

TACKLING THE PLASTIC PROBLEM



PLASTIC IS AN ISSUE

430M tonnes produced every year, 2/3 becomes waste within months.

46% of plastic waste landfilled, 22% poorly managed, becoming litter.

2.7 GtCO₂e emitted across the plastic lifecycle in 2023, around 5% of global emissions, more than aviation and shipping combined.

×2 plastic emissions projected to double by 2050 under current growth rates, consuming over half of our remaining 1.5°C carbon budget.

94% of Great Pacific Garbage Patch is microplastics, spanning twice the size of Texas.

74,000 to 121,000 microplastic particles ingested or breathed by a person every year.

Unlike other materials, plastic does not biodegrade. Every piece ever produced still exists somewhere.



1. UNEP, [Everything you need to know about plastic pollution](#), 2023 - 2. OECD, [Global Plastics Outlook](#), 2022 - 3. UN, [Five charts: Why a UN plastics treaty matters for climate change](#), 2024 - 4. Lawrence Berkeley National Laboratory, [Climate Impact of Primary Plastic Production](#), 2024 - 5. The Ocean Cleanup, [The Great Pacific Garbage Patch](#), 2024 - 6. Washington Post, [The plastic we breathe](#), 2024

AND THE PRESSURE TO ACT IS BUILDING

The European Union is leading the regulatory shift on plastic. The EU Packaging and Packaging Waste Regulation entered into force in February 2025, with its first provisions applying from August 2026. It introduces direct prohibitions on single-use plastic packaging and makes reusable solutions mandatory, with Deposit Return Schemes required by 2029. This is part of a broader European Green Deal ambition to end plastic pollution entirely by 2040.

Global political momentum is building, with Asia at the centre of the crisis. In 2022, 175 nations agreed to negotiate the world's first legally binding UN Plastics Treaty. Negotiations resumed in Geneva in August 2025, with the High Ambition Coalition now comprising 70 countries committed to ending plastic pollution by 2040. The urgency is sharpest in Asia-Pacific, where Indonesia and the Philippines alone generate over 25,000 tonnes of plastic waste daily. China, Japan and South Korea have all introduced extended producer responsibility regulations.



The fossil fuel industry has a structural interest in growing plastic production. Plastic is made from fossil fuels, and the plastic industry already accounts for 12% of global oil demand. As the energy transition erodes demand for transport fuels, oil majors are increasingly positioning plastics as their next growth engine, with production projected to double by 2050 without intervention. This creates a fundamental tension: the same forces slowing climate progress are accelerating plastic pollution. Brands that act now are not just ahead of regulation are on the right side of history.

CEO STATEMENT

“Single-use
plastic is no
longer an
option”



HEATH JANSEN
CEO

At Think Better Group, our vision remains clear: to be the global home for sustainable consumer brands and to accelerate the transition towards a plastic-free future. Through innovation, responsible sourcing, and collaboration, we continue to develop durable, safe, and reusable alternatives to single-use plastics while advancing circular solutions that reduce environmental impact.

Over recent years, we have grown into a trusted leader in environmental sustainability, with a portfolio of brands operating across the UK, Australia, and the USA. Our dedicated team continues to drive meaningful, measurable change, helping customers, partners, and communities reduce plastic waste and adopt more sustainable choices.

Sustainability is not simply part of our business strategy; it defines how we operate. We prioritise plant-based materials, responsible manufacturing, and smart product design to create long-term value for both people and the planet. We recognise that real progress requires collaboration, and we work closely with our partners, customers, and stakeholders to deliver systemic change.

Beyond reducing plastic use, we remain committed to tackling waste more broadly by supporting collection, recycling, and responsible material recovery initiatives. At the same time, we continue to invest in our people, fostering a workplace built on strong values, shared purpose, and positive impact.

While we are proud of the progress we have made, we recognise there is more to do. Our focus remains on innovation, continuous improvement, and building a smarter, more sustainable future, one where single-use plastic is no longer the default choice.

Together with our brands, partners, and customers, we are working to create lasting change.

Heath Jansen
CEO, Think Better Group

We welcome your feedback on our approach and activities:
sara@thinkbettergroup.com

430 million tonnes of plastic are produced every year

Two-thirds becomes waste within months. This is not a future problem. It is happening now, in our oceans, our food chains and our communities.

Think Better Group was built on a straightforward conviction: consumer brands can be a genuine force for change, not by offsetting harm at the margins, but by replacing the problem at its source.

We acquire and develop brands that make plastic-free and plastic-reduced living practical, desirable and accessible.

Across six brands, three continents and every product category we operate in, that conviction drives every decision we make.

This is our 2025 Sustainability Impact Report, our honest account of the progress we have made, and where we have more work to do.

Ambition grounded in transparency is what responsible reporting looks like. Read on and hold us to it.



THINK BETTER, ACT BETTER, BE BETTER

Building the global home for sustainable consumer brands

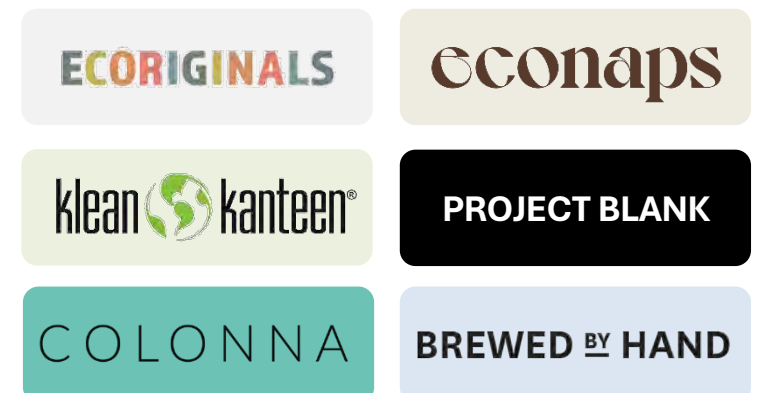
Think Better Group acquires and scales sustainable consumer brands globally.

Our platform combines shared ESG infrastructure, global logistics and proprietary plastic measurement tools to drive both commercial growth and measurable environmental impact.

We operate across the UK, Australia and the USA, with collection programmes in Indonesia and the Philippines.

