

IMPACT REPORT 2022/23

**LIFE IS
TOO GOOD
FOR BAD
ENERGY**



ADVENTURES IN IMPACT

We're back with our latest annual report. If you were here last year you'll know that we frame our efforts around protecting the world's natural playgrounds — because we believe that nothing beats the thrill of climbing clean mountains, surfing pristine oceans and running through fresh air.

In 2022, that meant doubling down on initiatives we'd kicked off in previous years, and deepening our engagement with our partners and community all while scaling up our operations. In our last report we focused heavily on our 'why' (specifically: the why-we-take-action that overlaps with the why-we-exist-in-the-first-place).

This time, we're going to dig deeper into the what — what specifically we've been up to in the last year and what we have planned for the future.

So, sit back, grab a TENZING and get ready to explore all of the social and environmental action we've taken (and inspired!) in 2022.

Team TENZING

TENZING is all about energy — not just the powerful plant-based kind we put in a can — but the energy of our team and company aspirations that we hope encourages others to take action too. When I started TENZING, I hoped to reimagine energy drinks, and reimagine how to do business. Several years on, I'd like to think we've checked off the first, and are taking huge steps in achieving the second part of my goal. We've always tried to lead by example, whether that be carbon labelling or becoming B Corp, ultimately proving that business can be a force for change.

HUIB, FOUNDER



CONTENTS

TRAIL MARKERS4

GOOD ENERGY5

- The Energy Journey6
- Natural Energy7
- Traverse: *Sourcing Seaberry*8
- Company Energy9
- Traverse: *TENZING and the Tenzing's*10
- Traverse: *Knowvember*11

CLEAN AIR12

- The Air Journey13
- Our Emissions14
- Our Local Offsetting16
- Traverse: *Clean Air Tracker x Run Clubs*17



CLEAN MOUNTAINS18

- The Mountains Journey19
- Our Everest Bins20
- Traverse: *TENZING Treks*21
- Traverse: *TENZING Sessions*22

CLEAN OCEANS23

- The Ocean Journey14
- Our Plastic Free Packaging25
- Traverse: *Surfers Against Sewage*26

SUMMIT STATUSES27

CLEANING UP IN 202328

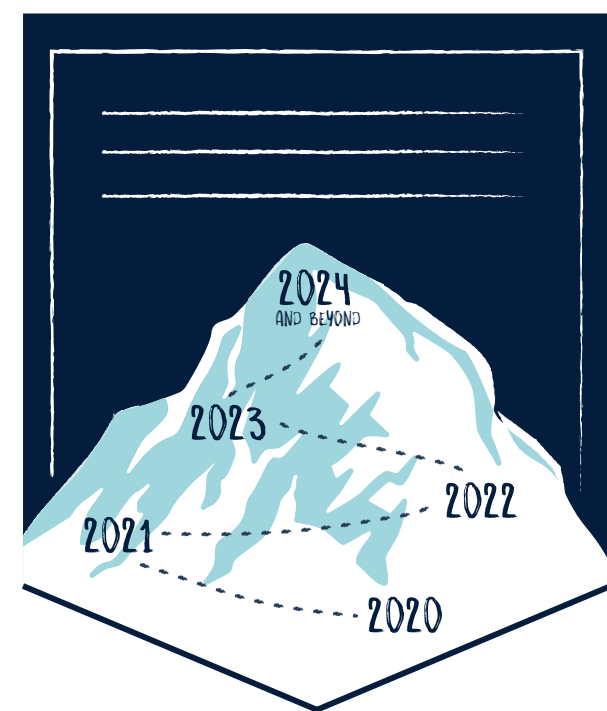
LIFE IS TOO GOOD FOR BAD ENERGY29

TRAIL MARKERS

To make it easier to navigate everything, look out for these trail markers throughout the report.

Summit Status

We think about making an impact a little bit like climbing a mountain – hard but worth it. The only real difference when you’re climbing a metaphorical mountain instead of a real one is that you’ll never quite reach the summit. There’s always more you can do when it comes to making an impact which is why it’s essential to track progress along the way. These mountain markers quantify the altitude of our efforts.



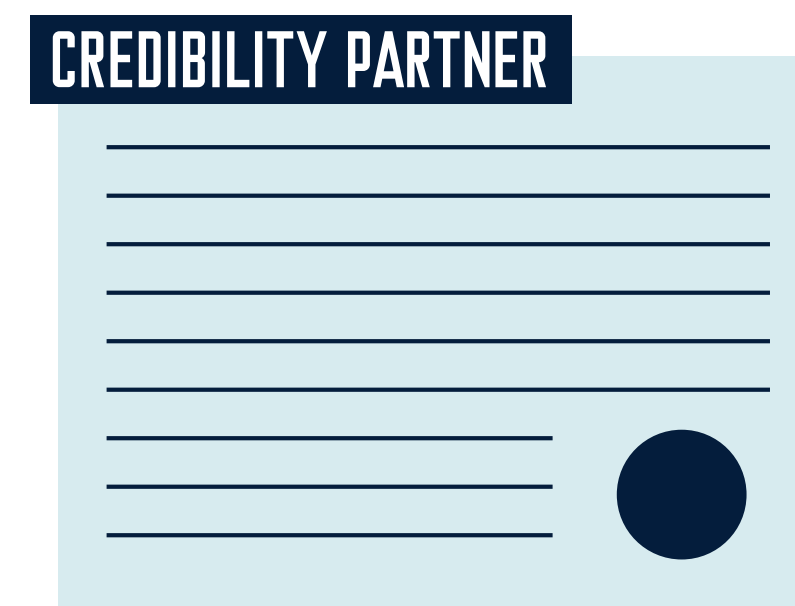
Traverses

In climbing, a traverse is a route section that requires moving horizontally to make progress. In this report, we use the term to describe initiatives we’ve invested in that don’t result in an immediate increase in altitude but energise members of our community to take action.



Credibility Partner(s)

We think we’ve got a pretty good grip on all of this sustainability stuff but we’re not experts. We don’t believe in marking our own homework which is why we partner with people who really know what they’re talking about and push us towards even more progress. Learn more about them with these blue boxes.



Perspectives

Behind all the impact we talk about in this report is the TENZING Team - a group of highly ambitious people, who above all strive to protect our natural playgrounds at all costs. You’ll meet some of them throughout this report – the speech bubbles share what our impact work means to them. You’ll also meet some of our partners outside the business, who offer an external perspective on our impact activities.



GOOD ENERGY

When it comes down to it: TENZING at its core is about energising others. The point of our product is to energise you, naturally. We carefully consider every element of our recipes so that each blend is packed full of powerful ingredients that not only taste good, but do good too. And, the point of our business is to energise our industry and inspire other businesses to take action. That's one of the reasons we became a B Corp, the certification process verifies our impact efforts and helps keep us accountable to our commitments. Basically, we're here for good energy all around.

We live in a time where more and more people are conscious of what they put into their bodies & the impact this has on the climate. There is nothing more rewarding than inspiring our communities to energise themselves with some of the world's most powerful plant-based ingredients, which have come straight from nature, knowing that we give back more than we take from the planet.

**MINTY, CHANNEL
MANAGER**



ENERGY

2022

2023

What we did...

We finally got TENZING Basecamp back! After 2 and a half years of remote working, we secured ourselves a new office. We're so happy to be back navigating each and every day together! We also launched a new blend (our first charity-collaboration product): Apple & Seaberry. We'd been working behind the scenes with SAS since 2021 to bring this product to life and we're so chuffed with the love it's received and the tie to our clean oceans mission.

What we navigated...

Scaling a business as a challenger brand isn't easy. In 2022 the reality of stock surpluses and stock shortages, and effects of both Brexit and the current economic environment meant we experienced tricky tradeoffs between financial sustainability and environmental sustainability.

What we've got planned...

A new blend – shh top secret, all we can say is it's set to be our ziestiest blend yet – and building on the TENZING origin story. Jamling Tenzing - son of our Sherpa Tenzing Norgay - will visit TENZING Basecamp and we'll be producing a short documentary on when the Tenzing's first met TENZING and how that relationship has grown over time (see more about this on page 10).



NATURAL ENERGY

Every ingredient we use is carefully chosen for its functional benefits and refreshing qualities. That means we only include what's essential and delicious to give you natural energy. You won't find any bad energy in our cans...

CREDIBILITY PARTNER

RAINFOREST ALLIANCE

Green Tea is one of our key energising ingredients – you'll find it in every single one of our blends. And we use the best stuff we can get our hands on, to positively impact both the quality in the can, and the communities the tea comes from. That's why all the green tea we use comes from Rainforest Alliance Certified™ farms. This is our 5th year sourcing certified!



Energy!*

Vitamin C
Supports the body's immune system

NEW INGREDIENTS FOR 2022

Natural Caffeine
Natural energiser

Branch-chain-amino-acids
Increase muscle growth

BEET SUGAR 🌱

YUZU EXTRACT 🍊
LEMON JUICE 🍋
ACEROLA CHERRY 🍒
RASPBERRIES 🍷
BLACKBERRY JUICE 🍷
SEABERRY JUICE 🍷

HIMALAYAN ROCK SALT 🧂
CORNISH SEA SALT 🌊

GREEN TEA 🌿
GREEN COFFEE BEANS 🌿
GUARANA 🌿
ACAI PUREE JUICE 🍷
PINEAPPLE JUICE 🍍
PASSIONFRUIT JUICE 🍷
APPLE JUICE 🍏

BCAA 🌱

*Sugar has a bad rep, but the fact is, you wouldn't be able to survive without it. Small amounts of the right kinds of sugar is an energy source we all need.

Electrolytes
Rehydration

Antioxidants
Benefits for your brain, heart and overall health

NEW INGREDIENT FOR 2022

*usually BCAA products are made from animal derived sources including bird feathers or even sometimes pig follicles (!), but we worked hard to find a plant-based source: corn!

TRAVERSE

SOURCING SEABERRIES

We believe quality and community impact go hand-in-hand when it comes to ingredient sourcing. In 2022, we launched a new blend that celebrates British ingredients, supports local suppliers, and is packed with lots of health benefits. The star of this show can is...drumroll...the seaberry. A plant punching above its weight in terms of power, packing in 10x the amount of vitamin C found in an orange as well as a variety of omega oils and Vitamin A. We source ours from Seth, Founder of the Cornish Seaberry company. This partnership means that we get to support him through the uncertainty of farming costs and inconsistent demand.



