



**THE VITA COMPANY**

**CULTIVATING CHANGE;  
GROWING GOOD:  
2022 IMPACT REPORT**



This report provides an update on The Vita Coco Company's sustainability and social impact programming since our previous 2021 Impact Report—*Be Real; Feel Good*—through the end of 2022.

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## A MESSAGE FROM OUR CO-FOUNDER & EXECUTIVE CHAIRMAN

Dear Friends,

When Ira and I started The Vita Coco Company—which back then was just Vita Coco—we didn't set out to build a company that would end up a key player in the functional beverage category. We just wanted to be able to have fun at work, pay rent on time, and hire some super smart and interesting people who think outside of the box to build our brand.

We had ambitious goals to beat the big guys, Coke and Pepsi, and we hustled. But we couldn't imagine that we'd grow something that resembles the company that we have today.

Looking back now, one of the best surprises is the fact that we were able to do more than just pay our bills and build an exciting brand. We've created something that can be a driver for good in the world. We've built a team with shared principles, and we've invested in communities around the world that are vital to our business' success.

In that regard, 2022 was the most exciting year yet for The Vita Coco Company. I'm proud to share some examples in this report of ways that we're doing right by and producing value for our customers.

It turns out that what we knew back when we started, that having a great time at work, doing right by your employees, and hustling would drive long-term success.

We have a lot to celebrate. This year, we launched new products like Vita Coco Coconut Juice. We invested more resources in our functional sports drink, PWR LIFT. And we collaborated with Diageo on the launch of Vita Coco Spiked with Captain Morgan, which is hitting shelves as I write this.

We've scaled for impact, too. The Vita Coco Project® and years of conducting agricultural education, building classrooms, and investing in the long-term sustainability of our grower communities is starting to pay dividends for our supply chain. This resiliency came in handy during a year marked by ocean freight delays and chaos at American ports.

We're also expanding our partnerships here in the United States with Share Our Strength. I'm proud that, with the help of our customers, we donated more than two million meals to Share Our Strength's No Kid Hungry initiative, raising the number of meals we've supported since our partnership began to 8.75 million.

As I look forward to the year ahead, I know that the goals that we've set for ourselves are lofty, but they are possible because of our amazing employees, business partners, and especially our agricultural community partners, who work hard all year to bring the best-tasting, highest-quality coconut water to you.

So take a moment, grab a Vita Coco coconut water, and as you sip, join us in taking stock of and celebrating the successes of the last year as you read this report. There's a lot more work to do, and that's what I'm most excited about.

*In wellness,  
Mike*



Mike Kirban is the Co-Founder & Executive Chairman of The Vita Coco Company which was founded in New York City in 2003.

# ABOUT US

The Vita Coco Company is a leading platform for brands in the functional beverage category. We pioneered packaged coconut water in 2004 and have extended our business into other healthy hydration categories. Our mission is to deliver great tasting, natural, and nutritious products that we believe are better for consumers and better for the world.

## OUR PURPOSE AND RESPONSIBLE MODEL: CREATING POSITIVE IMPACT

Since we evolved our corporate structure to a Public Benefit Corporation (PBC) in 2021, we have been working to support our specific company purpose and benefit:

*To harness, while protecting, the environment and nature's resources by producing ethical, sustainable, and nourishing beverage and consumer good products.*

Nature is truly an incredible force, and we believe that using its resources while preserving its integrity can create a profound impact on the world.

For us, that means working with a wide array of stakeholders, including agricultural growers, packaging suppliers, co-manufacturers, distributors, and retail partners. Whether it means working with smallholder, family farms, especially in the coconut industry, or considering the environmental impact at every step of the coconut water-making process, we believe creating healthy, better-for-you products can create shared prosperity for the planet, our communities, and our business.

Opposite: Vita Coco brand ambassador Matt James works with local farmers in the Philippines to collect coconuts from the trees.



Coconut water, oil, and non-dairy beverages



Plant-based energy drinks



Flavored, protein-infused water



Sustainably packaged water



We offer a wide selection of better-for-you, functional products through our brands: Vita Coco, Runa, PWR Lift and Ever & Ever.

## 2022 IMPACT

In 2022, we continued our commitment to making a positive impact on the world through The Vita Coco Project®, in collaboration with non-profit partners and the engagement of our employees.

### PROTECTING NATURAL RESOURCES



1,050 farmers trained in regenerative agriculture



22,956 seedlings distributed to replace aging plants and trees while promoting biodiversity in our coconut growing communities

### CHAMPIONING HEALTH & WELLNESS



2+ million meals donated to communities experiencing food insecurity, totaling 8.75+ million meals\*



\$2.87+ million of our products donated via in-kind donations

\*denotes data collection began in 2020



### BUILDING THRIVING COMMUNITIES



3 classrooms built in our coconut growing communities



4,345 community members positively impacted in coconut growing networks through The Vita Coco Project® interventions



488 employee volunteer hours fulfilled in our surrounding communities



909 learning and development training hours completed by The Vita Coco Company employees

We believe that every child in our growing communities deserves an environment where they can grow and learn skills crucial for a promising future.

# SUPPORTING THE B CORP MOVEMENT

Receiving the B Corp certification is a mark of honor for us at The Vita Coco Company. The recognition is a testament to our continuous journey to do good by our planet and its inhabitants while looking at our long-term success as a business.

What is a certified B Corporation exactly? Certified B Corporations are organizations that have been certified by B Lab, a non-profit organization, as meeting high standards of social and environmental performance, accountability, and transparency. B Corporations strive to balance purpose and profit and use business as a force for good. The certification process evaluates a company's overall social and environmental impact, including its supply chain, employee practices, governance, and community engagement.