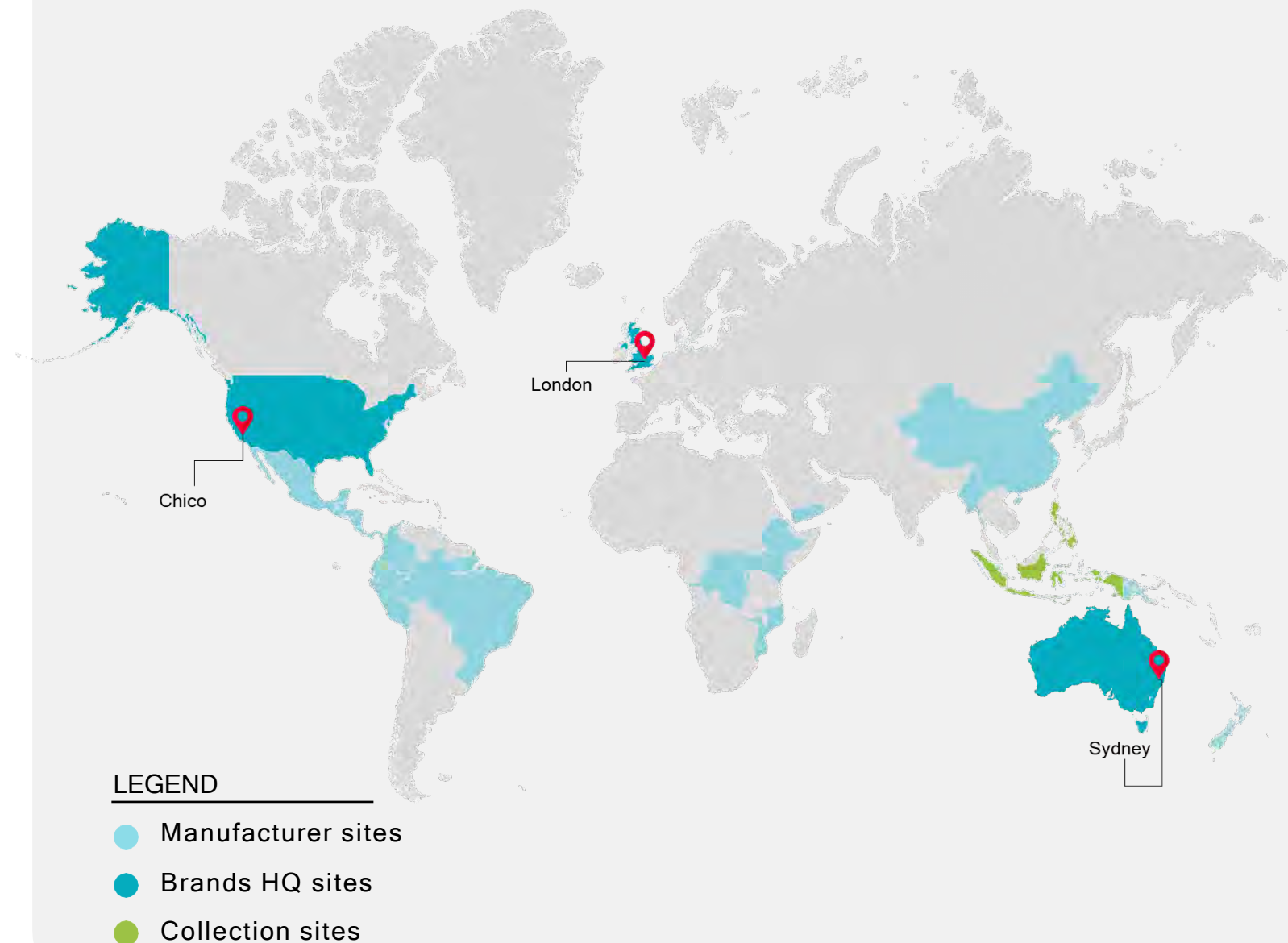


Sustainable Consumer Brands
Think Better Group owns and operates leading consumer brands which focus on delivering environmental sustainability in high growth markets:



1. Learn more about our avoided emissions on page 15
2. Learn more about our Plastic Positivity on page 15

OUR LOCATIONS



THINK BETTER GROUP

More than 10 years ago, we began a journey to reduce the impact of plastic. We strive to provide consumers with alternatives to single-use plastic products within the consumer industry by prioritising the use durable, safe and reusable alternatives.

Our workforce

We have offices in the United Kingdom, Australia and the United States of America.

Our suppliers

We source coffee from multiple countries across several continents: South America, Africa and Asia. Additionally, we work with manufacturing plants in China, Taiwan, and New Zealand, choosing partners who align with our values of environmental responsibility and ethical practices.

Our clean-up initiatives

We collect plastic waste in Indonesia and the Philippines, which are the countries most affected by plastic pollution, with over 500,000 tonnes of plastic waste dumped in territorial waters every year.

Read more about our adventures on our [website](#).



OUR APPROACH TO SUSTAINABILITY

2025 HIGHLIGHTS

Plastic production

32 tonnes of plastic produced across all our brands in 2025, measured precisely, because reducing what we produce starts with knowing exactly how much it is.

Plastic collections

40 tonnes recovered from the environment in 2025 across our collection programmes in Bali, Indonesia and the Philippines.

Plastic positivity

Being plastic positive means recovering and removing as much plastic waste as we create through our industrial processes.

Built to last

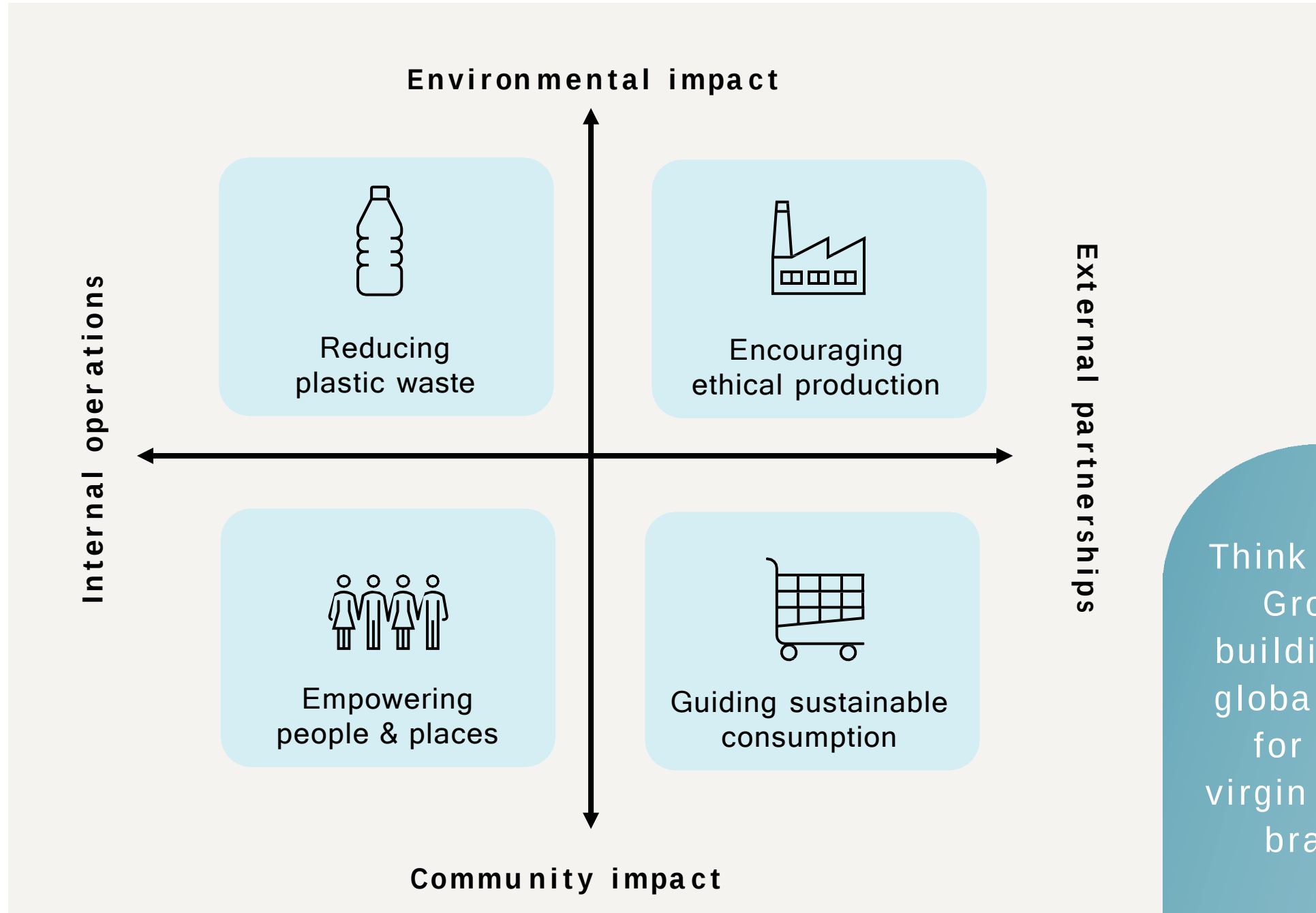
72 employees. 5.5 years average tenure. A team that has more than doubled since 2022 and stayed.

