



BE REAL. FEEL GOOD.

2021 IMPACT REPORT





This inaugural report summarizes The Vita Coco Company's sustainability and social impact programming with results gathered in 2021.

-The Sustainability & Social Impact Team

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A MESSAGE FROM OUR CHAIRMAN & CO-FOUNDER

I'm incredibly excited to share with you our first ever Impact Report by The Vita Coco Company, giving you a closer look at the progress we've made and the collective impact we've created.

2021 has been a complex year for many of us. We've seen the continued effects of a global pandemic, the looming shadow of the climate emergency, and increasing inequality that prevents communities from thriving—just to name a few. It can be overwhelming.

But for us, this only reaffirms the need for more mission driven organizations—purposeful businesses that center 'return on impact' in parallel with return on investment.

The Vita Coco Company is unwaveringly committed to what we were founded on: creating ethical, sustainable, better-for-you products that not only uplift our communities but also do right by our planet. When we started the brand, coconut water was considered by some producers to be a waste byproduct. It's rooted in our DNA to make the most out of every coconut and build better nutrition for all.

We hope you enjoy our products and join us on this journey to grow and redefine the meaning of good for you—for your body, for your communities, and for your planet.

*In wellness,
Mike*



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

ABOUT US



The Vita Coco Company is a leading, plant based hydration company. Our mission is to reimagine what is possible when brands deliver great tasting, natural, and nutritious products that are better-for-you and better for the world. And although our roots began with packaged coconut water in 2004, we have expanded into a portfolio of brands offering functional beverage and food products.

OUR PURPOSE

Nature is all that and then some—the less we mess with it, the better our products. We believe in harnessing, while protecting, nature’s resources for the betterment of the world and its inhabitants.

planet or communities. We are always exploring new ways to get functional benefits to consumers. We are proud to be innovating around new products that are better for the environment, like our powdered coconut hydration mix.

MODEL BEHAVIOR: BUILDING A RESPONSIBLE BUSINESS

The Vita Coco Company is one of the largest coconut water producers in the world. We credit our success through our business model, which aligns profit with our company purpose.

Whether it means primarily working with smallholder, family farms or considering the environmental impact at every step of the process, we believe creating healthy, better-for-you products shouldn’t come at the cost of our

A selection of our coconut water flavors: Original, Pressed Coconut, & Pineapple. Delicious, hydrating, and tastes like you’re on a tropical vacation. (opposite page)

Our Values

WE ARE HUMAN BEINGS FIRST

We're human, which means we're not perfect, but we strive to be the best that we can be. We operate with a culture of inclusivity, transparency, and optimism, and we treat our people and communities with humility and respect—all of the time.

Our openness and bottomless curiosity allows us to learn from one another, and we're all better for it. Our differences and diverse backgrounds are our superpowers, which is why we don't tolerate racism, sexism, or any other discriminatory-ism.

NOTHING IS IMPOSSIBLE

There is always a way, and our willingness to challenge each other, and the status quo, is done with a sense of urgency. We take pride in doing things differently, and believe mistakes are lessons, not losses. We eat yesterday's success for breakfast and are always open to trying something new, learning and improving on what and how we do things, while still respecting and valuing each other's point of views.

Diversity of thought is what drives us forward. None of us turn down a healthy debate, even when we agree to disagree.

WE ARE UNITED BY OUR WILL TO WIN

Our shared passion makes us trust one another to work toward our common goals. We run on this collective passion and determination to not only get it done but to win while we're at it.

We would've never known success if it weren't for collaboration, communication, and accountability. Those three big words leave plenty of room for a shorter, but perhaps even more important, one: fun (we have lots of it)! After all, we sell coconuts.

WE'RE PART OF SOMETHING BIGGER

We don't get it twisted: we know where we came from. We wouldn't be here if it wasn't for the planet (duh), its natural resources, and the farming communities from where we get our ingredients. We're committed to protecting, uplifting, and empowering the sourcing communities we rely on and our community at large.