Cornwall is renowned as being a foodie destination and it's a big part of the Cornish identity. I've lived in Cornwall all my life and I feel proud of the entrepreneurial spirit that abounds in Cornwall. "It's fantastic to see TENZING doing the right thing by sourcing ingredients from local producers such as myself. It bolsters the local economy and as TENZING is available nationwide it helps businesses like ours reach a much larger audience.

SETH, THE CORNISH SEABERRY COMPANY



COMPANY ENERGY

TENZING wasn't created just to reinvent energy drinks, it was also created to reinvent the way we do business. We aim to run things in a way that keeps the needs of all our stakeholders in mind, that means Team TENZING, our community (of TENZING-drinkers and everyone involved in creating each and every can), and of course our planet's natural playgrounds.

We became a B Corp to help keep us accountable to this commitment. Every three years, our friends at B Lab (the organisation that certifies B Corps) will review all our impact processes and achievements to ensure we're still worthy of that big shiny B on our cans. We got our certification in 2021, so we won't get recertified or an updated score until 2024, but that doesn't mean we're not constantly seeking ways to improve every aspect of our business. To keep our B Corp status, we'll need to show progress across five different areas; here's what we implemented in 2022 to ensure we keep reinforcing our B Corp credentials.



AREA		POINTS	IMPLEMENTED SINCE...
GOVERNANCE	Putting in place policies and practices that enshrine our mission and hold us officially accountable for our actions over the long term	17.4	We started publishing annual impact reports – like this very one you find yourself flicking through – so we can share our social and environmental performance on a regular basis.
WORKERS	Making sure Team TENZING is well looked after and supported when it comes to compensation, health & safety, and broader wellbeing	26.7	We introduced an allocated budget for external professional development opportunities and higher education so Team TENZING can build knowledge and skills in areas that interest them.
COMMUNITY	Working with partners that share our values and supporting them in driving positive change	14.0	We invested in our local community, kicking off new sourcing relationships in the UK and donated a portion of sales to charities making local impacts.
ENVIRONMENT	Protecting our planet and conserving its precious resources everywhere we can	24.8	We started using strategic planning software to minimise our fuel usage and the shipping footprint of our ingredients.
CUSTOMERS	Delivering value through our products and customer experience to all those who enjoy TENZING	2.3	We hired a full-time customer service team to ensure our community and shoppers have an always on feedback mechanism.



TRAVERSE

TENZING AND THE TENZING'S

You probably know that TENZING was inspired by Sherpa Tenzing Norgay and the Himalayan brews he drank to fuel his summit of Mount Everest in 1953. But, did you know that the Tenzing family are partners in our business?

Huib first met the Tenzing's back in 2016, when seeking their blessing for the use of the Tenzing name for his then-yet-to-be-founded drinks brand. Not only did he get their blessing, but we joined forces too. Seven years on and the bond the Tenzing family & the TENZING Natural Energy family have forged is something that we're incredibly proud of.

Jamling Tenzing - son of Sherpa Tenzing - has been our guide in helping us understand how we can best support the environmental and community needs of the Khumbu Region in Nepal and in 2022, we made the first TENZING Trek a reality (see our 'Clean Mountains' section for more on this). And, in 2023, he and his family will visit TENZING Basecamp in London to see first hand how the business is growing in the UK. Look out for a mini-documentary that will better tell the story of how the Tenzing's met TENZING!



Over the years there have been many brands using my Father's name, but few have gone to the lengths Huib & TENZING have to seek my family's permission and include us in their journey. Our families have met in Nepal, the US and London and we continue to work closely as the business grows. And, they have not forgotten their Nepalese roots - since 2016 we have been working together to identify environmental issues in the Khumbu region and have taken action in tackling litter on the trails of Everest. I hope for years to come, we will continue to protect our beautiful mountains together.

JAMLING TENZING



TRAVERSE

KNOWVEMBER

One area where we think we can play an energising role and encourage other businesses to act is climate footprint labelling. We're founders of Knowvember, a month-long campaign to promote on-product environmental transparency, and for its 2022 edition we hosted a summit featuring speakers from fellow carbon labelling brands like Oatly and Benugo.

We also commissioned our first piece of research, which found consumers are thirsty for planet-forward purchasing options and feel misinformed about the environmental impact of their food choices. TENZING is proud to be at the forefront of carbon labelling and we want other companies to join us and put customers in the Know.



Simple supermarket food swaps can cut your carbon without breaking the bank, in fact making a whole basket of swaps can be the equivalent to the carbon absorbed by four trees in one year. For example, coffee produces seven times more carbon than a TENZING, so making that simple swap will save both carbon - and money. But it shouldn't be down to shoppers to work out the carbon impact of what they are buying. Across the board, food brands should know their footprint and show this on their packaging. What have they got to hide?



High Carbon Basket	Lower Carbon Basket
Milk chocolate 5.9 kg CO ₂ e/kg	Foam sweets 1.6 kg CO ₂ e/kg
Feta 34 kg CO ₂ e/kg	Mozzarella 9.0 kg CO ₂ e/kg
Grapes 1.1 kg CO ₂ e/kg	Strawberries 0.19 kg CO ₂ e/kg
Whole Milk 1.9 kg CO ₂ e/kg	Skimmed Milk 1.2 kg CO ₂ e/kg
Goats cheese 46 kg CO ₂ e/kg	Halloumi 30 kg CO ₂ e/kg
Latte (self-serve coffee machine) 2.4 kg CO ₂ e/kg	TENZING 0.33 kg CO ₂ e/kg
Gin 4.3 kg CO ₂ e/kg	Red wine 1.5 kg CO ₂ e/kg
Yoghurt (glass pot) 4.1 kg CO ₂ e/kg	Yoghurt (paper pot) 3.1 kg CO ₂ e/kg
Tomatoes (from UK) 3.8 kg CO ₂ e/kg	Tomatoes (from Spain) 1.8 kg CO ₂ e/kg
Pasta (dry) 1.1 kg CO ₂ e/kg	Potatoes 0.26 kg CO ₂ e/kg
Frozen Broccoli 0.93 kg CO ₂ e/kg	Fresh Broccoli 0.60 kg CO ₂ e/kg
Beef burger 22 kg CO ₂ e/kg	Beef mince 15% fat 16 kg CO ₂ e/kg
Seabass (from Europe) 14 kg CO ₂ e/kg	Cod (from UK) 8.1 kg CO ₂ e/kg
Ham (pre-sliced) 5.9 kg CO ₂ e/kg	Ham (deli counter) 5.1 kg CO ₂ e/kg
Crisps 2.9 kg CO ₂ e/kg	Peanuts 1.6 kg CO ₂ e/kg
Total: 150.33 kg CO₂e	Total 80.38 kg CO₂e

CLEAN AIR

Many challenger brands are engaging in some sort of climate action that tackles their carbon emissions. At TENZING, we've taken a 4-prong approach to our carbon footprint since 2020: Know it, Show it, Lower it, Locally offset it. But our climate action goes beyond that too because for us, emissions aren't merely numbers on paper that indicate a warming world. They're a form of air pollution, which reduces the quality of the air we breathe in every day. Our carbon initiatives are totally tied up with efforts to support clean air around the world.

It is incredible the impact we can have by growing our communities at TENZING. Through my love of running, I can extend our culture of conscious living to the ever-growing London running community and beyond. Our Clean Air Tracker has helped pave the way to a city full of people aware of the air they breathe, encouraging individuals to discover routes with better air quality whether on a cycling commute or smashing a 5km PB!

**WILL, CUSTOMER
ACTIVATION MANAGER**



AIR

2022

What we did...

We continued measuring, communicating, and offsetting our emissions and also took steps to tackle our operational footprint, that is the emissions we're directly responsible for through our owned operations at TENZING Basecamp and our team's activities. That included rolling out a new business travel policy that's train/electric vehicle-first, with more emission-intensive forms of transport only permitted when absolutely necessary.

What we navigated...

Our emissions overall grew in 2022. That's mostly because we made and sold a lot more TENZING in 2022 compared to 2021. The fact that our emissions grow as our business gets bigger is a tradeoff we haven't figured out how to address yet. We also had to move production from the UK to the Netherlands for both financial and operational reasons, but because we still source the heaviest ingredients (beet sugar and water) near our production facilities, the emissions impact of this move isn't very significant.