Inclusive development

We audit and select suppliers to uphold human rights and ensure a responsible supply chain.

Partnering for impact

We partner with brands dedicated to fighting plastic pollution and collaborate with Plastic Offset to help decarbonise the industry.



WHERE WE ACT, ACROSS EVERY DIMENSION

Plastic reduction is not a single action; it is a choice made at every level of the organisation. This matrix maps where Think Better Group acts: vertically, from environmental impact to community impact. Horizontally, from what we control internally to what we drive through external partnerships. Each quadrant reflects a real commitment, tracked and reported across all brands.

Think Better Group,
building the
global home
for zero
virgin plastic
brands

- **Reducing virgin plastic waste:** measuring every kilogram across direct and indirect operations
- **Encouraging ethical production:** tracking supplier commitments and sustainability performance across our Tier-1 supply chain
- **Empowering people & places:** creating sustainable jobs, protecting local environments
- **Guiding sustainable consumption:** six brands making plastic-free living practical, desirable, and accessible for everyday consumers.



PLANET

AMBITION: FREE THE WORLD FROM PLASTIC POLLUTION

We are building an ecosystem to provide solutions to single use plastics through three different outlets: plastic reduction, plastic circularity and plastic removal.

1

REDUCE

Design out plastic from the start

Across all six brands, our goal is clear: produce less plastic, year on year. We prioritise plant-based materials, recycled inputs and durable alternatives engineered to replace single-use plastic at the source. Since 2022, we have reduced our plastic production by more than 80%, from 179 tonnes to 32 tonnes in 2025. This trajectory reflects a fundamental shift in how our brands source, design and manufacture their products.

ENVIRONMENTAL DATA	2022	2023	2024	2025
Plastic collected from the environment (tonnes)	120	60	37	40
Plastic produced (tonnes)	179	200	37	32

2

RECOVER

We take responsibility for what we cannot yet eliminate

We go beyond recycling. Through our own collection infrastructure in Bali, Indonesia and the Philippines, two of the world's most plastic-affected coastal regions and our partnership with Plastic Offset, we fund the direct removal of plastic waste from the environments where it causes the most damage.

In 2022, we recovered 67% of the plastic we produced. In 2023, 85%. In 2024, 100%. In 2025, we went further: collecting 40 tonnes while producing only 32, removing more plastic from the environment than we introduced into it.

40 tonnes recovered from the environment in 2025, equivalent to 4 million PET bottles 32 tonnes produced, surpassed for the first time, confirming our plastic positive status.

Target by 2030: full plastic positivity across every brand, every kilogram produced, matched.

FOCUS: PLASTIC OFFSET

[Plastic-Offset](#) offers services to help businesses recover their plastic consumption by collecting plastic from the environment and helping communities impacted by plastic transform a problem into a regeneration project.

The projects and communities that we work with through our partner Plastic-Offset provide real world impacts in communities affected the most. We are delighted to help individuals aid in the clean up and prosperity of their communities by funding collections which ignite ingenuity and a cleaner, safer environment for all.

The plastic tokens we purchase, which is equivalent to the amount of plastic that cannot be eliminated, helps improve the lives of local communities by removing ocean bound plastic and developing essential waste management systems in the areas most affected by plastic pollution.

Our Plastic Offset partnership helps us to expand our commitment to reduce plastic pollution and become plastic neutral, as we work to grow the capacity of our own plastic collection services. We recognise that there is a lot of work needed to reduce and ultimately eliminate the plastic pollution from our value chain. By measuring the plastic footprint and developing long-term plastic reduction strategy, we are taking responsibility for the plastic pollution and its impacts.

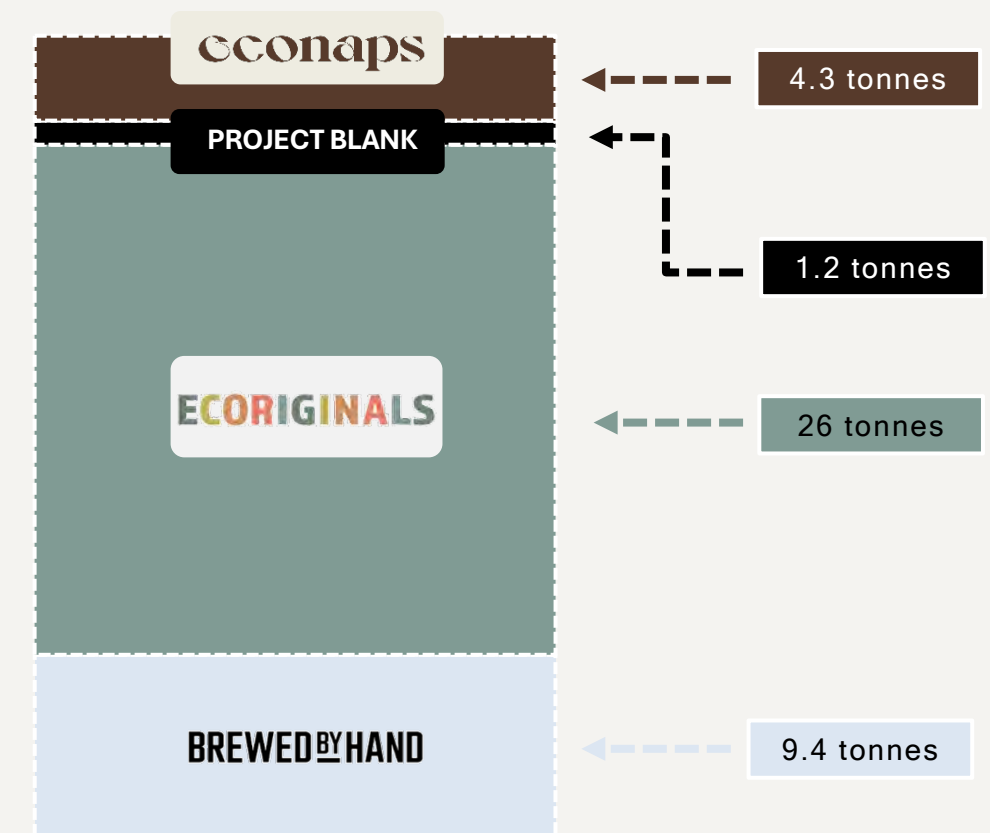
Through our partnership with Plastic Offset, we have committed to preventing 20 million single-use plastic bottles from entering the ocean by 2030. In 2024 and 2025 alone, our collection programmes in Bali, Indonesia and the Philippines have already kept 6.9 million bottles* out of the ocean and counting.

