

First Annual Benefit Report

OCEAN INSIGHT INC.

Operating in part under the Fluid Pictures brand

Incorporation number: BC1548485

Reporting period: July 15, 2025 to July 14, 2026

Report type: First benefit report

Director: Nataliya Langer

This report describes how OCEAN INSIGHT INC. pursued responsible and sustainable business practices and promoted its stated public benefits during its first reporting period.

1. Benefit commitments

The company is committed to conducting its business in a responsible and sustainable manner, taking into account the well-being of people affected by its operations and using environmental, social and economic resources proportionately.

The public benefits pursued by the company are:

- creating documentary and non-fiction storytelling that supports education, inspiration and community connection; and
- developing ocean- and whale-centred film and experiential initiatives that promote marine stewardship, sustainable travel and experiential learning.

2. How the company demonstrated its commitments

Responsible and sustainable business practices

- Used a small, founder-led operating model and matched spending, travel and production scale to the needs of each project.
- Maintained and reused existing production equipment and relied primarily on paperless planning, review, contracting and delivery workflows.
- Used remote planning and review where practical and combined production activities to reduce unnecessary travel, while recognizing that location filming still creates an environmental footprint.
- Applied safety, consent and respectful-representation considerations to production work, and worked with clients and collaborators through clear discussions, realistic scopes and truthful, human-centred storytelling.

Promotion of public benefits

- Completed and prepared a documentary film centred on ski education, professional development, leadership and community, using non-fiction storytelling to make specialized knowledge and human experience more accessible.
- Created documentary-style film and photography for local and regional tourism, community, event and experience-based projects, helping people, places and community culture be represented with care and authenticity.
- Continued development of ocean- and whale-focused film and educational travel concepts informed by the director's background in marine biology and diving instruction. These initiatives remained in development and did not yet produce a completed public program during the reporting period.

3. Third-party standard and selection rationale

The director selected B Lab's B Impact Assessment framework as the third-party standard for this first report. It was chosen because it is publicly available, broadly recognized, appropriate for a small service business and considers governance, workers, community, environment and customers together.

The director completed a qualitative self-assessment of the areas relevant to the company's size and activities. The assessment was not independently verified, was not submitted for B Corp certification and does not claim a verified numerical B Impact Score.

4. Assessment record and results

B Impact area	Assessment record	Result
Governance	Benefit-company structure and purpose-led decisions provide a positive foundation. Annual impact targets, evidence records and a recurring review process were not yet established.	Developing; positive foundation
Workers	The company was founder-led and had no material permanent workforce to assess. Safety, flexibility and fair project expectations were considered when working with collaborators.	Limited applicability
Community	Work supported local and regional stories, education, culture, tourism and community visibility. Beneficiaries, local purchasing and audience outcomes were not yet tracked consistently.	Positive activity; measurement needed
Environment	Existing equipment was reused, workflows were largely digital and some travel was avoided or consolidated. Travel, energy, waste and emissions were not formally measured.	Developing
Customers and public benefit	The company emphasized truthful representation, consent, clear communication and useful story assets. Educational documentary output was completed; ocean-stewardship programming remained in development.	Positive practice; mixed delivery

Overall result: The company demonstrated meaningful first-year alignment with its benefit commitments, particularly through purpose-led governance, ethical customer practices and documentary work with educational and community value. The main gap was not intent, but the absence of formal metrics and consistent evidence tracking.

5. Circumstances that hindered progress

- As a small, early-stage and founder-led company, available time and capital were focused primarily on project delivery and establishing a sustainable business base.
- The company did not yet have a formal impact-measurement system, baseline data or dedicated capacity for tracking outcomes, including the impacts of production travel and equipment use.
- Ocean and whale education initiatives required further development, partnerships and funding before public delivery could begin.

6. Priorities for the next reporting period

- Track a small set of practical measures, including public-interest or educational projects completed, community and educational partners involved, screenings or audience outcomes, and ocean-stewardship initiatives advanced.
- Create a simple travel and production-impact log, formalize an ethical-storytelling and consent checklist, and continue equipment reuse, digital delivery and travel consolidation where practical.
- Advance at least one ocean- or marine-education initiative toward a funded pilot, partnership or public presentation.
- Repeat the B Impact Assessment-based review consistently and improve supporting records year over year.

7. Director approval

The undersigned confirms that this benefit report was approved by the director of OCEAN INSIGHT INC. before publication.

Director: Nataliya Langer

Signature:

A handwritten signature in dark ink, appearing to read 'Nataliya Langer', with a long horizontal stroke extending to the left.

Date of approval: August 22, 2026