



2022 IMPACT REPORT

ENJOY LIFE OUTDOORS



Murphy's
NATURALS
LEMON
EUCALYPTUS OIL
MOSQUITO & TICK
REPELLENT
— PLANT BASED —
REPELS MOSQUITOES FOR UP TO 6 HOURS
REPELS TICKS FOR UP TO 4 HOURS
CAUTION

OUR MISSION

TO CELEBRATE NATURE AND
INSPIRE GOOD THROUGH
QUALITY NATURAL
PRODUCTS.



“ASKING FOR HELP DOESN'T MEAN YOU'RE GIVING UP. IT MEANS YOU REFUSE TO GIVE UP.”

MURPHY'S NATURALS
2022 IMPACT REPORT

When my nine year old daughter read those words aloud from her favorite book at bedtime this week, I couldn't stop thinking about them. What an important truth, especially in a year like this one where so many of us have faced challenges and difficulties. I firmly believe that our job as humans is not only to ask for help when we need it, but to also give back when we're able. At Murphy's Naturals, this is one of our guiding principles: asking for help is a sign of strength, and giving help is a sign of leadership. We also believe that you don't have to be perfect to make a difference, you just have to seek opportunities to make small changes around you. Because when we all make small changes, they turn into big ones. For us at Murphy's, that means working hard to bring you the best products we possibly can. It also means that changes which might seem little at first – like switching out plastic parts for more sustainable packaging – can have a positive ripple effect for our people and our planet over time.

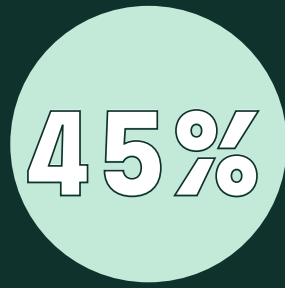
“Isn't it odd? We can only see our outsides, but nearly everything happens on the inside.” In the final lines of my daughter's book, we talked about how important it is to judge someone by their character, not by their appearance. As a board member, I feel the same way about companies. Many companies advertise their Environmental and Social Governance efforts on the outside. Fewer of them live it on the inside.

In this year's Impact Report, I am excited to invite you along on an in-depth look at how Murphy's lives impact on the inside. Our dedication to making a difference is in how we support our team members, how we convert free time into volunteer service hours, how we track and hold ourselves accountable to environmental goals, and how we realize that we will never be perfect – either as humans or as a B Corporation – but we will always refuse to give up.

LAURA MARKLEY
BOARD MEMBER



587
ANNUAL
VOLUNTEER HOURS



**EMPLOYEE
GROWTH**



31,906
POUNDS OF
PLASTIC OFFSET



3,927
POUNDS
DIVERTED
FROM LANDFILL
THROUGH
COMPOSTING



**REVENUE
DONATED**



393
POUNDS OF
USABLE COMPOST
GENERATED &
DONATED TO
RALEIGH CITY
FARM



319
TRAINING
HOURS



**FOR THE PLANET
MEMBER
SINCE 2015**



\$23,000
PRODUCT DONATIONS

TABLE OF CONTENTS

OVERVIEW

Triple Bottom Line 6
Certified B Corp Score. 7

PEOPLE

Workplace Culture 9
Diversity, Equity, and Inclusion 10
Employment Engagement. 11

PLANET

Waste Management 15
Supply Chain. 17
Plastic Neutrality and Reduction 19

PROFIT

Giveback 22
Volunteerism. 23
Rooftop Honey 27

2023 & BEYOND

Rainwater Reclamation 31
Diversify Volunteer Days. 32
FACE Africa Partnership. 33

THE TRIPLE BOTTOM LINE

WE'RE PROUD TO BE A CERTIFIED B CORPORATION SINCE 2015.