In the Philippines, we source from small family farms (pictured), to bring our coconut water to consumers around the world.



OUR BRANDS

We recently rebranded from All Market Inc. to The Vita Coco Company to better reflect the values of our mission, pay homage to our history, and build the trust of a brand you have come to love! Vita, which comes from Latin for 'life' and Coco, representing coconuts means we are living the coconut life.



Coconut water, oil, and non-dairy beverages



Plant based energy drinks



Flavored, protein infused water



Sustainably packaged water



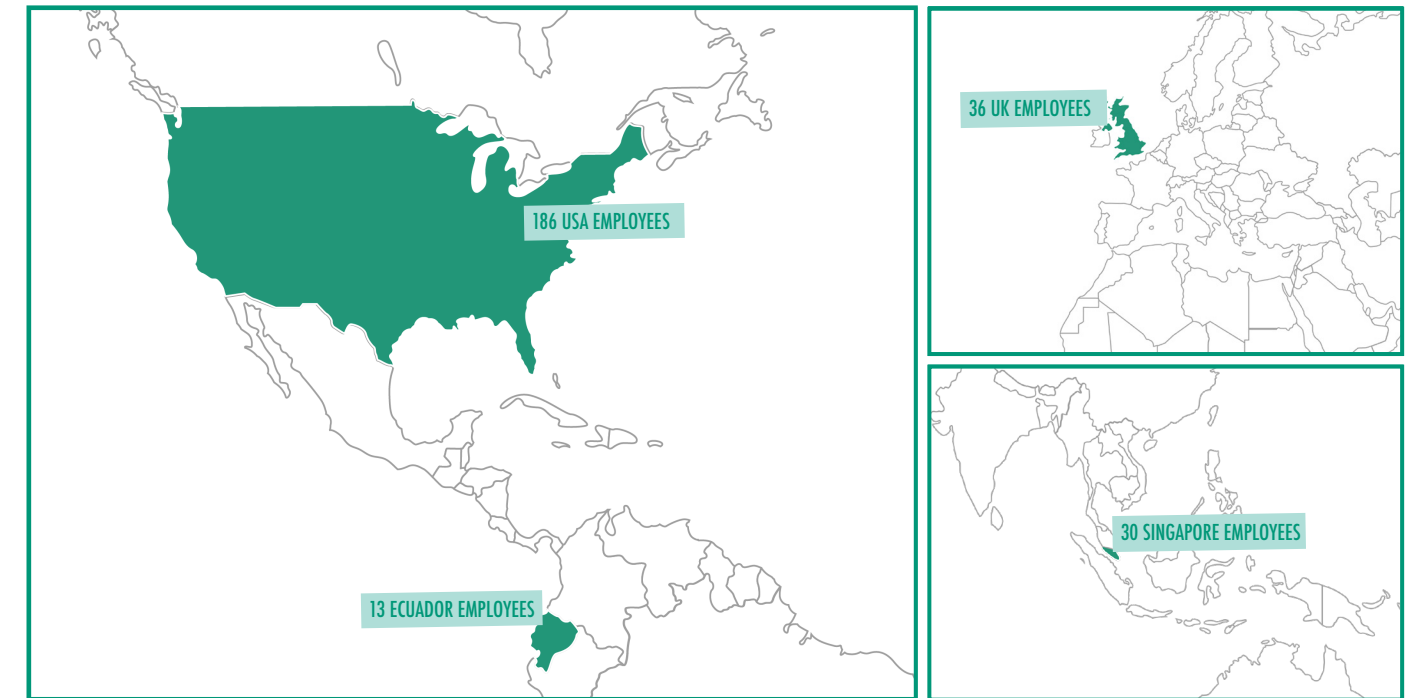
We offer a wide selection of better-for-you, functional products through our brands: Vita Coco, Runa, PWR Lift and Ever & Ever.



Did you know, Vita Coco contains naturally occurring electrolytes, which help keep your body hydrated and functioning properly?

