



V I O R I

OUR BEAUTIFUL REASON

2021 COMMUNITY
IMPACT REPORT



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VIORI

MISSION:

To create highly-effective, natural cosmetics that honor the values and traditions of the Red Yao women for future generations.

www.viori.com



INTRODUCTION

At Viori, we value transparency. That's why we're excited to share this detailed Social Impact Report with you. We hope it gives you insight into the impact our Beautiful Reasons Initiatives had in 2021, the challenges we've encountered, and the road ahead.

We thank you for being a part of our community and welcome your thoughts and questions on any of our projects.

2021 has been an eventful year at Viori. While we've been active in Longsheng since our launch in 2019, our growth in 2020 enabled us to scale our social impact work significantly.

Our Beautiful Reasons Initiative (BRI) allocated 5% of our profits to fund social impact projects the Red Yao people believe will have positive long-term impacts. In 2021 this 5% amounted to just over \$50,000. To implement our BRI projects an additional \$50,000 was spent on growing our CSR team in Longsheng to ensure on-the-ground support for the local community

and that funds were deployed effectively.

But alongside all the good news, we also experienced unexpected and continuously evolving challenges during these uncertain times-- as did most people. Deploying our BRI funds and running programs across borders proved harder than usual this year, with policy changes and travel restrictions being the biggest hurdles.

COVID made traveling to Longsheng from abroad impossible. With unexpected periods of lockdowns being a persistent challenge, our on-the-ground CSR team had to stay alert to seize any possible opportunity to visit the Red Yao.

Despite these challenges and the inevitable learning curve of being newcomers to social impact work, we are incredibly grateful for what we were able to accomplish in 2021.

Reflecting on the unique connection this work has created between the Red Yao people,

Viori's customers, and the Viori team, we are filled with gratitude and inspired to continue operating in a manner that positively impacts everyone involved. When the connection between these three groups is coherent and complementary, everybody wins.

As we enter 2022, we're feeling energized by the support for our BRI projects and the results they've already produced in their first year—and we're proud to be part of a new generation of mission-driven brands seeking to do more good in the world. The whole team at Viori is excited to see what we can accomplish in 2022!

We hope you enjoy reading through this report. If you have questions or want more information about a project, please don't hesitate to contact us directly at:

socialresponsibility@viori.com.



SNAPSHOT OF IMPACT

KEY FIGURES

ECONOMY

- Deployed \$50,000USD into village initiatives leading to:
 - 2+ tons (2000kg) of all-natural Longsheng rice being purchased
 - Employment increase for 19 villagers
 - +/- 3% increase in local GDP
 - 1 Local business co-op funded and mentored

ENVIRONMENT

- 4.44 acres (17982M2) of farmland (rice terraces) protected for future generations by adopting chemical-free, natural farming practices
- 1 tea plantation and 30+ ancient tea trees preserved

CULTURE

- 252 Local ornaments purchased
- 4 Red Yao mini-documentaries made
- 1x Live Streaming hosted on Red Yao

SOCIAL WELFARE

- 1 Public Health Program launched to 90 villagers receiving health check ups and consultations

SOCIAL MISSION, VALUES & METHODOLOGY

SOCIAL MISSION

Viori's social mission is to partner with the Red Yao on projects they believe will help their communities thrive as measured through economic prosperity, ecological harmony, cultural preservation, and community welfare. We call projects aimed at attaining these goals our "Beautiful Reason Initiatives."

SOCIAL RESPONSIBILITY

We recognize that our existence and mission as a company are inextricably tied to the extraordinary Red Yao people, forever. We are fully committed to respecting this relationship by playing a supportive role in helping preserve this unique culture. We do this by (a) paying a fair and sustainable premium for all Longsheng rice and products we purchase from the tribe and (b) reserving a minimum of at least 5% of profits for initiatives that go directly back to Red Yao communities.

VALUES

The act of playing a positive part in the development of Longsheng comes with great responsibilities. It requires sensitivity, patience, curiosity, and above all, a mindset that keeps the wellbeing of the Red Yao people at its core. At the same time, Viori strives to create a set-up where the Longsheng community remains self-sufficient instead of relying solely on any outside support.

The following ancient Chinese proverb perfectly encapsulates these values and has guided us along the journey of developing a healthy relationship with the Red Yao community:

"IF YOU GIVE A HUNGRY MAN A FISH, YOU FEED HIM FOR A DAY, BUT IF YOU TEACH HIM HOW TO FISH, YOU FEED HIM FOR A LIFETIME."

-LAO TZU



METHODOLOGY

How are funds allocated in Longsheng? Below are the processes we use while running projects in Longsheng.

STEP 1:

The BRI projects aim to support the Red Yao in accomplishing the following four goals: As the survey in this report shows, these are areas of critical importance to Red Yao and where they would most like support. Keeping these four categories in mind is, therefore, Step 1.

“The local goals in our methodology are connected with several of the UN Sustainable Development Goals (refer to specific projects)”



STEP 2:

Next, we look for projects that fit into these categories. We do this by gathering information from the following three stakeholders:

LOCAL
COMMUNITY

The Local community's voice is what counts most. They know their challenges firsthand and are best positioned to come up with successful solutions.

LOCAL
GOVERNMENT

Knowledge of local government policies and good relations are key to effectively working in rural development.

VIORI

This might be surprising, but the new ideas and customer feedback from the Viori community is also very much sought after by the local community.

STEP 3:

Once a local need has been chosen to support, it's time to decide how to create the most significant impact. To do this, we ask questions like, what strategy most effectively addresses the local need? Will that strategy lead to a lasting, self-sustaining positive impact?

We've identified three models as to run local projects:

DONATION MODEL

Viori makes donations to fund local projects. These often take the form of one-time donations. Some examples include installing streelights, purchasing equipment for local schools, and supporting medical costs for families in need.

DIRECT PURCHASE MODEL

Engaging in direct purchase transactions is perhaps the most direct support we provide. And purchasing local goods is considered by many members of the Red Yao community to be the best way to show support.

Whenever possible and sensible, we purchase goods directly from villagers. Besides Longsheng rice, other local goods we purchased this year include local ornaments and Longsheng tea.

By purchasing directly from villagers, we can guarantee a respected and fair price for both parties. For example, we purchased last season's all-natural Longsheng rice at a 100% markup, a substantial but fair price considering the inherent value of the product and the way in which it was grown.

INCUBATOR MODEL

Many villagers want to set up local, sustainable businesses but lack the resources and skills to do so successfully. Incubator projects address this gap by providing financial capital and human capital in the form of experts, mentors, and teachers.

These projects are often longer-term and can create fundamental improvements by providing more economic opportunities for a wide range of community members over time.

"If you give a hungry man a fish, you feed him for a day, but if you teach him how to fish, you feed him for a lifetime." - Lao Tzu

ALL-NATURAL RICE PROJECT

PROJECT MODEL:

Direct purchase + Incubator Model

PROJECT DESCRIPTION:

Encourage more Longsheng rice farmers to adopt all-natural farming practices (100% chemical-free) and preserve ancient heirloom varieties. Our approach includes in-site mentoring by farming experts and a financial guarantee to purchase the naturally-grown crop at a markup.

PROJECT BACKGROUND

Rice cultivation is the core of the livelihood of the Red Yao community. In addition to it being a staple food, Longsheng rice is also the key ingredient in the hair traditions of the Red Yao women- the same traditions that inspired the creation of Viori.