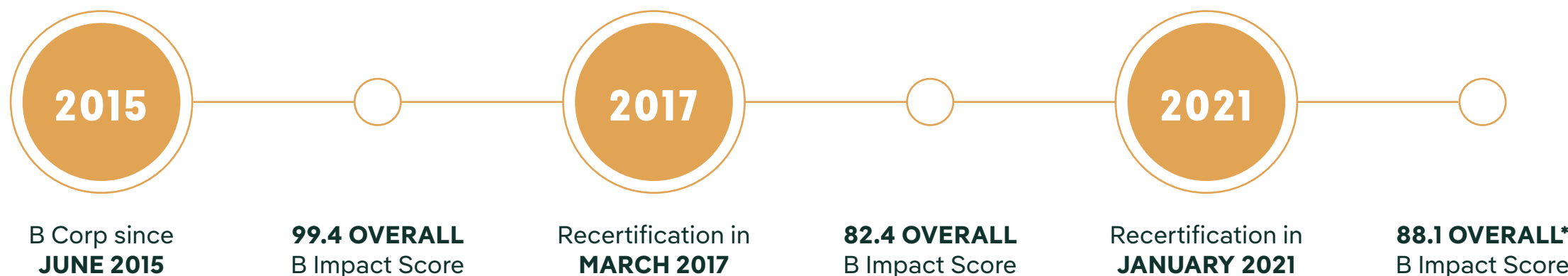
As a B Corp, we're committed to the triple bottom line. The triple bottom line is comprised of people, planet, and profit; not just profit. This means when we make decisions, not only are we evaluating financial impacts, we're also weighing the impact on people and the environment.

WHAT WE'RE REALLY TRYING TO SAY: WE CARE ABOUT PEOPLE AND THE PLANET JUST AS MUCH AS WE DO PROFIT!

While profit can be viewed simply as gains, we believe that profit is critically important to our mission. The healthier we are financially, the more we can give to our nonprofit partners, the more sustainable materials we can use, and the more we can invest in our team to continue to make Murphy's a great place to work. We have to be able to do good to inspire good!

WE'RE A CERTIFIED B CORPORATION

THIS IS ON A SCALE
UP TO 200. TO
BE A CERTIFIED B
CORP, A BUSINESS
REQUIRES AT LEAST
80 POINTS.



*During our recertification in January of 2021, our growth, both in team members and manufacturing, opened us up to a higher tier of questioning on the B Corp assessment. Because of this, we're very proud of the 5.7 points we gained because we know the hard work involved to earn them! We believe the B Corp assessment is a great tool to shine light on opportunities for improvement, and we will continue to use it to better guide us in all decisions regarding people, planet and profit.

PEOPLE

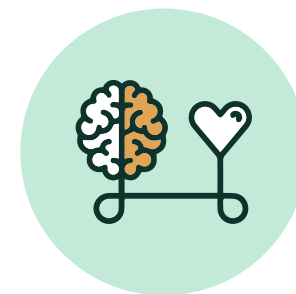


WE'RE A TEAM THAT'S DRIVEN BY GOOD, FUELED BY GOOD FUN

WORKPLACE CULTURE IS IMPORTANT. When team members are valued and are able to share their personalities at work, it creates an environment of collaboration, motivation, and of course, fun! When we say people are a part of our bottom line, we mean it. Here's a look at a few initiatives we implemented in '22 to let our team know we care:



A brand new (to us) **OFFICE SPACE** adjacent to our manufacturing warehouse in which all team members share the community space



WELLNESS WEDNESDAYS: once a month we bring in a movement specialist to keep us healthy and moving during the work day



Free onsite **COVID AND FLU SHOTS** available to interested team members



319 **TRAINING HOURS**



DIVERSITY, EQUITY, + INCLUSION

At Murphy's Naturals, we understand that we can't Do Others Good unless we're talking about Diversity, Equity, + Inclusion (DEI). Here are ways we prioritized DEI throughout our organization this year:

OUR DIRECTOR OF PEOPLE & CULTURE PARTICIPATED IN A 24 WEEK DEI CERTIFICATION AT CORNELL UNIVERSITY.

The program included courses on inclusive hiring practices, building diverse talent pools, understanding and counteracting unconscious bias, and inclusive onboarding & employee success.