A LOOK AT OUR EMPLOYEES

As of Decemeber 31, 2021, we had 265 full-time employees, including three in research and development, 133 in sales and marketing and 30 in finance. Of these employees, 186 are employed in the United States, 30 employed in Singapore, 36 employed in the United Kingdom and 13 employed in Ecuador.

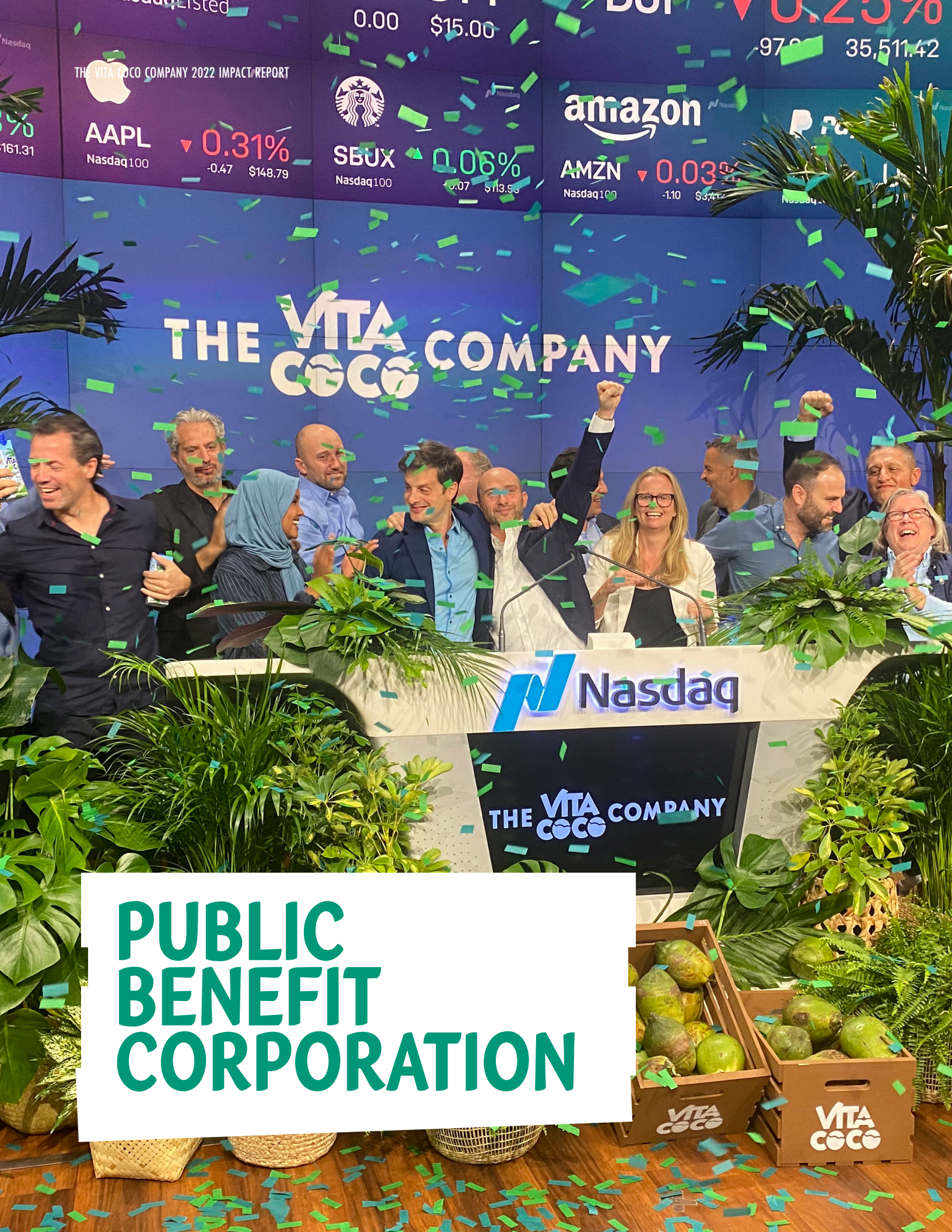


GENDER

Our ambition is to continue to create gender balance throughout every level of the organization. At the end of 2021, 46.3% of employees identified as female, 49.1% identified as male, and 4.6% did not disclose their gender identity.