With rice playing such an important role, it's no surprise that it would become the focus of our first major BRI project in collaboration with the Red Yao community.

Despite centuries of farming experience, many local rice growers have moved away from traditional planet-friendly farming methods in favor of method that promise higher yields.

Both the villagers and Viori believe that switching back to natural farming will support both the environment and their economic prospects. Without pesticised and toxic chemical inputs, the soil can recover, preserving

its fertility for future generations. And the local economy benefits from this project by enabling farmesr to charge a premium price for their all-natural rice.

Encouraging farmers to re-introduce traditional ways of farming required support from on-site mentors who specialize in natural-growing methods and a financial guarantee in case of significant crop failure and/or poor market demand.

Since Viori only requires small amounts of Longsheng rice for its products, another critical component of this project was to help the farmers establish local sales channels. By connecting Longsheng farmers with urban families interested in safe, nutritious rice, a self-sustaining infrastructure can be created-which is non-reliant on Viori's continous support, one of our main goals.

UN Sustainable Development Goals This BRI Supports:



PERIOD:

Round 1: March 2021 - October 2021 (ongoing)

PARTICIPANTS:

10 rice farming families of Longsheng

OUTCOMES:

- Protected 4.44Acres (17982m²) of farmland (rice terraces) by adopting chemical-free, natural-farming practices
- Produced more than 2 tons (1937kg) of Longsheng All-Natural Rice
- Bought all-natural Longsheng rice from 10 families at a 100% markup
- Provided mentoring throughout the growing season and hosted a concluding workshop during the harvest period
- Crop yield was approximately 30% lower than the previous year. However, considering the soil has grown accustomed to the use of chemical fertilizers and will take some time to regenerate, this was a higher output than expected. Usually, chemically treated soil needs to recover for 3-5 years before naturally-grown crop yields are on-par (or even higher) than conventionally-grown yields. More data is required to identify trends
- Local market channels account for 50% of the sales as of December 2021, meaning approximately half of the rice harvest was sold to the local domestic market

FINANCE¹:

PROGRAM EXPENSE SUMMARY (2021)	USD
Rice Factory Financial Support (Equipment, Renovations)	\$ 18,804
Rice Purchase	\$ 5,943
Operating Expense All-Natural Farming Mentorship	\$ 3,088
Local Team Salary	\$ 1,641
Longsheng Trip Expenses	\$ 1,159
Research Trip	\$ 405
TOTAL	\$ 31,039

HURDLES

1. Re-establishing traditional all-natural farming practices required more mentoring and on-site visits than anticipated. Next year, we will ensure farmers have more expert guidance and on-site support to assist them better.
2. Minor droughts (uncommon in Longsheng) caught some farmers off guard and affected crop output. With droughts potentially becoming more common in the region, better water management needs to be developed and implemented.
3. The tourism bureau of Longsheng postponed harvest time, which affected crop output and quality. Considering local laws and ordinances when deciding where to grow all-natural rice in the future will be essential to a stable continuation of this project.

ROAD AHEAD

The crop output was higher than expected, and the project received a lot of positive feedback from participating farmers (see survey below), so we consider year one a success! With the new growing season not too far away, we're actively working to secure more land and collaborate with more farmers. This will enable us to bring this project to the next phase, namely applying for organic certification of the Longsheng rice.

¹ For detailed expense overview please refer to appendix B

IMPRESSIONS





RED YAO EMBROIDERY PROJECT

PROJECT MODEL:

Direct Purchase (+ Mentoring)

PROJECT DESCRIPTION:

Support the Red Yao women in preserving one of their main cultural heritages: embroidery

PROJECT BACKGROUND:

Hand-made embroidery, like their hair rituals, has been an intrinsic part of the Red Yao women's cultural heritage. From the age of 13, they start learning embroidery skills that they steadfastly continue to practice throughout their lives.

With younger generations encouraged to focus on learning other skills, Red Yao embroidery might be extinct within one to two decades from now. In the past, tight-knit communities kept the demand for these unique products stable; nowadays, embroidery is mostly done just for the joy of the art.

The Red Yao women see a future where this tradition can be kept alive, and perhaps even thrive, by introducing their craft to the outside world through commerce. Not only would it help preserve an endangered cultural art form, it would also provide artisans with stable income and encourage younger generations to continue this unique cultural heritage. Because Viori customers have shown high interest in Red Yao embroidered ornaments, we will start with giving them away as free gifts to a select group of customers with the potential of creating sales channels in the future.



UN Sustainable Development Goals This BRI



PERIOD:

2021 April - (ongoing)

PARTICIPANTS:

7 Red Yao women of Longsheng

OUTCOMES:

- 7 Red Yao women have experienced a 30-50% increase in their monthly income
- Viori CSR team provides ongoing support (market feedback, design, admin, logistics)
- More local women are showing interest in the project, including several women in the age group 20-30

FINANCE²:

EXPENSE SUMMARY (2021)

	USD
Local Ornaments Purchase	\$ 7,875
Local Quality Control Manager (Mrs. Pan)	\$ 938
Operating Costs	\$ 282
TOTAL	\$ 9,095

HURDLES

With the Red Yao women inherently being skilled at embroidery only minor challenges have been encountered so far, including:

1. Minor logistical issues need to be improved to ensure ornaments and tags remain intact during shipping
2. With differences in lifestyle between the Red Yao and consumers, some ornaments require adjustments or different designs.

ROAD AHEAD

Both the Red Yao women and Viori customers are delighted with this project. More women artisans will be joining this project together with increased support from outside designers.

² For detailed expense overview please refer to appendix C

IMPRESSIONS





CO-OP ESTABLISHMENT

PROJECT MODEL:

Incubator Model

PROJECT DESCRIPTION:

BRI funds to help set up local co-ops empowering villagers to start their own local sustainable businesses.

PROJECT BACKGROUND:

Co-ops are local businesses owned and run by local members. By pooling resources, the co-op members can reduce their overhead costs allowing them to better compete on the market. Being part of a member network allows them to share knowledge, best practice,s and unique opportunities for a greater chance of success. However ideal this set-up might sound, the reality is that the hurdles in forming a village co-op are substantial (primarily in the form of admin and upfront costs), often leading to failed attempts. Viori's BRI funds help finance upfront start-up costs together with providing mentoring in operations.

UN Sustainable Development Goals This BRI Supports:



PERIOD:

2021 April - (ongoing)

OUTCOMES:

- Co-op established with 1 year of funding
- 100+ hours spent supporting co-op member in daily operations
- Outlined 20 areas of focus in which the co-op can establish businesses

FINANCE³:

EXPENSE SUMMARY (2021)

	USD
Salary: Co-Op Manager	\$ 938
CSR Team Visit (Mentorship)	\$ 537
Accounting Fees	\$ 422
Admin Trip Expenses	\$ 225
Office Expenses	\$ 87
TOTAL	\$ 2,209

HURDLES

1. The amount of paperwork and in-person applications at local government institutions combined with the remoteness of the Longsheng region makes bureaucratic tasks extra costly and strenuous.
2. Many villagers aren't familiar with official documents or reading long, often complex texts, so extra time and guidance was required.