THIS YEAR WE IMPLEMENTED A NEW COMMUNICATION PLATFORM, SLACK.

When vetting communication platforms, the most important aspect was the inclusivity of both our English and Spanish speaking team members. Based on feedback from our employee engagement survey, implementing Slack and its translation feature, was a large contributor to increased communication effectiveness between teams as well as created a larger sense of community.

WE HIRED TRANSLATORS FOR COMPANY WIDE MEETINGS.

Each year we have quarterly company wide meetings (in English). For these meetings, we bring in translators to help Spanish speaking team members fully understand the important information about the company. To us, it is paramount that everyone has a voice and a seat at the table.



“I AM APPRECIATIVE THAT MURPHY’S BELIEVES IN INVESTING IN CONTINUING EDUCATION. AS THE DIRECTOR OF PEOPLE AND CULTURE IT IS MY RESPONSIBILITY TO HELP LEAD OUR ORGANIZATION TO A HEALTHY WORK ENVIRONMENT. CORNELL’S PROGRAM IS ONE OF THE BEST IN THE COUNTRY, AND I FEEL IT GAVE ME A NEW LENSE TO LOOK AT OUR WORK ENVIRONMENT AND WAYS THAT WE CAN ALLOW ALL EMPLOYEES TO HAVE A SENSE OF BELONGING BECAUSE THEY FEEL THEY HAVE A SEAT AT THE TABLE.”

EMPLOYEE ENGAGEMENT

EACH YEAR OUR TEAM TAKES AN ANONYMOUS SURVEY TO GAUGE HOW OUR EMPLOYEES FEEL ABOUT WORKING AT MURPHY'S.

The goal of the survey is to help us understand how we can improve for the benefit of our people. We keep the questions the same each year so we can track the impact of new initiatives.

HERE'S A LOOK AT AREAS WE GREW IN FROM '21 TO '22.

"I THINK COMMUNICATION BETWEEN TEAMS IS EFFECTIVE."

+1.47

FROM 6.97/10 TO 8.44/10

We believe this is due to the implementation of recurring team meetings, translators for meetings, and Slack (see page 10).

"I FEEL THAT THE ORGANIZATION IS INVESTED IN MY TRAINING AND DEVELOPMENT."

+0.15

FROM 8.13/10 TO 8.28/10

HOW DO YOU FEEL WHEN YOU COME INTO WORK?

+0.14

FROM 8.60/10 TO 8.74/10

EMPLOYEE ENGAGEMENT



SEEING OUR OPPORTUNITIES FOR IMPROVEMENT MAKE US BETTER! HERE'S A LOOK AT WHERE WE CAN IMPROVE IN '23:

“I FEEL LIKE I HAVE OPPORTUNITIES FOR GROWTH AT MURPHY’S. (I.E. EDUCATION, LEADERSHIP, PROMOTION, FINANCIAL, ETC.)

