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CHAPTER 1

WHAT DOES A WORLD WORTH
SAVING LOOK LIKE?

A LETTER FROM OUR CEO

'Saving the world' is a common maxim often heard in sustainable discourse and social and environmental spaces. It's well intended, but amorphous and unspecific. In the pursuit of trying to define what 'saving the world' really means, everything from products to people are reduced to nothing more than a data point, a ledger entry on the CO2 balance sheet. Obsessing over the scarcity of finite resources or the growing population is a zero-sum game for the human race.

At Minor Figures, we believe in a sustainability ethos that puts humans at the centre and embraces **imagination, creativity, and innovation.** In order to construct a future that is not only sustainable but desirable, we view it as inextricable from the present. What are we doing right now that speaks to our vision of a better future? How are we working towards a world with an abundance of joy, of community, a world that creates less harm, and more **human connection?** We believe this can be attained through the relentless optimism and the unstoppable creativity of the human spirit. With this philosophy, we focus not on the vague ideal of "saving the world", but on contributing through our actions, to creating a world worth saving in the first place.

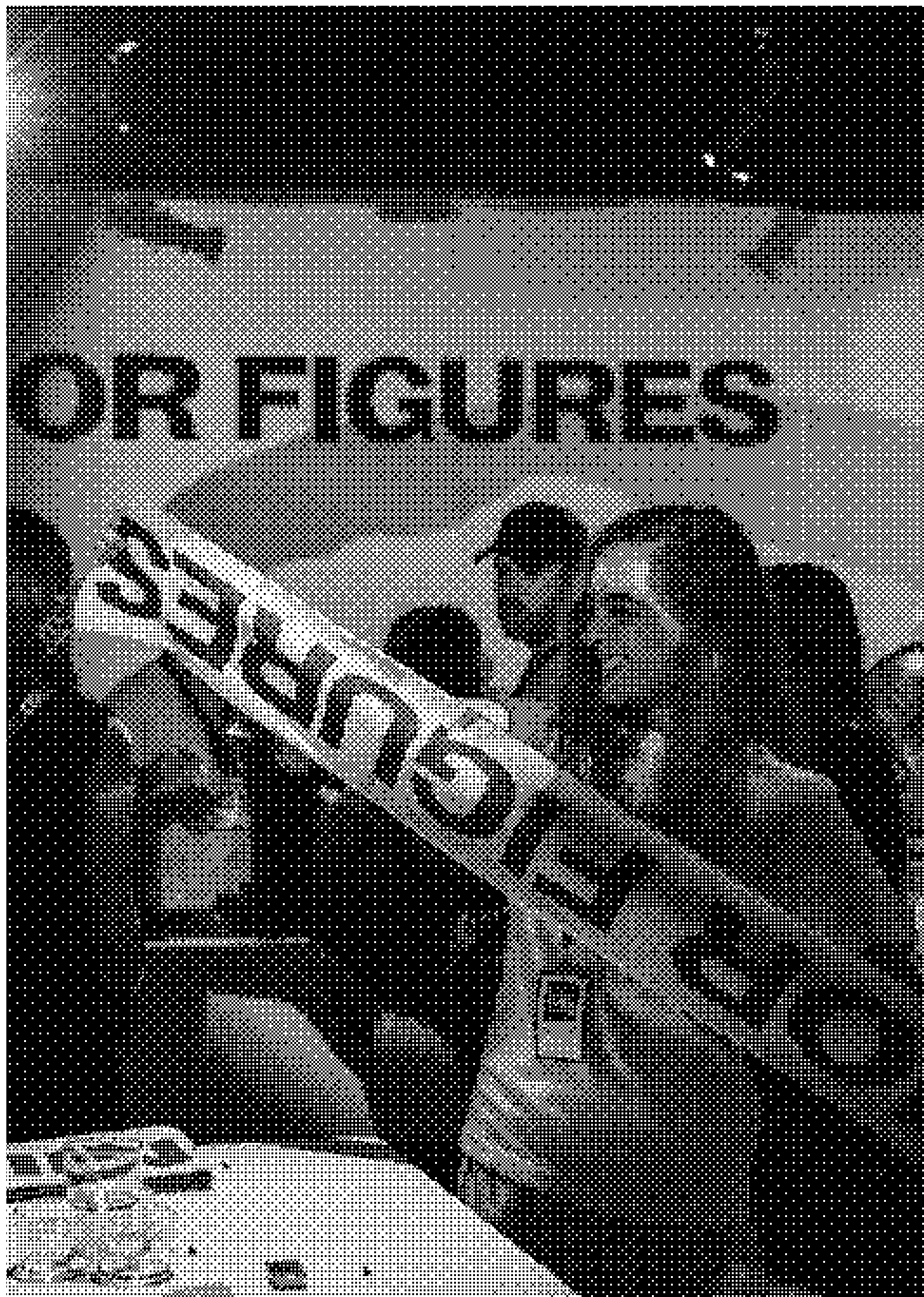
Because of the passions, creativity and imagination of individual people who make up Minor Figures, we have been able to grow our sustainability mission from the launch of our very first plant-based product to becoming a B Corp Certified company in March 2022. At the time, we were one of just 4,856 B Corps globally and we're proud to be among the ranks of companies setting the new standard for the way business should be done.

We have seen the impact that our B Corp status has reflected in the reactions from our customers, who are vocal about their support for companies who put people, communities, and the planet before their financial bottom line. **Our community values the transparency that the B Corp Certification provides.**

This is our first impact report since becoming certified in March 2022, designed to offer transparency and accountability of our commitments to the mission, across the 5 Key Impact Areas and beyond. It outlines the improvements that we've made to our practices and processes in the last year alone and the impact this has had both internally and externally, as well as tracking our progress so far towards our long-term sustainability goals.

We talk a lot about big bold ideas, but we're also passionate about how minor steps can lead to amazing changes - this impact report is a great example of both, coming together to form the ethos at the heart of Minor Figures. We're excited to have you along for the ride.

Stuart Forsyth
CEO, Minor Figures



WE'RE HERE TO THROW
A BETTER PARTY THAN THOSE
DESTROYING OUR PLANET

While our sustainability ethos guides everything we do at Minor Figures, we look at everything through a human lens. In particular, we **promote the protection of the planet** with a view of humanity not just as the creator of problems but as the **solution to problems**.

The next 10 years are absolutely critical to managing the climate crisis. We want to be part of building a future world where people are seeing the benefits of our collective efforts to stop degenerative practices, adopt regenerative practices, and give back more than we've taken.