## CELEBRATING B CORP MONTH

Part of building a society consistent with our B Corp values is supporting the movement of like-minded brands. Supporting certified B Corps, especially during B Corp Month, is important because it helps to promote and amplify the message that business can be a force for good in society and encourage other companies to adopt similar values.

To celebrate B Corp Month, we partnered with some of our favorite B Corp brands to encourage consumers to support our peers.

## IDENTIFYING OPPORTUNITIES

The B Corp certification process has helped to identify opportunities to improve our business systems. In 2021, our overall initial B Impact score for The Vita Coco Company was 80.4.

2021 B Impact scores:



**GOVERNANCE SCORE 18.0/20.0**



**WORKERS SCORE 25.4/40.0**



**COMMUNITY SCORE 13.3/30.0**



**ENVIRONMENT SCORE 19.4/75.0**



**CUSTOMERS SCORE 4.0/5.0**

Opposite: Becoming a Certified B Corp for The Vita Coco Company helps continue our purpose-driven journey to create a healthier planet.

In 2022, we continued to build progress across the five key sectors.

We were particularly focused on improving our scores in the Workers, Community, and Environment categories. We have made improvements to our organization thanks to the B Impact Assessment, which identified key opportunity areas.

In the Governance section, we added social and environmental metrics into our leadership team's performance goals. Within our workforce, we concentrated on improving the Health & Safety of workers by increasing the transparency of our policies and practices, as well as regularly monitoring the Engagement & Satisfaction of employees. In addition, all new full-time employees in 2022 received an equity grant to allow them to be shareholders.

To address the Community section of our B Impact assessment, we focused on improving our Diversity, Equity, and Inclusion programming through employee learning and development, engagement programs, and policy reviews. Donating our time and product, we worked in our communities and tried to make them better places to live and work.

Out of all of our opportunities, we felt developing our environmental goals was most important. In 2022, we expanded the capabilities of our systems for measuring, tracking, reporting, and subsequently addressing our environmental footprint. We are especially focused on our carbon tracking across the entire coconut value chain from seedling to sip.

While we are proud of the progress we have made so far, we also recognize there is still more to achieve. We will continue to invest in solutions while prioritizing environmental reporting and transparency.



Jane Prior has been the Chief Marketing Officer at The Vita Coco Company since 2014.

**“BRANDS CAN BE THE ENGINE TOWARDS A MORE SUSTAINABLE AND JUST WORLD. BY GENUINELY CARING ABOUT ENVIRONMENTAL AND SOCIAL RESPONSIBILITY, THE BRAND ATTRACTS CONSUMERS WHO ARE MOTIVATED BY SOCIALLY RESPONSIBLE COMMITMENTS AND WANT TO SUPPORT THE WELFARE OF THE COMMUNITY.”**

**Jane Prior, Chief Marketing Officer, on purposeful marketing**

## PAVING THE PATH

In 2021, we set our ESG framework to focus on three strategic pillars—protecting natural resources, building thriving communities, and championing health & wellness—centering on how we source and create products, who creates our products, and who our products impact.

In 2022, we continued to expand on this framework, identifying our key focus areas within each pillar and our long-term ambitions to create positive impact across our business and the communities that we operate in.

We continued to further evolve our materiality assessment and deepen our understanding of the theory of change model, identifying the deeper key issues that were the biggest opportunities and challenges to our business as well as the actions needed to create positive impact and outcomes.

## OUR ESG STRATEGIC PILLARS

### *Protecting Natural Resources*

- **Regenerative Agriculture:** Ensure our ingredients responsibly and transparently contribute to our natural ecosystems.
- **Energy & Climate:** Reduce our carbon footprint across our business while reducing our reliance on fossil fuel use.
- **Water Stewardship:** Replenish the water that we use in sourcing regions and reduce our water footprint.
- **Packaging & Circularity:** Build a circular, waste-free business that produces responsibly-made packaging.

*Our goal is to ensure the outcomes of preserving our natural resources and creating positive impact on the planet.*

### *Building Thriving Communities*

- **Growing Networks:** Empower the growing communities that we source from through economic development and access to education.
- **Employees:** Build a culturally inclusive, employee-favored workplace that reflects the marketplace.

*Our objective is to positively impact the people who help create our products by supporting and empowering our communities.*

### *Championing Health & Wellness*

- **Communal Well-Being:** Ensuring our products contribute to a positive and healthy society, focusing on nutrition and food insecurity, physical wellbeing, and mental and emotional health.

*Our aim is to ensure we are promoting and investing in a healthy society where wellbeing is prioritized.*

# EVOLVING OUR ESG STRATEGY

Opposite: Coconuts are being prepared in local factories in the Philippines for the next step of the coconut water process.