*3.7 million bottles equivalent collected in 2024 (37 tonnes)
3.2 million bottles equivalent collected in 2025 (32 tonnes)
One tonne of plastic = 100,000 PET bottles

BRAND PLASTIC COLLECTION

Plastic collection happens brand by brand. In 2025, our brands collectively recovered more than 40 tonnes of plastic from the environment while producing 32 tonnes.

The chart below shows exactly where that plastic came from and which brands drove the most impact. Each block represents one brand's contribution to the group's total plastic collection in 2025.



EMPOWER PEOPLE ACROSS THE VALUE CHAIN

PEOPLE

AMBITION: EMPOWERING PEOPLE ACROSS THE VALUE CHAIN

We are building an ecosystem that provides healthy, decent working conditions, for our own employees and for every worker in our supply chain.

1

OUR PEOPLE

Everyone matters, everyone belongs

At Think Better Group, the well-being of our employees is a top priority. We focus on working conditions, quality of life, and professional development, monitored regularly by our HR teams. As we grow internationally, we continue to build a workplace rooted in positive human values.

PEOPLE DATA	2022	2023	2024	2025
Number of employees	32	53	82	72
Turnover rate (%)	37%	26%	65 %*	22%
Permanent contracts (%)	100%	100%	100 %	100%
Average employee tenure (year)	-	-	5,38	5.49
Gender breakdown - female (%)	56%	46%	36 %	32%

* Figure reflects the acquisition of Klean Kanteen and the subsequent integration of teams

2

OUR SUPPLY CHAIN

We promote human rights across every tier

Operating across three continents, we recognise our exposure to ethical risks and hold ourselves to a strict zero-tolerance standard. Our Code of Conduct, established in 2021, sets clear expectations for all suppliers, ensuring compliance with local and international laws. Any breach may result in contract termination.

3

OUR CERTIFICATIONS

Independent verification of our commitments

Certifications and ethical audits are applied at brand level, ensuring that the standards we set are independently verified, not self-declared. Across our portfolio, brands hold certifications including GOTS, SEDEX, FSC, OEKO-TEX and Plastic Neutral by Plastic Offset, depending on their product category and supply chain.

We do not set a group-wide certification target. Each brand is best placed to identify the certifications most relevant to its market, product range, and supply chain and we support them in pursuing those that deliver the most meaningful impact. Colonna has initiated ISO 9001 and ISO 14001 certification processes in 2025, formalising quality and environmental management standards that have until now been values-led.



ETHICS

AMBITION: PROMOTE A MEANINGFUL IMPACT

We are committed to creating lasting positive impact for the communities most affected by plastic pollution, while holding ourselves to the highest standards of transparency and accountability.

1

COMMUNITY INVESTMENT

Supporting the people most impacted by plastic pollution

Beyond collecting plastic, we invest directly in the communities where we operate. In Indonesia and the Philippines, where local infrastructure is insufficient to manage the growing plastic crisis, we fund collection programmes that create sustainable livelihoods while protecting ecosystems.

GOVERNANCE DATA	2022	2023	2024	2025
Supplier Code of Conduct compliance rate (%)	>90%	>90%	>90%*	100%
Plastic waste collected (tonnes)	120	60	37	40
Plastic collection efficiency (%)	67%	85%	100%	125%

* Tier-1 suppliers only

2

PLASTIC COLLECTION

Measuring what we remove, not just what we avoid

In 2022, we recovered 67% of the plastic we produced. In 2023, 85%. In 2024, 100%. In 2025, we went further, collecting 40 tonnes while producing only 32, removing more plastic from the environment than we introduced into it. That is what plastic positivity looks like in practice.

We operate collection and recycling programmes in Indonesia and the Philippines, two of the world's most plastic-affected coastal regions. These programmes are designed to do two things at once: remove plastic from environments that cannot manage it alone and create sustainable economic opportunities for the local communities who run them. Collectors are paid for every kilogram recovered. Plastic is sorted, processed, and recycled locally, keeping value in the community rather than exporting the problem.

By 2030: recover at least as much plastic as we produce, every year, across every brand.



We are currently removing 40 tonnes of plastic per year

PLASTIC COLLECTION

We launched our own plastic collection services to offset our plastic usage. We remove waste from the world's plastic dumping ground in Indonesia and the Philippines.

Indonesia and the Philippines are among the world's top plastic waste generators, with plastic pollution steadily increasing. In the Philippines, only 33.3% of municipalities have access to recycling services, supported by just five companies operating 10,730 materials recovery facilities. Meanwhile, Indonesia generates an estimated 25,000 tonnes of plastic waste daily, with at least 20% reaching rivers and coastal waters.

This pollution threatens vital marine ecosystems, including mangroves, seagrass beds, and coral reefs, while also imposing severe economic costs. According to the World Bank, plastic-related damage to Indonesia's ocean economy exceeds US\$450 millions annually.

Recognising the urgent need for action, we have strengthened our commitment to plastic neutrality by establishing our own plastic credit and collection services.

This allows us to ensure greater accountability, efficiency and impact in reducing plastic waste in these high-risk regions.

BALI BRIDGING POLICY AND REALITY

A plastic crisis accelerated by success

Bali's global reputation for pristine beaches is increasingly at odds with reality. Rapid tourism growth, limited waste infrastructure, and widespread reliance on single-use plastics have created a systemic crisis, one that intensifies every monsoon season as ocean currents deposit tonnes of debris on coastlines already under pressure. The numbers tell the story: low recycling rates, insufficient collection systems, and almost no economic incentive to recover low-value plastics like food wrappers mean large volumes continue to leak into the environment unchecked.

Regulatory intent is strong but not enough

The Balinese and Indonesian governments have acted. Governor Regulation No. 97/2018 restricts single-use plastics across the island. A 2025 directive extends the ban to all public institutions.