But to make sustainability actually sustainable, it has to present us with reasonable choices and better, maintainable, ways to live. If we wanted to produce NO carbon emissions, we'd have to stop producing coffee and Oat M*lk immediately. But it would be pretty bleak to live in a world where people are afraid to create anything. The sustainable options just need to be better, faster, tastier, more exciting, healthier, easier - than the harmful options.

At Minor Figures we're here to improve cup quality in every cup of coffee, eradicating the need for dairy in an industry close to our hearts. We're here to reduce harm to people and the planet. And we're here to be a creative force demonstrating that sustainability doesn't have to be about sacrifices and a guilty conscience - the 'right' option can also be the most fun. You get to live your life however you want.

IF YOU LOVE COFFEE,
MAKE SUSTAINABLE CHOICES

As a coffee company, one of our biggest concerns when it comes to the climate crisis is the **damaging effect that harmful environmental practices are having on the coffee farming industry.**

If something doesn't change, we stand to see the number of locations suitable for growing coffee drop by up to 50% by 2050 due to the climate crisis (Läderach et al., 2014).

If we want to continue to enjoy sipping on a great cup of coffee each morning, we need to make sure we're contributing to a world that can continue to support the production of coffee beans.

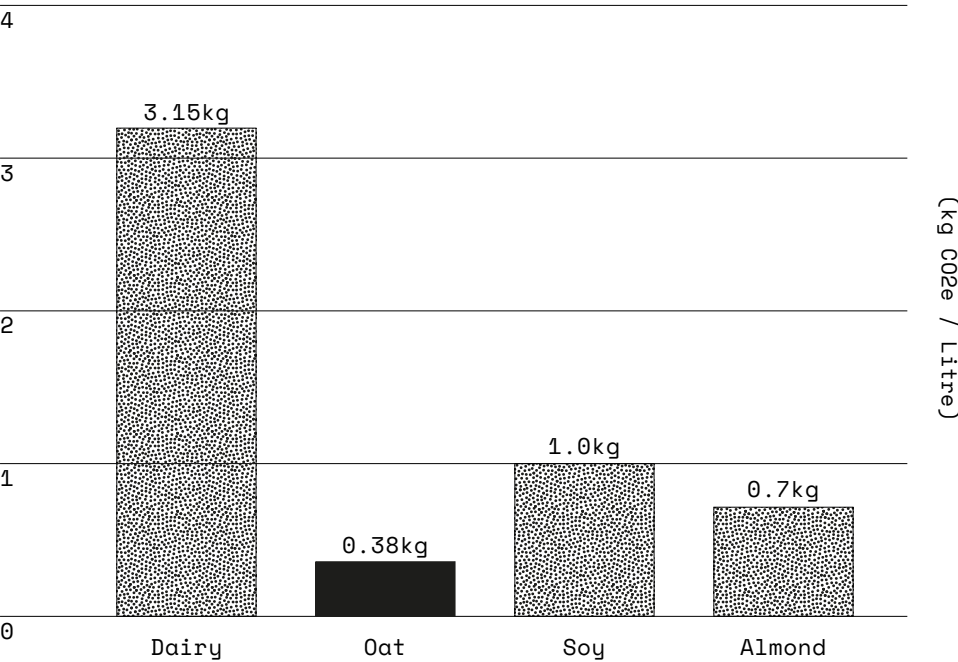
One of the biggest changes that can be made directly, is the move from coffee made with dairy to plant-based milk. Across the board, oat milk is approximately 8x less carbon intensive than dairy. [FIG.1]

More people were drinking plant-based milk but dairy milks still represented a global market of ~\$720bn compared to the ~\$20bn of all plant-based milks combined [FIG.2]. We were looking to eradicate the need for dairy, proving that you don't need it to enjoy a perfect cup of coffee. The more sustainable options can also be the tastiest, with products designed specifically for professional baristas and specialty coffee.

If you were to drink one coffee with oat milk instead of dairy, you'd save 500g of CO2 per cup. For the same carbon footprint as a single dairy latte, you can drink an oat milk latte plus a pint of beer. Over one year of drinking oat milk lattes in place of dairy every day, you'd save 180 kg of CO2e.

[FIG.1]

Comparing the carbon footprint of different milk types

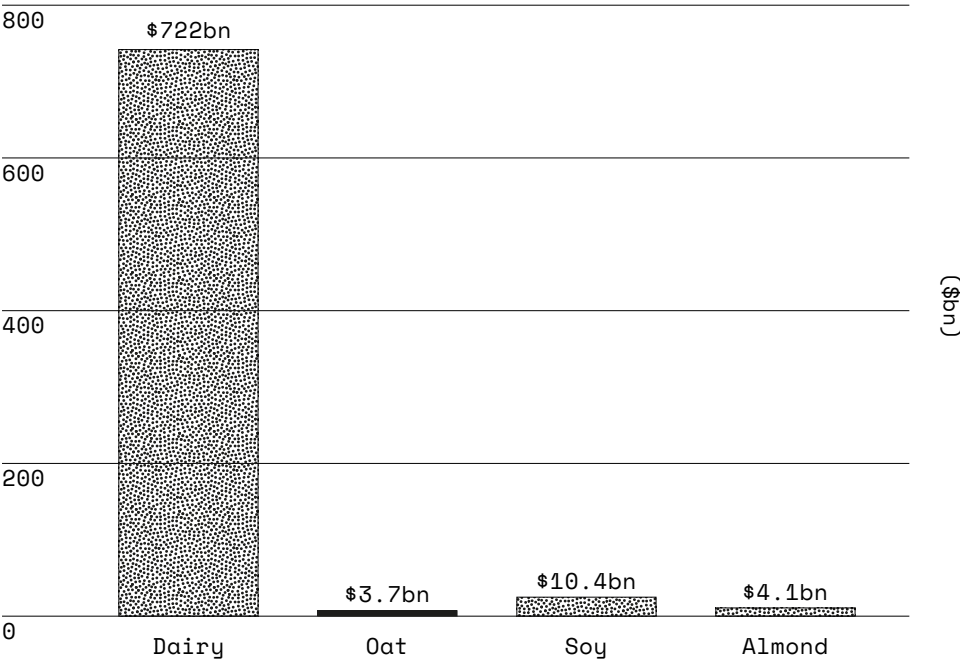


Carbon Footprint: Poore & Nemecek (2018)

[FIG.2]

Global milk market
size (2019)

Almond Milk Market - Forecasts,
2019 - 2024 / Oat Milk Market
Size - Forecasts, 2020 - 2028



CHAPTER 2

HOW DO WE KNOW WE'RE
DOING IT RIGHT?

