

# VERB's Commitment to ESG Excellence Featured in Nasdaq Case Study

## Nasdaq notes that VERB has become a leadership example for small-cap companies when it comes to ESG implementation

NEWPORT BEACH, Calif. and SALT LAKE CITY, Jan. 25, 2022 (GLOBE NEWSWIRE) -- [Verb Technology Company, Inc. \(Nasdaq: VERB\)](#) ("VERB" or the "Company"), the leader in interactive video-based sales enablement applications, including interactive livestream eCommerce and shoppable video, webinar, CRM, and marketing applications for enterprises and entrepreneurs, today announced that the Company has been featured in a Nasdaq Environmental, Social, and Governance (ESG) case study that highlights VERB's efforts and successes in ESG program evaluation and implementation, particularly in relation to gender representation.

Nasdaq recently published a case study on VERB's ESG program and the Company's use of Nasdaq's OneReport. The case study, which can be found [here](#), underscores VERB's commitment to become a leader in ESG initiatives among small-cap companies. Because VERB is a software company, many issues that companies in other sectors might face in implementing ESG do not apply to VERB, so the Company had to identify ESG initiatives relevant and applicable to its business. Using Nasdaq OneReport's ESG framework, ratings questionnaire, and other platform tools, VERB was able to effectively analyze data that helped it identify how it could improve gender equality throughout its organization. Nasdaq's One Report also helped VERB plan and execute the best solutions which included, among other things, promoting women into managerial and other leadership roles.

"Even as a smaller tech company, we have never lost sight of our larger ethical and social responsibilities to our employees and to the communities where we have presence," said Denise Butler, Chief Operating Officer of VERB. "As a result, we have embraced ESG and aligned our initiatives with our corporate values. Nasdaq OneReport helped us manage what we initially believed was a daunting task of ESG reporting, by facilitating our analysis and guiding us in understanding how we should view and systematically address hot-button issues. As part of our ESG initiatives, we also stepped-up our projects with various charitable organizations to give back to our communities through our [Verb for Humanity](#) program."

"ESG is not a large-cap-only endeavor – and we are excited to see VERB become a leader among small and micro-cap companies in implementing ESG," said Randall Hopkins, Vice President, Nasdaq. "We are pleased to support VERB through our [Nasdaq OneReport](#) platform, which is designed to make it easy for companies of all sizes to realize and implement their core values through ESG, by providing an efficient means for them assess their data and think about solutions to social and governance issues that matter to them."

### About VERB

Verb Technology Company, Inc. (Nasdaq: VERB), the market leader in interactive video-based sales applications, transforms how businesses attract and engage customers. The Company's Software-as-a-Service, or SaaS, platform is based on its proprietary interactive video technology, and is comprised of a suite of sales enablement business software products offered on a subscription basis. Its software applications are used by hundreds of thousands of people in over 60 countries and in more than 48 languages. VERB's clients include large sales-based enterprises as well as small business sales teams, including the sales and marketing departments of professional sports teams. Of note is its forthcoming MARKET, a multi-vendor, multi-presenter, livestream social shopping platform at the forefront of the convergence of ecommerce and entertainment. With approximately 200 employees, the Company is headquartered in American Fork, Utah, and it also maintains offices in Newport Beach, California.

For more information, please visit: [www.verb.tech](http://www.verb.tech).

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hereof, and we do not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made, except as required by law.

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Source: Verb Technology Company, Inc.