and civic, social and foundations.

OUR WORK

Beehive looks outside and listens inside to identify insights and opportunities that meet the rising expectations and future needs of employees, partners, customers and communities.

OUR SERVICES

Impact Strategy & Communication
Crisis Management & Business Continuity
Brand Positioning; Organizational Culture & Communication
Change Management Communication
Digital Strategy & PR

OUR VALUES & SOCIAL IMPACT COMMITMENT

Beehive's values guide actions and decision-making across our organization, ensuring accountability to our team, partners, clients and communities. Our social impact efforts activate justice, equity, diversity and inclusion through organizational practices, policies, programs, partnerships and financial/in-kind support. Voting rights and wage equity are specific areas of advocacy.

Certified B Corporation

THE B LAB B CORP ASSESSMENT IS BEEHIVE'S THIRD-PARTY STANDARD

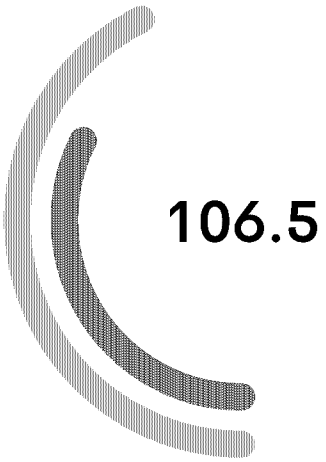
The Beehive Strategic Communication Board of Directors certifies it has chosen the **third-party standard of the B Impact Assessment**, which is administered by B Lab — a non-profit organization that serves a global movement of people using business as a force for good.

The B Impact Assessment is the exclusive assessment tool used to verify that a company meets the performance requirements to become a Certified B Corporation. It helps companies measure and improve their impact on the environment, communities, customers, suppliers, employees and shareholders. The B Impact Assessment also meets the necessary statutory qualifications for benefit corporations to meet reporting and transparency requirements.

Beehive's Board of Directors certifies the standard is independent and approves the report. Further, this B Corporation third-party standard is being applied in a manner consistent with the third-party standard's application in prior Public Benefit Corporation reports.

2018	2022	2025	2028
First certified	Recertified	Recertified	Due for recertification under B Impact Assessment / New Standards V2
88.6	105.3	106.5	

OVERALL B IMPACT SCORE



106.5 Overall B Impact Score

80.0 Qualifies for B Corp Certification

50.9 Median Score for Ordinary Businesses

GENERAL BENEFIT CORPORATION PUBLIC BENEFIT STATEMENT

Beehive works and lives with purpose every day. We believe that to be authentically purpose-driven means we must live our purpose inside and outside our company, across all business operations, with our employees, partners and clients — and in our communities.

We know clear, consistent communication is a powerful differentiator inside and outside organizations. It builds awareness, understanding and trust. When trust is high, businesses grow. When businesses grow, communities grow. And we all do better.

The following report provides details on how Beehive has created general public benefit, along with any circumstances or challenges that hindered our efforts to pursue or create general public benefit.

People

Beehive uses equitable and inclusive recruiting and hiring practices. We support industry-wide efforts to make our profession more inclusive and open to all voices and perspectives. We work to retain our existing team through creating a safe, inclusive culture that values each person for their authentic self. We live our values and activate our People Promise: to be inclusive, purpose-centered culture that prioritizes well-being, flexibility and career growth and development.



ACTIONS TAKEN IN 2025:

Reducing Implicit & Unconscious Bias in Candidate Evaluation Process – Beehive uses a redacted resume review process to evaluate talent for our open roles, including for the Account Supervisor we hired in 2025. We use a structured Interview & Skills Assessment Scorecard to evaluate candidates. Removing identifying information in resumes helps ensure we're evaluating candidates solely on skills and experience. Using a structured scorecard reduces implicit bias in the interview process.

Inclusive Industry Advocacy – Beehive values efforts the public relations industry is taking to ensure our industry represents a broad range of experiences, backgrounds and perspectives. We supported those efforts in 2025 by contributing demographic data to Diversity Action Alliance and The Brand Lab. We were a Diversity Action Alliance signatory member agency and a regular financial supporter of The Brand Lab.

Flexible Schedules and Reasonable Work Hours – We retained our agency's work-from-anywhere policy and flexible work schedules, at a time when many organizations were instituting mandated return-to-office policies. We remained committed to managing our staffing, so our account team worked reasonable weekly hours, which is not standard in our industry.