BEING CARBON NEUTRAL

The most environmentally “sustainable” thing we can do? Not exist at all. Never create anything new, never make innovative products, just closeup shop and send everyone home. But not only does that sound like a dull way to live, it’s also a stance on sustainability that speaks to a pretty bleak worldview. Humans have always created art, invented things, and looked for ways to connect with one another. It’s absolutely essential to our survival that we recognise that creativity and playfulness are not just compatible with sustainability, but an integral part of it.

We can, however, do our best to mitigate the impact we have on the world, through innovative sustainability practices. More than that, we believe that companies have real power to make a positive impact on the world. Done right, businesses benefit everyone involved. It’s important to us to show that we’re more than just talk – we actually have the accreditations and actions that back it up.

Beyond creating a product that has less carbon footprint than dairy, we wanted to neutralise our carbon impact entirely, which is why we committed to 100% carbon neutrality. Let’s break down how we accomplished that.

STEP 1: WHAT ARE WE EMITTING?

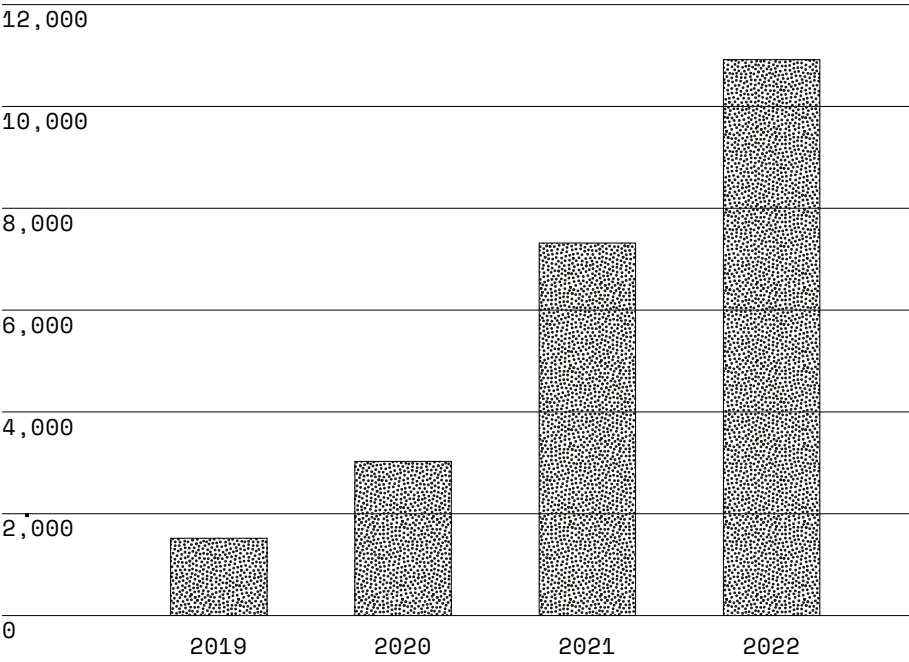
In order to be carbon neutral, we first figured out what we were actually emitting. Due to being a small but fast-growing start-up, it made more sense for us to focus on our carbon intensity (grams of carbon per litre produced) rather than our absolute emissions, because our rapid growth makes those numbers rapidly out of date. The bigger we are, the bigger our carbon emissions will be.

We used the Greenhouse Gas (GHG) protocol to measure our carbon footprint. This means measuring the carbon impact of greenhouse gas emissions involved in the production, sale, and distribution of a product.

We broke down our emissions by area of business: employee and office-related emissions are separated from product-related emissions, including raw materials, inbound logistics, production, packaging, outbound logistics, and end of life.

[FIG.3]

Minor Figures' carbon emissions 2018-2022



[FIG.4]

Minor Figures Carbon Footprint broken down.



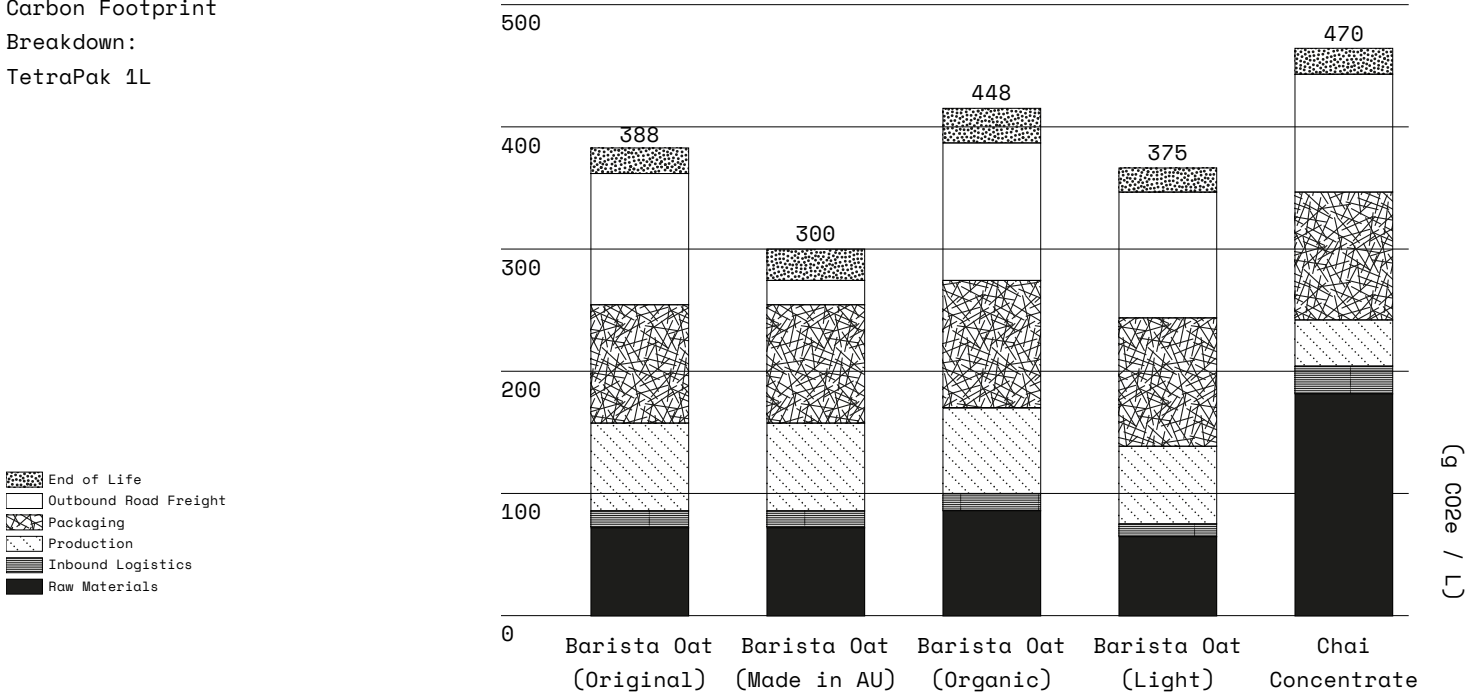
[FIG.5]

