

Certified



Corporation

“Doing Business for Good”

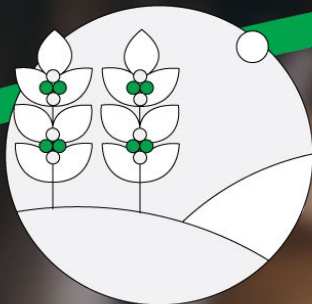
Jenbach, 21.02.2025

Cropster

- Short History
- Numbers
- Products



Our Products



Cropster Origin



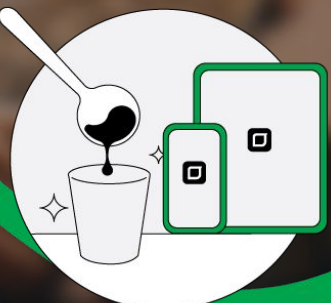
Cropster Lab



Cropster Roast



Cropster Cafe



Cropster Cup

Definition of Sustainability

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs

~UN World Commission on Environment and Development

Impact Business Model

Conventional Business Model:

- Goal is to maximize profits

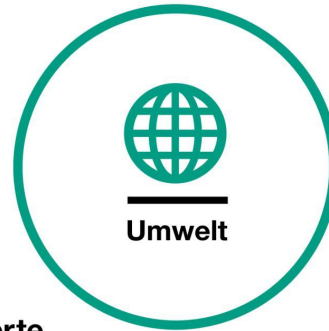
Impact Business Model

- Impact Business Models (IBMs) are the ways that a business is designed to create a specific positive benefit/outcome for one or more of its stakeholders (i.e., customers, community, environment, etc.) while still being profitable (= sound financial business model).

B Corp Movement

Purpose: Systems Change

- To make business a force for good
- To create an inclusive, equitable and regenerative economic system for all people and the planet
- Promote stakeholder capitalism over shareholder capitalism
- To transform the global economy to benefit all people, communities, and the planet
- To shift our global economy from a system that profits few to one that benefits all
- To shift from extraction to generation
- To certify companies that have been verified to meet high standards of social and environmental performance, accountability, and transparency



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Corporation



B Corp Facts: A growing movement

of certified companies by year:

- 2007: first 82 B Cops were certified
- 2010: 210
- 2020: 3,735
- 2023: 8,000
- 2024: 9,469

What Sustainability Means to Cropster

- **Mission**

- To drive quality, productivity and sustainability excellence across the coffee value chain with accessible technology.
- We help people focus on core processes related to quality, consistency, planning, traceability and resource management at every stage of production.

- **Vision**

- We power the coffee industry's transition into a fairer, more economically sustainable and environmentally responsible model for everyone.
- We believe affordable technology can be used by everyone to increase fairness for all players in the market. Resulting in a better, more sustainable cup for consumers.

Cropster's B Corp Timeline

- 2008 - Cropster was founded
- 2018 - Began formally tracking greenhouse gas emissions
- 2019 - Officially set out on B Corp Journey
- 2020 - Completed the first full B Impact Assessment - too little points to certify
- 2022 - Cropster Inc became a California Benefit Corporation
- 2023 - Successfully earned B Corp Certification with a score of 82.3 points
- 2024 - Investment by Verdane - also a B Corp
- 2025 - B Corp Recertification

How it Applies to Cropster and our Customers:

- External-Facing
 - More efficient roasting process with less waste
 - Roasting process that reduces GHG emissions through efficient roasting
 - Focus on the entire supply chain and enabling customers to take more sustainable coffee buying decisions that benefit the buyer and the farmer
 - Supporting low-income markets
- Internal-Facing
 - Offsetting GHG emissions from airline travel since 2018
 - Offices powered by renewable energy
 - Employee Volunteer Program designed to support local communities
 - Employee benefits supporting overall wellbeing

How We're Tracking Progress - B Corp KPI Tracker

Every year we complete an internal audit of Cropster's B Corp performance, every 3 years we recertify.

- Covers each question
- Always looking for areas to improve

5 Categories:

- Governance
- Workers
- Community
- Environment
- Customers

How we track annual progress:

- 130 questions answered and well documented

THANK YOU
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