Sustainable Market Share Index TM: Research Question 1

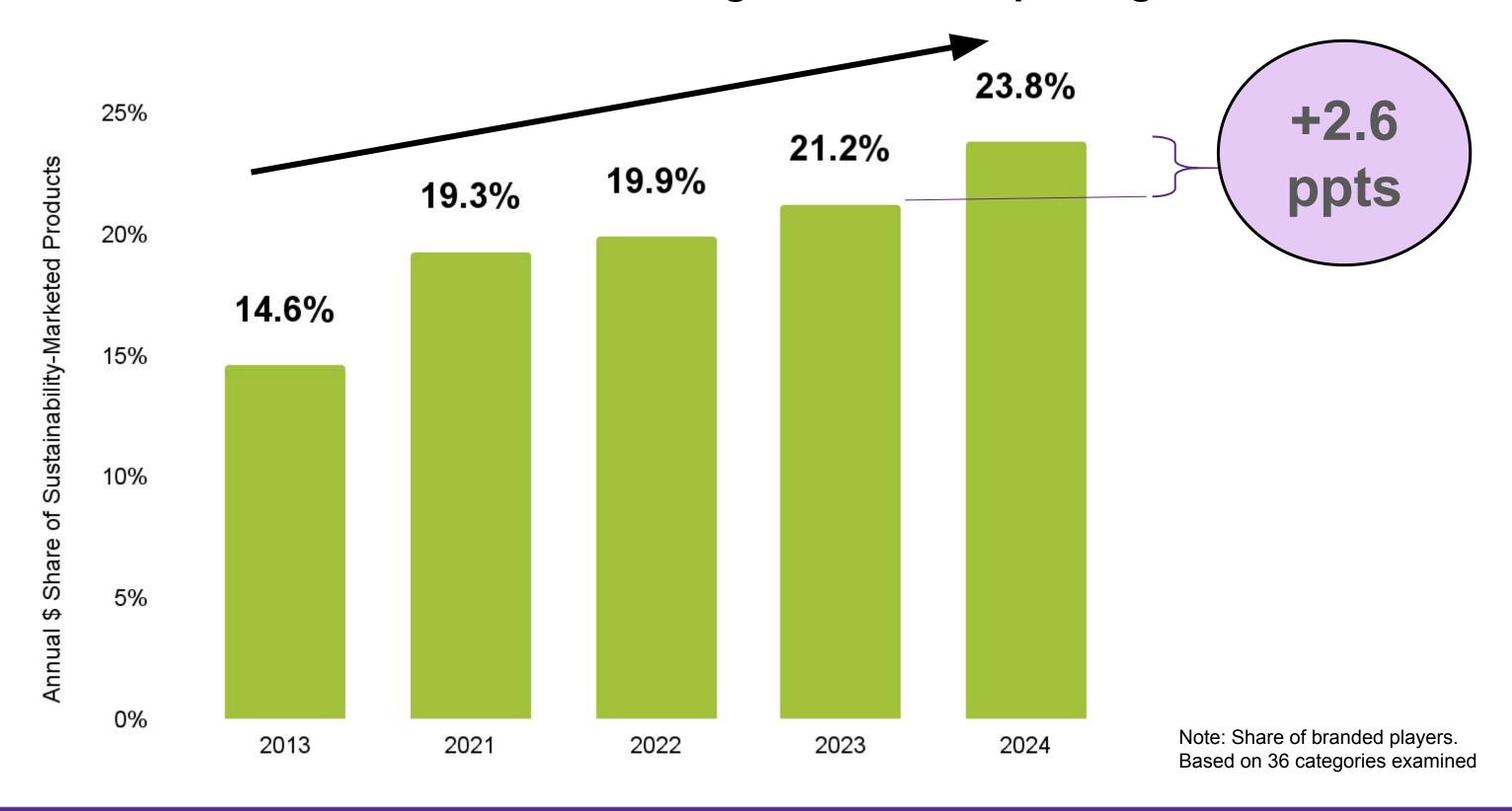
Research Question: Have branded products marketed as sustainable delivered growth and how have they performed relative to conventionally marketed products?