Breakdown of our carbon emissions per scope in Financial Years 2018-2019 (FY19) and 2019-2020 (FY20)

	TONS OF CO2E (FY19)	TONS OF CO2E (FY20)	% OF TOTAL (FY20)
SCOPE 1	1	16.7	0.58%
Heating	1	9.9	0.34%
Vehicle fleet	0	6.8	0.23%
SCOPE 2	19.3	6.4	0.22%
Electricity	19.3	6.4	0.22%
SCOPE 3	1529	2873	99.20%
Product packaging	365.8	800	27.62%
Product outbound logistics	590.1	726.7	25.09%
Product raw materials	302.5	599.1	20.69%
Product manufacturing	178.9	393.8	13.60%
Product end of life	0	148.8	5.14%
Product inbound logistics	49.7	91.1	3.15%
Flights	27.4	76.3	2.63%
Rental / private cars	0	12	0.41%
Employee commuting	8.7	9.6	0.33%
Prints	2.6	3.9	0.13%
Vegan lunch and snacks	1.1	3.3	0.11%
Upstream emissions of electricity	1.4	3.2	0.11%
Upstream emissions of heating	0.1	2.1	0.07%
Teleworking	0	2	0.07%
Train	0.2	0.8	0.03%
Office paper	0.3	0.2	0.01%
Water	0.1	0.1	0.00%
TOTAL	1,549.30	2,896.10	100.00%

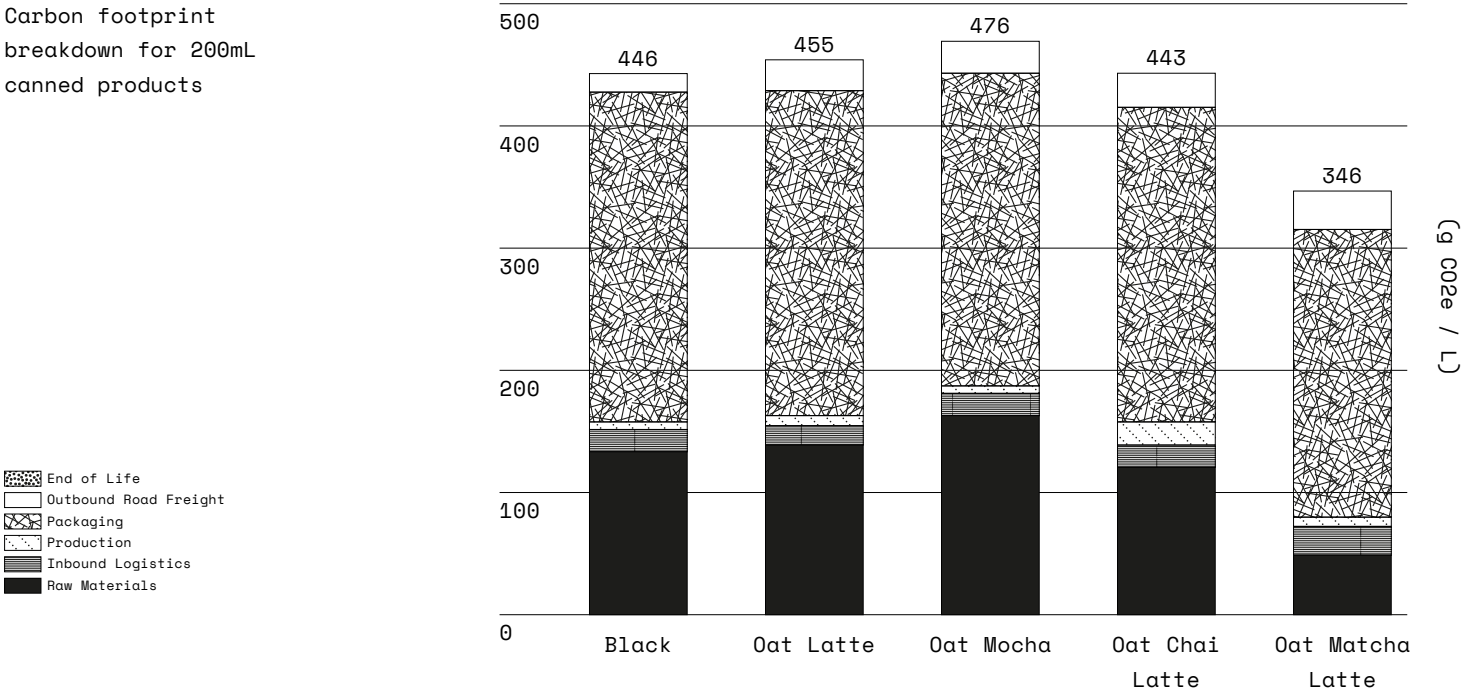
[FIG.6]

Carbon Footprint
Breakdown:
TetraPak 1L



[FIG.7]

Carbon footprint
breakdown for 200mL
canned products



STEP 2: REDUCING CARBON EMISSIONS

Priority number one was looking for ways to reduce these emissions at the source. This can take the form of innovative zero waste options to packaging choice to moving towards localised production. Below are some of our biggest projects to date in this area, but is by no means an extensive list of everything we're doing to reduce our carbon emissions.

> GOING RENEWABLE

Bringing renewable energy online and displacing fossil fuels helps the decarbonisation of power grids and improves local air quality for communities. We're using 100% renewable energy for our UK office and UK manufacturing and are working towards doing the same for our smaller operations in North America and Australia too.

