

WebFX (the “Company”) is a founder-run provider of technology-enabled digital marketing solutions to 1,200+ customers, primarily premium small and medium sized businesses. WebFX offers a range of ongoing digital marketing services, including search engine optimization, website optimization, paid marketing, and other digital marketing execution services.



“Trilantic North America and WebFX share a similar goal of creating a great work environment for our employees and supporting our local communities. We are grateful for Trilantic North America’s ongoing support in helping us continue to achieve our goals of employee engagement, community involvement and client success.”¹

Bill Craig
CO-FOUNDER & CEO

Key Initiatives

PEOPLE-CENTERED CULTURE

Building a positive company culture has always been a top priority at WebFX, and as a result, the Company has been named the #1 Best Place to Work in Pennsylvania eight years in a row, most recently in 2022. WebFX firmly believes in creating an environment that encourages innovation, inspires creativity, and fosters familial culture. Thanks to the Company’s commitment to transparency in professional progression and their intentional practice of diverse hiring and promotion, women make up more than 65% of Company leadership positions.

BOARD DIVERSITY

WebFX believes that diversity results in better decision-making; **to that end, we are proud that the WebFX board is currently 33% women.**

(1) No compensation was paid in exchange for the above testimonial, but founders and executives receive ordinary course compensation and could, and have, received other benefits as a result of their ownership or role in the applicable portfolio company, which could and have created conflicts of interest that provide an incentive to recommend Trilantic North America.

MINIMIZING CARBON FOOTPRINT

Through WebFX’s GreenFX program the Company aims to make its offices greener and decrease its carbon footprint by reducing waste, reducing energy usage, and promoting the recycling and reuse of nonrenewable resources. To date, the solar panels at the WebFX headquarters have produced over 124,000 kWh of energy and helped prevent over 10,440 pounds of CO2 from entering the atmosphere. WebFX has also made a long-term goal to preserve over 1,100 acres of forest on Guatemala’s northeastern coast in the next 10 years. Beginning in 2021, WebFX is partnering with grassroots organizations to preserve at least 100 acres of forest annually. Other initiatives include WebFX’s Green Commute program that rewards employees for walking, biking or taking the train to work and partnering with The Ocean Cleanup to combat plastic pollution.

IMPROVING LIVES

WebFX has established a goal to improve the lives of 10,000 people around the world by 2024. To date, the Company’s FXBuilds program has enabled the WebFX team to make contributions and partner with organizations like The Water Project, Pencils of Promise and Empower Playgrounds. The WebFX team has built schools in Ghana and Guatemala and assisted in the construction of wells in communities throughout Kenya. WebFX also supports the local community through endeavors such as providing meals for the Bethesda Mission. To date, WebFX has helped the lives of 4,500+ individuals through the FXBuilds program.

GROWING STEM CAREERS IN LOCAL COMMUNITIES

Established in 2020, STEMFX provides ongoing learning and growth opportunities to high school-aged students in Harrisburg, Lancaster & York, PA, St. Petersburg & Fort Myers, FL and Ann Arbor, MI.. This grant program allows students, who may lack learning resources in or outside the classroom, to learn cutting-edge skills in digital marketing, design, and development. Additionally, over half of WebFX's technology or STEM-related positions require zero prior experience, which helps include women and minorities who may otherwise not have been provided prior career opportunities in the digital field.

According to the US Census, women represent only 27% of STEM workers even though they comprise nearly half of the US workforce.¹

Programs like STEMFX help inspire underrepresented populations to choose careers in science, technology, engineering, and math (STEM).

#1

Best place to work in Pennsylvania for eight years running

65%+

Leadership positions held by women

2,500

Trees planted

\$182,000+

Donated within local and global community through FXBuilds and FXServes programs

(1) [Women Making Gains in STEM Occupations but Still Underrepresented \(census.gov\)](https://www.census.gov/newsroom/releases/2021/women-making-gains-in-stem-occupations-but-still-underrepresented.html)



Disclosure Statement

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