# PROTECTING NATURAL RESOURCES

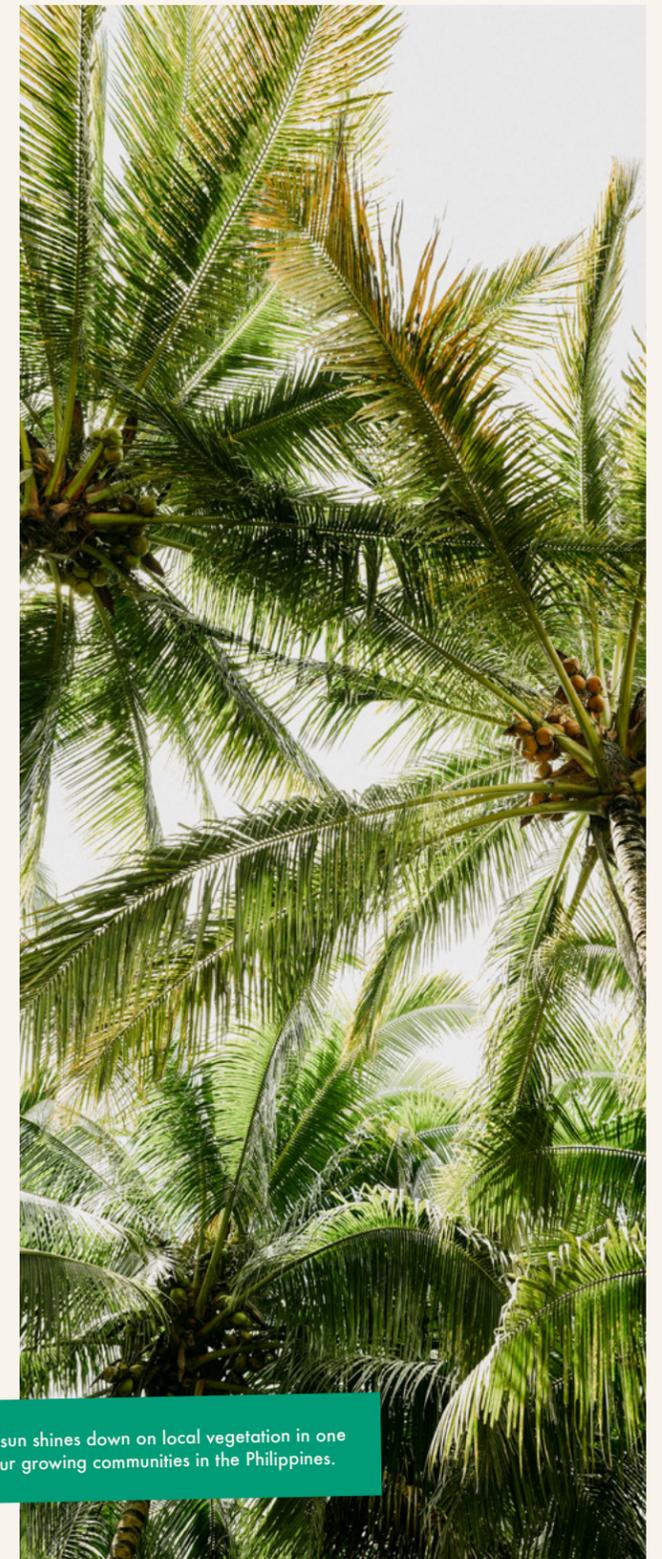
Coconuts ripen on the trees—a close-up into the growing process.

## MEASURING OUR CARBON FOOTPRINT IMPACT

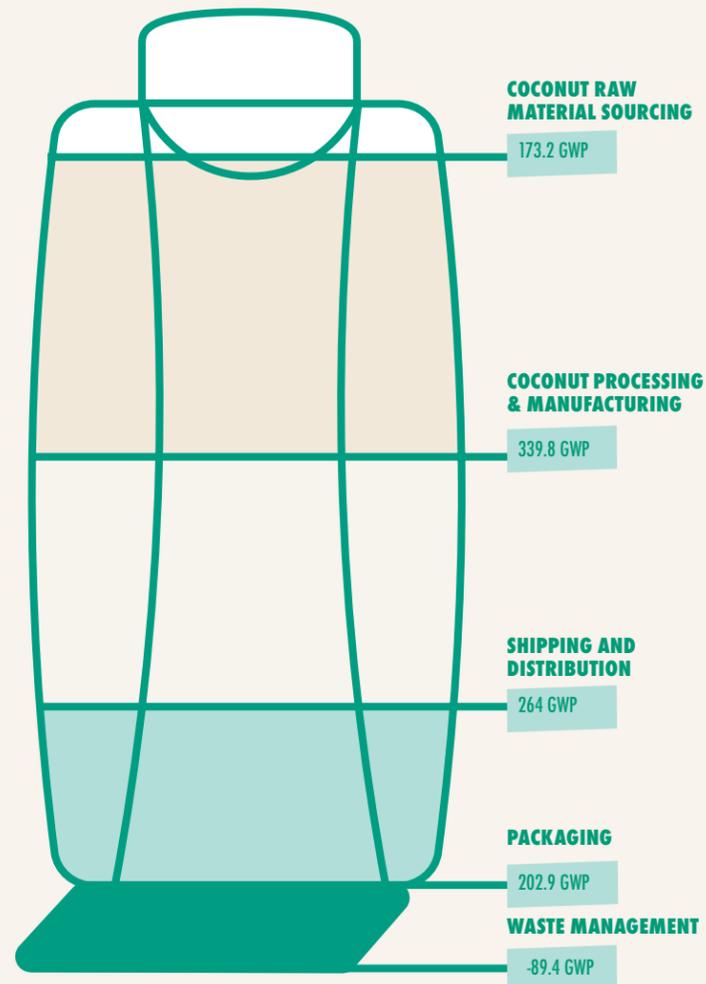
In 2022, we completed a full Carbon Footprint of Products (CFP) analysis of our entire value chain. This meant quantifying and measuring the impact of greenhouse gas emissions associated with every aspect of our business, from the sourcing of raw materials, to the production, distribution, and disposal of products. The scope of the analysis excluded customer and consumer use due to the logistical feasibility of measuring these emissions.

The goal of this analysis was to identify opportunities to reduce the company's overall environmental impact and become more responsible in how we create better-for-you products. Measuring and understanding the carbon footprint of our extended operation allows us to take steps to reduce emissions, make incremental progress towards our environmental ambitions, and help combat climate change.