> KEEPING IT LOCAL

We've reduced shipping emissions to Australia by 27% since we started producing Oat M*lk locally in 2021. We also set up local production in North America to simplify our supply chain and reduce the food miles of our products. As we take Minor Figures into new regions, our commitment to reduce the miles our products travel, and therefore their environmental impact, is continuously being prioritised.

> ZERO EMISSIONS DELIVERIES:

In the UK, we provide zero-emission deliveries everywhere within the M25, thanks to our partnership with HIVED, a London courier company with a zero-emission parcel delivery system. This decarbonises our last mile emissions and helps reduce air pollution. To date we've saved around 988kg of CO₂e with this initiative.

> CARBON TAX: After becoming carbon neutral in 2018, we implemented an internal Carbon Tax to create incentives for further emission reductions. This means we account for the cost of carbon in advance (pre-product launch, when planning an event) and ensures we're reducing our carbon emissions at every step.

STEP 3: OFFSETTING OUR EMISSIONS

In order to neutralise our impact entirely, we needed to offset the carbon we still did emit. We achieved this by investing into projects that absorb or reduce the same amount of carbon from the atmosphere as we emitted over the course of doing business.

We partnered with Ecofye, Climate Partner, and TreeApp, who conducted a circular assessment of our business operations and carbon footprint, and recommended programs to support.

We bought 'carbon credits' which allowed us to financially support projects that either reduce carbon emissions at source or remove existing carbon from the atmosphere.

The original goal of the carbon credits mechanism was to drive capital to where it's most needed to help people adapt to the climate crisis. We've invested in projects that are based in countries that are most immediately impacted by the climate crisis, helping communities and improving biodiversity where we can have a bigger impact per dollar spent.

STEP 3:
OFFSETTING OUR EMISSIONS

Each year we have to update our carbon credits and the different projects we're choosing to invest in. Last year we opted to invest in carbon removal projects, which are projects which contribute to actively removing carbon from the atmosphere. This year we're supporting a carbon reduction project, which replaces harmful environmental practices with cleaner energy. They're great long-term solutions which avoid producing more carbon at the source.

Here are the initiatives that we have supported in the past:

> SHADE GROWN COFFEE PROJECT, NICARAGUA:

Coffee farming is threatened by climate change, with rising temperatures expected to reduce the size (and output) of coffee farms by 50% in Latin America. Degraded land over periods of time have left farms more susceptible to pests and diseases, prolonged draughts, landslides caused by heavy rains, and a loss of natural pest control. But new forests create habitats for animal and plant species, and opportunities for local people. Shade grown coffee reduces erosion and landslides by improving the soil while often improving the quality of the beans. By supporting this project, we are helping to provide coffee farmers with technical and financial support; they'll invest in high value crops and get premium prices for their coffee. this project removes carbon by enabling farmers in Nicaragua to reforest their own land and restore the areas at higher elevations which are degraded by climate change by cultivating shade-grown coffee. To date, there are 445 farming families participating and together they have reforested 915 hectares of land.

> BAMBOO AFFORESTATION PROJECT, NICARAGUA:

Bamboo is one of the most efficient biological tools for fighting climate change because it grows so fast. Unfortunately, it's often used in places where it's not native and ends up causing disruption to local ecosystems. But not this time! Because bamboo is a native species to Eastern Nicaragua, supporting this project will help plant 1 million native giant clumping bamboo trees; transforming a degraded landscape into a flourishing, biodiverse ecosystem. The bamboo trees are harvested for use in fibers and building materials to create livelihoods for vulnerable communities in a low-carbon economy. In contrast to cutting trees, harvesting giant clumping bamboo does not kill the plant, so they can have a lifetime of 80 years. So far, the project covers 2,361 hectares while protecting an additional 1,000 hectares of old forest as a conservation zone.

> CHINCHINÁ RIVER FORESTRY PROJECT, COLOMBIA:

The rapid expansion of agriculture and cattle grazing has put Colombia's andean watersheds under threat. Reforestation of watersheds is critical for manizales and surrounding municipalities who are highly dependent on sufficient water supplies provided by the Chinchina River watershed. The Chinchiná River Forestry Project involves reforestation, agroforestry and silvo-pastoral systems in order to increase biodiversity and connect strategic ecosystems in the area. Selected species are reintroduced to the areas for assisted natural regeneration, watersheds are restored, and the habitats of significant wildlife in the area are improved, such as spectacled bears and yellow eared parrots. The project also improves the supply of freshwater for local communities, promotes sustainable conservation, research and ecotourism, and generates additional income sources for local farmers and small-scale local industries.

STEP 3:
OFFSETTING OUR EMISSIONS

> BIOGAS, VIETNAM:

Helping to supply Vietnam with clean energy, this initiative contributes to 14 of the United Nations' 17 sustainable development goals (SDGs).

> CLEAN COOKSTOVES, PERU:

This project provides clean, energy-efficient cookstoves to households across Peru who would otherwise depend on open fire in enclosed spaces.

BECOMING A B CORP:
JOURNEY TO CERTIFICATION

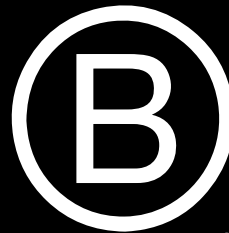
The B Corp certification is important to us because it offers transparency and accountability to our values. As an international brand, it is important to us to be able to clearly communicate to our global community that we are not just using the language of sustainability but actually putting it in the work.

The world of sustainability is full of a lot of buzzwords that can be confusing and the unfortunate prevalence of greenwashing only muddies the waters even more. With a certification like B Corp, we're writing our existing practices into official policies. The application process also helped us to comb through our processes and practises with a critical eye and identify any areas where we could be improving. As a result, we developed stronger organisational structures and policies that are proving vital as our legal, financial, regulatory and ethical obligations grow.

B Corp helps us draw up our own roadmap towards becoming a better company, providing a rich soil from which companies can grow and strengthen their foundations. B Corp Companies are companies which have proven their commitment to treating business as a human enterprise first and foremost.

This doesn't end once we get the certification - we're always striving to improve and innovate within our sustainability practices. With the significant challenges of the pandemic and our dedication to supporting both our community and our broader social purpose, we have come back fighting to make this our most successful and impactful year yet.