RACE & ETHNICITY

At the end of 2021, 52% of employees identified as white, while 39% identified as Black, Indigenous and/or People of Color (BIPOC) or two or more races. Our goal is to reflect the diverse identities of our consumer marketplace.



Our public benefit purpose: harnessing, while protecting, nature’s resources for the betterment of the world and its habitants by creating ethical, sustainable, better-for-you beverages and consumer products that not only uplift our communities but do right by our planet.

CHOOSING TO BECOME A PBC

In addition to certifying as a B Corporation, we also made the decision to incorporate as a Public Benefit Corporation (PBC). In its simplest form, we’re committed to continually evolve our sustainability and social impact strategy for long term, responsible, and equitable growth. While both designations require us to consider the environmental and social impacts of our business decisions, they are not the same.

The adoption of the PBC structure requires us to identify our public benefit mission and report a higher level of transparency, accountability, and purpose—and we’re all for it.

WE’RE COMING OUT: ADVANCING THE JOURNEY

In October 2021, we completed an Initial Public Offering and began trading on The Nasdaq Stock Market. We believe that the best place for us to advance on our journey is in the public markets. Being publicly traded will support us to accelerate our growth and scale for greater impact. Whether it is advancing our ideals through fair trade, accessible nutrition and wellness, or environmental stewardship, we believe our platform is tethered to the future and not anchored to the past.

PUBLIC BENEFIT CORPORATION

We believe in using our platform as a force of good. Becoming a PBC and going public were natural steps in advancing our journey. (opposite page)

WE ARE B CORP CERTIFIED

B CORP CERTIFICATION

In 2020, we embarked on the journey to expand our certification to the rest of the global business. Our European division, All Market Europe, and Runa had previously obtained the distinction prior. For us, becoming a B Corp means holding ourselves accountable across our environmental and social performance and a continuation of our Public Benefit Corporation status.

While we are pleased to receive a certifying score, we know that there's plenty of opportunity and desire for us to improve. Our aim is to incrementally increase our score every recertification, especially focusing on areas like tracking our supply chain footprint, building greater rigor for our environmental management systems, and continuing to support the long term economic livelihoods of our communities.

OVERALL B IMPACT SCORE FOR THE VITA COCO COMPANY

FOR FISCAL YEAR END DATE: DECEMBER 31ST, 2019

80.4



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

Becoming a Certified B Corp for The Vita Coco Company continues our purpose driven journey to create a healthier planet. (opposite page)

“EARNING THE RECOGNITION
OF B CORP CERTIFICATION
GOES BEYOND OUR SCORE.
WE’VE ALWAYS TRIED TO ACT
IN A RESPONSIBLE WAY.”

Daniella Labat, Associate Director – PR, Experiential, and Partnerships



Through our “Give, Grow, Guide” philosophy, we work with coconut farmers to increase their yield and grow coconuts sustainably.

CREATING IMPACT



THE NEW 'ROI'

For us, developing projects goes well beyond what we do but also understanding the effect it creates in our communities. That means measuring our impact in a quantifiable way—something we've coined as our *return on impact*. We believe that any purpose driven company should measure its impact and investment into its community and business.

Our impact projects focus on addressing social factors that affect health and wellness. We prioritize economic stability, education access and quality, supporting neighborhoods, built environments, community wellbeing and nutrition.

Since the inception of The Vita Coco Project®, we've continuously strived to refine and reimagine what impact driven initiatives can be throughout our entire value chain. Our ambition is to positively impact 1,000,000 people in our global communities. We'll continue to add more metrics as we scale our impact projects in parallel with our growth.