ROAD AHEAD:

Once the co-op is set up and members are more familiar with the required paperwork and processes, less outside support will be required. The co-op has opened the doors for villagers to set up local businesses and legitimately sell their products, and we see a future of opportunity for its members. For the short term, until a stable consumer demand is found, Viori will happily continue to support the administrative costs and provide mentoring.

³ For detailed expense overview please refer to appendix D

IMPRESSIONS



ALL NATURAL LONGSHENG WILD TEA

PROJECT MODEL:

Incubator Model

PROJECT DESCRIPTION:

Ensuring the Red Yao are supported in preserving and sustainably selling the unique wild Longsheng Tea.

PROJECT BACKGROUND:

Longsheng Wild Tea is a local commodity that often isn't associated with the Red Yao tribe but has the potential to become a sustainable source of income for the local community.

Longsheng' Wild Black Tea' is an important part of the local diet as it contains antioxidants and is said to have the ability to "dispel dampness" from the body-- essential for living in a warm and humid climate. The Longsheng mountains have a large number of ancient tea trees brought to Longsheng by ancestors countless generations ago. Commonly, tea is grown in well-managed tea plantations-- but the environment is so perfect for growing tea here-- it's one of the few places in the world where tea can be found growing in the wild.

Despite the ideal growing conditions, local tea farmers lack production and technical

capabilities (tea making requires a high level of craftsmanship) and often sell their unprocessed tea leaves well below market prices. Moreover, to compensate for the low market prices, they are left with little choice but to apply chemical farming practices to increase their yields.

However, the businesses they sell to do possess the equipment and expertise to craft fine tea from the raw materials, allowing them to sell the tea for substantially higher (market) prices. With this situation in mind, together with the tea farmers of Longsheng, we gave ourselves the following challenge: "How can we set up a local, sustainable tea business in which the people to whom the ancient tea trees below, are more included in the value-creation process?"



UN Sustainable Development Goals This BRI Supports:



PERIOD:

2021 May - (ongoing)

PARTICIPANTS:

Mr. & Mrs. Pan (tea farmers)

OUTCOMES:

- Locals received 50 hours of mentoring by Tea master Chen
- Test-trials producing 20kg of Longsheng Wild Tea
- Preserved 1 ancient tea plantation by paying tea farmers 1-year lease deposit

FINANCE⁴:

EXPENSE SUMMARY (2021)	USD
Tea Plantation Preservation	\$ 937.5
Longsheng Tea Mentorship Program Costs	\$ 1408.3
Longsheng Tea Purchase	\$ 695
TOTAL	\$ 3,040.8

HURDLES

1. An up-to-standard local factory is needed to take this project to the next level-- and that will require a substantial investment.
2. With tea production only being possible 1-2 times a year within a brief timeframe (right after the tea plucking), planning is tricky and needs to be completed at least 6 months in advance.

ROAD AHEAD:

In case funding is available, Viori will fund the construction of a local tea factory including equipment necessary to produce high quality All-natural Longsheng Wild Tea.

⁴ For detailed expense overview please refer to appendix E

IMPRESSIONS





ELDERLY PUBLIC HEALTH

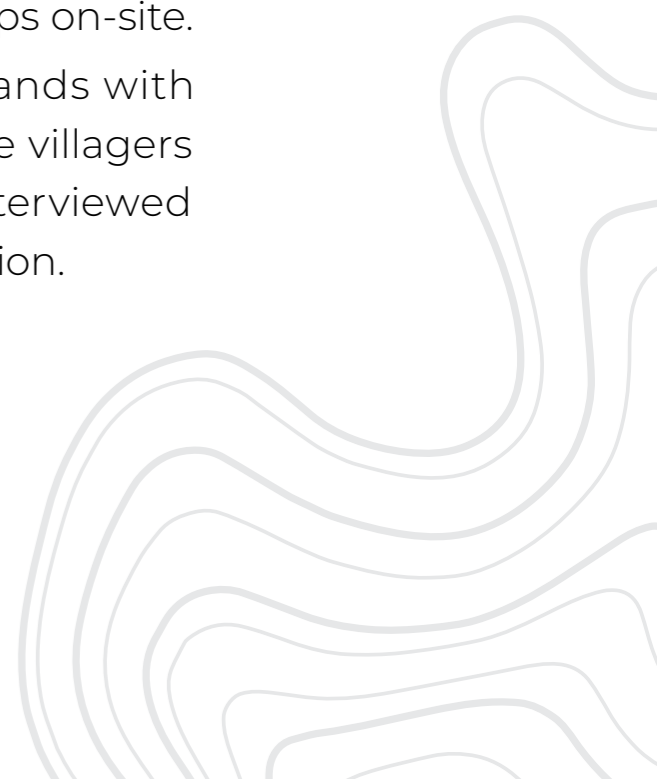
PROJECT MODEL:

DONATION

PROJECT DESCRIPTION:

Despite the pristine setting of rural regions like Longsheng, their remoteness can sometimes put villagers at a disadvantage. One example of this is their limited access to health care. 'One-village,' a non-profit operating in Rural China, aims to fill this gap by providing free health care workshops on-site. In November, Viori's CSR department joined hands with One-village to host a 3-day free workshop for the villagers of Longsheng. Over 3 days, 90+ villagers were interviewed and received free health check-ups and consultation.

UN Sustainable Development Goals This BRI Supports:



PERIOD:

2021 November

PARTICIPANTS:

One-village, CSR team Viori, Longsheng community

OUTCOMES:

This preliminary workshop helped One-village understand Longsheng's health care accessibility challenges and the general health of the local community. With these results, One-village can create more tailored programs that target specific issues facing the community.

With around 90 villagers participating, the results showed that most had not received any health check-ups in their lives before. Perhaps not surprising considering their healthy lifestyles and remote living.

The data also showed the people of Longsheng to be in relatively good health when compared to groups in cities. However, it also showed a correlation (different from causation) between new lifestyle changes and increased blood pressure and sugar levels.

FINANCE⁵:

EXPENSE SUMMARY (2021)

	USD
Scouting Trip	\$ 168
Program Costs (Workshop, Local Costs, etc.)	\$ 1,770
Material Costs	\$ 231
TOTAL	\$ 2,169

ROAD AHEAD:

With the introduction of more modern foods into their diets, it is important to ensure that the community is well informed about the health risks associated with certain modern foods— and lifestyle choices, to help prevent this issue from growing.

To accomplish this, One-village will organize more health monitoring events and workshops to increase the villagers' awareness of the potential risks associated with some modern foods and lifestyle habits. In addition, workshops will explain the benefits of maintaining their ancestors' traditional healthy diet and lifestyle.

⁵ For detailed expense overview please refer to appendix F

IMPRESSIONS







龙 龙 龙
胜 胜 胜

2021 IMPACT SUMMARY & ROAD AHEAD

To the right is an overview of this year's impact metrics in each of the defined goal categories, along with project projections for next year and the long term local goals.

With Viori still very much being a startup and this being our first social impact report, our work in Longsheng is just getting started. Despite this, we believe as this report shows, that this last year helped us set up a strong and healthy foundation of processes, projects, relationships and local insights, which will help us get closer to realizing the local goals.

We are not in a hurry, and are in this for the long haul, so step by step our work will continue. If you're interested in following our 2022 projects as they unfold, be sure to visit our website's social responsibility web page.