Research Result: Products marketed as sustainable have grown every year since 2013, with a significant share increase during the pandemic and recent inflation. Moreover, they are contributing to a disproportionate share of the CPG category growth.



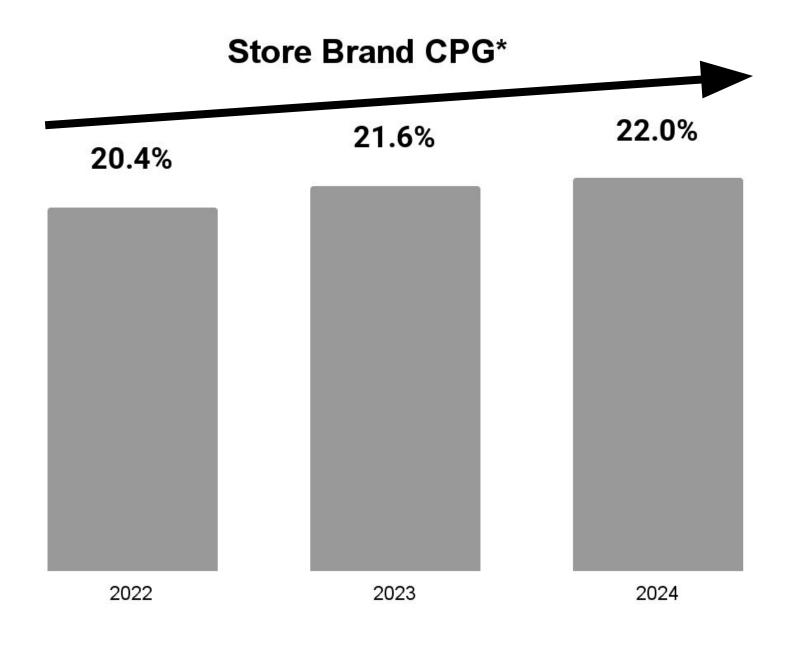
Sustainable Market Share Index™: 2024 Market Share

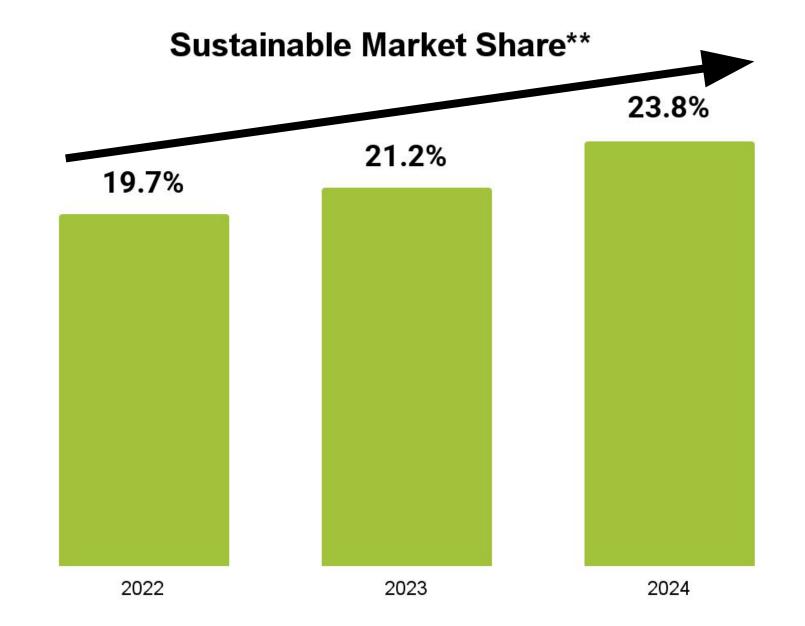
Products marketed as sustainable continue to grow share despite high inflation



Sustainable Market Share Index™: CPG Growth Segments

Store brand share of market was 22.0%, up +0.4% from 2023, suggesting branded sustainable products are more insulated from inflation-driven moves to store brands