BUILDING OUR ESG STRATEGY

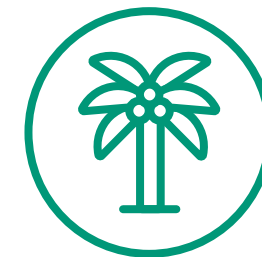
When building our Environmental, Social, and Governance (ESG) framework, we wanted to make sure we address issues that are closely aligned with our business. We collaborated across our organization to make it happen.

Our values have always been a reflection of our consumers. This plan is intended to support our purpose, build a long term and responsible business, and do right by our stakeholders and world.

We have identified three key focus areas:



Protecting Natural Resources of the planet



Building Thriving Communities especially with our grower network



Championing Health & Wellness in society

These pillars focus on what goes into our products, who makes our products, and who our products impact.

As part of The Vita Coco Project®, we have built 30 classrooms to increase access to education for our farming communities. (opposite page)

IMPACT ON A PAGE



30 classrooms built in our growing communities



69,000+ seedlings planted promoting biodiversity and replacing aging trees



7,000 farmers trained in regenerative & agronomic best practices



6.5+ million meals donated to communities experiencing food insecurity



\$2.1 million through in-kind product donations



30,000+ community members positively impacted in growing networks



As part of The Vita Coco Project®, employees participating in the beautification of a school building in one of our growing communities.

Case Study

MEET THE BACQUIANOS

ABUNDIO & MIMI BACQUIANO

The Bacquiano family owns and operates a model farm in the Sarangani province of the Philippines. They welcome farmers from the region to learn new intercropping techniques and organic farming methods. Through The Vita Coco Project[®], the Bacquiano family saw a 12% increase in their annual income.

Their additional income helps pay for their youngest child's college tuition, livestock, and allows the family to invest more into their farm. Also, Mimi was able to start a commercial, organic herb garden for the community.



Abundio and Mimi Bacquiano posing at their model farm, which demonstrates best practices and farming methods in coconut growing.

PROTECTING NATURAL RESOURCES

Our products come from nature, which is why we need to work together to ensure that we give back more than what we take.

RETHINKING WITH REPURPOSE GLOBAL

At the end of 2020, we partnered with rePurpose Global to look at impacts of the global plastics economy. The company's mission is to change the way the modern world produces, consumes and disposes of plastic waste.

Our partnership sought to address some of the toughest challenges in countries like Indonesia and India, where an average of 200 tonnes of plastic waste are generated each day. The negative impacts on underserved communities increases as a result.

By creating additionality and credit systems to the plastic recycling economy, we were able to support rePurpose's vetted network of impact organizations, including social enterprises like the Waste4Change project (W4C).

Waste4Change was able to build new infrastructures to increase plastic collection, transport to its Material Recovery Facilities (MRFs), and later co-process it for economic value in its community.

VERIFIED BY REPURPOSE, THE IMPACT WE CREATED WAS:



38,000 kg of plastic was recovered



12 tonnes of CO2e was avoided



24 jobs benefitted ensuring no net job loss during this period

We bring our products to market through a responsibly designed supply chain that preserves coconuts grown throughout the world. (opposite page)

“PART OF OUR RESPONSIBILITY AS A BUSINESS IS TO REIMAGINE WHAT RESPONSIBLE PACKAGING CAN BE. IT’S PART OF OUR ETHOS AND FOUNDING PRINCIPLES TO CONTINUE TO INNOVATE.”

-John Tran, Program Director – Sustainability & Social Impact

SUPPORTING SEEDLING DISTRIBUTION WITH GENERATION HOPE

According to the Philippine Coconut Authority, over 25 million people rely directly or indirectly on coconut farming in the country. However, as of 2020, over one out of every five trees have become senile—that is—they have ceased producing coconuts. Additionally, the Philippines has become one of the leading exporters of coconuts in the world despite having lower yields than other top producer countries.