We hope to have presented a clear overview of our work in Longsheng and shared with you our passion in working with the Red Yao community. We are grateful for anyone who has taken the time to read this report, together with all the ongoing support we receive from: the whole Viori team, our customers and off course the Red Yao.

If you have any questions or want more information about our work in Longsheng, please don't hesitate to contact us directly at:

socialresponsibility@viori.com.

	2021	2022-2023	LONG TERM
ECONOMIC STABILITY	<ul style="list-style-type: none"> - 19 local jobs created (9 full-time, 10 part-time) - \$50,000 invested in local economy (BRI funds) - Local GDP increase of +/- 3% 	<ul style="list-style-type: none"> - Yearly 5-10% increase in local employment - 3+% increase in local GDP - 1 self-sustaining co-op business launched 	<p>Economics Prosperity:</p> <ul style="list-style-type: none"> - A target of "full employment" - Balanced economy (diversity of sectors) - Stable local GDP growth - Low degree of (young) migration - Increasing productivity & innovation
ENVIRONMENTAL HARMONY	<ul style="list-style-type: none"> - 4.44 acres transformed through natural farming: chemical free - 2+ tons of all-natural heirloom rice grown - 1 tea plantation (30+ ancient trees) preserved 	<ul style="list-style-type: none"> - 9 acres transformed through natural farming: chemical free - 4+ tons of all-natural heirloom rice grown - Village waste management system initiated 	<p>Economics Harmony:</p> <ul style="list-style-type: none"> - High degree of biodiversity - Healthy soil - Clean water - Clean air (indoor/outdoor) - Nutritious food
CULTURAL PRESERVATION	<ul style="list-style-type: none"> - 252 local ornaments ordered from Red Yao women - 4 Red Yao mini-documentaries made - 1x Red Yao live-streaming hosted 	<ul style="list-style-type: none"> - Double the size of embroidery project - Promote Yao culture through local education - Create documentation of Red Yao folk songs - Create proposal for Red Yao culture centre 	<p>Cultural Preservation:</p> <ul style="list-style-type: none"> - Preserved local language: >50% able to speak and/or resources available to learn - Intact folk stories / dances: embedded in local education system and/or resources available to freely learn - Intact local crafts & customs: embedded in education system and/or resources available to freely learn - Intact local architecture: >50% new houses built according to traditional architecture.
COMMUNITY WELLBEING (FOCUS: ELDERLY & EDUCATION)	<ul style="list-style-type: none"> - 1 public health program launched resulting in: 90 villagers receiving health check ups and free health consultation. 	<ul style="list-style-type: none"> - 3 health programs organized - 2 local primary schools supported with curriculum enhancement initiatives - Donations towards new streetlights - Donations to families in need of help with medical costs 	<p>Community Wellbeing:</p> <ul style="list-style-type: none"> - Equal access to quality health care - Equal access to quality education - Equal access to local infrastructure - Equal access to mental health support

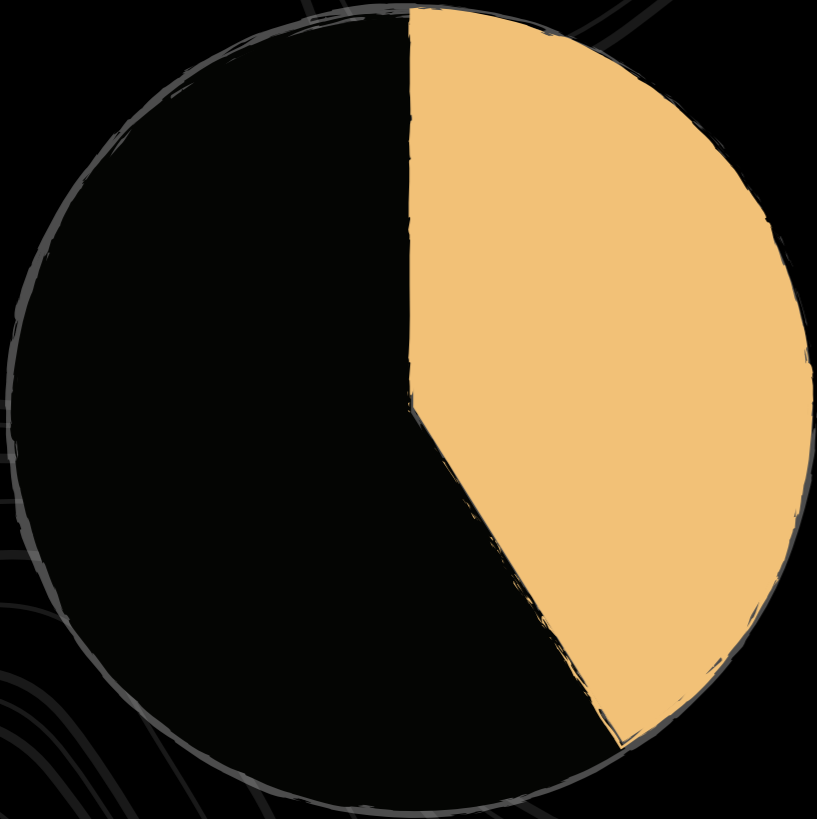
APPENDIX A: VOICE OF THE RED YAO

Listening to the needs, perspectives, and priorities of the Red Yao guides our work in Longsheng. Mostly this is done by informally spending time with them during their daily lives where we hear about their joys, dreams, and struggles. These interactions inform us on what projects to engage in while at the same time deepening our empathy and friendships with the Red Yao. Then, at the end of each year, we engage in a more formal act of listening and ask the Red Yao community to participate in a survey. The results give us valuable feedback on our work and provide another channel for villagers to share their honest thoughts. Below are the results of our December 2021 community survey.



SURVEY DECEMBER 2020

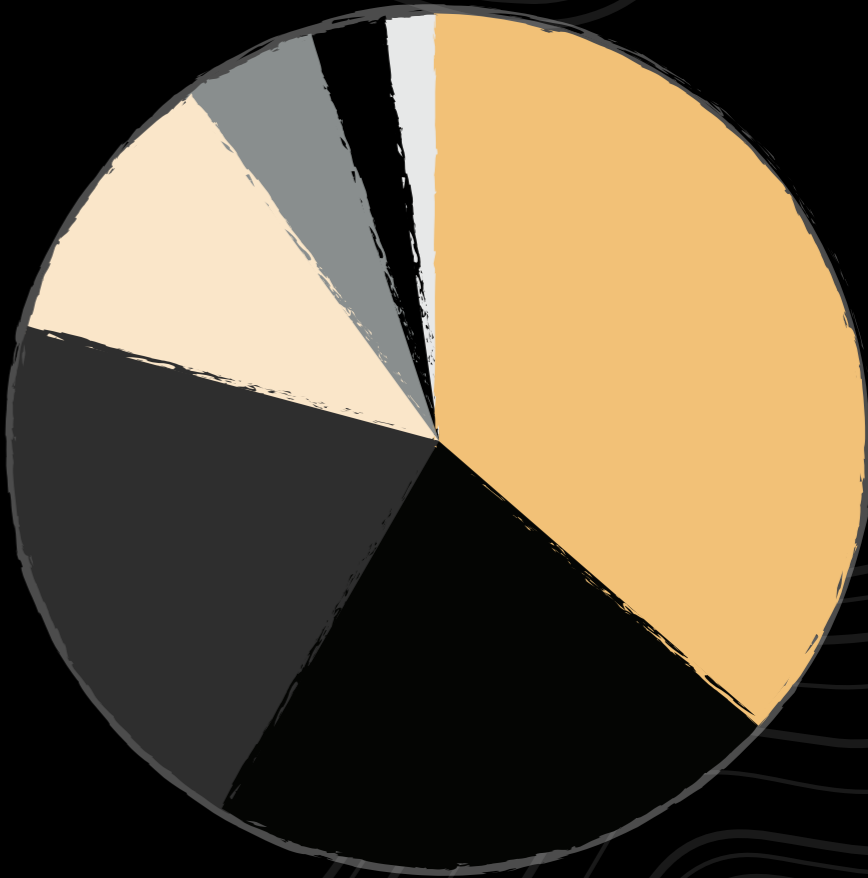
GENDER	TOTAL	MALE	FEMALE
	63	26	37
	100%	41.27%	58.73%