Certified



®

Corporation

B CORP CERTIFICATION SCORE
[LINK] OUR VERIFIED SCORE

In 2022, MF score of 81.8 pts LAST VERIFIED B CORP SCORE		In 2023, MF score of 89.1 pts* UNVERIFIED B CORP SCORE	
IMPACT AREA 1 – GOVERNANCE	15.1	IMPACT AREA 1 – GOVERNANCE	16.3
IMPACT AREA 2 – WORKERS	17.7	IMPACT AREA 2 – WORKERS	22.9
IMPACT AREA 3 – CUSTOMERS	16.7	IMPACT AREA 3 – CUSTOMERS	17.3
IMPACT AREA 4 – ENVIRONMENT	29.8	IMPACT AREA 4 – ENVIRONMENT	29.9
IMPACT AREA 5 – COMMUNITY	2.2	IMPACT AREA 5 – COMMUNITY	2.7
TOTAL	81.1 pts	TOTAL	89.1 pts*
		*THESE SCORES ARE UNVERIFIED BY B LAB	

What is our aim for March 2025 when we do our recertification?
We want to get to the average (for food and drinks) of 90.3 pts

IMPACT AREA

1. GOVERNANCE	BUILDING ON THE WORK FROM LAST YEAR	WHERE WE’LL BE FOCUSING NEXT
<p>What is the overall mission of the company and how is it engaging with its commitments to transparency, ethics, and its social and environmental impact?</p> <p>Is the company formally considering stakeholders in the decision making process across the corporate structure while protecting its mission?</p>	<ul style="list-style-type: none">- With a view to improving our company transparency and financial transparency with employees, we completed our first independent financial audit.- We committed to frequently disclosing financials (except salaries) both internally and externally, and have met this goal, sharing financial information with employees quarterly and publicly reporting financial statements.- We have also developed an internal financial education program to help employees understand finances.	<ul style="list-style-type: none">- Developing internal systems for workers to articulate goals and achievements related to social and environmental metrics both individually and within the context of their position within their team.- Building out a formal stakeholder engagement plan to build on the existing feedback we get from our community and ensure that all relevant stakeholder groups feel heard. We'll also implement feedback response structures to ensure that the results of stakeholder engagement regarding our social and environmental performance are reported to the highest level of oversight in the company.- Establish Open Book Practices to cover income statement and balance sheet, other data (eg productivity and plant utilisation, quality data), training employees to understand financial numbers.