In order to ensure a long term supply of coconuts and support the livelihoods of our coconut growing communities, we have partnered with Generation HOPE, based in the Philippines since 2014. According to the organization, HOPE is the country’s first Certified B Corp and invests in education, environment, and agriculture initiatives to create a meaningful, positive impact for Filipino communities.

Through our partnership, HOPE distributes premium coconut and other seedlings free to growers to help replace existing, unproductive trees. They also work closely with farmers to build model farms that support the development of regenerative agricultural systems for coconuts to help maintain the health of the plants as well as the surrounding ecosystem.

Since the distribution of seedlings began in 2017, Vita Coco has contributed 25,216 coconut seedlings and 14,860 other seedlings for intercropping.

With an 86% germination rate, these trees help to sequester carbon over their lifetime, securing an incremental income for coconut growers.

INVESTING IN REFORESTATION & BIODIVERSITY IN ECUADOR

Our organic, clean energy drink RUNA includes certified organic, Fairtrade guayusa—a super leaf that is found almost exclusively in the Amazonian rainforests of Ecuador. The leaf is cultivated by indigenous growers from the Kichwa community.

RUNA sources exclusively from these families that grow the plant in biodiverse forest gardens (chakra).

These forest ecosystems and farms developed by Kichwa people remain a central part of the community, contributing to soil health, biodiversity of the land, and conservation of the rainforest. RUNA has given farmers tools to maintain these chakras while producing an additional source of income, including the reforestation of 115,000 guayusa trees and timber species over 550 hectares of land.

The reforestation of the Ecuadorian Amazon has also seen significant results, including the restoration of habitat for indigenous flora such as the native guanta—the country’s second largest rodent. Through the use of intercropping, other crops have also been produced, including cacao, bananas, plantains, coffee guava, and various legumes.

MEASURING OUR IMPACT: A FULL CARBON FOOTPRINT ANALYSIS

In 2021, we embarked on an ambitious project to begin measuring our greenhouse gas emissions across our entire value chain. As a business that works closely with co-manufacturing partners, growers across the globe, and a wide array of customers, we wanted to better understand our environmental footprint, particularly focusing on our carbon impact from seed to sip.

We enlisted the help of external experts at Eastern Research Group (ERG) to map out and measure our carbon footprint across our product portfolio. The analysis considers our environmental inputs from ingredients to packaging materials to logistics, as well as sourcing practices and regions, among a variety of other factors.

Our aim is to complete the footprint analysis in 2022, develop overarching ESG goals to address our impact, and create a long-term roadmap towards becoming impact positive. We are also developing a custom tool to measure future product innovations that will assess environmental risks associated with mitigating our greenhouse gas emissions.



As part of our business, we are measuring the carbon impact of our coconut operations to ensure we are responsibly producing products.

“MEASURING OUR ENVIRONMENTAL IMPACT HAS BEEN A CRITICAL STEP FOR US IN OUR ESG JOURNEY. IT’S IMPORTANT FOR US TO KNOW OUR ROLE IN SOCIETY AND ENSURE THAT WE PRODUCE OUR PRODUCTS RESPONSIBLY.”

Moe Zeidan, Vice President – Global Supply Chain

BUILDING THRIVING COMMUNITIES

GROWING WITH FARMERS: THE VITA COCO PROJECT®

We have developed a symbiotic relationship with our global suppliers. We have become invaluable to each other, and we take this responsibility very seriously. Our coconuts are mostly grown and harvested by thousands of small, family farmers.

For generations, they've supported themselves by selling coconuts and fishing for food. We quickly understood that if we were going to be successful in the long-term, these farming communities needed to grow with us. That's when we created The Vita Coco Project® based on a simple philosophy of "Give, Grow and Guide," with the goal to build thriving communities and impact the lives of over one million people.