MALE ●
FEMALE ○

AGE	20-29	30-39	40-49	50-59	60-69	70-79	80-89
	2	7	14	23	13	3	1

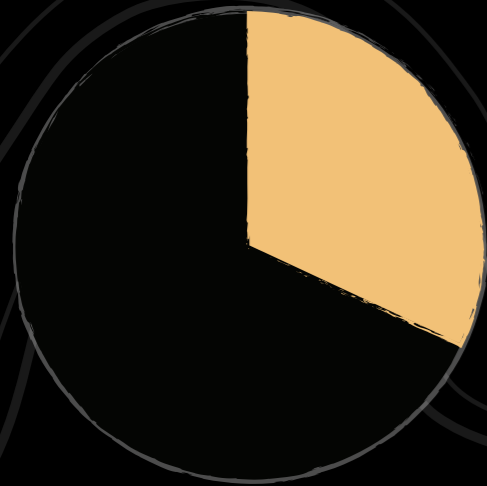
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80-89



Q1: Do you know that Viori is doing projects in the Longsheng communities?

YES	NO
43	20

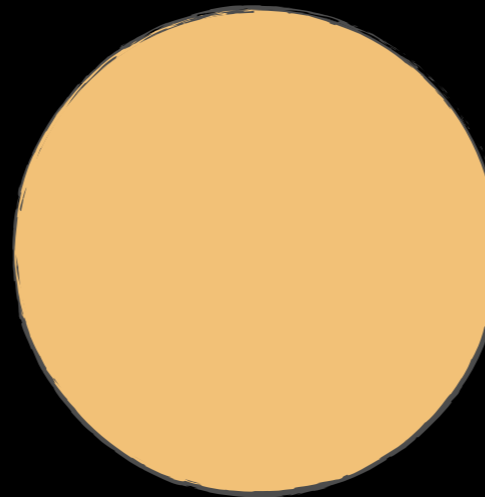
- YES
- NO



Q2: What is your attitude towards Viori's presence in the community?

VERY SATISFIED	SOMEWHAT SATISFIED	NOT TOO SATISFIED	EXTREMELY DISSATISFIED
43	0	0	0

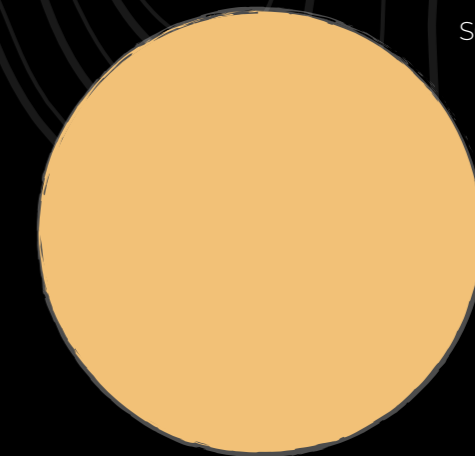
- 1
- 2
- 3
- 4



Q3: What is your attitude towards the statement: "In order for the community to develop in a healthy way we must create: economic stability, environment harmony, culture preservation, community well-being?"

FULLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	TOTALLY DISAGREE
43	0	0	0

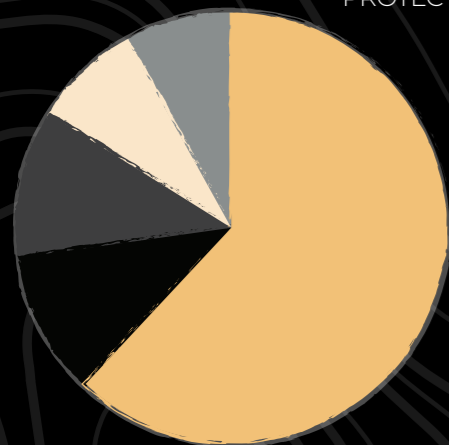
- FULLY AGREE
- SOMEWHAT AGREE
- SOMEWHAT DISAGREE
- TOTALLY DISAGREE



Q4: Please rank the following categories starting with the most important one:

ECONOMIC OPPORTUNITIES	PROTECT ENVIRONMENT	PRESERVE CULTURE	COMMUNITY WELL-BEING	ALL EQUAL
5	7	7	5	39

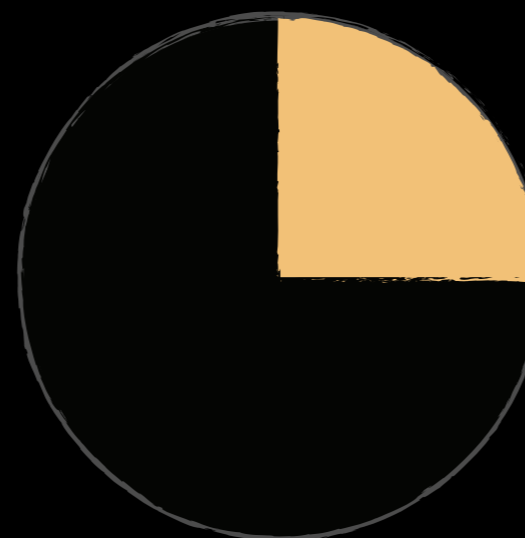
- ECONOMIC OPPORTUNITIES
- PROTECT ENVIRONMENT
- PRESERVE CULTURE
- COMMUNITY WELL-BEING
- ALL EQUAL



Q5: Have you participated this year in a Viori supported project (eg. Longsheng Rice, Ornaments, Tea)?

YES	NO
16	47

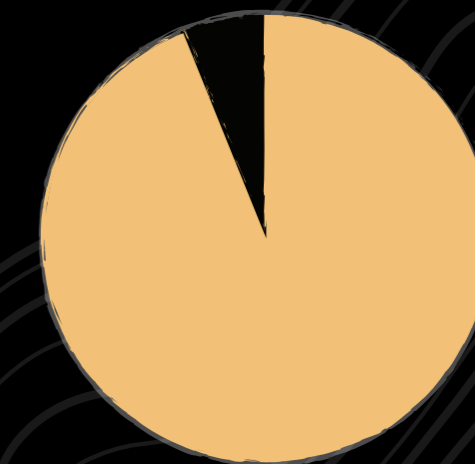
- YES
- NO



Q6: Are you satisfied so far with the project development you are involved in?