Awareness is growing. But implementation gaps persist, entrenched habits, infrastructure limitations, and the sheer scale of tourism-related consumption mean that regulation alone cannot close the loop.

Where policy cannot yet reach

This is precisely where Think Better Group operates. Through our Plastic Offset partnership, we fund and scale community-based collection networks that work where formal systems do not, creating localised, economically viable waste recovery programmes that give communities a direct incentive to collect and process plastic that would otherwise remain unmanaged. This approach does three things at once:

- Removes plastic directly from the environment before it reaches the ocean
- Complements government regulation by strengthening on-the-ground infrastructure
- Creates sustainable livelihoods for the communities running the collections

The result is a more circular, inclusive waste management model, one that bridges the gap between policy ambition and operational reality, while supporting Bali's long-term sustainability and its economy's dependence on a clean environment.

We do not wait for the system to fix itself. We build the infrastructure it is missing.



RECYCLING PROJECTS

In the Philippines, our operations are focused on the Caluya Islands, a remote group of seven islands south of Manila. This area was chosen due to its limited access to power and water, and our investment directly supports the local economy while enabling much -needed infrastructure development.

In partnership with Mayor Rigil Kent G. Lim, we have launched a plastic collection initiative that aligns with Caluya’s vision of becoming an eco - destination and transitioning to a circular economy. Individuals are paid to collect plastic waste, which is then processed into bricks and provided free of charge to local families for building homes.

In Indonesia, our plastic collection efforts are centered in Jakarta and Bali. Given the country’s decentralised and outsourced business landscape, individuals are incentivised to collect and pre-sort plastic waste, which is then processed at an aggregator facility into 90 kg bales. These bales are subsequently washed, flaked, melted, and molded into reusable materials.

What began as a pilot project has proven to be a scalable solution for plastic waste management. Currently, our operations in the Philippines collect 5 tonnes of plastic per month, with the potential to expand to 150 tonnes. In Indonesia, capacity stands at 12 tonnes per month, with scalability up to 300 tonnes.

Our five-year vision is to meet all our plastic collection needs while offering a sustainable plastic waste solution on a global scale.



One tonne
of plastic is
equivalent
to over
100,000 PET
bottles

CIRCULAR SOLUTIONS & PARTNERSHIPS

The plastic industry must evolve to create a positive impact on the planet. Collaboration across the sector is essential to drive sustainable transformation.

At TBG, we partner with waste collection and reuse initiatives that share our common goal of eliminating virgin plastic. These commitments are made by the brands themselves and are not binding on the Group as a whole.



PODBACK

For our coffee roaster business Colonna Coffee, we are working with Podback, allowing UK customers a free, straightforward, and effective method of recycling their aluminium coffee capsules.

PROJECT WATERFALL

Through Peak Water, our partnership with Project Waterfall helps provide clean water, sanitation, and hygiene to coffee-growing communities. By funding essential infrastructure and education, we support long-term health, environmental sustainability, and improved livelihoods.

PLASTIC OFFSET

Our partnership with Plastic Offset helps neutralise the plastic footprint of Ecoriginals, EcoNaps, and Project Blank through ocean cleanups and recycling initiatives. This ensures that an equivalent amount of plastic is removed from the environment.

1% FOR THE PLANET

Within the Klean Kanteen brand, every purchase has a purpose. As a member of 1% for the Planet, we dedicate 1% of every sale to organisations driving positive change. With the support of our community, we have contributed over \$4.4 million to initiatives focused on plastic pollution, sustainable consumer products, conservation and climate, and outdoor stewardship.

APPENDICE

ENVIRONMENTAL DATA	2022	2023	2024	2025
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Plastic waste collected (tonnes)	120	60	37	40
Plastic collection efficiency (%)	67%	85%	100 %	125%

*The employee turnover rate is an indicator of the suitability of our working environment and conditions.
This year, our staff turnover rate was 65% due to the acquisition of Klean Kanteen and the merging of teams.
** Tier-1 suppliers only

World leading sustainable brands

klean kanteen®

PROJECT BLANK

ECORIGINALS

BREWED BY HAND

econaps

COLONNA



OUR BRANDS: 6 BRANDS, 3 PORTFOLIOS, 1 MISSION

Think Better Group brings together six brands across three portfolios. Each operates in a different market, makes different products, and faces different sustainability challenges. What they share is a starting point: the conviction that reducing plastic has to happen at the source, not just on paper.

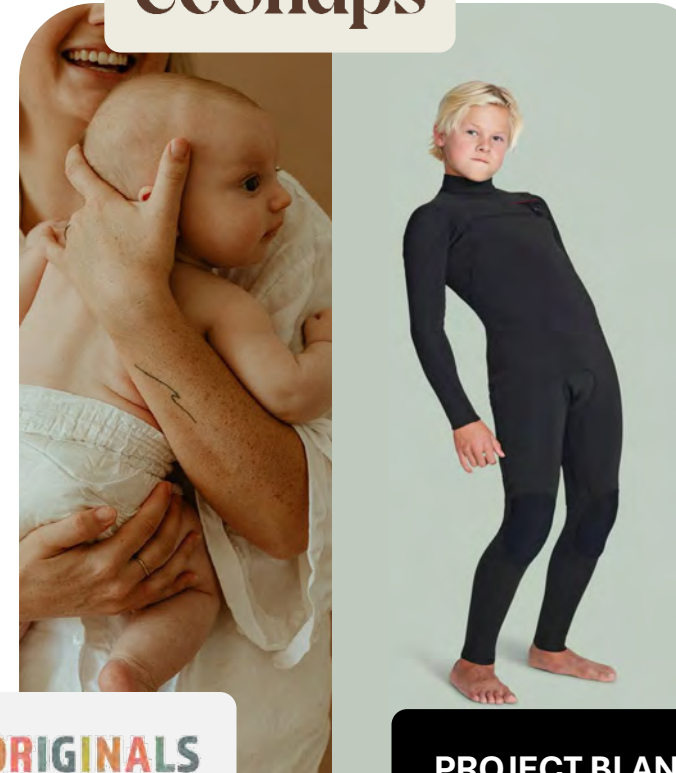
klean kanteen®



HYDRATION, USA & Global *Reusable equipment*

Klean Kanteen has been making reusable bottles since 2004, long before sustainability became a selling point. Two decades of independent certification, supplier audits, and community investment have built a track record that most consumer brands cannot match.

econaps



ECORIGINALS

PROJECT BLANK

CARE & LEISURE, Australia *Baby care and ocean sports*

Econaps, Ecoriginals and Project Blank make products used in the most sensitive contexts, against a baby's skin, in the ocean, at the water's edge. Reducing plastic in these categories is not optional. It is the whole point.

BREWED BY HAND



COLONNA

DRINKS, UK *Speciality coffee and equipment*

Brewed by Hand and Colonna Coffee come at sustainability from opposite ends of the coffee supply chain. One curates equipment and holds its partner brands to an explicit plastic standard. The other sources directly from farmers and turns waste into energy. Different approaches, same direction.