We completed our mapping in 2022 with the support of Franklin Associates, a Division of Eastern Research Group, Inc. (ERG).



The sun shines down on local vegetation in one of our growing communities in the Philippines.



The results of the CFP demonstrate that the largest carbon emissions impact from our business is from the processing, shipping, and packaging of coconut water. Coconut processing and manufacturing accounts for 31.8% of the overall measured lifecycle and contributes the most Global Warming Potential (GWP) to our system.

As part of the waste management system for our Tetra Pak® coconut water, a carbon sequestration credit was given to the overall carbon storage during the sourcing of pulp packaging. A sequestration credit can be given for the equivalent amount of carbon dioxide (CO<sub>2</sub>e) that was removed from the atmosphere by the biomass during its growth cycle.

### Prioritizing for Change

Our plans to reduce our carbon impact across our business will focus on the manufacturing process, including agricultural cultivation, shipping and distribution, and packaging—knowing that these are the largest part of our carbon footprint. Subsequently, the footprint assessment will allow us to track and report future environmental key performance indicators (KPIs) related to carbon and our reduction progress. We expect to set long-term goals as we identify potential improvements in our environmental operations over the next 12 months.

### UNDERSTANDING OUR PACKAGING FOOTPRINT

As we continue to build out our responsible packaging platform, much of 2022 was spent mapping out our packaging portfolio, including primary, secondary, and tertiary packaging.

We have created a five-pillar framework to define our responsible packaging principles. This approach ensures that how we source and how our packaging is disposed of is done in a responsible manner.

Our responsible packaging framework:



“I TRY TO ENSURE THAT ALL OF OUR CAMPAIGNS HAVE A LAYER OF ‘DOING-GOOD’ TO THEM, WHETHER THAT BE A CHARITY DONATION, HELPING EDUCATE CONSUMERS ON MAKING HEALTHIER CHOICES, OR PARTNERING WITH OTHER BRANDS THAT SHARE OUR VALUES.”

Katie Lewis, Head of Marketing, EMEA, on running socially responsible campaigns

With this framework, we assessed our Vita Coco brand packaging, focusing on the following indicators for responsible packaging:

- Responsibly Sourced & Certified Materials
- Recycled Content in Product Packaging
- Recyclable & Reusable Materials
- Lightweighted Product Packaging
- Educational Labeling On-pack for Recycling

Our responsible packaging mapping assessment revealed the following:

#### Responsibly Sourced Materials:

- 100% of pulp paper was derived from certified sustainable sources for primary packaging.
- 24% of plastic was derived from plant-based polymers for primary packaging.

#### Recyclability:

- 100% of Vita Coco primary packaging is widely accepted as recyclable in the substantial majority of markets.

#### Lightweighting:

- 4% of 1 Liter SKUs incorporated lighter weight secondary packaging, resulting in an annual projected reduction in 69.12 metric tons of paper pulp packaging.
- 23% of all Vita Coco pallets used a lightweighted version of plastic wrap on tertiary packaging, resulting in an annual projected reduction in plastic wrap of 59.07 metric tons.

#### On Pack Labeling & Education:

- 99.56% of primary packaging materials have on-pack labeling, encouraging or acknowledging its recyclability.
- 99% of secondary packaging materials have on-pack labeling, encouraging or acknowledging its recyclability.

These results are based on volume weights for primary, secondary, and tertiary packaging materials.

In 2022, we focused on lightweighting our Tetra Pak® materials and eliminating 25% of plastic from our polyethylene layer, representing a 2% reduction the total weight of packaging material for Tetra Pak® products.

We also began replacing the plastic caps in our organic coconut water line, increasing the representation of plant-based caps to 6% on all organic coconut water.

We intend to continue lightweighting our packaging and increasing our plant-based cap volume for primary packaging. We will also expand to include secondary packaging, such as cardboard walls and dividers, where we expect to explore lightweighting and increase the use of recycled content. These packaging changes will be consistent with quality standards and best manufacturing practices.

## PROMOTING REGENERATIVE AGRICULTURE

The Vita Coco Project® aims to address two key environmental insights that are material to our industry—the replacement of senile coconut trees and the improvement of agricultural best practices towards a more regenerative agricultural system. Simultaneously, we strive to improve the economic prosperity of our farming communities. As coconut trees age, their ability to produce nuts and sequester carbon from the atmosphere decreases. This presents a challenge to the livelihoods of farmers, their communities, and their ecosystems. Vita Coco, in partnership with our suppliers, non-profit partners, and growers, has supported the implementation of a series of agricultural techniques to help address aging trees and promote the overall biodiversity of the local ecosystem that we source from.

### Seedling Distribution

Our main intervention to address senile trees has been the distribution of coconut seedlings, ensuring that future generations have access to high-quality, nut-producing trees. In addition, we distribute seedlings for intercropping, which is the practice of cultivating agricultural crops that are complementary to coconut trees, increasing the economic potential for farmers.

These seeds and seedlings include cacao, bananas, coffee, vanilla, and other species specific to tropical climates. The Vita Coco Project®'s programs provide farmers with these new crops as well as new coconut seedlings that help to generate additional income for them. As a result, promoting a biodiverse system helps the livelihoods of our growing community and creates a more regenerative ecosystem. We started The Vita Coco Project® in 2014 in the Philippines; we have seen a 535% increase in participating farmers' incomes to date.

In 2022, we distributed 22,956 seedlings with The Vita Coco Project® partner non-profit organizations in Sri Lanka (Silvermill Foundation) and the Philippines (Friends of Hope). And since the program began in 2014, we have distributed 90,499 seedlings.