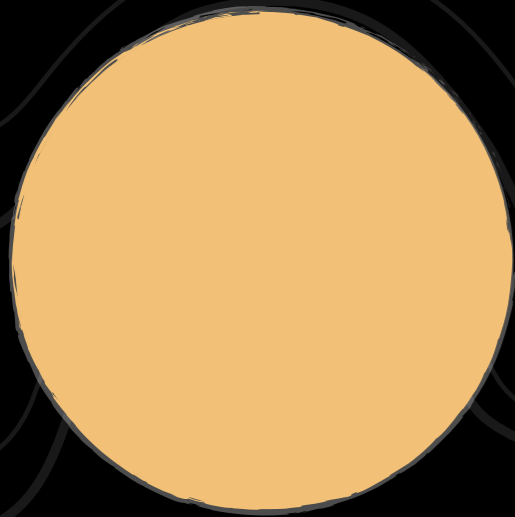
VERY SATISFIED	SOMEWHAT SATISFIED	NOT TOO SATISFIED	EXTREMELY DISSATISFIED
15	1	0	0

- VERY SATISFIED
- SOMEWHAT SATISFIED
- NOT TOO SATISFIED
- EXTREMELY DISSATISFIED



Q7: Did you receive enough guidance throughout the project

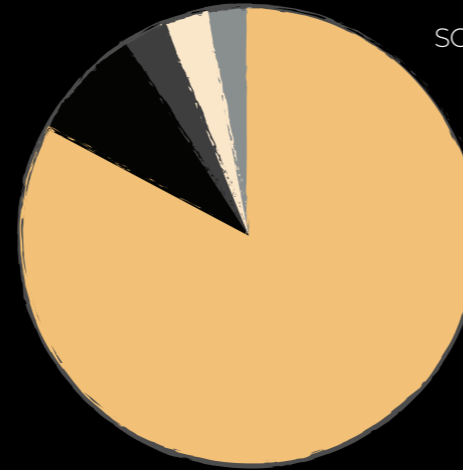
YES	NO
16	0



YES ●
NO ○

Q8: Would you like to participate in or continue to participate in Viori projects if given the opportunity?

VERY WILLING	SOMEWHAT WILLING	SOMEWHERE IN BETWEEN	SOMEWHAT UNWILLING	EXTREMELY UNWILLING
52	5	2	2	2



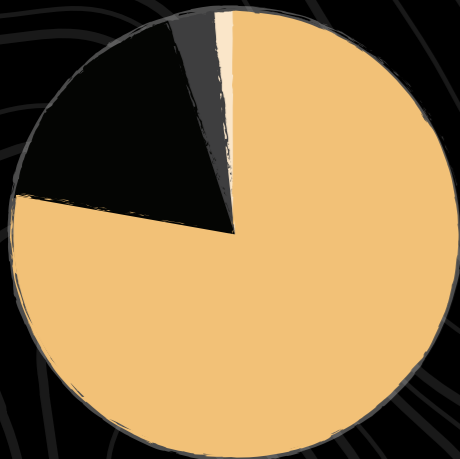
VERY WILLING ●
SOMEWHAT WILLING ○
SOMEWHERE IN BETWEEN ○
SOMEWHAT UNWILLING ●
EXTREMELY UNWILLING ○

Q9: What kind of Viori project would you like to see happen in your community?

- **Infrastructure:**
Street lights, roads, public parking lots, garbage dumps, health centers, etc.
- **Economy:**
Development of tourism, agricultural projects such as peppers, tea, bamboo shoots, cured meat, passion fruit, mushrooms and other agricultural products
- **Education:**
English, Chinese character teaching
- **Culture:**
Continuation of the promotion of Red Yao embroidery, promotion of Hongyao jewelry
- **Health:**
Development and planting of Chinese herbal medicine

Q10: Do you believe that Viori's presence in the community will increase your income?

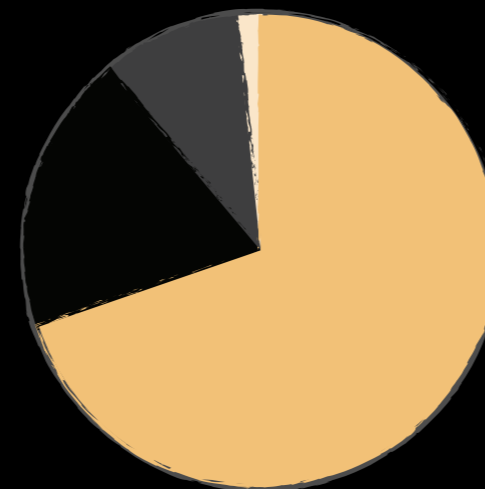
FULLY CONVINCED	SOMEWHAT CONVINCED	SOMEWHERE IN BETWEEN	NOT TOO CONVINCED	TOTALLY UNCONVINCED
49	11	2	0	1



FULLY CONVINCED ●
SOMEWHAT CONVINCED ○
SOMEWHERE IN BETWEEN ○
NOT TOO CONVINCED ●
TOTALLY UNCONVINCED ○

Q11: What kind of Viori project would you like to see happen in your community?

FULLY CONVINCED	SOMEWHAT CONVINCED	SOMEWHERE IN BETWEEN	NOT TOO CONVINCED	TOTALLY UNCONVINCED
44	12	6	1	0



FULLY CONVINCED ●
SOMEWHAT CONVINCED ○
SOMEWHERE IN BETWEEN ○
NOT TOO CONVINCED ●
TOTALLY UNCONVINCED ○



APPENDIX B

			RMB	USD	CATEGORY
1	2021.01.30	Longsheng visit: 1.Gasoline 200元; 2.Freeway toll100元; 3.Lodging & Food 280元; 4.Local Gifts 70元,	CN¥ 650	\$ 102	Longsheng trip expenses
2	2021.02.28	Purchase of rice seeds 60斤	CN¥ 720	\$ 113	Operating expense all-natural farming mentorship
3	2021.03.07	Local guide Mr. Pan	CN¥ 300	\$ 47	Longsheng trip expenses
4	2021.03.07	Viori Gratitude Dinner village 1	CN¥ 500	\$ 78	Longsheng trip expenses
5	2021.03.07	Rice Desposit Village 1 (12mu)	CN¥ 6000	\$ 938	8 Rice purchase
6	2021.03.07	Rice Deposit village 2 (7.8mu)	CN¥ 3900	\$ 609	8 Rice purchase
7	2021.03.07	Viori Gratitude Dinner village 1	CN¥ 400	\$ 63	Longsheng trip expenses
8	2021.05.01	Purchase of plant based fertilizers 6840斤×1.5元= 10260元	CN¥ 10260	\$ 1,603	Operating expense all-natural farming mentorship
9	2021.06.12	Scouting trip Guizhou Co'op: 1.Lodging 500元; 2.Meals 680元; 3.Gasoline 925元; 4.Freeway Tolls 487.54元。	CN¥ 2592.54	\$ 405	Research Trip
10	2021.07.01	On-site Rice project manager salary Mr. Pan: May, June, July 1500元×3= 4500元	CN¥ 4500	\$ 703	Local team salary
11	2021.08.01	On-site Rice project manager salary Aug Mr. Pan: 1500元	CN¥ 1500	\$ 234	Local team salary
12	2021.09.01	Labor: Weed management tea plantation (6days) 6X100= 600元	CN¥ 600	\$ 94	Operating expense all-natural farming mentorship
13	2021.09.01	1.09.01 Gasoline: Weed cutter	CN¥ 95	\$ 15	Operating expense all-natural farming mentorship
14	2021.09.01	Seeds: Milk fetch	CN¥ 1520	\$ 238	Operating expense all-natural farming mentorship
15	2021.09.01	1 Seeds: Wheat	CN¥ 327	\$ 51	Operating expense all-natural farming mentorship
16	2021.09.01	Transport costs: (seeds)	CN¥ 180	\$ 28	Operating expense all-natural farming mentorship
17	2021.09.01	On-site Rice project manager salary Sep Mr. Pan: 1500元	CN¥ 1500	\$ 234	Local team salary
18	2021.09.18	All-natural Rice workshop: 1.Lodging CSR team 700元; 2.Meals 2240元; 3.Drinks 58元; 4.Promotional material 100元; 5.Projector 180元; 6.Whiteboard 210元; 7.Mr. Tong mentor fees 2000元; 8.Transportation 500元。	CN¥ 5988	\$ 936	Operating expense all-natural farming mentorship
19	2021.10.01	On-site Rice project manager salary Oct-Nov Mr. Pan: 1500*2	CN¥ 3000	\$ 469	Local team salary

