

## **Option 1**

*Tagline:*

Gold is in People / People are Gold

*Rationale:*

As a gold mining company, it would be assumed that gold is the most important component of the business. However, with B2Gold's ethos of "protecting people", and its focus on CSR initiatives, this tagline would emphasise that the most important part of the company are its people, and the people of the communities. People are therefore the gold; the reason behind the business.

## **Option 2**

*Tagline:*

Recognise Humanity / Recognise Community

*Rationale:*

In line with the previous tagline of 'More than Mining', this tagline speaks to the fact that B2Gold is not just about mining gold, but it is about more than that. It is about people, communities, the environment, and all stakeholders. Moreover, the word 'recognise' refers to an acknowledgement of humans; people and communities. It is testament to the company values of "fairness, respect, transparency and accountability". The word 'recognise' can also be written in the American version 'recognize'.

## **Option 3**

*Tagline:*

Trust in Togetherness

*Rationale:*

B2Gold highlights working together with communities and various stakeholders, and a big part of that collaboration has to do with trust. That is why this tagline is very clear in its emphasis of trust, and working together, which go hand-in-hand. Working with communities, and for people, will not be possible without trust, and B2Gold has been successful in establishing this trust through its ongoing CSR projects and its positive reputation.

## **Option 4**

*Tagline:*

Confidence in Collective Growth / Confident Community Growth / Growth through Community Confidence / Growth through Collective Confidence / Growth through Collaboration

*Rationale:*

The B2Gold corporate strategy mentions 'growing' and 'growth', so it is clearly an important part of the company's goals. I added the word 'collective', interchangeable with the word

'community', because of the idea of a community and growing with people, as opposed to the company growing just as an entity. B2Gold emphasises its focus on empowering communities and CSR, and working in collaboration with the community, so this tagline highlights the notion of collective work. The word 'confidence' represents trust and respect, which are also key characteristics of the B2Gold values.