2023

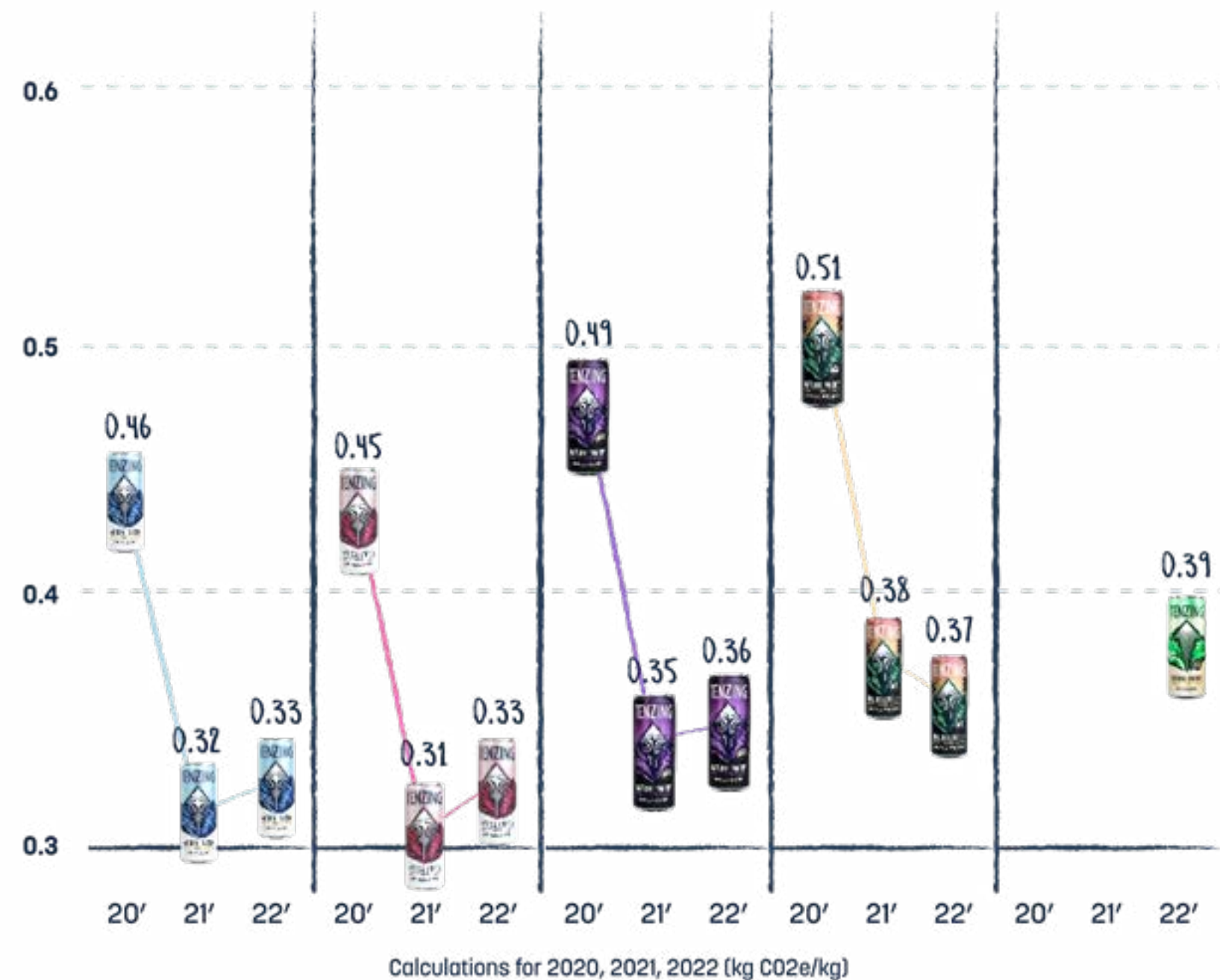
What we've got planned...

We're continuing to find ways to reduce our owned operational footprint, and plan to trial electric delivery in London with help from our friends at Bodo. We're also looking to expand our Clean Air Tracker (which currently only works in London) nationwide. We're applying for government funding (from Defra, the Department for Environment, Food and Rural Affairs) in partnership with several councils across the UK to support this work.



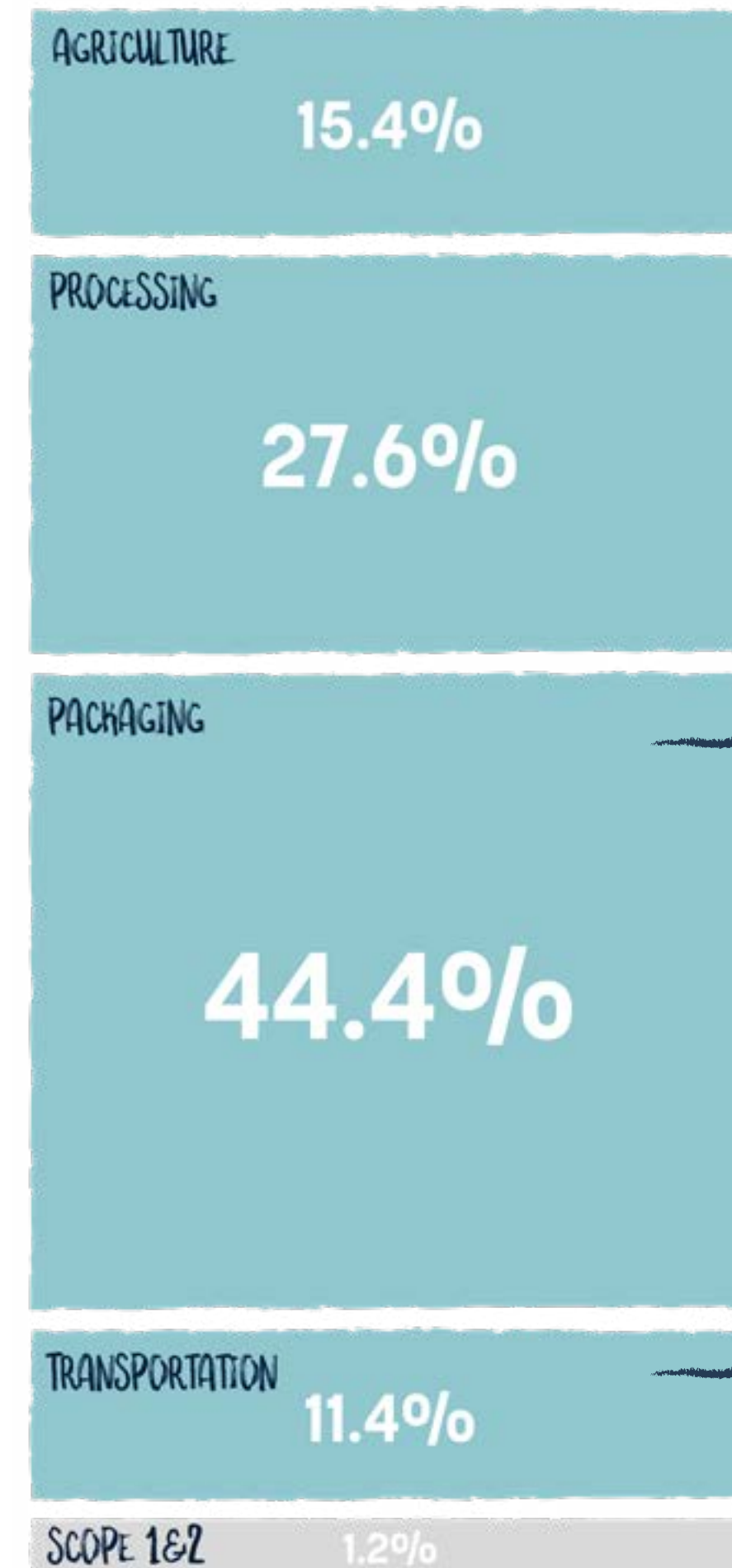
OUR EMISSIONS

The first step in reducing emissions is knowing exactly what you emit into the atmosphere, so back in 2020 we calculated the carbon footprint of our business and each of our products. Since then we've continued to refine our calculations to keep them up-to-date as we make small supply chain changes, and to make them more precise as our calculation partner CarbonCloud gets better estimates. We also carbon-label our products, printing the exact carbon footprint of our products on our cans so you can understand our impact and hold us accountable for it. And we kicked off a campaign to promote this practice in the food and beverage industry at large (check out our Traverse on Knowvember for more on this).



SCOPE 3 EMISSIONS

These are our emissions from crop to can. They are determined by the ingredients we've chosen to use in our blends, the materials we use to package them, and the amount of them we produce each year. We're not able to affect these emissions through our day to day operations just yet, so in the meantime we offset them.



Packaging Emissions

You'll notice that packaging is responsible for almost half of our total emissions. Our goal is to use 100% recycled aluminium (rather than a mix of recycled and virgin as we do now) which would reduce our packaging emissions. Learn more about our packaging plans on page 25.

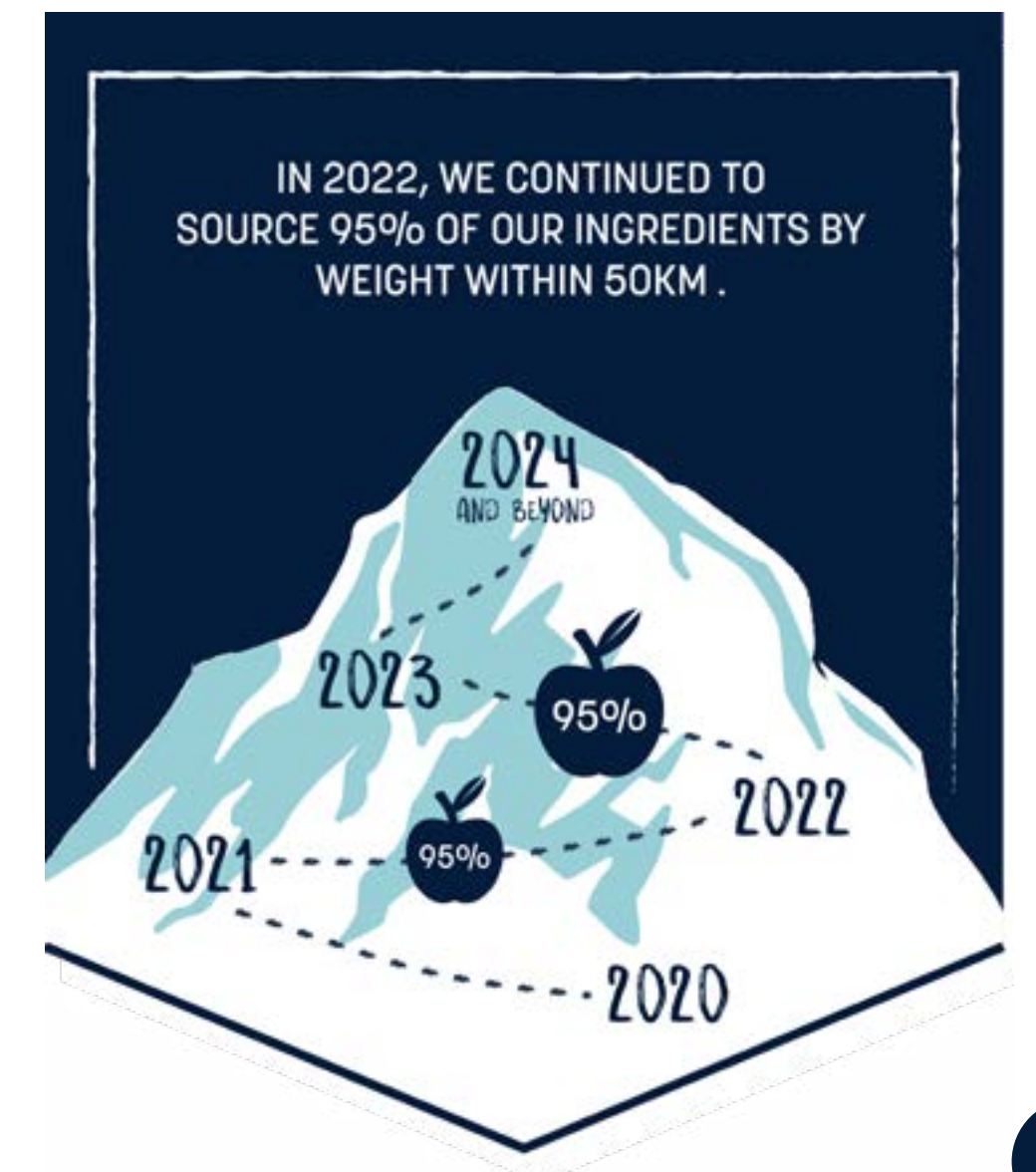
Transportation Emissions

You'd be surprised how many companies will ship heavier ingredients, like water or sugar literally thousands of miles. But we make sure to source our heaviest ingredients close to our production facilities, which helps us reduce our transport emissions.