APPENDIX B (CONT.)

			RMB	USD	CATEGORY
20	2021.10.4	CSR Longsheng visit (warehouse): 1.Gasoline 500 2.Accommodation 200元; 3.Meals 438元; 4.Gifts156元。	CN¥ 1294	\$ 202	2 Longsheng trip expenses
21	2021.10.12	Shipping costs seeds (millet)	CN¥ 74	\$ 12	Operating expense all-natural farming mentorship
22	2021.11.27	CSR Longsheng visit (equipment installation): 1.Gas + Toll 500元; 2.Lodging100元; 3.Meals 260元;	CN¥ 860	\$ 134	Longsheng trip expenses
23	2021.12.01	Wages: 工钱1600元	CN¥ 1600	\$ 250	Rice Factory: installation costs
24	2021.12.01	Material costs	CN¥ 2894.5	\$ 452	Rice Factory: material
25	2021.12.01	Electrical fans	CN¥ 736	\$ 115	Rice Factory: equipment
26	2021.12.01	Transport fees: Rice storage	CN¥ 750	\$ 117	Operating expense all-natural farming mentorship
27	2021.12.01	Shipping fee: rice sample (processing company)	CN¥ 75	\$ 12	Rice Factory: equipment
28	2021.12.01	Shipping fee: Equipment	CN¥ 830	\$ 130	Rice Factory: equipment
29	2021.12.04	CSR Longsheng visit (equipment installation): 1.Transport 500元; 2.Lodging100元; 3.Meals130元; 4.Electrical chords 15元。	CN¥ 745	\$ 116	Longsheng trip expenses
30	2021.12.04	Rice purchase balance 8110.6 Jin \times 4.5元=36497.7元- 9900元(Deposit) = 26597.7元	CN¥ 26597.7	\$ 4,156	56 Rice purchase
31	2021.12.04	Supplementing of minimum rice purchase (Mr. Pan Qizhen)	CN¥ 1031.55	\$ 161	56 Rice purchase
32	2021.12.04	Supplementing of minimum rice purchase (Mr. Pan Xiuming)	CN¥ 502.8	\$ 79	56 Rice purchase
33	2021.12.04	Rice de-husking machine	CN¥ 46000	\$ 7,188	Rice Factory: equipment
34	2021.12.04	Sorting machine	CN¥ 31500	\$ 4,922	Rice Factory: equipment
35	2021.12.04	Broken rice sieve	CN¥ 1350	\$ 211	Rice Factory: equipment
36	2021.12.04	Divider	CN¥ 3799	\$ 594	Rice Factory: equipment
37	2021.12.04	Vacuum sealer	CN¥ 4792.88	\$ 749	Rice Factory: equipment
38	2021.12.04	Granary (2 big, 2 small)	CN¥ 8800	\$ 1,375	Rice Factory: equipment
39	2021.12.04	Moisture meter	CN¥ 746	\$ 117	Rice Factory: equipment
40	2021.12.04	1 batch vacuum packaging bags and molds	CN¥ 11094	\$ 1,733	Rice Factory: equipment

APPENDIX B (CONT.)

			RMB	USD	CATEGORY
41	2021.12.04	1 batch of grain depot moisture-proof board and plastic box	CN¥ 2252.8	\$ 352	Rice Factory: equipment
42	2021.12.04	Pesticide residue detector	CN¥ 3130	\$ 489	Rice Factory: equipment
43	2021.12.04	Centrifuge	CN¥ 1180	\$ 184	Rice Factory: equipment
44	2021.12.04	Refrigerator	CN¥ 4100	\$ 641	Rice Factory: equipment
			TOTAL: CN¥ 150,012.7	\$ 23,439	

APPENDIX C

			RMB	USD	CATEGORY
1	2021.02.25	Local Ornaments samples	CN¥ 300	\$ 47	Operating costs
2	2021.06.01	Transport (visit local workshop)	CN¥ 60	\$ 9	Operating costs
3	2021.06.01	Meals	CN¥ 80	\$ 13	Operating costs
4	2021.06.01	Ornament improvements	CN¥ 122	\$ 19	Operating costs
5	2021.06.01	On-site Ornaments quality control salary (Mrs. Pan) 3mon	CN¥ 2250	\$ 352	May, June, July
6	2021.06.01	Purchase local ornaments: 7 Aunties x 3m x 800rmb	CN¥ 16800	\$ 2,625	Local ornaments purchase
7	2021.07.01	Shipping costs ornaments	CN¥ 80	\$ 13	Operating costs
8	2021.07.01	Gas (visit post office)	CN¥ 120	\$ 19	Operating costs
9	2021.07.01	Parking	CN¥ 34	\$ 5	Operating costs
10	2021.07.01	Meal	CN¥ 60	\$ 9	Operating costs
11	2021.07.01	Transport (visit to city)	CN¥ 60	\$ 9	Operating costs
12	2021.07.01	Meals (visit to city)	CN¥ 80	\$ 13	Operating costs
13	2021.08.01	On-site Ornaments quality control salary (Mrs. Pan) Aug	CN¥ 750	\$ 117	Local quality control manager (Mrs. Pan)
14	2021.08.01	Ornaments purchase 7 aunties (Aug)	CN¥ 5600	\$ 875	Local ornaments purchase
15	2021.09.01	On-site Ornaments quality control salary (Mrs. Pan) Aug	CN¥ 750	\$ 117	Local quality control manager (Mrs. Pan)
16	2021.09.01	Ornaments purchase 7 aunties (Sep)	CN¥ 5600	\$ 875	Local ornaments purchase
17	2021.10.01	Ornaments purchase 7 aunties (Oct, Nov)	CN¥ 11200	\$ 1,750	Local ornaments purchase
18	2021.10.01	On-site Ornaments quality control salary (Mrs. Pan) Oct, Nov	CN¥ 1500	\$ 234	Local quality control manager (Mrs. Pan)
19	2021.12.01	Ornaments purchase 7 aunties (Dec, Jan)	CN¥ 11200	\$ 1,750	Local ornaments purchase
20	2021.12.01	On-site Ornaments quality control salary (Mrs. Pan) Oct, Nov	CN¥ 750	\$ 117	Local quality control manager (Mrs. Pan)
21	2021.12.01	Quality adjustments Aug-Nov	CN¥ 560	\$ 88	Operating costs
22	2021.12.01	Shipping costs	CN¥ 130	\$ 20	Operating costs
23	2021.12.01	Transportation + Gas (admin trip to county office)	CN¥ 120	\$ 19	Operating costs
TOTAL			CN¥ 58206	\$ 9,095	