KLEAN KANTEEN AT A GLANCE



Founded: 2004
HQ: Chico, California, USA
Manufacturing: Zhejiang, China
Ownership: Think Better Group (since December 2023)
Certifications: Bcorp, Climate Label, 1% for the planet

KEY IMPACT NUMBERS

97%

of products made with 90%
post-consumer recycled steel



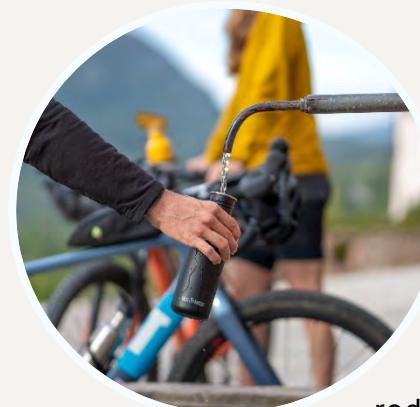
77%

of manufacturing energy from
clean, renewable energy



4.4:1

wage ratio, highest to the
lowest paid employee



~50%

reduction in GHG emissions per
kg of steel vs. virgin

\$4.5M+

donated to 145+ environmental
non-profits since 2008



KLEAN KANTEEN | ECO PERFORMANCE 2025



Made to do more. Built to last.

Since 2004, Klean Kanteen has pioneered the shift away from single-use plastic, selling the first BPA-free stainless steel water bottle in the US and helping build reusable hydration into a global category. Two decades on, the founding conviction has not changed. The scale has. The brand is now carried by millions of people across 40+ countries, with a track record of environmental accountability that is rare in consumer goods.

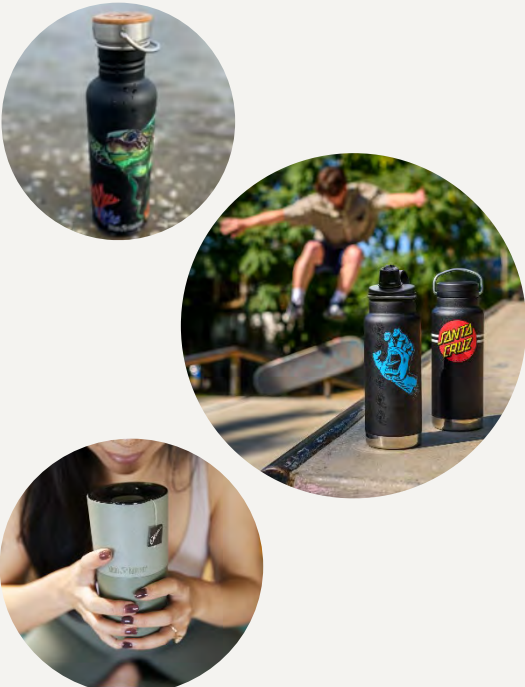
2025 was one of Klean Kanteen's most operationally challenging years. US import tariffs created significant headwinds, requiring difficult decisions on staffing and resources. The sustainability achievements that followed are all the more significant for that context. Recycled content in primary packaging nearly tripled, from 1% to 25%. Renewable energy in manufacturing recovered to 77%.

An estimated 458 single-use products were displaced per unit sold. Across the supply chain, 91% of products purchased by Klean in 2025 were manufactured by partners who equaled or exceeded the Higg FSLM total score benchmark for similar facilities in China, a result that reflects years of sustained supplier engagement rather than a single year's effort.

Beyond product impact, Klean Kanteen remains an active voice in policy and industry advocacy, holding memberships in Break Free from Plastic, the Conservation Alliance, the UNFI Climate Action Partnership and the European Outdoor Conservation Association, among others. Since joining 1% for the Planet in 2008, the brand has contributed over \$4.5 million in unrestricted funds to more than 145 environmental non-profits worldwide.

Klean Kanteen is on track to meet its 2030 science-aligned emissions targets, targeting a 58% reduction in Scope 1 & 2 GHG emissions and 30% in Scope 3, and is working to recertify on the new B Lab standard in 2026. *For more information, visit <https://www.kleankanteen.com/pages/planet#BIR>*

ENVIRONMENTAL DATA	2023	2024	2025
Recycled content in primary packaging (%)	3%	1%	26%
Recycled content in products (%)	70%	74%	72%
Renewable energy in manufacturing (%)	80%	72%	77%
Renewable energy for Klean Kanteen operations (%)	58%	53%	49%
Single-use items avoided per unit (3y of use)	439	448	458



ECORIGINALS AT A GLANCE



Founded: 2011
 HQ: Brookvale, Australia
 Operations: Plant-based disposable nappies and wipes, shipping to over 100 countries and manufactured in New-Zealand
 Ownership: Think Better Group (since 2020)
 Notable: World's first plastic-neutral disposable nappy
 Certifications: OEKO-TEX, FSC-certified wood pulp

KEY IMPACT NUMBERS

90%+

plant-based materials
in every nappy



100%

compostable paper packaging,
no plastic wrapping

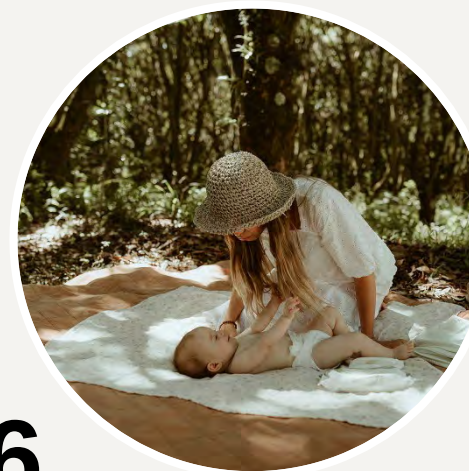


£1.5M

turnover

26

tonnes of plastic collected



ECORIGINALS

ECORIGINALS | ECO PERFORMANCE 2025



Built for the most sensitive skin. And the most fragile planet.

400 billion traditional plastic nappies are currently sitting in landfills worldwide, some taking up to 500 years to decompose. The average child uses 8 nappies a day for up to 4 years. Ecoriginals was founded by parents in Byron Bay in 2011 with a straightforward conviction: a nappy that performs as well as a conventional one does not need to be made of plastic.

The result is a nappy made from more than 90% plant-based materials, including non-GMO corn starch, FSC-certified wood pulp and unbleached cotton, with no phthalates, no synthetic fragrances, no dioxins and no bleach. The packaging is 100% home compostable. Without plastic wrapping, the nappy biodegrades in as little as 90 days in optimal conditions.

Being plastic neutral means that for every gram of plastic Ecoriginals cannot yet eliminate, an equivalent amount is collected and recycled through Plastic Offset, supporting waste recovery ecosystems in the communities most affected by plastic pollution. In 2025, 26 tonnes of plastic were collected and offset on the brand's behalf.

Ecoriginals products are certified by OEKO-TEX Standard 100, ensuring every material used is free from harmful chemicals and safe for the most sensitive skin. The brand ships to Australia and New Zealand, with all packaging designed to leave no trace.