CREDIBILITY PARTNER

CARBONCLOUD

Calculating a carbon footprint is both an art and a science. It's almost impossible to gather primary data about emissions from every step in a supply chain, so a footprint will always be based to some degree on estimates. CarbonCloud makes sure that our product carbon footprint calculations stand up to scrutiny and any estimates we use are based on quality research. The CarbonCloud platform also lets us share our product footprints with you, so you can see exactly what we've taken into account, what numbers we've used, and any changes we've made to our calculation over time to make it more reflective of our supply chain.



SCOPE 1 + 2 EMISSIONS

These are the emissions associated with our owned operations: so our team's workspaces and business travel, as well the emissions associated with our trusty Renault Zoe.

These emissions are tiny compared to our Scope 3 emissions (they represented about 1.2% of our total 2023 footprint) but they're directly in our control which means we can actively work to reduce them.



CREDIBILITY PARTNER

PLANET MARK

Planet Mark is a consultancy and a certification organisation that helps us keep track of the energy and waste our team creates in the day-to-day running of TENZING. They helped us calculate the few emission sources that don't connect directly to our product – like our employee home working and travel emissions.

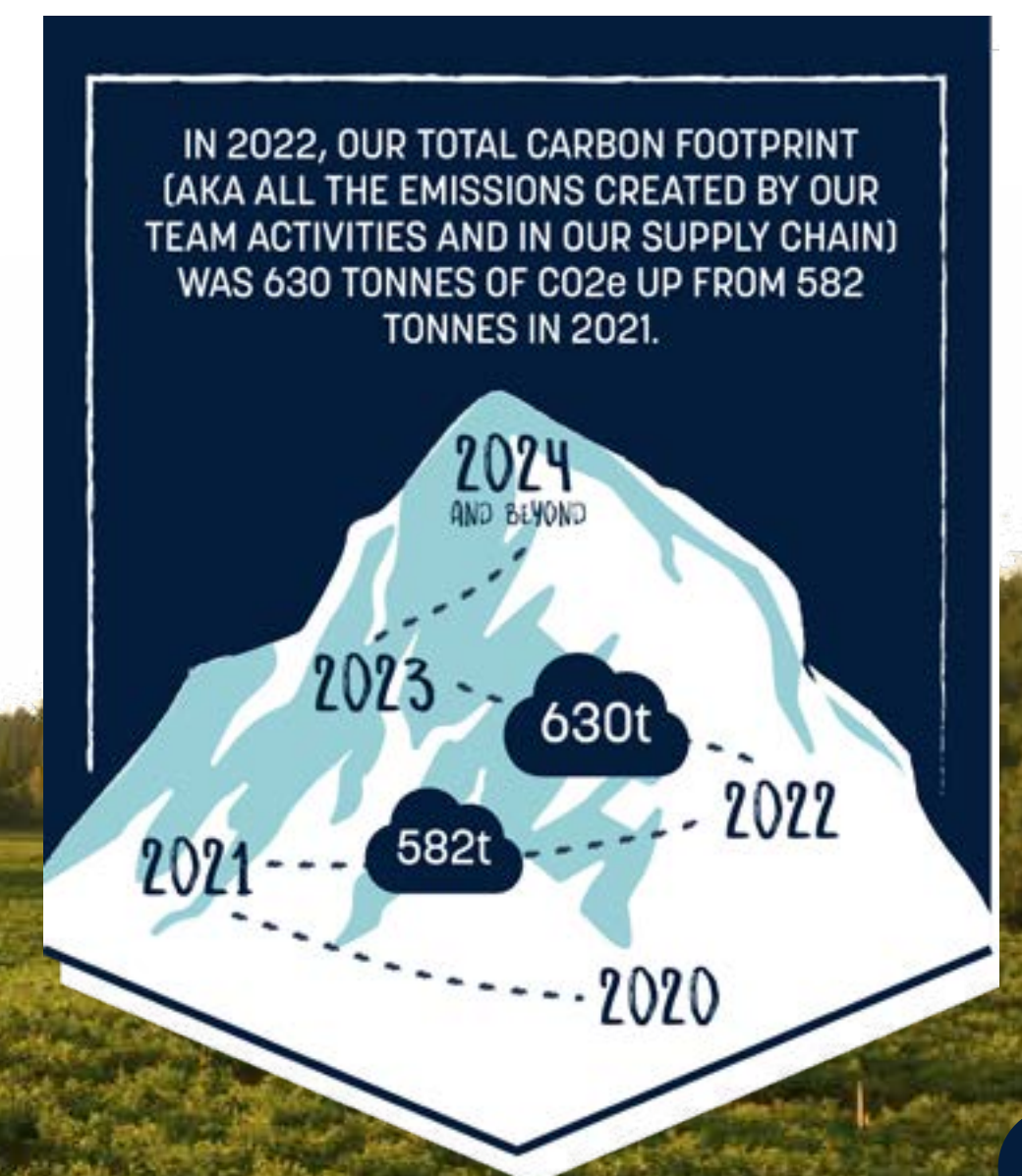
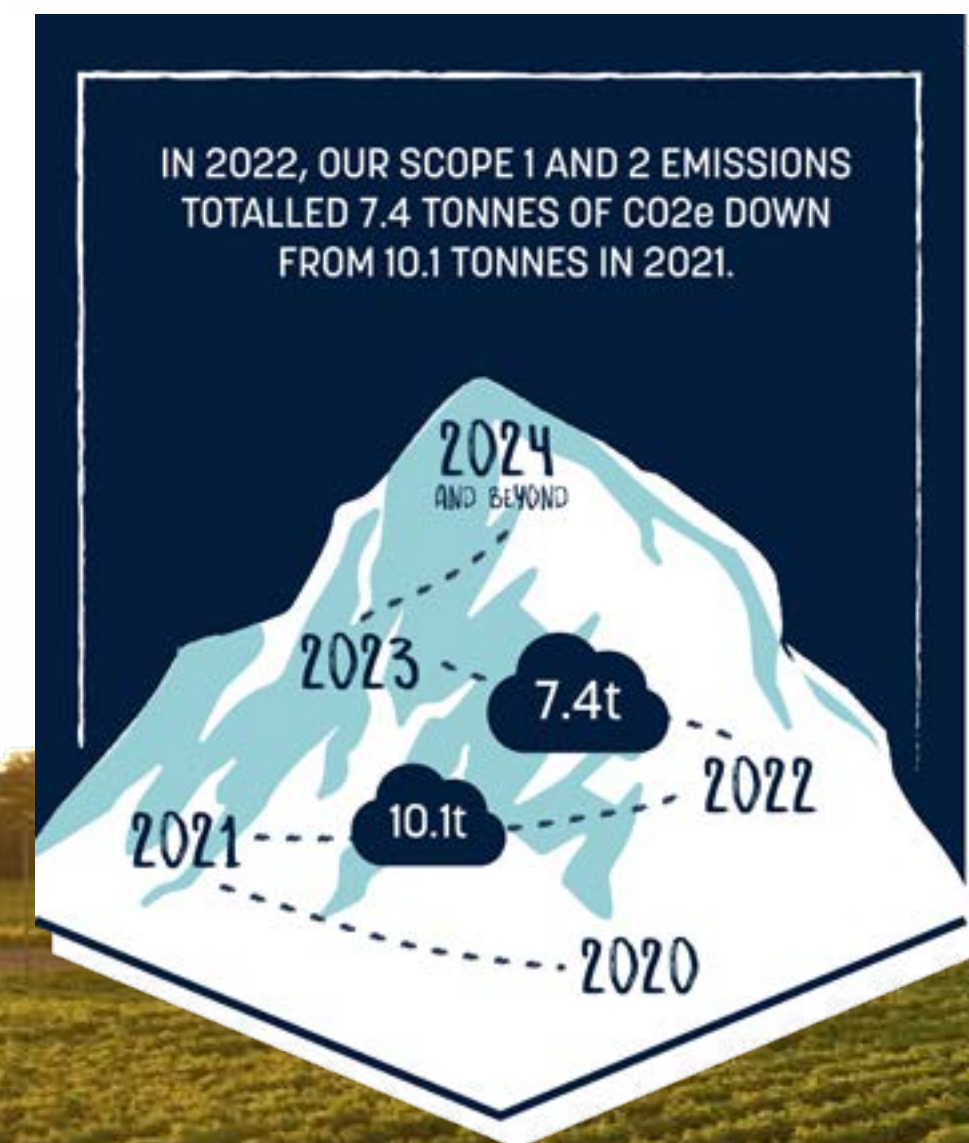


Basecamp Emissions

Our Basecamp emissions fell significantly in 2022: **2.3 tonnes** of CO₂e compared to **7.6 tonnes** in 2021. That's because we mostly worked from home(s) in 2021, whereas we headed back to the office in 2022. Everyone working from one (energy-efficient) space can be a lot less emissions intensive than every team member heating their own room (and kettle)!