FROM 8.10 TO 7.37/10

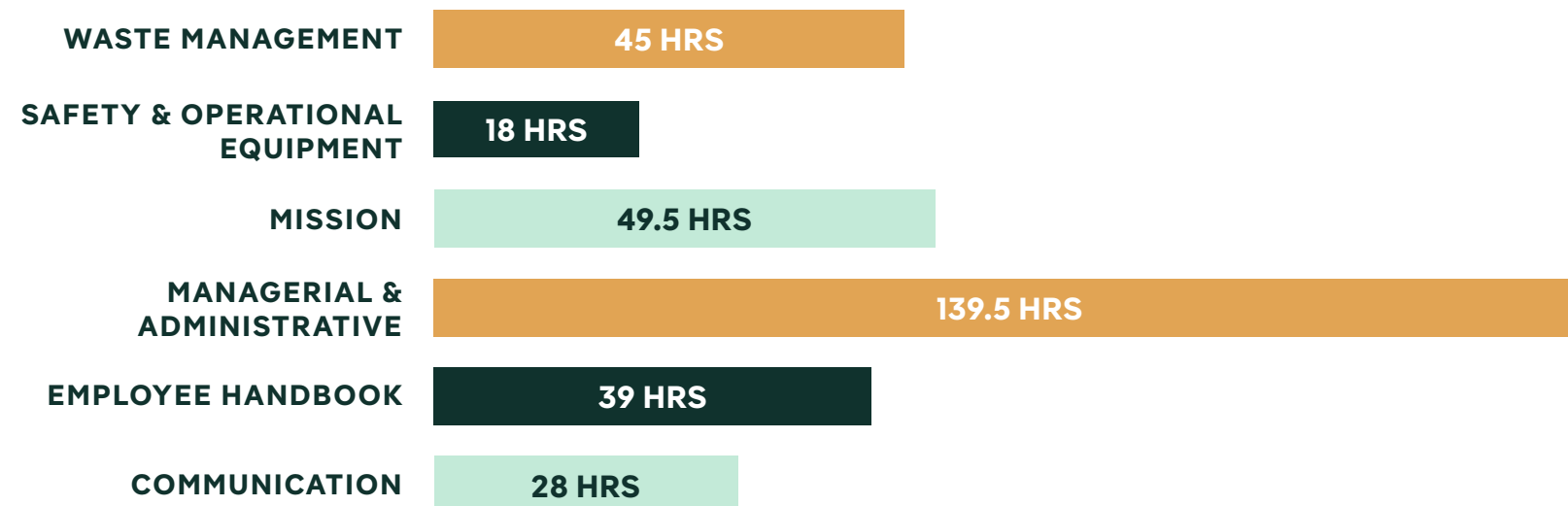
-0.73

WHAT'S OUR PLAN?

- Prioritize career development conversations & current role progression during quarterly evaluations
- Continue to offer and make training and development opportunities accessible, including leadership training
- Improving our career webpage by having bilingual postings

TRAINING HOURS BREAKDOWN

TOTAL TRAINING HOURS: 319 HOURS



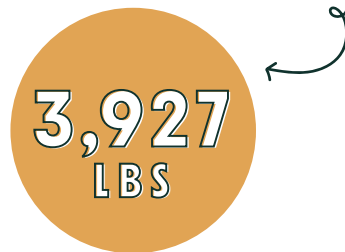
PLANET



WASTE MANAGEMENT

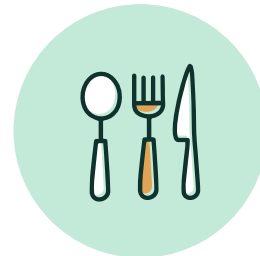
EMPLOYEE HOME COMPOSTING PROGRAM

This year we extended access to industrial composting through CompostNow to all of our employees and their households. Each team member was provided with a two gallon compost bin that they can use to contribute to our company compost. Together we have diverted 3,927lbs of compostable material away from the landfill. This has generated 393lbs of usable compost that we've donated to our long time partner, Raleigh City Farm.



RECYCLING & COMPOSTING TRAINING

Over the course of this year, we've provided over 45 hours of training on proper recycling and composting throughout the entire company.



REUSABLE & COMPOSTABLE CUTLERY

All plates, bowls, cups, and silverware are officially reusable or compostable in Murphy's facilities! We have worked hard to reduce single use items by prioritizing use of our dishwasher, and when washing is not an option, compostable cutlery is provided so that our single use items have an opportunity for a second life.

DID YOU KNOW?

The majority of office waste are items that can be curbside recycled. To challenge our team to create good waste management habits we eliminated all but one 13 gallon trash bin in our office.

ZERO WASTE TO LANDFILL: 2022 GOAL UPDATE

IN OUR 2021 IMPACT REPORT, WE SET A GOAL TO BECOME ZERO WASTE TO LANDFILL IN 2022. While we knew we wouldn't be ZWTL in one year, we have made significant progress and have identified key next steps.