### Microbreeding Pilot

In the Philippines, we partner with Friends of Hope to help expand their coconut micro-breeding pilot project in collaboration with the Philippine Coconut Authority (PCA). The goal of the initiative is to create a hybrid coconut tree that is both resilient to the environmental effects of climate change and produces nuts more effectively.

Farmers were trained by Friends of Hope according to best practice breeding standards, and they aim to share these learnings as the pilot is completed.

To date, Friends of Hope has distributed 1,756 hybrid seedlings to farmers.



Farmers collect coconuts off of the trees in mass quantities that will next be sent to nearby factories.

### Farmer Training

Across Southeast Asia, we partner with Silvermill Foundation and Friends of Hope by investing in their on-the-ground impact initiatives in our growing communities, which includes producing demonstration plots in our local growing regions. As the name implies, these plots of land provide techniques and inspiration for farmers wishing to make their farming practices more efficient and responsible. These practices are customized to fit the needs of the region.

They include:

- Composting and Organic Fertilizer Programs
- Crop Management Workshops
- Water and Soil Conservation Programs
- Training Courses on Natural Pollinators, such as Bees

In 2022, 1,050 farmers were trained, resulting in 8,209 total since the program began.

# BUILDING THRIVING COMMUNITIES



Local students in traditional Filipino attire after performing at a school built with the support of The Vita Coco Project.

Through the work of The Vita Coco Project® and our internal Culture & Belonging Committee, our aim is to ensure that the communities that we source from and operate in thrive – from our partners, to employees, to everyone who helps make our products.



## Celebrating Heritage, Identity, and Community

At The Vita Coco Company, our Culture & Belonging Committee's mission is to uplift, partner, and empower our diverse array of employees and communities to thrive. The Committee helps to support each of our employee community groups, amplifying their stories and centering on their experiences.



