



CONSCIOUS CONTAINER®

2019 ANNUAL BENEFIT CORPORATION REPORT



Letter from the Founder

ANOTHER AMAZING YEAR FOR CONSCIOUS CONTAINER!

This year marked many milestones that moved our refillable business and narrative forward in powerful ways. From the formal expansion of our leadership team, to the completion of two successful collection proof-of-concept pilots, to Conscious Container receiving requests to present insights about our refillable system at key industry events, the momentum has been palpable. And to top it off, at the end of the year, Conscious Container was selected to join the Anheuser Busch InBev (AB InBev) 100+ Sustainability Accelerator program, further confirming we are at the right place at the right time—and with the right business.

Formalizing our leadership team, board members, and advisors Conscious Container now has the needed depth and breadth for strategic growth. I deeply appreciate this team's experience across all ecosystems required to build this transformative and resilient business. In addition to our leadership team, we appreciated the full engagement of two amazing partners during our proof-of-concept collection pilots. Great Basin Brewing in Northern Nevada partnered on our successful incentive based collection pilot while Tahoe Truckee Sierra Disposal, a California waste hauler and bottle redemption center, helped us prove how a successful CRV (Container Redemption Value) pilot will work by separating and collecting bottles for refilling in a bottle bill state.

During 2019, Conscious Container was invited to speak at several leading industry events including the Resource Recycling Conference in New Orleans and the Sustainable Packaging Coalition Members Only Conference in Denver. These events drew waste industry leaders, food and beverage producers, and top retailers—many of whom approached us to understand more about our refillable business model, scope, and scale. The strategic connections and dialogs gained from these events has proven to be a tipping point for Conscious Container, setting the stage for our 2020 strategies.

We are most proud and honored with the last milestone of 2019. Conscious Container was selected to join the Anheuser Busch InBev 100+ Sustainability Accelerator to drive our US based refillable business to market. This accelerator presents us with a global partner who understands the value propositions of a refillable marketplace. Additionally, Conscious Container's refillable business mission aligns beautifully with AB InBev's Corporate Sustainability Circular Packaging targets stating, "By 2025, 100% of our product will be in packaging that is returnable or made from majority recycled content."

We know the need for regenerative and restorative business is essential for our success and that of our all our partners and stakeholders. We know Conscious Container's refillable glass bottle system is essential to reducing single-use packaging waste. And, most of all, we know how we conduct business, reflected in our values and commitments as a Benefit Corporation (and now a Pending BCorp), is how Conscious Container will transform glass packaging systems moving forward.

With Gratitude,

Caren McNamara

Caren McNamara, Founder/CEO of
Conscious Container

BENEFIT CORPORATION

From the beginning, Conscious Container was incorporated as a Benefit Corporation to ensure our desire for balanced business leadership and decision-making within a transparent and accountable culture.

We wanted this benefit intent to be visible and possible.

We feel the products and services a refillable glass bottle system delivers are vital to how we transform our single-use waste culture, but even more important, how we transform the way business is conducted.

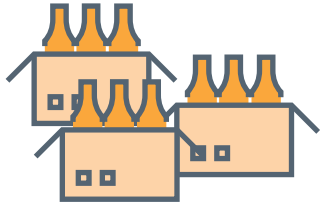


To amplify our commitment to transform how business is conducted, in 2019 Conscious Container applied and was accepted to become a Pending B-Corp—the first step to becoming a Certified B-Corp.

Interesting enough, becoming a registered Benefit Corporation is generally a step taken after becoming a Certified B-Corp.

Right from the get-go we realized we could incorporate as a Benefit Corporation by designing the business with benefits embedded throughout our operations.

Our business strategy, financial and marketing plan, voice, values, vision and mission all aim towards keeping stakeholder benefits out front.



Collected over 30,000 bottles for washing and refilling through our incentive and CRV bottle deposit collection pilots



We were selected to present the benefits of a refillable glass program at the Texas State Recycling Conference in Austin



We were asked to join a refillable panel at the industry leading Sustainable Packaging Coalition Members Only Conference

A FEW HIGHLIGHTS FROM 2019:



Contributed refillable/reusable language to California and United States Federal legislation to ensure proposed recycling programs included refillable glass bottle language



Referred to speak at the annual Resource Recycling Conference on the benefits and impacts of a refillable glass bottle system



Selected as one of 17 startups from around the world to join the Anheuser Busch InBev 100+ Sustainability Accelerator program

YES!

On a final note, the success of this Benefit Corporation start-up can be attributed to the benefits we have received from others.

From craft brewer Bayern Brewing, who back in 2016 said "we will purchase bottles for washing and refilling", to our amazing local merchants and community members setting up collection bins, to the hours of brilliant marketing contributions from DK Design Studio, if they didn't say "YES", we wouldn't be here.

We are forever grateful to all of our partners and honor the opportunity to deliver mutual benefits as we all move forward transforming the way we conduct business.

We are excited to continue our journey to create our vision of a world of reuse cultures and economies for the benefit of all.

Here we go...



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