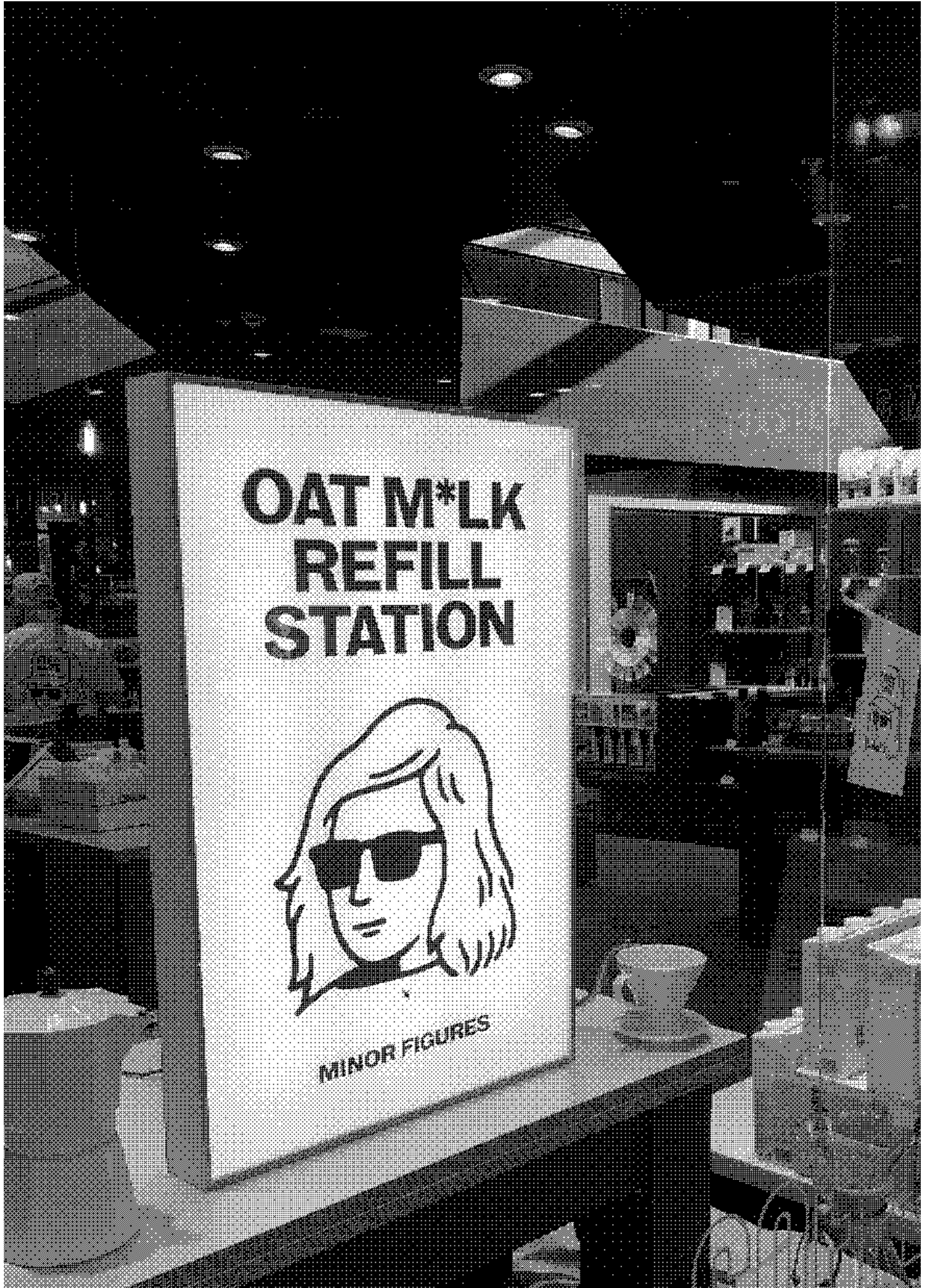
IMPACT AREA

2. WORKERS	BUILDING ON THE WORK FROM LAST YEAR	WHERE WE'LL BE FOCUSING NEXT
<p>How does the company contribute to the physical, mental, and professional development of its employees? What does it offer in the way of financial security, health and safety, wellness, career development, and employee engagement and satisfaction?</p> <p>Is the business model designed to benefit workers through non-executive employee ownership or workforce development programs to support individuals with barriers to employment?</p>	<ul style="list-style-type: none"> - We committed to furthering our health and wellness support for employees and have added new benefits to our employees in the form of access to both the More Happi one-on-one coaching and the mindful Calm app. - We implemented Culture Amp to provide more accurate engagement data; we can now disaggregate calculations based on different demographic groups to identify trends. - We measure engagement 3-4 times per year via Culture Amp survey. - Launched a new Family Leave policy, supporting workers with families by offering 5 weeks paid leave to secondary caregivers and 16 weeks paid leave to primary caregivers. - We reinforced our health and safety policies by providing health and safety training to two employees and forming a health and safety committee. - Building on our pre-existing beliefs in trusting employees to manage their own schedules and develop their own working styles, we formally established a flexible working policy; we consider all requests including part time and job sharing. - For non-managerial employees we have provided monthly training courses on topics from giving feedback to task prioritisation to development planning. For line managers, we have provided Maverick Manager training. - We offer up to 8 days study leave per year and financial support up to £1000 annually for work related training courses. - Our annual review process has been refined based on employee feedback and 360 assessments are run as needed by CPO. 	<ul style="list-style-type: none"> - We have identified areas for improvement within our rewards and benefits: we will look into employee health insurance schemes in search of an affordable option - In pursuit of a more inclusive workplace, we are working on a D&I plan which will cover the below <ul style="list-style-type: none"> • Provide diversity and inclusion training to employees including topics such as implicit bias exercises. • Implement hiring practices that are designed to reach underrepresented groups. • Create a formal program or committee tasked with issues regarding diversity and inclusion. • Facilitating employee resource groups for employees. - We will formalise a health and safety policy to improve our Worker Safety Practices. - In order to improve our Employee Review Practices we will look into 360 feedback functionality in our HR management system, Personio.
3. CUSTOMERS	BUILDING ON THE WORK FROM LAST YEAR	WHERE WE'LL BE FOCUSING NEXT
<p>How does the company take care of its customers, considering the quality of its products and services, ethical marketing, data privacy and security, and feedback channels?</p> <p>How do the products or services offered contribute to solving particular social problems (such as health or educational products and services that improve the social impact of other organisations)?</p>	<ul style="list-style-type: none"> - We have grown and streamlined our customer support process to better monitor customer outcomes and well-being, logging feedback and monitoring for quality, safety, and satisfaction issues. Identified issues are investigated and addressed using a risk-based approach, which balances problem likelihood against severity. 	<ul style="list-style-type: none"> - Making online reviews available to customers. - Establish a system to incorporate customer testing and feedback into product design. - Continue to improve and adapt our products and processes based on feedback from customers and members of our broader community in order to improve the ways in which Minor Figures serves the different sub-groups within our customer base.

IMPACT AREA

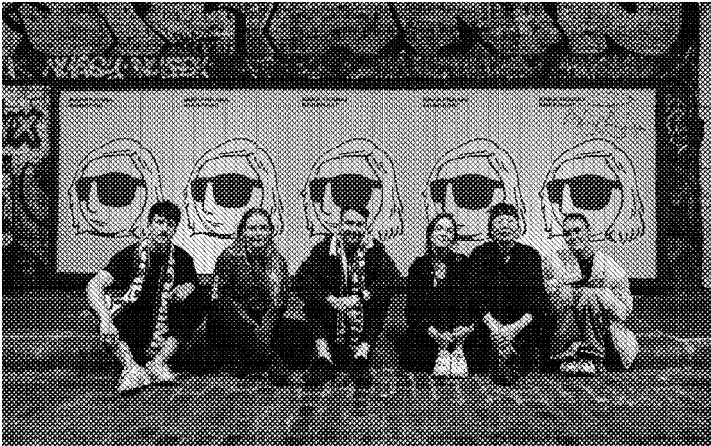
4. ENVIRONMENT	BUILDING ON THE WORK FROM LAST YEAR	WHERE WE'LL BE FOCUSING NEXT
<p>What environmental management practices does the company have in place?</p> <p>What impact is it having on air, climate, water, land, and biodiversity?</p> <p>This includes the direct impact of a company's operations as well as its supply chain and distribution channels. Does the company have environmentally innovative production processes and do its products have a positive environmental impact?</p>	<ul style="list-style-type: none"> - At Minor Figures we've continued our commitment to being the most sustainable dairy alternative. - We continue to track and offset all product carbon emissions, helping to make an already highly sustainable, plant-based product more sustainable. - A big goal for us is to both improve our carbon efficiency and reduce our food miles by regionalising production - which we have continued to develop over the past year after successfully launching local production of our Barista Oat product in Australia. We are excited to see how this will evolve to cover a wider selection of our product range and into the other regions we serve. - We have successfully moved production of our core SKUs to all 3 of our key regions, both greatly improving our carbon efficiency and significantly reducing our food miles. - Additionally, we now have moved to using Australian oats in our Barista Oat product in Australia, further improving our carbon efficiency. 	<ul style="list-style-type: none"> - We're excited to be developing our next generation of innovative products that will make significant improvements in the way of carbon impact, wastage, and freight efficiencies. - We will continue to work with our production partners to roll out better energy solutions and improve our impact on the environment.
5. COMMUNITY	BUILDING ON THE WORK FROM LAST YEAR	WHERE WE'LL BE FOCUSING NEXT
<p>How engaged is the company with the communities in which it operates, hires, and sources from?</p> <p>How does it address diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management?</p> <p>Does it have business models in place which are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments?</p>	<ul style="list-style-type: none"> - We have an in-house dedicated talent resource who has developed hiring literature such as a mission statement included in all our job postings outlining our commitment to diversity, equity, and inclusion. - We conduct analyses of our job description language and requirements to ensure they are inclusive and equitable. - We are currently partnering with a recruitment agency partner in the UK, for Sales & Marketing positions, who are recently accredited B-Corp themselves (Marvel FMCG), who only send blind CV's to all clients that they work with, which have no name attached, or wider personal details, to remove any bias from the selection process when hiring. - Our longstanding supplier relations remain a core commitment to Minor Figures. - Our brand may be global but we operate at a local, community level in each of our key regions. Our decision to increase our use of local ingredients in our products is part of our ongoing commitments to invest into the communities in which we operate. 	<ul style="list-style-type: none"> - We plan to offer training for all employees on topics related to diversity, equity, and inclusion in keeping with both fostering a more inclusive workplace and improving our hiring practises. - We will require all suppliers to complete an assessment we have designed to evaluate their social and environmental impact of our suppliers. - We are committed to finding ways to increase our use of local ingredients from local suppliers - Where possible we will look to have 80% of our products produced in the consuming country.