Asian Pacific-Islander Representation for Employees



Disability Inclusion Network of Employees



Black and African Employees



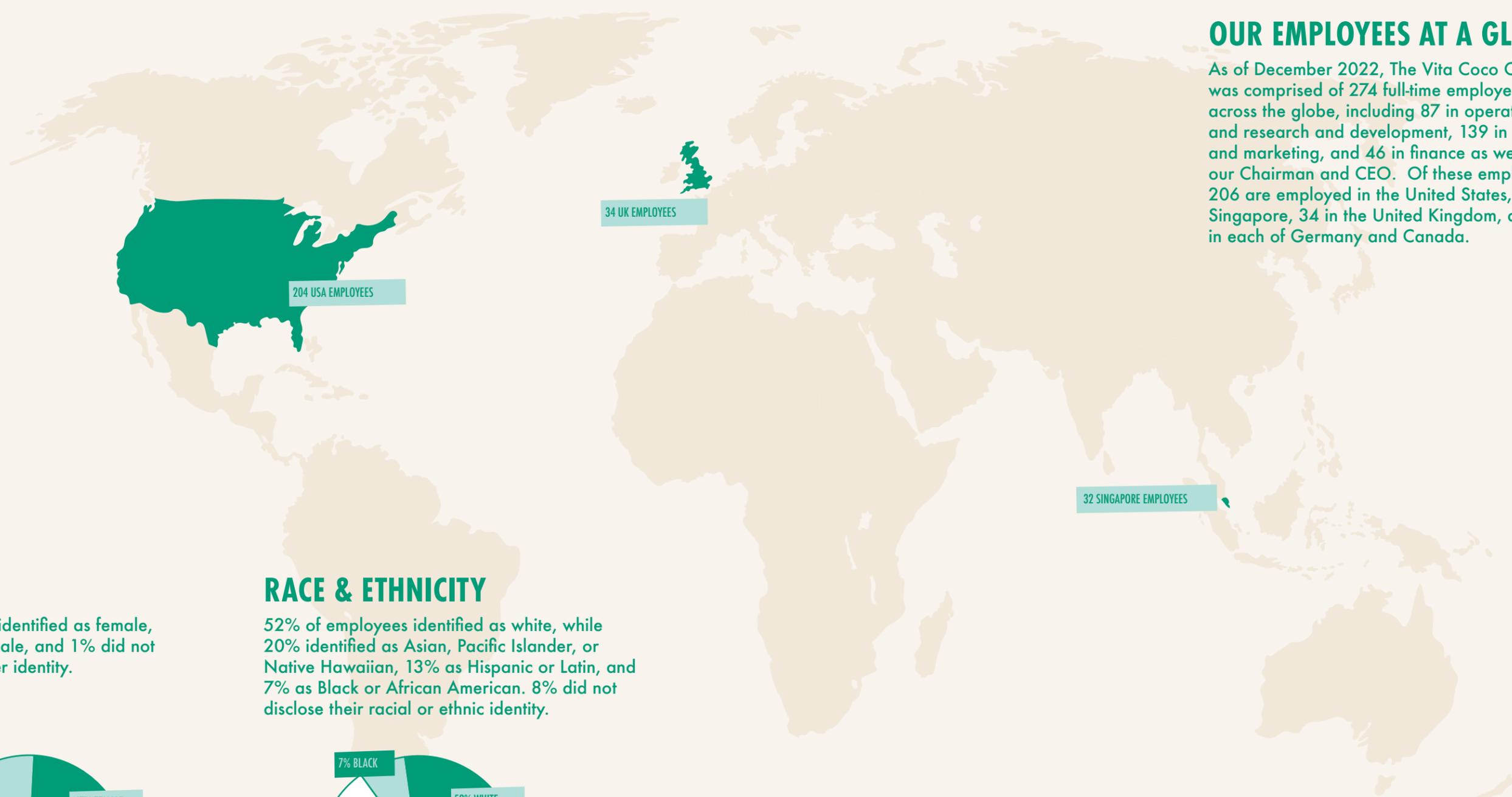
LGBTQ+ Employees and Allies



Spanish and Latin Vita Coco Employees



Women's Inclusion Network

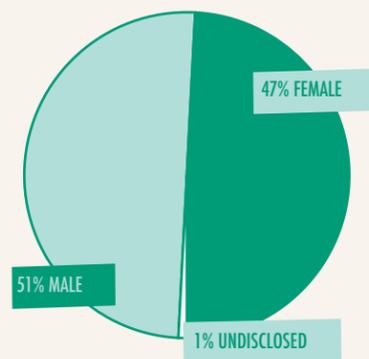


## OUR EMPLOYEES AT A GLANCE

As of December 2022, The Vita Coco Company was comprised of 274 full-time employees across the globe, including 87 in operations and research and development, 139 in sales and marketing, and 46 in finance as well as our Chairman and CEO. Of these employees, 206 are employed in the United States, 32 in Singapore, 34 in the United Kingdom, and one in each of Germany and Canada.

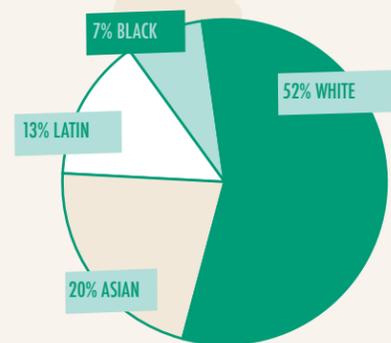
## GENDER

47% of employees identified as female, 51% identified as male, and 1% did not disclose their gender identity.



## RACE & ETHNICITY

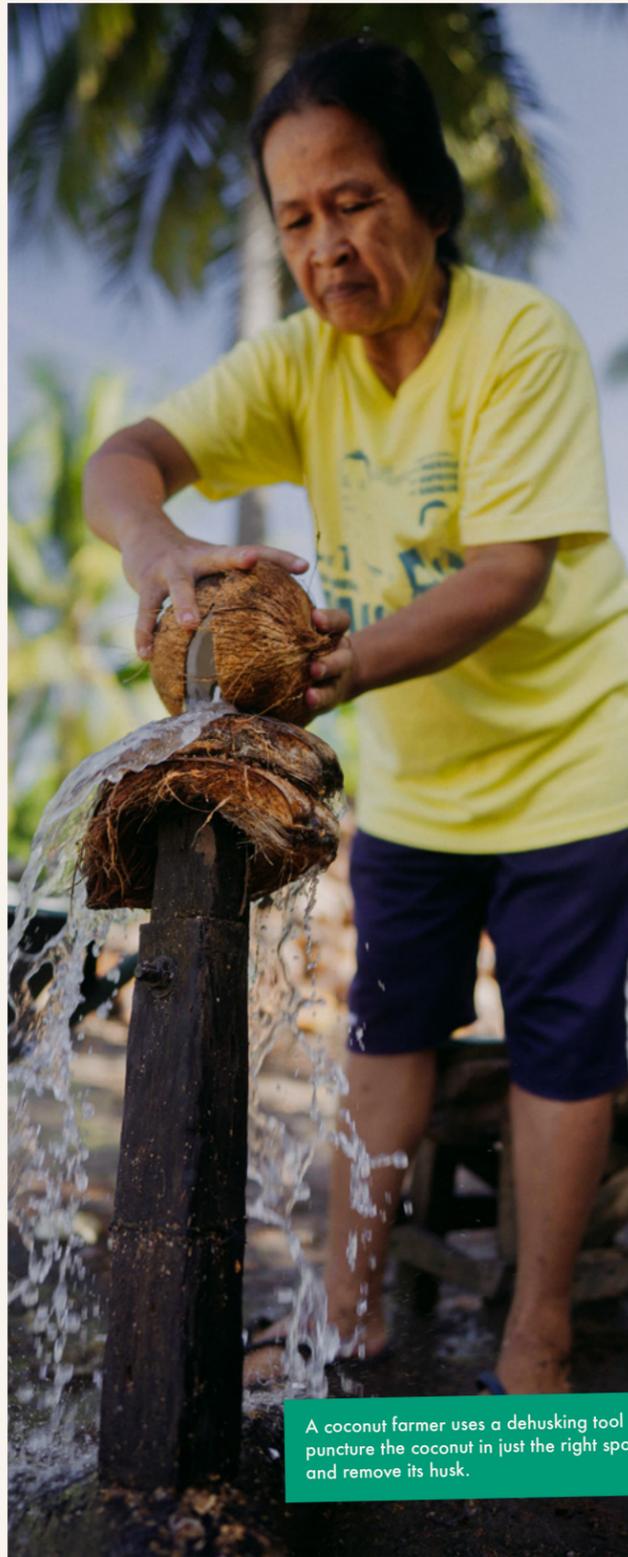
52% of employees identified as white, while 20% identified as Asian, Pacific Islander, or Native Hawaiian, 13% as Hispanic or Latin, and 7% as Black or African American. 8% did not disclose their racial or ethnic identity.



## SUPPORTING GROWING COMMUNITIES

For our Vita Coco brand, it takes a global network of partners, particularly a large network of small holder farmers, to ensure that the coconuts and coconut water that we source reach the lips of consumers everywhere. These farmers play a critical role in ensuring a responsible supply chain.