Choosing a reusable or plant-based nappy is one of the most impactful environmental decisions a parent can make. Ecoriginals makes that choice easier, without asking families to compromise on performance, comfort or convenience.

For more information, visit <https://ecor originals.com/pages/impact>

ENVIRONMENTAL DATA	2023	2024	2025
Plastic consumed through manufacturing (tonnes)	21	13	26
Plastic collected from the environment (tonnes)	21	13	26
Compostable packaging (%)	100%	100%	100%
Plant-based materials in every nappy (%)	90%+	90%+	90%+



ECONAPS AT A GLANCE



Founded: 2013
 HQ: Byron Bay, Australia
 Operations: Reusable modern cloth nappies and accessories | Australia, NZ, UK, USA, Europe & Asia, manufactured with OEKO-TEX certified recycled and natural fibres
 Ownership: Think Better Group (since 2021)
 Notable: World's first reusable nappy certified Plastic Neutral
 Certifications: OEKO-TEX Standard 100, Plastic Neutral by Plastic Bank

KEY IMPACT NUMBERS



5

plastic bottles diverted per
nappy purchased

95%

recycled plastic (rPET) across
the product range

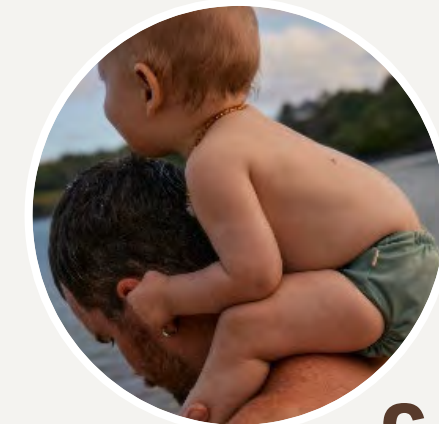


4.3

tonnes of plastic collected

240

single-used nappies replaced by
one Econaps nappy



£882k

turnover

econaps

ECONAPS | ECO PERFORMANCE 2025



Made for today, tomorrow and beyond.

Born in Byron Bay in 2013, Econaps started with a simple idea: that the most beautiful products can also be the most responsible ones. The brand makes modern cloth nappies for families who see no reason to choose between quality and sustainability.

The maths speak for themselves. A single-use nappy takes up to 500 years to decompose. One Econaps nappy gets used 240 times. Across a child's nappy-wearing years, that is 240 fewer disposables heading to landfill, per nappy purchased.

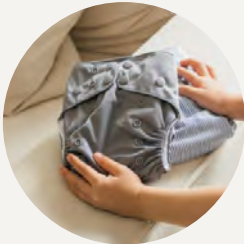
Every decision the brand makes, from the materials it selects to the way it packages and ships its products, starts from the same question: can we do this better?

The answer has led Econaps to become the first reusable nappy in the world certified Plastic Neutral. In 2025, 4.3 tonnes of plastic were collected and offset on the brand's behalf through Plastic Offset.

Products are made from recycled and natural fibres certified to OEKO-TEX Standard 100, free from harmful chemicals. All packaging is plastic-free. Manufacturing partners are GOTS and SEDEX certified, paying wages 20% above local average. Small choices, made consistently, add up.

For more information, visit <https://www.econaps.com.au/pages/about-us>

ENVIRONMENTAL DATA	2023	2024	2025
Plastic consumed through manufacturing (tonnes)	4.8	3	4.3
Plastic collected and offset (tonnes)	4.8	3	4.3
Plastic-free packaging (%)	100%	100%	100%
Recycled plastic (rPET) in product range (%)	90%+	90%+	95%



PROJECT BLANK AT A GLANCE



Founded: Founded in 2018
 HQ: Sydney, Australia
 Operations: Sustainable wetsuits, apparel and surf hardware, direct-to-consumer, Australia & international
 Ownership: Think Better Group (since 2021)
 Notable: Yulex natural rubber wetsuits, world's first plant-based replacement for petroleum neoprene
 Certifications: bluesign®, Plastic Neutral by Plastic Bank

KEY IMPACT NUMBERS

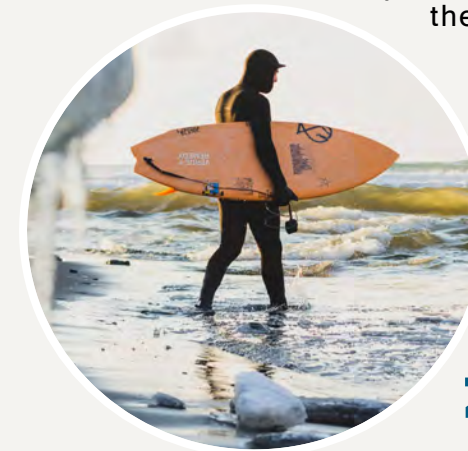
1.2

tonnes of plastic collected from
the environment



80%

recycled plastic (rPET) across
the product range



£519k

turnover

120k+

plastic bottles collected via
Plastik Offset



PROJECT BLANK

PROJECT BLANK | ECO PERFORMANCE 2025

PROJECT BLANK

Stopping the problem at the source.

Most wetsuits are made from petroleum-based neoprene. Project Blank was founded by surfers who knew this and decided to do something about it. The goal was simple: make a wetsuit that performs at the same level as a conventional one, without the petrochemical footprint.

The Yulex collection is the result. Natural rubber harvested from FSC-certified forest plantations replaces petroleum neoprene entirely. The plantations have no history of deforestation, pesticide abuse or human rights violations. The external jersey uses 88% recycled polyester. The internal lining is 100% recycled polyester. The dope-dyed yarns that colour the fabric are non-toxic, bluesign certified, and cut CO₂ emissions by 2.7kg per wetsuit. Recycled car tyre rubber, used in the construction, reduces energy consumption and CO₂ emissions by 72% compared to virgin alternatives.

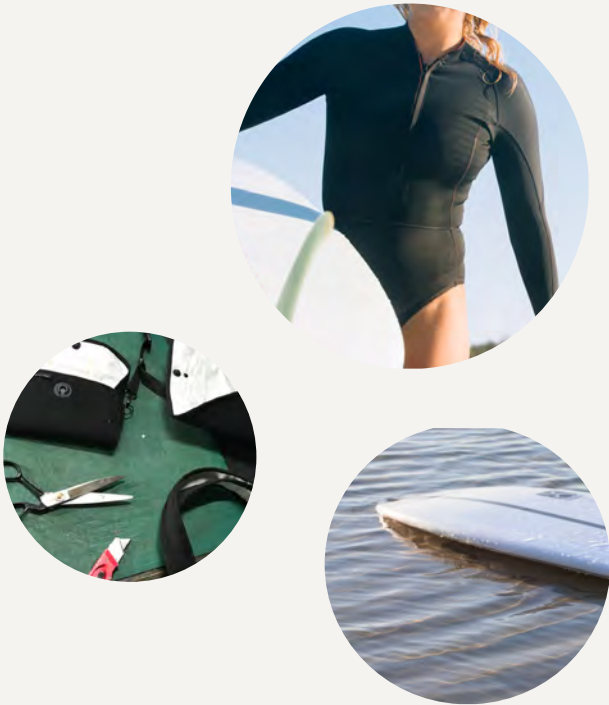
The manufacturing facility runs on solar panels that generate over 6 million kilowatts of energy per year, the equivalent of saving 130,834 trees annually. Dyeing machines reduce water and energy usage by 60%.