APPENDIX D

			RMB	USD	CATEGORY
1	2021.11.27	Co-op Office supplies	CN¥ 168	\$ 26	Office expenses
2	2021.02.15	Longsheng visit : 1.Gasoline 200元; 2.Lodging & Food 360元; 4.Local Gifts 78元。	CN¥ 638	\$ 100	CSR team visit (mentorship)
3	2021.06.01	Longsheng visit : 1.Gasoline 300元; 2.Freeway toll100元; 3.Lodging元。	CN¥ 550	\$ 86	CSR team visit (mentorship)
4	2021.03.6	Meals	CN¥ 440	\$ 69	Admin trip
5	2021.05.01	Gasoline : 260元	CN¥ 260	\$ 41	Admin trip
6	2021.05.01	Parking : 64元	CN¥ 64	\$ 10	Admin trip
7	2021.05.01	Accountant fee (1 year)	CN¥ 2700	\$ 422	Accounting
8	2021.05.01	Company seal engraving	CN¥ 320	\$ 50	Office expenses
9	2021.05.01	Gasoline	CN¥ 60	\$ 9	Admin trip
10	2021.05.01	1 Meals	CN¥ 40	\$ 6	Admin trip
11	2021.05.01	Parking	CN¥ 17	\$ 3	Admin trip
12	2021.05.01	Company signboard production costs	CN¥ 20	\$ 3	Office expenses
13	2021.05.02	Gas	CN¥ 60	\$ 9	Admin trip
14	2021.06.01	Meals (lunch, dinner)	CN¥ 40	\$ 6	Admin trip
15	2021.06.01	CSR trip : 1.Lodging 400元; 2.Meals540元; 3.Gasoline 300元 4. Viori Gratitude Dinner 240元。	CN¥ 1480	\$ 231	CSR team visit (mentorship)
16	2021.09.01	Gas	CN¥ 180	\$ 28	Admin trip
17	2021.10.01	Meals (lunch, dinner x2)	CN¥ 120	\$ 19	Admin trip
18	2021.11.01	Parking	CN¥ 51	\$ 8	Admin trip
19	2021.12.01	On-site Co-op manager: salary (Mrs. Pan)	CN¥ 1500	\$ 234	Salary: co-op manager
20	2021.12.01	On-site Co-op manager: salary (Mrs. Pan)	CN¥ 1500	\$ 234	Salary: co-op manager
21	2021.12.01	On-site Co-op manager: salary (Mrs. Pan)	CN¥ 1500	\$ 234	Salary: co-op manager
22	2021.11.27	Co-op Office supplies	CN¥ 1500	\$ 234	Salary: co-op manager

APPENDIX D (CONT.)

			RMB	USD	CATEGORY
23	2021.02.15	Longsheng visit : 1.Gasoline 200元; 2.Lodging & Food 360元; 4.Local Gifts 78元。	CN¥ 768	\$ 120	CSR team visit (mentorship)
24	2021.06.01	Longsheng visit : 1.Gasoline 300元; 2.Freeway toll100元; 3.Lodging元。	CN¥ 110	\$ 17	Admin trip
25	2021.03.6	Meals	CN¥ 50	\$ 8	Office expenses
TOTAL			CN¥ 14136	\$ 2,209	

APPENDIX E

			RMB	USD	CATEGORY
1	2021.06.23	CSR village meal (tea growers)	CN¥ 191	\$ 29.8	Longsheng Tea mentorship program costs
2	2021.12.12	Purchase Tea fragrance machine 410.5元; package 58元; tea pad 35元; humidity measurer 179.9元; packaging mold 78.4元。	CN¥ 761.8	\$ 119.0	Longsheng Tea mentorship program costs
3	2021.09.01	Annual lease fees: Tea plantation (1 year)	CN¥ 6000	\$ 937.50	Tea plantation preservation
4	2021.07.01	Shipping fee (to USA)	CN¥ 319	\$ 49.8	Longsheng Tea mentorship program costs
5	2021.07.01	1 Packaging fee	CN¥ 32	\$ 5	Longsheng Tea mentorship program costs
6	2021.07.01	Purchase: Tea (2.2Jin)	CN¥ 880	\$ 137.5	Longsheng Tea purchase
7	2021.07.01	Gas	CN¥ 60	\$ 9.4	Longsheng Tea mentorship program costs
8	2021.08.01	Parking	CN¥ 25	\$ 3.9	Longsheng Tea mentorship program costs
9	2021.08.01	Meals	CN¥ 40	\$ 6.3	Longsheng Tea mentorship program costs
10	2021.08.01	Equipment: Lawn mower	CN¥ 860	\$ 134.4	Longsheng Tea mentorship program costs
11	2021.04.04	CSR Longsheng visit (Tea scouting trip) Gas 1000元, Toll 200	CN¥ 1200	\$ 187.5	Longsheng Tea mentorship program costs
12	2021.04.04	Meals	CN¥ 770	\$ 120.3	Longsheng Tea mentorship program costs
13	2021.04.04	Lodging	CN¥ 1050	\$ 164.1	Longsheng Tea mentorship program costs
14	2021.04.04	Local guide (2 days)	CN¥ 300	\$ 46.9	Longsheng Tea mentorship program costs
15	2021.04.04	Purchase of raw Tea (chaqing) 178.4斤x20元/斤=3568元	CN¥ 3568	\$ 557.5	Longsheng Tea purchase
16	2021.04.04	Tea Production	CN¥ 1452.5	\$ 227	Longshent Tea mentorship program costs
17	2021.04.04	Mentoring costs: Chen Shifu	CN¥ 1952	\$ 305	Longshent Tea mentorship program costs
TOTAL			CN¥ 19461.3	\$ 3040.8	

APPENDIX F

			RMB	USD	CATEGORY
1	2021.10.01	Scouting Trip expense (lodging, train, food, local transport)	CN¥ 1078	\$ 168	Scouting trip
2	2021.11.13	Daily meals (3 people, 3 days)	CN¥ 900	\$ 141	Program costs
3	2021.02.15	Daily lodging (3 people, 3 days)	CN¥ 1350	\$ 211	Program costs
4	2021.03.6	Flight/Train (2 people)	CN¥ 1500	\$ 234	Program costs
5	2021.05.01	Daily transportation	CN¥ 450	\$ 70	Program costs
6	2021.05.01	Materials blood pressure tester	CN¥ 698	\$ 109	Materials costs
7	2021.05.01	Materials: blood sugar tester	CN¥ 278	\$ 43	Materials costs
8	2021.05.01	Materials: office supplies	CN¥ 500	\$ 78	Materials costs
9	2021.05.01	Insurance	CN¥ 30	\$ 5	Program costs
10	2021.05.01	Program leaders workshop costs	CN¥ 4500	\$ 703	Program costs
11	2021.05.01	Local coordinator	CN¥ 600	\$ 94	Program costs
12	2021.05.01	Miscellaneous (water, lecture room)	CN¥ 2000	\$ 313	Program costs
		TOTAL	CN¥ 13884	\$ 2,169	



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