Many of these crucial farmers often live below their regions' poverty standards, with limited access to education resources, infrastructure, and best agricultural practices. We recognize the importance of supporting our partners, and we have implemented various initiatives aimed at promoting education and training and providing resources to help smallholder farmers thrive and produce high-quality coconuts for the brand's products. In 2022, over 4,345 members in our coconut growing communities—including farmers, their families, and their local communities—were positively impacted through The Vita Coco Project® interventions.



A coconut farmer uses a dehusking tool to puncture the coconut in just the right spot and remove its husk.

## THE VITA COCO PROJECT® PARTNERS SPOTLIGHT

### Silvermill Foundation & Friends of Hope

Our work to positively impact our coconut growing communities could not have been done without the support and collaboration of our on-the-ground partners—Silvermill Foundation and Friends of Hope. These not-for-profit organizations implement many of our The Vita Coco Project® interventions that focus on seedling distribution, building classrooms, providing education resources, and training farmers.

### Building Access to Education

Through our partnerships with Silvermill Foundation and Friends of Hope in Sri Lanka and the Philippines, respectively, we continue to make progress against our classroom and school building initiatives. In 2022, three new classrooms and schools were created, now totaling 36 since we began The Vita Coco Project®. Over 11,538 students have been impacted since the creation of the classrooms, schools, and scholarship programs.

These new classrooms provide electricity, internet connectivity, funds for repairs, access to clean water, and more readily available physical access and travel infrastructure for the community. Many of these buildings also serve as cultural centers and community meeting places for these regions.

Together with our partners, we believe that every child in our growing communities deserves a safe and comfortable environment where they can grow and learn the skills crucial for a promising future.

In addition to building classrooms and schools, The Vita Coco Project® offers scholarships for children and young adults to continue their education, both traditional—post-elementary up to the university level—and agricultural trade.

### Investing in Women Growers

Our non-profit partner in Sri Lanka, the Silvermill Foundation, is focused on empowering more farmers to build a resilient supply chain for the coconut industry. Their new initiative in 2022 sought to give women more agricultural and business training. This program primarily supported war-impacted widows—women who were previously dependent on their spouses' income—to create financial stability for themselves and their families.

Through our collaboration, 200 new female farmers and entrepreneurs were introduced to the smallholder farming industry. The Vita Coco Project® also added four new demonstration plots where these farmers could further develop their skills through real world training.

**The Coconut Community Initiative**

In 2022, we launched our newest internal program to support our employees' personal passions—the Coconut Community Initiative. This program was designed to help employees enact positive changes in their communities. Below are some of the projects that we supported this year.

**FREDDY EKO, NATIONAL ACCOUNT MANAGER - GROCERY, FOODSERVICE, & VENDING: SUPPORTING LONDON'S YOUTH**

Freddy and his family set up a charity in honor of his late cousin that provides educational and supportive activities and camps for young and vulnerable children in London, UK. For many children involved in the program, the camps provide a safe space to socialize, learn, and access physical activity. Freddy has been volunteering with this charity for many years and has seen firsthand how much the children and their families enjoy and benefit from the programming.



**RYAN COBLE, DIRECTOR OF NATIONAL EXECUTION: SUPPORTING STUDENT-ATHLETES**

Ryan focused on helping high school athletes at his local high school in North Carolina by creating a healthy meals program for student-athletes, fully accessible beyond the school day. Ryan identified that several male athletes were not receiving enough nutrition between morning drop-off and going home at the end of the day. He worked with community organizations in his town to set up a mutual aid food pantry in the school's locker room. This pantry provided nutritious snacks and beverages to support these student-athletes but was also strategically located to help preserve the dignity and privacy of those experiencing food insecurity.

Last year, the athlete pantry program expanded to cover all athletes within the high school. Rallying the community together for this cause, Ryan and team have helped ensure that athletes are not going to practices or games on empty stomachs.



# CHAMPIONING HEALTH & WELLNESS

We are dedicated to promoting the health and wellness of our communities by addressing access to nutrition and food insecurity, physical wellbeing, and mental and emotional wellness. We partner with organizations that provide fitness and exercise programs, provide mental and emotional resources, and support communities by creating opportunities for better, nutritious meals.

## SUPPORTING VETERANS, MIND & BODY, WITH PWR LIFT

PWR LIFT was built to support fitness communities. It is Harder Working Hydration™ made for those who work harder, and no one works harder than those in our armed forces. Being in peak physical condition is critical, which is why many members of our fitness communities are veterans or current members of the military.

Our team at PWR LIFT recognizes the importance of not just physical health but also mental and emotional wellbeing. While we've built a product meant to help support physical fitness journeys, we as a brand want to support mental wellness as well.

In 2022, PWR LIFT partnered with CrossFit gyms across Phoenix to support their "CHAD" workouts, a memorial workout done every year on Veteran's Day in honor of Navy SEAL Chad Wilkinson, who tragically took his own life in

2018 due to the effects of several traumatic brain injuries, other physical injuries, and PTSD. The goal was to perform these workouts in memory of Chad's life and legacy and raise awareness for suicide prevention.

For every athlete that participated in "CHAD," PWR LIFT donated \$50 to the nonprofit United States Veterans of Phoenix in support of their mental health initiatives. The team reached its fundraising goal of \$5,000, helping to provide more mental health resources to local veterans.

As the brand moves into its second year, PWR LIFT is exploring new opportunities to support veteran wellness and ways to provide more access and resources to physical, mental, and emotional health.

Opposite: PWR LIFT protein water aims to assist in recovery while providing the highest quality hydration to hard-working athletes everywhere.