WHAT DOES PROGRESS
LOOK LIKE?

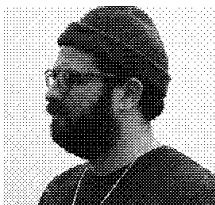


CHAPTER 3

IS SUSTAINABILITY A LIMB OR
THE LIFEBLOOD OF MINOR FIGURES?



MF AS TOLD BY THE PEOPLE
WHO WORK HERE



GIOVANNI
—
DIRECTOR OF
CAFE SALES
USA

After years of working in and around coffee, it dawned on me that all of the hard work and intention behind a more transparent approach to sustainability in the coffee industry was only actualized in half of the cup. Our dedication to working toward bringing a better, more transparent environmental ethos of the specialty coffee trade to the other half of the cup is what makes our work so exciting and rewarding. Fighting climate change and the coffee crisis is everything in our field and that applies to the whole cup, from the coffee to m*lk.



LAURA
—
SENIOR PROJECT
MANAGER
UK

When I joined Minor Figures I wasn't looking for a new job, but seeing that a carbon neutral, plant-based company was hiring was too good to pass up. It's motivating to work for a brand that strives to have as little impact on the planet as possible and reflects my values as a vegan, putting sustainability at the centre of the conversation.



MIRANDA
—
HEAD OF SALES
APAC

Working at Minor Figures makes me excited to get out of bed as no day is ever the same. Being surrounded by a team of creative & innovative people who are always challenging the norm makes work an inspiring place to be!

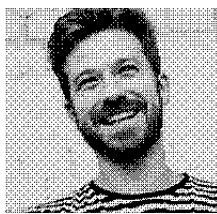
MF AS TOLD BY THE PEOPLE
WHO WORK HERE

(cont.)



JK
—
CREATIVE
PRODUCTION
MANAGER

What drew me to Minor Figures was working with a brand unafraid to go against industry norms, quality products informed by sustainability at every stage, right down to the packaging. And doing it in grand style and design.



OSCAR
—
HEAD OF
OPERATIONS
APAC

As we grow in each market, we're constantly exploring how we can reduce our food miles, whether this is through working with local oat mills or assessing the most efficient way to deliver goods.



MOLLY
—
SOCIAL LEAD

Coming from companies wanting to market to Gen Z by 'appearing sustainable' and essentially using greenwashing techniques, it is so refreshing to work for a business where sustainability is authentically at its core and considered at every level. This element really is not just an extra arm of the business but the starting point for every conversation.



MITCH
—
NATIONAL SALES
MANAGER
NEW ZEALAND

Our long journey into the packaging-free space began when a customer requested the Oat M*lk refill stations. It was something I was always interested in and once we saw the demand for it the decision was easy. Working through the problems that come with a new format and making it accessible to such a passionate group of customers has proved super rewarding.

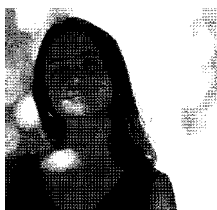
MF AS TOLD BY THE PEOPLE
WHO WORK HERE

(cont.)



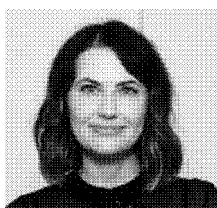
NIALL
—
INTERNATIONAL
BRAND MANAGER
UK

It is so obvious how sustainability is intertwined in the whole business - from having vegan lunches provided in the office to marketing providers and partners being chosen on their ethics and values around waste reduction and sustainability. I am buzzing to be able to grow my own sustainability practices alongside such an epic plant-based, carbon neutral brand!



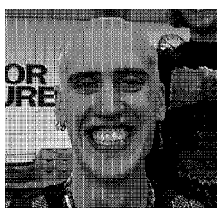
JESSICA
—
DESIGN
DIRECTOR

Working with a team of people who all strive to make the world a better place is what makes Minor Figures so special. The way we go about that often means questioning convention and challenging the status quo - and that's what makes it exciting.



CAROLINE
—
VP OF MARKETING
USA

It's an incredibly transparent company where employees can contribute ideas, suggest improvements, and actively participate in our sustainability efforts. I love that I can make a difference in the business and contribute to the greater good of our planet.



JACOB
—
JUNIOR DIGITAL
DESIGNER
& CONTENT
CREATOR

As someone who is part of Gen Z I wanted to work for a company which was not just about making money but also making the world a better place. Every decision I make is informed by my values, which I feel reflected all around me here. Minor Figures is a business that really is conscious of how our decisions affect the world.

BUILDING A SUSTAINABLE LIFESTYLE

Minor Figures is the sum of the people who make it up. To successfully prioritise our sustainability ethos, we need to ensure our company culture **supports employees and builds a passionate, creative community** of people with shared values.

A few of the ways in which we've made this happen include:

- All employees are paid **above Living Wage**.
- Ownership by all staff: every full-time employee has the opportunity to have **equity** in the business.
- Coaching to support team **growth and realisation of goals**: employees have access to the Morehappi service for personal and professional coaching.

Minor Figures was founded by coffee-obsessives who came together to make great coffee, fill the sustainability gaps in the industry, and have fun doing it. We've stayed true to our roots by running events in the specialty coffee space, funding free coffees in different communities with our Freedays initiative, and giving all employees access to barista training.

WHERE DO WE GO FROM HERE?

Being a sustainable company is an ongoing process. We must always be open and willing to adapt as we learn and grow.

What works for us one year won't necessarily work for us by the following year. Luckily, there's a lot of innovation in the sustainability space that simply wasn't possible 10 years ago. We're excited to be a part of this boom in sustainable creativity and **we have big plans for the future of MF**.

The future of the climate crisis depends primarily on the actions of huge corporations and governments. Individual responsibility can only go so far, and we'll never tell you how to live your life. Knowing the impact of your choices and making informed decisions about your lifestyle is the best (and most tenable) way to live.

Let's push for creativity that helps shape a future in which the sustainable options aren't just the 'right' ones, they're also the most fun, the easiest, the most accessible.

We'll continue to implement innovative sustainability practices, focus on reducing our carbon output, grow our global teams with the same mix of care and risk-taking that has led us to where we are today, and **throw a better party than the people destroying the planet**. You'll soon see even more proof of that in our processes, packaging, and products. Stay tuned.

MINOR FIGURES