CHALLENGES:

Beehive's small size and low turnover mean fewer hiring opportunities, which can make building the diverse team we aspire to have more challenging.

2025 HONORS

- National "Best Workplace" – Inc. Magazine
- "Best Place to Work" – Minneapolis/St. Paul Business Journal

2025 PEOPLE METRICS

- 92% voluntary employee retention
- 98% average employee engagement score
- 97% average employee well-being score
- Average hours worked weekly, account team = 40.88
- +100 eNPS score (world-class)
- 100% of employees said they felt understood, valued, included and encouraged "most of the time" or "consistently"

Policies & Practices

Beehive lives our organization's purpose, values, promises and impact commitment by incorporating them into our operational structure, systems, policies and practices.

ACTIONS TAKEN IN 2025:

Inclusivity as an Organizational Practice – When Beehive updated our People Promise, we called out Inclusivity separately with its own action plan to ensure visibility, activation and accountability.

Environmental Impact as an Organizational Practice – Beehive continued our efforts around climate action by tracking our carbon emissions through Aclymate — an organization that provides small organizations with tools to measure, report, reduce and offset their emissions. Aclymate conducted a thorough evaluation of our carbon emissions management practices and confirmed we have shown progress in addressing climate change and adopting strategies to reduce our environmental impact.

CHALLENGES:

No significant challenges in 2025.

ACLYMATE CLIMATE WISE CERTIFIED

2025 ACHIEVEMENTS

- Climate Wise Silver Certification from Aclymate



Programs



Team Training & Education

Our team participates in training and education on social justice, diversity, equity and inclusion to support an inclusive culture, improve our cultural competency and communication, and facilitate personal growth.

ACTIONS TAKEN IN 2025:

External Training and Education – Members of the Beehive team participated in the following external training sessions:

Mossier Dodging DEI Boycotts webinar

Monthly Diversity Action Alliance signatory members calls

B Lab Learning Journey 3.0 – a specialized, eight-week learning program designed to help business leaders build, grow and certify companies that prioritize social and environmental impact

Internal Education – Beehive hosted agency-wide internal Justice, Equity, Diversity and Inclusion (JEDI) Conversations on the following topics. We had 100% team participation in one or more JEDI training sessions.

State of DEI 2025

Corporate DEI & Pride

Immigration

2025 METRICS

- Spend with diverse, significant suppliers: Increased by 42% over previous year; **exceeded goal**
- Spend with local suppliers: Increased by 17.5% over previous year; **exceeded goal**

Clients, Partners & Suppliers

Beehive is proud to work with clients, partners and suppliers whose values align with ours. One way we demonstrate our value of equity is by working with small and diverse businesses and independent consultants.

ACTIONS TAKEN IN 2025:

Benchmarked Supplier Diversity Goals – Beehive created a process for analyzing our 2024 spending with local and diverse suppliers and set goals for 2025.

Renewed Public Commitment – We updated the supplier diversity information on our website. It reads: Living our value of equity and helping small and diverse businesses thrive is important to us. We believe that by including these businesses among their suppliers, companies and government agencies demonstrate their commitment to fostering diversity, empowering new leaders and growing a more diverse, balanced and sustainable economy. Companies that commit to supplier diversity programs can reduce costs, improve innovation, become more socially conscious and achieve better outcomes.

CHALLENGES:

No significant challenges in 2025.

Power

Beehive uses our resources to impact positive social change through volunteering, making financial donations, mentoring and pro bono services.

ACTIONS TAKEN IN 2025:

Volunteering – Members of our team volunteered at Bridging Minnesota and Keystone Community. Our team hosted a speaker from the International Institute of Minnesota and did a service project for the organization, creating student kits and tote bags for its new members.

Financial Donations – Beehive amplified the mission of GiveOut Day on our social media channels and made financial donations to QUEERSPACE Collective and OutFront Minnesota. We donated matching funds to 14 different non-profits on behalf of our employees during Give to the Max Day MN.



2025 METRICS

- **100% of employees** volunteered service hours in our community
- Team logged more than 200 volunteer hours

CHALLENGES:

Beehive, as a small business, has limited capacity available for providing pro bono services.

CERTIFICATION BY THE CEO

I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document more than 30 days before the document is delivered to the Secretary of State for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

February 22, 2026

Lisa Hannum
CEO
Beehive Strategic Communication

Work Item 1639478700028
Original File Number 10V-760

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/27/2026 11:59 PM



Steve Simon
Secretary of State