Team Travel Emissions

Heading back to the office meant heading back to face-to-face meetings too. So our business travel emissions were higher in 2022: **4.7 tonnes** of CO₂e compared to **2.3 tonnes** in 2021. But, this figure is still lower than it might have been had we not introduced our low-emission transport policy.



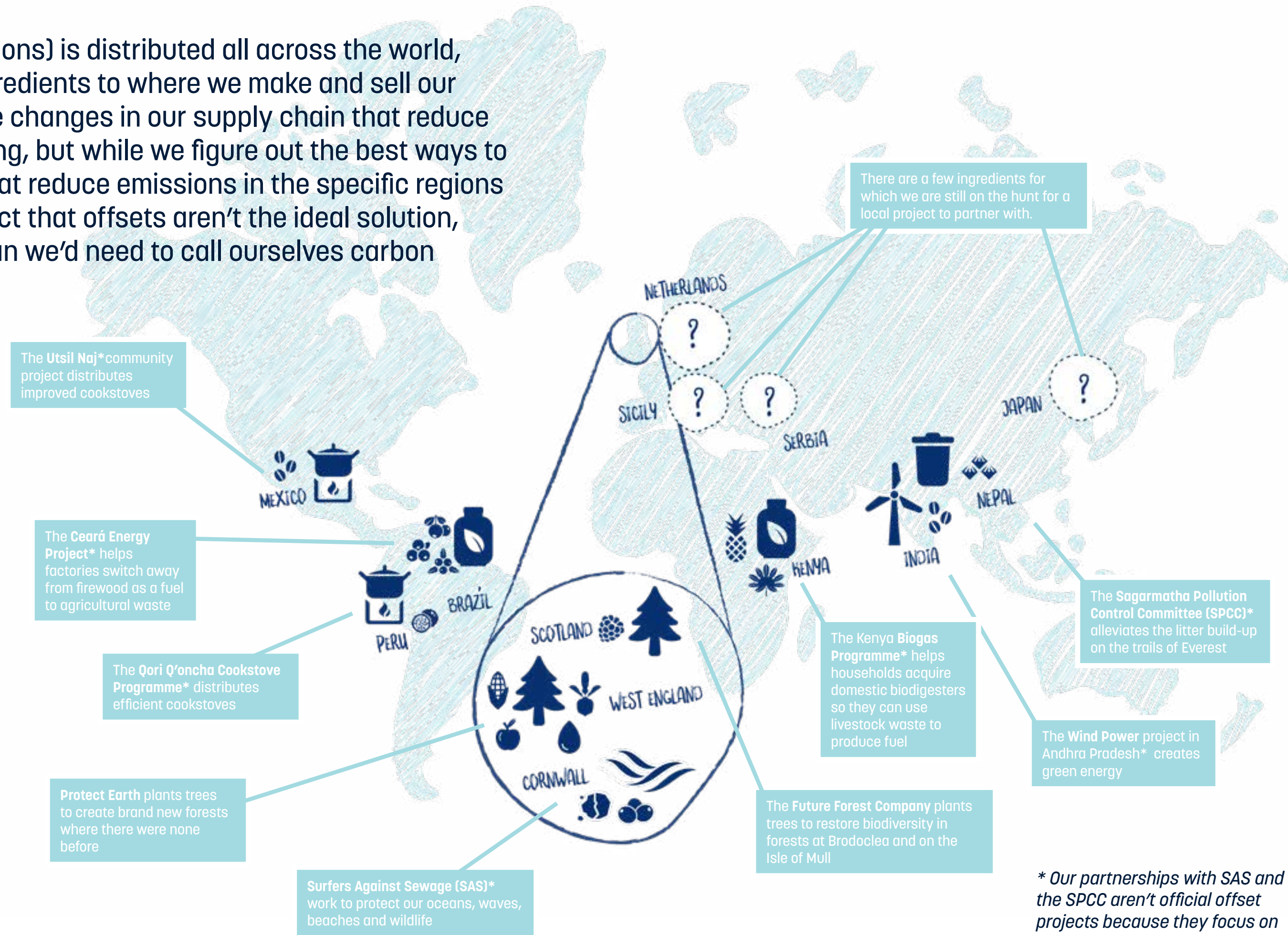
OUR LOCAL OFFSETTING

Our impact (in terms of carbon emissions) is distributed all across the world, from all the places we source our ingredients to where we make and sell our products. Our ultimate goal is to make changes in our supply chain that reduce the emissions we're actually producing, but while we figure out the best ways to do that, we're investing in projects that reduce emissions in the specific regions we source from. To account for the fact that offsets aren't the ideal solution, we make sure to buy more offsets than we'd need to call ourselves carbon neutral. That way, even if some projects are less effective than we hope they are, our total investment can help make up for the emissions impact of our production.

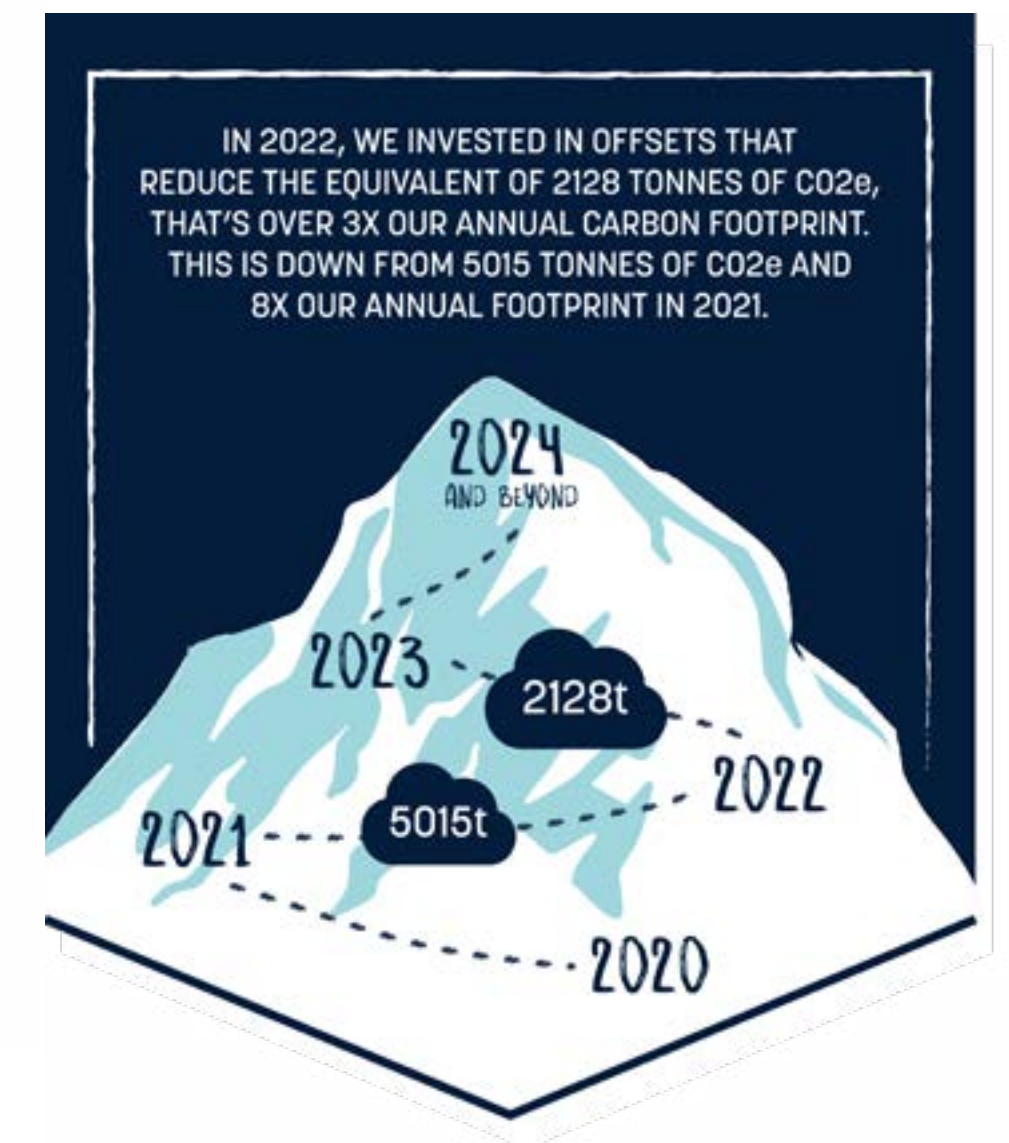
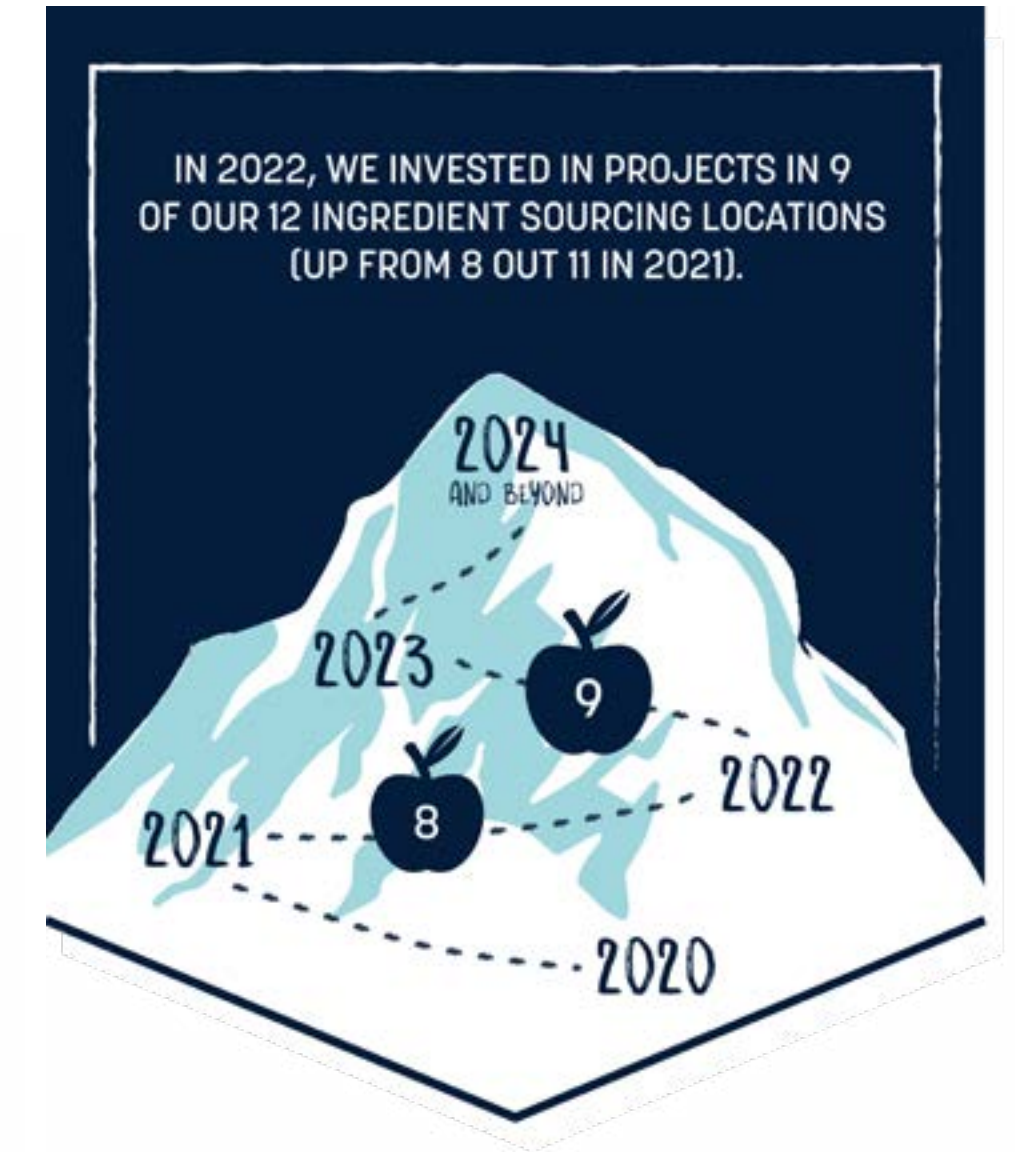
CREDIBILITY PARTNER