## ADDRESSING HUNGER, BOTH LOCALLY & NATIONALLY

### Scaling for Impact

In 2022, we continued our partnership with Share Our Strength and their No Kid Hungry campaign, evolving the structure of the program. At the start of the school year, ten cents from every Vita Coco coconut water beverage sold, up to \$200,000, went to the campaign, which helped provide up to two million meals to students across the country.

In its third year, the partnership sought to incentivize consumers to support the campaign by linking the purchase of Vita Coco products with a donation. The campaign allowed us to scale at a national level, providing much-needed resources to communities across America.

According to a recent 2022 No Kid Hungry study, one in eight kids in the U.S. are experiencing hunger. In many cases, a healthy meal can be the missing link to help a child succeed in the classroom. Vita Coco was among nearly 40 participating brands to ensure all kids have access to meals each day.

Share Our Strength says it best: food really is the most important school supply – and we couldn't agree more.

### Addressing Local Needs

While our national partnerships allow us to address food insecurity at scale, we recognize the importance of the local needs of our communities. In 2022, we deepened our relationships with New York-based partners, including More Than a Meal, mutual aid group Chinatown Community Fridge, UA3, GrowNYC, and the local chapter of Meals on Wheels.

## NYC BY THE NUMBERS



**30,312 cartons of Vita Coco stocked at the Chinatown Community Fridge**



**300 turkeys, 500 holiday platters, 600 meal grocery boxes and 300 PPE kits distributed to Chinatown communities with More Than a Meal**



**100+ packed meals delivered to senior citizens through Meals on Wheels**



**423,012 cartons of product donated to local Feeding America affiliates, More Than a Meal, and UA3 food pantry**

In the UK, we provided financial support, product, and volunteering efforts to drive local impact:

- 388,000 cartons of coconut water donated to food charity Fareshare, supporting over 534 community groups
- 100 hours of work experience offered to children from low-income households in London
- 600 children impacted in the London borough of Islington, with school visits and teaching them about ethical business
- Over 50 toys donated and 80 hours of volunteering for ELBA Christmas Toy Appeal
- Over 100 meals cooked and packed for homeless shelters through Food Cycle

In Singapore, our employees supported Willing Hearts, a volunteer-led nonprofit charity that provides meals and support to migrant workers, low-income families, the elderly, and under-represented groups across the island. Our employees intend to continue their partnership as COVID restrictions continue to ease.



Our team in Singapore packs meals to support local communities at Willing Hearts.

**“WE LOOK FOR PARTNERS WHO ARE ROOTED AND INVESTED IN BRIDGING GAPS IN THEIR NEIGHBORHOODS. IT’S IMPORTANT FOR BUSINESSES TO IMMERSE IN AND UPLIFT THE COMMUNITY, EMPOWER COMMUNITY MEMBERS, AND ADDRESS SOCIAL AND ENVIRONMENTAL ISSUES.”**

Tiffany Le, ESG Program Analyst, on community partners



Last year we launched Vita Coco Coconut Juice, our sweetest and boldest coconut beverage yet, in two refreshing flavors.



# WHERE IT ALL STARTS: MEET OUR FARMERS

All our success is only possible because of our partnership with coconut growers, many of them located in Southeast Asia. As we recognize their massive role in our business, we want to provide resources, support, and tools that can help them and their communities flourish.

Through The Vita Coco Project<sup>®</sup>, we're able to drive this forward. Here is a quick snapshot into the lives of some of our thriving farmers in the Philippines who participate in The Vita Coco Project<sup>®</sup>.

Opposite: One of our coconut farmers cracks open a freshly-picked coconut on the spot at a growing site.

**LILIBETH DOLOR,**  
*South Cotabato*

Lilibeth has five hectares of farmland where she has 300 coconut trees. She started planting the trees 13 years ago. She is one of our organic farmers who has seen higher-quality coconuts and less time-consuming harvests.



**ANNABELLE LANGOP,**  
*South Cotabato*

Annabelle harvests coconuts on her one-hectare farmland from 100 coconut trees. She's been an organic farmer for four years, using leaves and coconut husks to create organic compost, which she uses instead of synthetic fertilizer.



**RAMON ARANETA,**  
*General Santos City*

When it comes to farming, Ramon is a jack-of-all-trades—a coconut farmer, a seedling supplier, and a farming teacher. He's been a farmer for 20 years and has been a seedling supplier for three years. On his five hectares of farmland, he's planted 910 coconut trees, using new and improved planting methods that he also teaches other farmers to implement.

**MATEO MALINO,**  
*South Cotabato*

Up in the mountains, farming is family business for Mateo. As farming has been the source of his family's livelihood, agriculture has been part of his whole life. Mateo has been incorporating more and more responsible practices on his family farm and is already seeing the economic and time benefits.



**“ENVIRONMENTAL STEWARDSHIP IS NOT ONLY GOOD FOR THE PLANET, BUT IT IS ALSO GOOD FOR BUSINESS. IN THE CASE OF COCONUT PRODUCTION, RESPONSIBLE PRACTICES CAN LEAD TO HEALTHIER CROPS, IMPROVED YIELDS, AND, OF COURSE, A POSITIVE IMPACT FOR OUR GROWER COMMUNITY.”**

**Manuel Romero Dopico, Director of Technical Operation, on environmental stewardship**



Manuel Romero Dopico has been the Director of Technical Operations at The Vita Coco Company since 2019.



Thank you for reading our Annual Impact Report. Have any questions or comments? Contact us at [hello@vitacoco.com](mailto:hello@vitacoco.com)