Over the past seven years, we've built 30 schools, offered dozens of university scholarships and have trained thousands of local farmers at our model farms to be more productive and efficient and positively impacted 30,000 people within these communities. By teaching simple farming practices like intercropping, planting new seedlings and better harvesting techniques, we have helped these families increase their yield, income and livelihoods.

BIG LEAF ENERGY: SUPPORTING INDIGENOUS COMMUNITIES

Guayusa (gwhy-you-sa) is a super leaf found almost exclusively in the Amazonian forests of Ecuador. We exclusively source it from indigenous families from the Kichwa community that grow it in biodiverse forest gardens.

The Kichwa people describe the effects of guayusa as making them feel "RUNA," which roughly translates to "fully alive." To the Kichwa people, the guayusa leaf has an immense cultural importance, and they've been brewing it for generations. That's why we are committed to partnering with them in preserving their culture.

In 2021, we began the RUNA Agricultural Leadership Program to develop more best practices in regenerative agriculture in order to help guayusa thrive, reforest the Amazon, and equitably support Kichwa people's economic livelihoods.

The training program covers key topics including local use of indigenous microorganisms, the reforestation of native plant species, and the use of intercropping to help increase the land's biodiversity.

From 2020–2021, Runa reforested over 3,100 trees in the Amazon through our operations team.

Diascora Martin is from the Philippines, and is one of the most successful Vita Coco Project® farmers. She often recruits new growers to join the program. (opposite page)



CULTURE & BELONGING: BUILDING A DIVERSE, EQUITABLE AND INCLUSIVE WORKPLACE

Over the past years, we have witnessed a global collision of social, economic, and environmental disparities in the midst of a pandemic. Today more than ever, the need for businesses to identify, acknowledge, and address these gaps is critical in building an inclusive workforce that is representative of society.

We have continued to build and evolve our internal working group—The Culture & Belonging Committee—to help facilitate dialogue, build understanding, and create a sense of community and trust within our workforce. This people-first approach focuses on ensuring that every employee feels safe, belongs, and is empowered to make decisions that mutually benefit themselves and The Vita Coco Company.

The Culture & Belonging Committee has focused on celebrating cultural moments and movements, rebuilding equitable systems within our business, and developing our cultural fluency.

In 2020–2021, we have worked with external diversity and inclusion experts to re-examine our systems and interpersonal relationships in our workplace culture. We improved our healthcare offering to become more equitable, extending benefits like gender affirming care.

PRODUCT DONATIONS & CHARITABLE CONTRIBUTIONS

We are committed to using our business as a force for good. At the start of the pandemic, we saw our sales increase significantly, which prompted us to scale our charitable contributions in 2020. During that time, we granted over \$2.1 million in value through in-kind donations and cash contributions, including \$1 million to No Kid Hungry and Feeding America. We also challenged other organizations through social media to do the same—to donate their profits to organizations that align with their company mission. We will continue to support organizations that align with our ESG pillars to protect natural resources, build thriving communities in our network, and champion health and wellness of society.

Employees from every function contribute to our Culture & Belonging Committee, building an inclusive environment for employees. (opposite page)

CHAMPIONING HEALTH & WELLNESS



Our business was built on the premise of making better-for-you products more accessible to consumers like you! That also means building a portfolio that champions inclusive health and wellness. We focus on addressing hunger and food insecurity, physical wellbeing, and mental and emotional wellness as we believe these areas can have a material impact as social determinants of overall health.

EMPOWERING STUDENTS

ABC Food Tours' mission is to empower students by providing experiences across diverse cultures and career opportunities. Almost one in four children in New York City are food insecure according to data reported by No Kid Hungry. Poverty across the five boroughs continues to leave children in the most underserved communities hungry and without the resources necessary to thrive in school and beyond. According to ABC Food Tours, close to 40% of the students are living in unstable housing and are food insecure.

By partnering with ABC Food Tours, we hope to support students across New York City to create meaningful, equitable connections that will break the oppressive cycle of poverty.