Over the course of the year, we took inventory of waste materials in our warehouse and on our production lines that can't be curbside recycled but can be recycled through specialized companies. We met with several of these specialized recycling companies to help us find the right path to divert our waste. One of the biggest challenges for us this year was finding out that we don't create enough waste to be attractive to recycling companies. To accumulate a desirable amount of recyclables to qualify as a good partner, we'd have to collect months worth of waste before having it removed from our facility. For us, that would be a significant amount of warehouse space that we don't have.

The other challenge impacting reaching our goal is recycling rules are ever changing. We conduct ongoing recycling and composting training to try to combat this and properly educate our team members. Although our team is actively taking steps, knowing what needs to be separated and what bin should be used takes time to learn.

SO WHAT'S NEXT?



We're continuing to vet out recycling partners, and we're making some great progress! Through the process, we've learned that one way to mitigate human error is to reduce the amount of separation of items. We're prioritizing partners that can take bulk recyclables and work with us on smaller pickups to reduce the amount of space needed in our warehouse. We look forward to updating you on our progress to becoming Zero Waste to Landfill in 2023!



SUPPLIER SPOTLIGHT | KOSTER KEUNEN

WE ARE CONSTANTLY LOOKING FOR SUPPLIERS THAT SHARE OUR SAME VALUES AND PASSION FOR PEOPLE AND THE PLANET.

We're proud to have partnered with Koster Keunen over the last several years as our exclusive supplier of beeswax. You'll recognize their beeswax in all of our candles as well as all of our balm products.

Koster Keunen is dedicated to the ethical sourcing and the sustainable harvesting of beeswax being the first certified 100% sustainably sourced beeswax in the world. They've partnered with local beekeepers in West Africa to provide them training on best beekeeping practices, equipment, and ensuring beekeepers are paid living wages. Once harvested, Koster Keunen's processing plants use solar energy and recycled water.

Koster Keunen works with 30,000 beekeepers in West Africa, all earning living wages through safe beekeeping. Through this partnership, the increased number of hives has increased crop production and food by 30%, positively impacting over 150,000 local individuals!

USING SUSTAINABLY SOURCED AND ETHICALLY HARVESTED INGREDIENTS ISN'T ALWAYS INEXPENSIVE, BUT WE'RE DEDICATED TO CHOOSING SUPPLIERS THAT PASSIONATELY SUPPORT UNDERSERVED COMMUNITIES AND ENVIRONMENTALLY SUSTAINABLE PRACTICES.



**30,000
BEEKEEPERS**

30%

**INCREASE IN
CROP PRODUCTION**



**150,000
PERSON IMPACT**

**TALK ABOUT DOING
GOOD!**

SUPPLIER ASSESSMENT: 2022 GOAL UPDATE

In our last Impact Report, we set a goal to create a supplier assessment form that would assess our current and future suppliers on everything from safety & quality, sustainability practices, ethical labor, sourcing origins, DEI practices, and much more. The purpose of it is to understand every detail of our supply chain so we can make the best purchasing decisions and be transparent with our consumers.

To get started, we gathered assessments from some of our favorite brands and retail customers to better understand what questions we should be asking. From there, we built our own custom assessment. We then piloted this assessment with our suppliers of raw materials, paper goods, and finished goods.

WE TOOK ALL OF THEIR FEEDBACK, MADE NECESSARY ADJUSTMENTS, AND ARE FULLY IMPLEMENTING THIS ASSESSMENT WITH CURRENT AND FUTURE SUPPLIERS AT THE BEGINNING OF 2023.



PLASTIC NEUTRALITY



rePurpose

WE ARE PROUD TO BE PARTNERED WITH REPURPOSE GLOBAL SINCE 2021 TO MAINTAIN PLASTIC NEUTRALITY.

Plastic neutrality means that for every pound of plastic we put out*, that same amount of plastic will be collected from the environment.

*Yes, we keep track of every pound of plastic that leaves our warehouse!