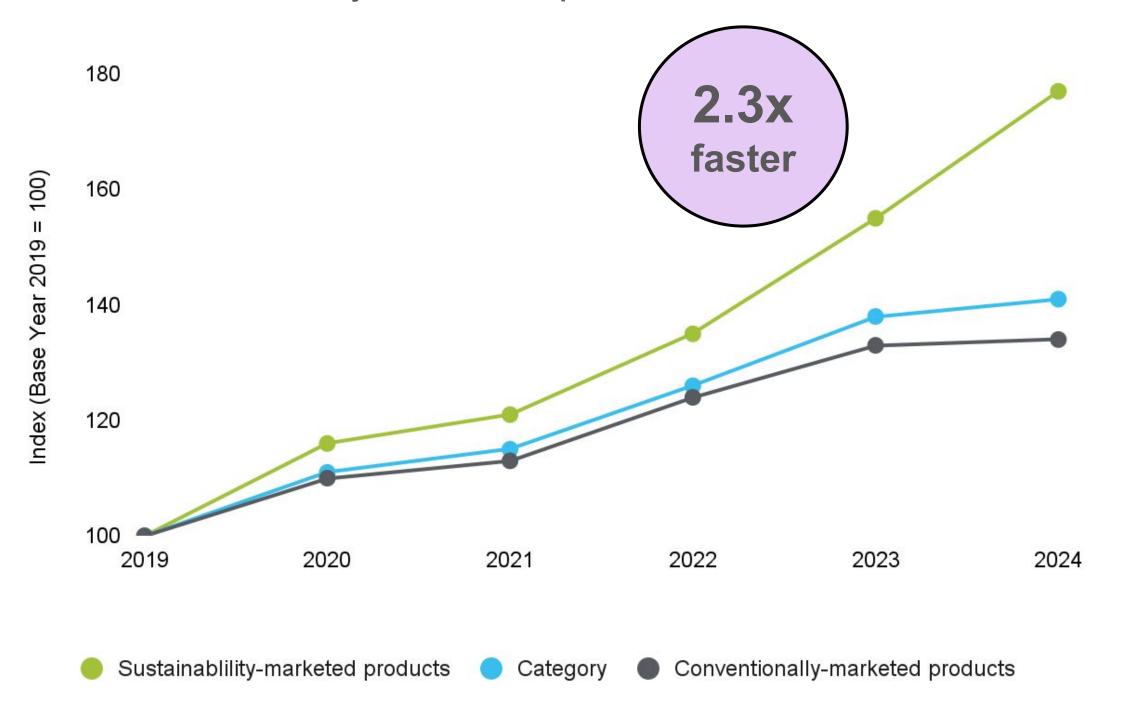


^{*} From Circana private label report

^{**36} categories examined

Sustainable Market Share Index TM: Growth Rate 5-YR CAGR

At a 12.4% 5-year CAGR, sustainability marketed products grew 2.3X faster than conventionally marketed products



Sustainability-marketed 5-yr CAGR:

+12.4%

Total Market 5-yr CAGR:

+6.8%

Conventionally marketed 5-yr CAGR:

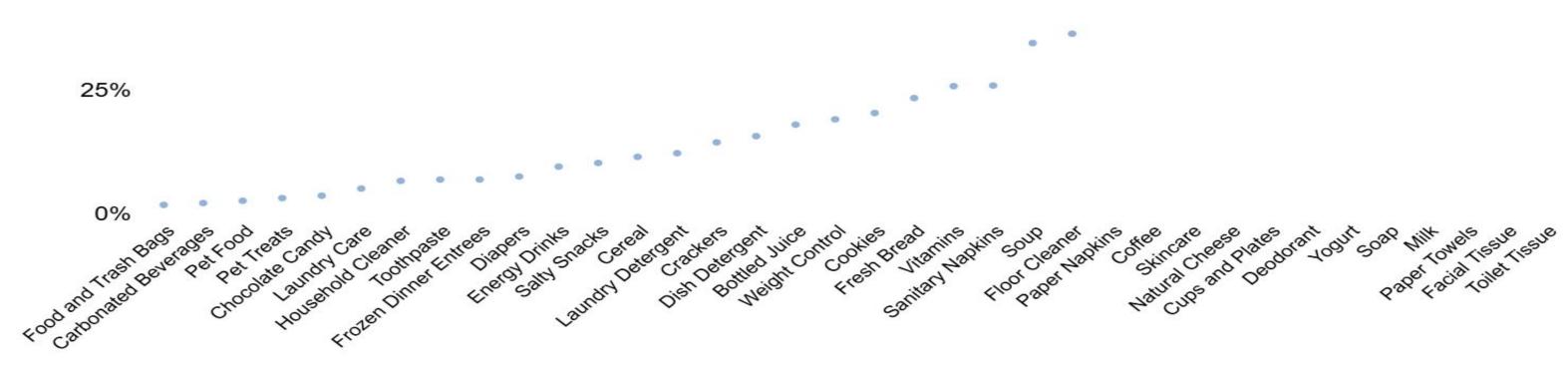
+5.4%

Note: Share of branded players. Based on 36 categories examined

Sustainable Market Share Index[™]: Category Performance

More than half of categories have seen 10+ ppts growth in share since 2013, ranging from

10-80+ ppt increases <5% Share 5-20% Share >20% Share 100% **Natural Cheese** Cookies Laundry Care Food and Trash Bags Laundry Detergent Household Cleaner Fresh Bread **Cups and Plates** Carbonated Beverages Crackers **Vitamins** Toothpaste **Deodorant** Pet Food **Dish Detergent** Frozen Dinner Meals San Napkins **Yogurt** Pet Treats **Bottled Juice** Diapers Soup Soap Chocolate Candy Weight Control **Energy Drinks** Floor Cleaner Milk 75% Salty Snacks **Paper Napkins Paper Towels** Cereal Coffee **Facial Tissue Toilet Tissue** Skincare



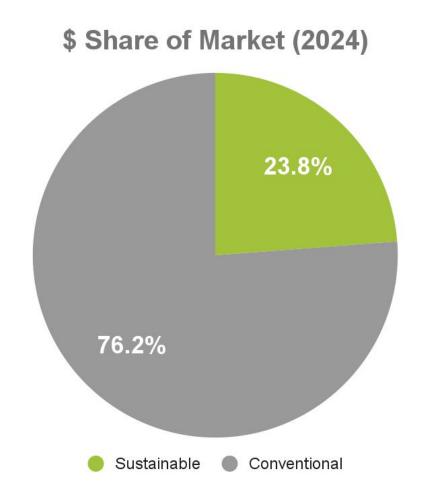
Note: Green denotes more than +10 ppts share growth since 2013

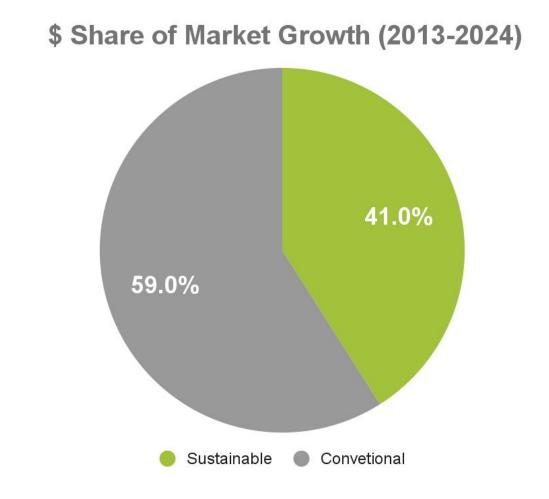
Categories

50%

Sustainable Market Share Index™: Contribution to Growth

Despite having share of 23.8% of the market, branded products marketed as sustainable delivered 41% of the CPG market growth (2013-2024)





Note: Share of branded players. Based on 36 categories examined