Every order ships in paper, cardboard or biodegradable materials. No plastic.

Project Blank became the world's first plastic neutral wetsuit brand. That is not a marketing claim. It is a certification, backed by Plastic Bank, meaning every gram of plastic the brand cannot yet eliminate is matched by a gram recovered from ocean-bound waste. In 2025, 1.2 tonnes of plastic were recovered from the environment, the equivalent of 120,000 plastic bottles.

For more information, visit <https://projectblank.com.au/pages/sustainability>

ENVIRONMENTAL DATA	2023	2024	2025
Plastic consumed through manufacturing (tonnes)	1.8	1	1.2
Plastic collected from the environment (tonnes)	1.8	1	1.2



BREWED BY HAND AT A GLANCE



Founded: 2011
HQ: Horsham, England, UK
Distribution: Specialty coffee and tea equipment, UK & international markets
Ownership: Think Better Group since 2022
Notable: B2B-first model, sustainability standards embedded directly into partner brand selection criteria

KEY IMPACT NUMBERS

34

coffee-growing communities
supported via Project Waterfall



15

partner brands held to plastic-free or
plastic-reduced standard



£3.4M

turnover



BREWED BY HAND

BREWED BY HAND | ECO PERFORMANCE 2025

BREWED BY HAND

The foundation: championing specialty coffee. True sustainability in coffee begins at the source. We actively encourage the use of specialty coffee over commodity alternatives because of its drastically reduced environmental impact. The specialty industry's reliance on shade-grown agroforestry and significant reduction in high-emission synthetic fertilizers translates to a fundamentally lower CO₂ footprint, preserving biodiversity while supporting sustainable farming practices.

Influencing the industry: upstream plastic reduction. We use our platform and distribution network to work alongside our partner brands, driving them toward greener practices. Through rigorous curation and ongoing dialogue, all new 2025 product launches from Hario, Wilfa, Comandante, and Loveramics feature completely plastic-free packaging. Combined with retroactive upgrades to legacy items, 90% of all products across these key brands are now packaged entirely without plastic.

Optimizing our own network: zero plastic & reduced emissions. We are equally uncompromising with our own internal logistics. As of 2025, 100% of our delivery and fulfillment services are completely plastic-free. Furthermore, our 'Stockshare' dropshipping service allows us to fulfill orders directly to end consumers. By integrating with 265 retailers, we have cumulatively eliminated 751 unnecessary intermediary product journeys this year, streamlining logistics and significantly reducing our transit emissions.

Mindful energy consumption at the brew stage. At the consumer level, brewing inherently requires heating water-making thermal efficiency the most critical factor. We encourage mindfulness in energy consumption by championing single-cup and precision-heating technologies like the Sage ThermoJet, xBloom, and Wilfa Batch Brewers. By heating only the exact volume of water needed for a specific brew, these machines offer a highly sustainable alternative that eliminates the massive standby energy waste associated with traditional dual-boiler espresso machines.

Product development with purpose: Project Waterfall. To drive direct, measurable impact, we collaborated on the specific product development of the Hario x Project Waterfall 02 Filter Papers. This initiative empowers consumers with a clear choice: standard filters, or filters with a built-in 10% donation to combat water insolvency in coffee-producing regions. Generating £3,838.90 in revenue to date, this product is now preparing for a worldwide launch, amplifying this critical message and scaling its impact globally.

For more information, visit <https://trade.brewedbyhand.com/pages/sustainability-pledge>

ENVIRONMENTAL DATA	2023	2024	2025
Partner brands plastic-free	2	3	4*
Project Waterfall contribution (£)	£ 1641.25	£276.65	£3,838.90**

*Hario, Wilfa, Loveramics, Comandante
**following redevelopment



COLONNA AT A GLANCE



Founded: 2009 | Roastery launched 2015
HQ: Bristol, UK
Operations: Specialty coffee roaster, capsules & wholesale | UK & international markets
Ownership: Think Better Group (since 2016)
Notable: Founder Maxwell Colonna-Dashwood is a three-time UK Barista Champion and co-author of published scientific research on coffee water chemistry and sustainability

KEY IMPACT NUMBERS

27

permanent staff in 2025,
up from 18 in 2024



ISO 9001 & 14001

certification processes initiated in 2025, full certification expected in 2026

£3.2M

turnover



COLONNA

COLONNA COFFEE | ECO PERFORMANCE 2025

COLONNA

Every decision starts with the bean.

Maxwell and Lesley started their coffee journey in Melbourne in 2008, where they discovered Third Wave coffee and decided to take it seriously. A year later, they opened Colonna and Small's in Bath, a coffee shop built around the idea that coffee deserved the same attention as wine. The shop was awarded Best Coffee Shop in Europe in 2016. The roastery in Yate followed in 2015.

Colonna approaches sustainability the way it approaches coffee. Carefully, honestly, and without shortcuts.

In 2025, the focus was on building the foundations for what comes next. The brand initiated ISO 9001 and ISO 14001 certification processes to give its values an independently verified structure. Certification is expected in 2026. A new 70kg Diedrich roaster, part-funded by the European Agricultural Fund for Rural Development, more than quadruples production capacity while improving energy efficiency per roast. Colonna also began testing more recyclable coffee foil with Blue Turaco Coffee, moving away from conventional packaging.

The team grew from 18 to 27 people in 2025, and turnover rose from £2.2M to £3.26M. That growth creates both opportunity and responsibility. In 2026, Colonna will expand its environmental measurement, formalise its waste recovery data, and launch its reforestation partnership with Gather + Gather in Mozambique.

For more information, visit <https://colonnacoffee.com/pages/our-story>





CALL TO ACTION

CALL TO ACTION & AMBITION 2030

The plastic crisis will not solve itself. Neither will we.

By 2030, Think Better Group is committed to one thing above all: staying plastic positive as the group grows. That means ensuring that every brand we add to our portfolio measures its plastic footprint, works to reduce it, and offsets what it cannot yet eliminate. The collection programmes in Bali, Indonesia and the Philippines are there to back that commitment with real, verifiable action.

Six brands today. The ambition is bigger than that. We built this because we believed consumer brands could be a genuine force for change, not by talking about it but by replacing the problem at its source. That belief has not changed. What has changed is the scale of what is now possible.

Whether you are an investor, a partner, or a brand looking for a home, we would like to hear from you sara@thinkbettergroup.com

<https://www.thinkbettergroup.com/>