



Diversity, Equity & Inclusion Policy

Updated March 2025

Diversity, equity and inclusion are core values of The Vita Coco Company, Inc. (“Vita Coco” or the “Company”). Our diversity, equity and inclusion mission is to authentically grow the Company as an inclusive employer, brand and product of choice ensuring that we win as a team, embed purpose in everything we do, and learn along this journey. We want to see a socially inclusive, fair future – both within our business and the wider society.

We are committed to providing equal opportunities for all employees and are dedicated to creating and maintaining a work environment that is free from discrimination and harassment on the basis of race, ethnicity, national origin, gender, gender identity and expression, sexual orientation, age, disability, religion or any other protected characteristics.

Additionally, we are committed to promoting diversity, equity and inclusion at all levels of the Company. This includes recruiting, hiring and promoting employees from a wide range of backgrounds and experiences, as well as providing training and support to help all employees feel valued and respected. All leaders, managers and employees play a role in making the Company a diverse and inclusive place to work for everyone.

We believe that fostering a diverse, equitable and inclusive workplace is essential for our success, and we are committed to supporting our employees in this effort.

While we strive for equitable representation of employees, the purpose of this policy is not to favor certain individuals or groups or have the effect of excluding other individuals or groups.

Our Values – Who We Are

To guide us, we have developed core values as a reflection of our Company and help us as we reach towards our common purpose— to create ethical, sustainable and better-for-you products that not only uplift our communities but that do right by our planet:

- **NOTHING IS IMPOSSIBLE**
 - We’re quick to rise to a challenge, we believe mistakes are lessons, and we always find a way.

- **WE ARE HUMAN FIRST**
 - Our differences are our superpowers, we strive to be our best selves, and we operate with respect.



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- WE ARE UNITED BY OUR WILL TO WIN
 - We put trust in one another, push ourselves to win and have fun doing it.
- WE ARE A PART OF SOMETHING BIGGER
 - We believe in protecting nature's resources, building thriving communities and championing a healthy society.

Our Approach

Our goal is to authentically grow the Company as an inclusive employer, brand and product of choice ensuring that each employee succeeds, lives the values of our purpose and continuously learns throughout their career.

To achieve these goals, we will focus on three primary areas to build thriving communities both within Vita Coco and wider society:

- Building a robust ***Talent Recruitment Ecosystem***;
- Developing a culturally fluent ***Workplace Culture***; and
- Promoting an ***Inclusive Society*** among our communities and partners.

Our Actions

The Vita Coco Company is committed to developing and implementing programs and initiatives to promote diversity, equity and inclusion in all areas of employment. Some of the programs and plans we have developed include:

- The establishment of Culture & Belonging community groups for employees of a diverse array of experiences and identities;
- The creation of a Diversity, Equity and Inclusion committee responsible for the delivery of Vita Coco's DEI roadmap;
- Community engagement and service-learning opportunities with external, non-profit partners; and
- A robust recruiting program working with agencies to bring best-in-class talent.

The Vita Coco Company recognizes that we must continue to challenge ourselves to ensure these values are upheld. We are committed to evaluating existing programs and adapting or introducing new initiatives as our diversity, equity and inclusion goals evolve. More information is available through Vita Coco's Impact Report. We always welcome suggestions from employees about how we can be more inclusive and address and improve diversity issues. Comments, concerns, or suggestions can be directed to the Head of HR or a member of the Diversity, Equity and Inclusion committee.

Diversity, Equity, & Inclusion committee



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To support the objectives of this policy and DEI initiatives, Vita Coco has created a DEI committee to coordinate and implement plans and programs. The head of HR will oversee the committee and will be comprised of *at least* two executive leadership team members, the head of Environmental, Social, & Governance team (ESG), and the head of the People (HR) team.

Administration of This Policy

The DEI committee, with oversight from the Head of HR, is responsible for the administration of this policy. Any questions regarding this policy or about Vita Coco’s diversity, equity and inclusion initiatives that are not addressed in this policy can be sent to the Head of HR or Sr Director, People.

Disclaimer of Restrictions on Employees' Rights

This policy is not intended to restrict communications or actions protected or required under applicable law.