WE OFFSET PLASTIC SPECIFICALLY BY PARTNERING WITH AN IMPACT PROJECT IN WEST JAVA THROUGH REPURPOSE GLOBAL. Indonesia is surrounded by ocean with the highest marine diversity in the world. Improper waste management has made West Java extremely polluted, contaminating waterways and devastating wildlife. By partnering with RePurpose Global, low value plastic bags (LDPE plastics) are recovered from West Java in a safe and ethical way and then recycled into pallets. These plastic bags are specifically ocean bound (within 100km of the coastline), meaning that if they weren't recovered, they would wind up in the ocean.



THIS YEAR WE OFFSET 31,906 LBS OF PLASTIC AKA 31,906 LBS OF OCEAN BOUND PLASTIC WERE REMOVED FROM THE ENVIRONMENT!

OF COURSE OFFSETS ARE VITAL, BUT THE REAL CHANGE HAPPENS THROUGH PLASTIC REDUCTION...

PLASTIC REDUCTION: 2022 GOAL UPDATE

IN AN EFFORT TO REDUCE OUR PLASTIC FOOTPRINT, WE SET A GOAL IN 2021 TO REDUCE THE AMOUNT OF PLASTIC PACKAGING WITHIN OUR PRODUCTS IN 2022.

We ran our products through an assessment that established the weight and type of plastic, annual sales volume, current inventory levels, and ease of implementing a nonplastic option. From there, we prioritized what products made sense to tackle first. This year we removed the plastic window from our Mosquito Repellent Mini-Candle carton as well as our Mosquito Repellent Tea Light Candles.

SEE YA PLASTIC...



GOOD RIDDANCE!

THIS RESULTED IN MITIGATING OVER

273
LBS

OF PLASTIC THIS YEAR.

PROFIT



HOW WE'RE DOING OTHERS GOOD

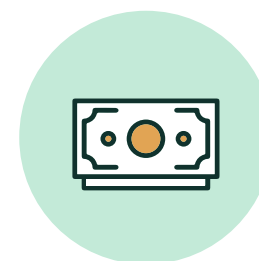
EACH YEAR WE'RE COMMITTED TO GIVING 2% OF REVENUE TO ENVIRONMENTALLY MINDED NON-PROFITS AND ORGANIZATIONS THAT ARE DOING OTHERS GOOD.

One percent of our revenue goes to nonprofit members of 1% for the Planet. These nonprofits have been vetted to prove they're doing good work specifically with the environment: land, water, air, wildlife, etc. The other 1% of our revenue goes to a category we call Doing Others Good (DOG). This could be a hyperlocal or global organization doing good work in their communities.

THIS YEAR WE DONATED...



**OVER \$21,000
IN PRODUCT
DONATIONS**



**OVER \$45,000
TO OUR TOP THREE
NON-PROFIT PARTNERS**



**AND HAD OVER 580
PAID VOLUNTEER HOURS**

**THAT'S OVER
\$16,000
IN PAID
VOLUNTEER
TIME!**

VOLUNTEERISM

EVERY YEAR WE ARE COMMITTED TO VOLUNTEERING ONCE PER QUARTER.
These are company wide volunteer events where we shut down our entire operation and volunteer together. Being together and helping our community makes them some of our favorite days.

**587
HOURS**

**\$16,000
PAID VOLUNTEER
TIME**

OUR PROJECTS THIS YEAR

**RALEIGH CITY FARM
NC WILDLIFE FEDERATION
URBAN COMMUNITY AGRINOMICS
OUR FOURTH EVENT FOR 2022 WAS RAINED OUT
*(rescheduled for Q1 2023)***





Q1 | RALEIGH CITY FARM

Raleigh City Farm is an urban farm located less than two miles from the Murphy's Naturals headquarters.

THEIR MISSION:
TO CONNECT AND NOURISH OUR COMMUNITY THROUGH REGENERATIVE AGRICULTURE.