ECOLOGI

To make sure we're investing in quality climate credits, we source most of our offsets through Ecologi, an offset platform that supports projects that have been certified against one of two well-regarded offset standards: Gold Standard or the Verified Carbon Standard. Ecologi's funding strategy follows the Project Drawdown framework and the organisation was founded by a group of environmentalists in Bristol.



* Our partnerships with SAS and the SPCC aren't official offset projects because they focus on cleaning oceans and mountains instead of air.



TRAVERSE

CLEAN AIR TRACKER X RUN CLUBS

There's a difference between knowing and feeling — or really breathing — clean and polluted air. Back in 2019, we partnered with Imperial College London to create an app that helps Londoners find cleaner running, cycling and walking routes. The TENZING Clean Air Tracker syncs with Strava and uses real-time data from the London Air Quality Network to provide actual data about air quality. In 2022 we kicked off our partnership with Midnight Runners, one of London's biggest and most energetic run clubs, to encourage more people to get out and exercise as a community. We encourage MR runners to use our Clean Air Tracker to check air quality before their planned runs, bringing mountains of energy and clean air technology to the streets of London.



CLEAN MOUNTAINS

There's something about the sheer scale of mountains that puts life into perspective. The awe we feel when escaping into their barren wilderness is dependent on us keeping them wild. TENZING was inspired by and named in honour of the Himalayas (TENZING Norgay was one of the first two men to scale Mount Everest). So it's no surprise that mountains are close to our hearts and why we're keen to do everything we can to keep them pristine — because experiencing their awe-someness goes hand-in-hand with protecting their awe-someness.

I can safely say I feel most at peace in the mountains. The freedom I feel escaping into their wilderness is dependent on us keeping them as wild as they have always been. This means making a joint commitment to keeping our mountains clean. As a team, we've made this commitment, starting where TENZING did: at the foot of Everest.
JAKE, HEAD OF SPORT



MOUNTAINS

2022

What we did...

We continued supporting our longtime partner Sagarmatha Pollution Control Committee (SPCC) as they work to keep the Himalayas we love so much wild and wonderful. We even took groups of adventurers to see the SPCC's impact (and experience the awesomeness of the mountains) first hand as part of our TENZING Treks.

What we navigated...

Under Jamling Tenzing's guidance, we have been able to understand that in addition to building bins, we should look to focus our efforts on the SPCC's Carry Me Back (CMB) programme to see that clean ups and the preventive measure of bins go hand in hand.

2023

What we've got planned...

More of the same as well as something new! We're working with our community of climbing athletes to develop a joint mission that will help protect the natural playgrounds that our favourite peaks provide.



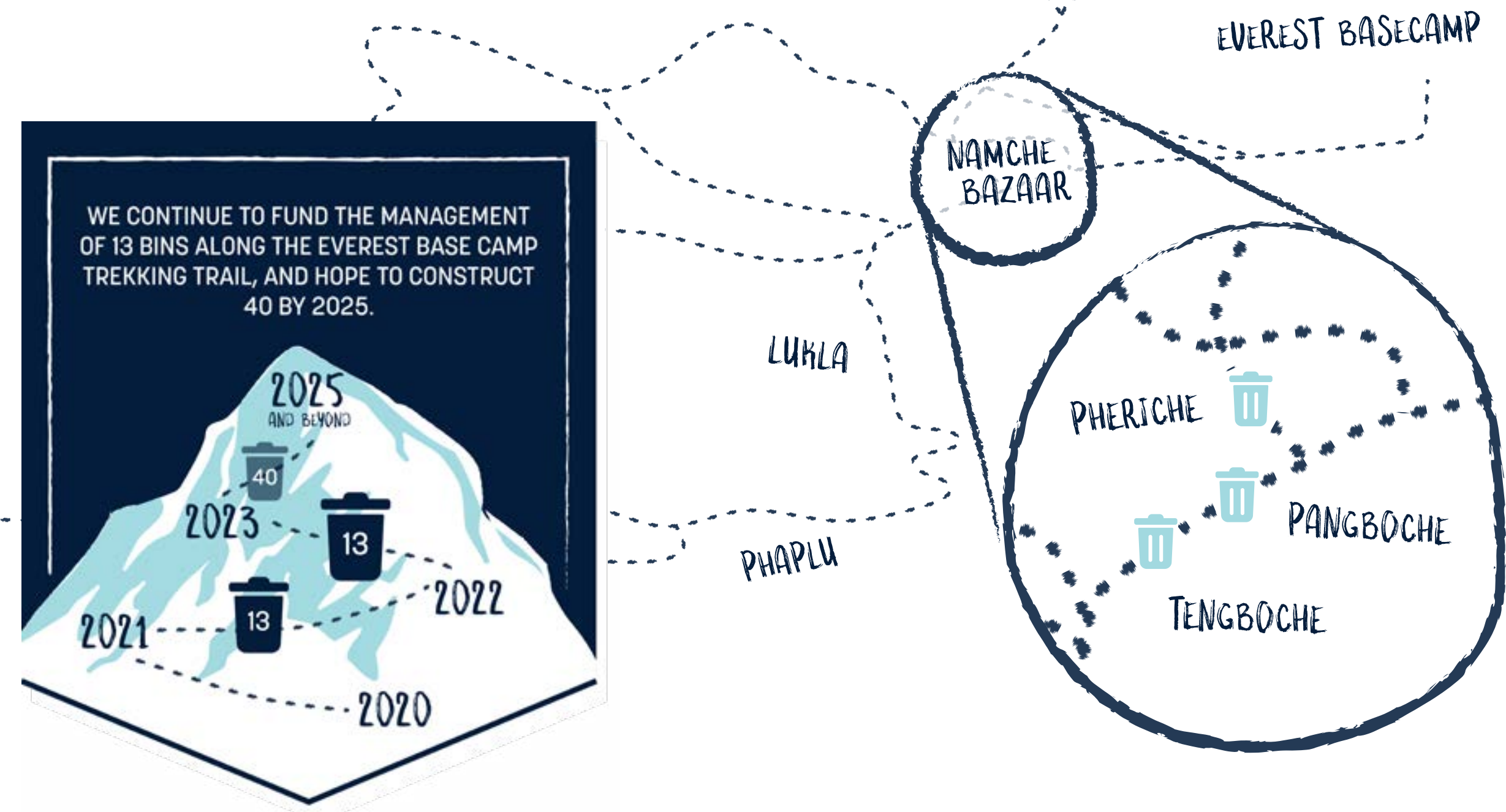
OUR EVEREST BINS

Close your eyes and take a second to imagine Mount Everest, Earth's highest mountain above sea level. Bet you're imagining frosted peaks and draw-dropping landscapes? Bet that picture doesn't include mountains of trash: snack wrappers, PET bottles, abandoned climbing equipment and...wait for it...human waste. Sadly, not everyone who visits Everest is as committed to leave-no-trace as we are. Pollution there has become such a big problem that the mountain has been called 'the world's highest garbage dump'. Exploring without respecting the natural wonders of the world goes against everything we stand for at TENZING, which is why we've supported clean-up efforts at Basecamp since we launched in 2016.

CREDIBILITY PARTNER

SAGARMATHA POLLUTION CONTROL COMMITTEE (SPCC)

This community-based NGO was established by local Sherpa people of Khumbu in 1991 to keep the region clean and restore the area to its former glory. SPCC has constructed 119 garbage bins (including the 13 we fund) at various resting points covering most of the trekking trails within the Everest Region and also transports recyclable waste from the Everest Region to Kathmandu for recycling.



TRAVERSE

TENZING TREKS

There's once in a lifetime trips and then there's TENZING Treks: a series of adventures to the Himalayas' most spectacular natural and spiritual landmarks. In 2022, Jamling Tenzing Norgay — son of legendary Sherpa Tenzing Norgay and a partner in our business — led a team of 6 to the summit of Lobuche East. Along the way they met with our partners, the Sagarmatha Pollution Control Committee (SPCC) with the collection of rubbish on Everest's trails to Everest Base Camp as well as Tengboche Monastery, the spiritual centre of the region.