Last year, we worked with the organization to create career conversations. Students and teachers met with our leadership team, learning more about the food and beverage industry.

Our focus is to address key areas in health and wellness including: nutrition, physical wellbeing and mental health resources. (opposite page)

ADDRESSING FOOD INSECURITY

Share our Strength's No Kid Hungry campaign is committed to ending childhood hunger in the U.S. This is a problem we know how to solve, but we need your help. Since 2020, we have partnered with No Kid Hungry to get meals where they are needed most. Our \$675,000 investment can help provide up to 6.75 million meals for hungry kids.

The pandemic has only exacerbated many inequities, including food insecurity in society. As many children rely on school meal programs, finding new opportunities to distribute food was key in supporting their learning. We are proud and humbled to work with an organization that address food disparities in our communities.

INVESTING IN EMPLOYEE CARE

As our employees are investing in the work they do at our company, we want to make sure we're investing back into their wellbeing. Being a company that's mission is to better hydrate others, naturally, we created a product allowance for our employees to keep them hydrating all day long. We added a new health app, as well as a fund for fitness reimbursement support.

We care about our employees' mental and financial health just as much as their physical health. At the beginning of COVID-19, we created a flexible working arrangement for our employees, and we've decided to continue it beyond the pandemic. We have financial advisors on retainer to help with life planning for employees whenever they need.



We offer different health and wellness programs to employees as well as initiatives to address nutrition and food insecurity in our communities.

“SUPPORTING INCLUSIVE HEALTH AND WELLNESS MEANS RE-EXAMINING HOW WE MEASURE HEALTH AND WELLNESS AS A SOCIETY. THAT MEANS MAKING WELLNESS ACCESSIBLE, PURPOSEFUL, AND MEANINGFUL FOR ALL.”

Chloe Albanese, Brand Manager

APPENDIX

DISCLAIMER

Cautionary Note Regarding Forward-Looking Statements

Information set forth in this report contains forward-looking statements that involve a number of risks and uncertainties. This report contains forward-looking statements relating to the Company's operations that are based on management's current expectations, estimates and projections regarding the ESG matters described in this report. Words or phrases such as "expect," "intends," "plans," "targets," "believes," "seeks," "may," "should," "will," "goals," "objectives," "opportunities," and similar expressions are intended to identify such forward-looking statements. We caution readers that any forward-looking information is not a guarantee of future performance and that actual results could differ materially from those contained in the forward-looking information. Such forward-looking statements include, but are not limited to statements about our strategy, prospects, expectations, plans, objectives of management, supply chain predictions, our ESG or sustainability policies, programs, products or initiatives, projections relating to our future financial results and other statements that are not historical facts.

The forward-looking statements in this report are only predictions. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors

beyond the Company's control. These factors include, but are not limited to, those discussed under the caption "Risk Factors" in our Annual Report on Form 10-K for the period ended December 31, 2021 filed with the SEC on March 14, 2022 and our other filings with the SEC as such factors may be updated from time to time and which are accessible on the SEC's website at www.sec.gov and the Investor Relations page of our website at www.vitacoco.com. Any forward-looking statements contained in this report speaks only as of the date hereof and accordingly undue reliance should not be placed on such statements. We disclaim any obligation or undertaking to update or revise any forward-looking statement contained herein, whether as a result of new information, future events or otherwise, other than to the extent required by applicable law.

Website Disclosure

We intend to use our websites, vitacoco.com and investors.thevitacococompany.com, as a means for disclosing material non-public information and for complying with the SEC's Regulation FD and other disclosure obligations.

PHOTO CREDITS

Jenkins, Joe: pg. 5

Kim, Ruth: pg. 6

Potter, Sam: pgs. 9, 19-20, 23, 25-26, 30, 32

Internal, The Vita Coco Company:
pgs. 12, 14, 34, 38

Siramarco, Shannen: pg. 36

Thank you for reading our first Annual Impact Report. Have any questions or comments? Contact us at hello@vitacoco.com