The call to explore the world's biggest mountains has never been stronger – but with the rise in the number of people immersing themselves in the incredible landscape and culture of the Himalayas comes a duty to act responsibly in one of the planet's most fragile places. Tenzing Natural Energy's efforts to sponsor bins along the Everest Base Camp trail and to actively participate in the clean-up of the Khumbu region has a transformative power – it is inspiring to see a company committed to not only helping preserve the future of the area, but to educating both locals and visiting trekkers in the importance of keeping the mountains clean.

The opportunity to explore the majesty of the Himalayas in the company of Tenzing Norgay's son, Jamling, is a life-changing experience. The family's history is rooted deep in the Khumbu region, which is now one of the most well-trodden tourist routes on the planet. Despite this, following in Jamling's footsteps led us on a humble journey through the world's most beautiful landscapes. With every twist, turn and climb came an education about life in the mountains, a fresh challenge and the chance to make unrivalled memories. 70 years since Tenzing stood on top of the world, life has undeniably changed, but the feeling of reaching the summit and achieving your own goals, however high, is still as intoxicating.

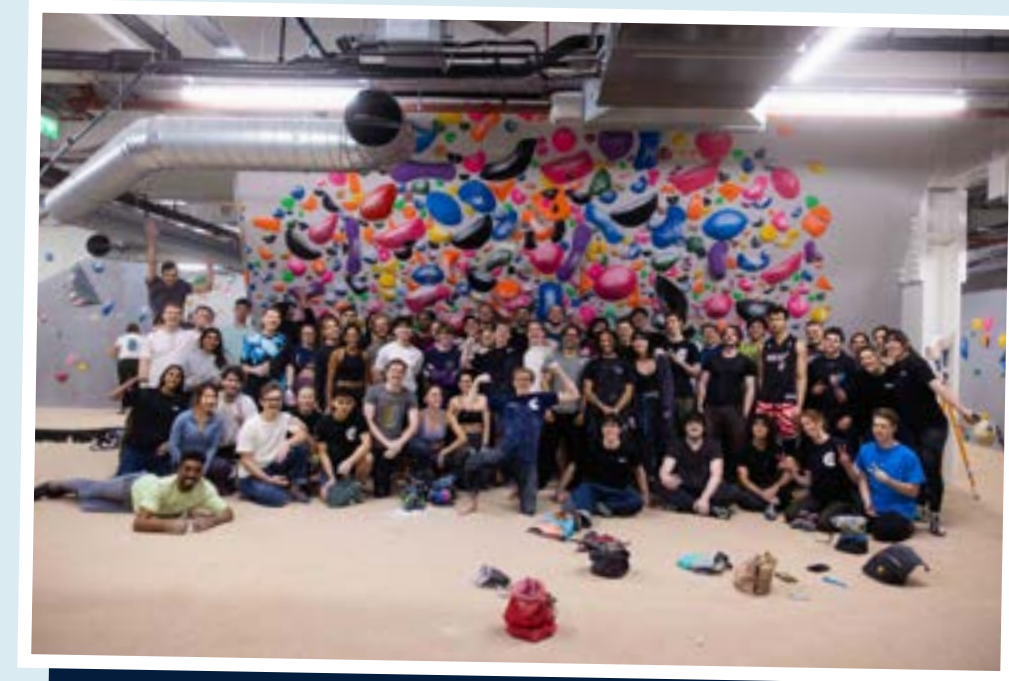
**LUCY ASPDEN-KEAN,
COMMISSIONING EDITOR AT THE TELEGRAPH**

TRAVERSE

TENZING SESSIONS

Our commitment to climbing isn't limited to the 8000m peaks. As a London-based team, we have to find adventure in the urban, so in 2022 we hosted 13 climbing sessions led by pro athletes Molly Thompson Smith, Aidan Roberts, Louis Parkinson, Jim Pope, Max Milne, Alex Lemel, The Bouldering Bobats and more. Over 650 climbers (slash TENZING-drinkers) joined us at climbing centres across the country, from London where we're based, to Sheffield and beyond.

1. BethWall (Bethnal Green)
2. Arch Climbing (Acton)
3. Stronghold (Tottenham Hale)
4. Mile End Climbing (Mile End)
5. Rise Climbing (Canning Town)
6. The Font (Wandsworth; Borough)
7. Hang. (Hounslow)
8. Blocfit (Brixton)
9. Substation (Brixton)
10. Depot Climbing (Manchester)
11. The Climbing Hangar (Sheffield)



CLEAN OCEANS



The ocean is the largest heat and carbon sink on Earth and has absorbed more than 90% of the excess heat trapped by the rising concentration of greenhouse gases. It's also a destination for millions of tonnes of plastic waste each year. Our oceans are getting hotter, more acidic, and more dangerous for marine life every year. They're getting more dangerous for us humans too, as sea levels rise and microplastics make their way into our food and drink sources.

We wish we could clean up the oceans just like we cleaned up energy: by removing everything artificial to leave just the good natural stuff instead. But cleaning our oceans reality does require collective action. So we've focused on (a) not contributing to the problem (by not using plastic), and (b) driving awareness of it.

"The work SAS does is of the purest form of environmental preservation. Our collaboration with them is all about unlocking innovation, educating our community and achieving collective success to clean our oceans, rivers and beaches."

JACK, HEAD OF NEW BUSINESS



OCEANS

2022

What we did...

We kicked off a partnership with Surfers Against Sewage (SAS) who fish plastic (AKA 'the new sewage') out of the sea. They work close to where we source for our new Apple + Seaberry blend so we're keeping our oceans impact local and community-focused.

What we navigated...

We've always believed in using aluminium cans over plastic bottles for our packaging to limit the amount of plastic waste produced by our product, but we haven't yet eliminated plastic entirely. Currently our cases are wrapped in shrink film made from 100% recycled plastic. We're hoping to transition to a shrink-film free case by 2025 but are still figuring out our exact course to get there.

2023

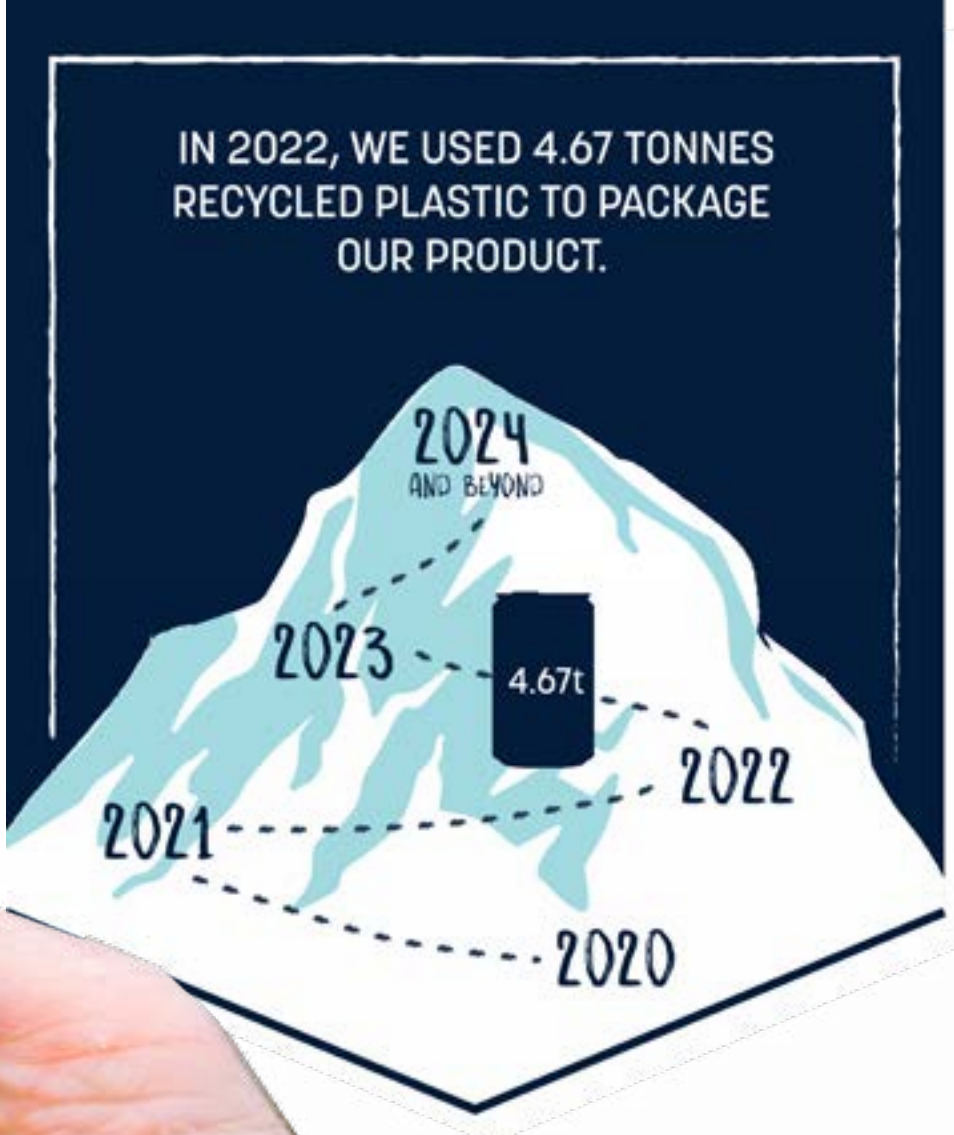
What we've got planned...

We'll be getting closer to the root of the ocean plastics problem: our polluted rivers. We'll be joining in with SAS's Million Mile Campaign by hosting our very own River Clean Up along the Thames in central London. And we'll be asking our athletes, employees, partners and you, to join us.



OUR PLASTIC FREE PACKAGING

We've always opted for plastic-free primary packaging for our energy. Our aluminium cans are BPA-free and infinitely recyclable. We're on a mission to up our use of recycled aluminium too with a goal of using a minimum of 70% recycled material in all our cans by 2025. Currently, we use a small amount of plastic for our secondary packaging (shrink film wrap to get our products to wholesalers and stores). But we make sure it's 100% recycled, along with the cardboard trays you'll find our cans sat in. We're currently charting a course to get to totally plastic-free packaging.



TRAVERSE

SURFERS AGAINST SEWAGE

When we launched our new Apple + Seaberry blend, we did so in partnership with UK environmental charity Surfers Against Sewage (SAS). SAS is dedicated to the protection of oceans, waves, beaches and wildlife and focuses on plastic pollution which it regards as the 'new sewage'. The charity organises more beach cleans than any other in the UK and aims to change consumer behaviour and industry standards around single-use plastics.

We donated 1% of sales from our new blend to SAS, to help contribute to the cleanup of our (and our suppliers') local surf.



Tenzing is such an awesome company the concept behind creating tasty natural energy is so awesome! The plant-based, low calorie and 100% natural drink is perfect for a professional athlete like myself. I love taking a Tenzing to the beach as a pre or even post surf refuel. It gives me a really good energetic boost, which is so beneficial for competing. I always feel pumped up and ready to go and perform. Tenzing being a B corp company makes it such an amazing brand! I love that Tenzing are doing their part to take action and fight the climate crisis. I take my Tenzing everywhere with me and can't wait to keep using this plant power to fuel my surfing journey.

ALYS BARTON, SURFING AMBASSADOR

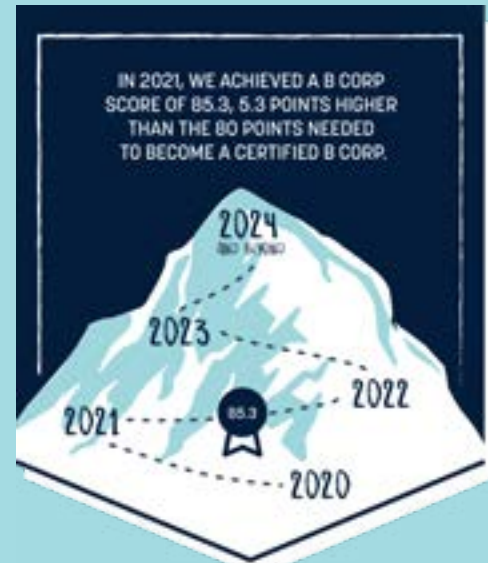


NATURAL ENERGY
PURELY FROM PLANTS

SUMMIT STATUSES

To sum-up the state of impact across the world of TENZING by the end 2022, here are all our summit statuses in one place so you can see how our efforts stack up in each area.

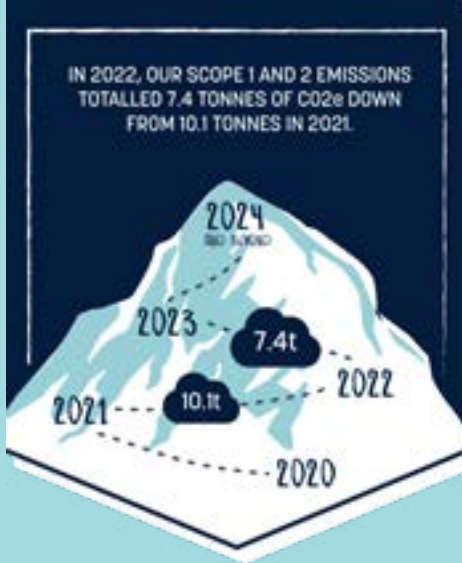
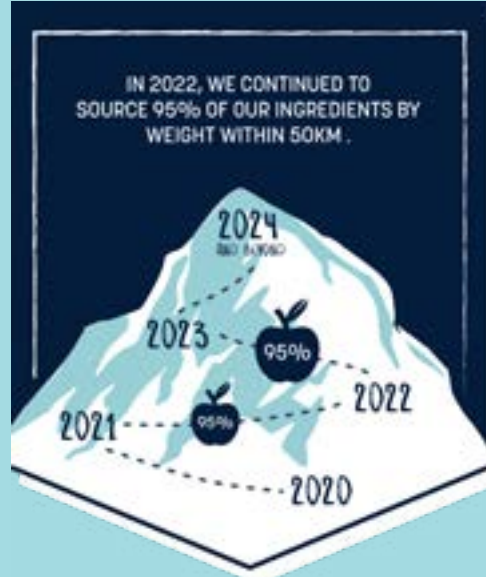
GOOD ENERGY



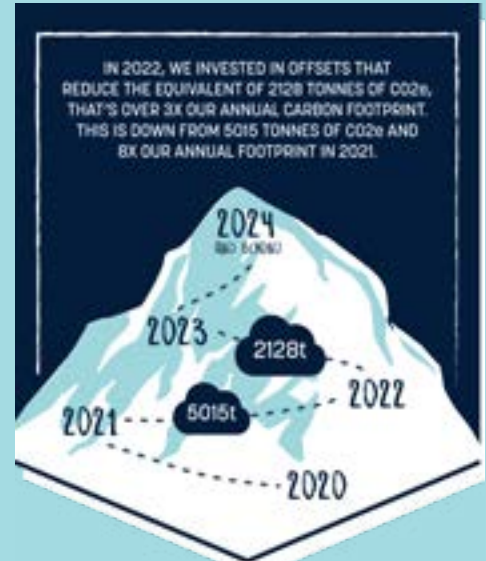
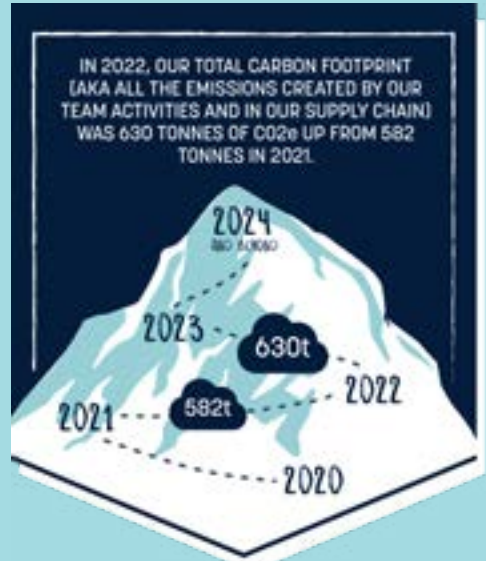
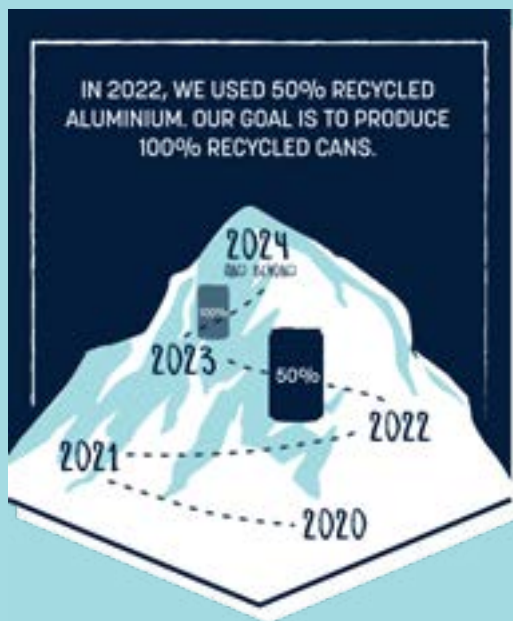
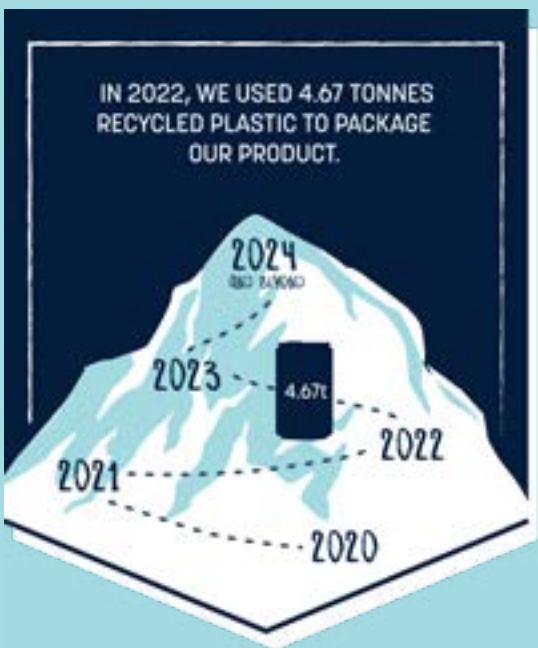
CLEAN MOUNTAINS



CLEAN AIR



CLEAN OCEANS



CLEANING UP IN 2023

...and finally, as a reminder of where we're headed, here's a recap of some of our plans for this year.

2023 GOAL / PROJECT

CLEAN AIR



We're continuing to find ways to reduce our owned operational footprint, and plan to trial electric delivery in London with help from our friends at Bodo. We're also looking to expand our Clean Air Tracker (which currently only works in London) nationwide. We're applying for government funding (from Defra, the Department for Environment, Food and Rural Affairs) in partnership with several councils across the UK to support this work.

CLEAN MOUNTAINS



More of the same as well as something new! We're working with our community of climbing athletes to develop a joint mission that will help protect the natural playgrounds that our favourite peaks provide.

CLEAN OCEANS



We'll be getting closer to the root of the ocean plastics problem: our polluted rivers. We'll be joining in with SAS's Million Mile Campaign by hosting our very own River Clean Up along the Thames in central London. And we'll be asking our athletes, employees, partners and you, to join us.

LIFE IS TOO GOOD FOR BAD ENERGY

That's what we're aiming for here at TENZING. As we grow our business, we're hoping to grow our impact, and our influence so we can grow our industry's impact too. In 2022, we doubled down on our commitment to cleaning up the world's natural playgrounds and next year we want to bring even more adventurers (individuals and enterprising organisations) into the fold as well. Together, we can take action that might be meaningful. If you want to keep up with our adventures (in impact – and otherwise!), find us on [@TENZING](#) on Instagram or [sign up to our emails](#).

Another year of action with our incredible partners and inspiring communities. I'm super proud of our collaborative working with suppliers and charities this year, from the mountains of Nepal to the coastlines of Cornwall.

**EMILY, HEAD OF BRAND
OPERATIONS**



TENZING®