They accomplish this through a number of ways, including: workshops, tours, special events, farm shares, pay-what-you-can farm stands, internships, and more. Raleigh City Farm is one of our long time partners. This past year on our volunteer day we helped RCF get ready for the spring season by weeding, pruning, and mulching their gardens.





Q2 | EARTHSHARE NC / NC WILDLIFE FEDERATION

NC WILDLIFE FEDERATION VIA EARTHSHARE NC FOR EARTH DAY

Every year our partner, EarthShare NC, matches us with a local nonprofit to go and volunteer on Earth Day. This year we partnered with the NC Wildlife Federation to participate in a large clean up of an area that has been a trash dump over the past several decades.

OUR TEAM REMOVED A TOTAL OF 7,260LBS OF WASTE FROM THE ENVIRONMENT THAT DAY!

Not only was it removed, but it also went to proper waste streams:

680
LBS OF
TRASH REMOVED

400
LBS OF SCRAP METAL
RECYCLED

6,180
LBS OF
TIRES RECYCLED



Q3 | URBAN COMMUNITY AGRINOMICS

UCAN WORKS WITH LOCAL YOUTH TO PROVIDE EDUCATION ABOUT AGRICULTURE, THE ENVIRONMENT, AND EVEN ABOUT LENDING A HELPING HAND TO OTHERS WHO MAY BE IN NEED.

Urban Community AgriNomics (UCAN) is based out of Durham, NC, and is one of our favorite places to spend time volunteering as a team.

Our team had fun this fall spending an afternoon on the farm weeding, mulching, mowing, and cleaning the chicken coop. In 2016, two sisters, Delphine Sellars and Lucille Godley Patterson, had the vision to serve their community's needs. UCAN is located on Catawba Trail Farm, which is reclaimed land that was once a historic plantation. Delphine and Lucille have made this land a garden where members of the community can learn how to grow produce in their own garden bed and access fresh fruits and vegetables.



BEE DOWNTOWN

MURPHY'S NATURALS HAS FIVE BEEHIVES ON TOP OF OUR ROOF MAINTAINED BY LOCALLY OWNED BEE DOWNTOWN.

Honeybees are crucial to the pollination of plants that sustain all of life on earth. Our local honeybees are not only important urban pollinators in Raleigh, but we also use our hives to educate others on their value beyond the sweet goodness they make.

**THIS YEAR OUR BUSY
BEES PRODUCED...**

360

LBS OF HONEY



MEAD

THE HONEY WINE THAT DOES GOOD!



WHAT DO WE DO WITH OUR HONEY?

Each year we get creative and turn the honey we receive from our hives into a giveback. This year we partnered with FireClay Cellars, a family owned and operated winery located less than an hour away from us. We collaborated to create two different flavored meads (that's honey wine!). We polled the team on what flavors of mead they'd like and landed on "blueberry sage" and "baked apple". FireClay created two delicious off dry honey wines ready to giveback.



BAKED APPLE
Using local apples from Happy Dirt



BLUEBERRY SAGE
Using local blueberries from Seal the Season

When it comes to a giveback collaboration, the more the merrier! We pulled in our friends at Bee Downtown, The Loading Dock Raleigh, Chair 8, and Fireclay Cellars to collectively donate \$7,000 to our nonprofit partner, Urban Community AgriNomics. See page 26 for more on UCAN!

With honeybees being the masters of collaboration that they are, it inspired us to include them on the can artwork. They are shown carrying the ingredients and working together to create something great - much like the collaboration it took to make this project possible.

2023 & BEYOND



DO BETTER BE BETTER

2023 AND BEYOND

We're always looking to do better and be better. While we're proud of the work we've put in this year, it's time to look ahead and raise the impact bar.



BEGIN RAINWATER RECLAMATION



DIVERSIFY VOLUNTEER DAYS



PARTNER WITH FACE AFRICA



2023 AND BEYOND

BEGIN RAINWATER RECLAMATION



WE'RE EXCITED TO BE WORKING WITH THE CITY OF RALEIGH ON A RAINWATER RECLAMATION PROJECT!

We will collect rainwater from our rooftop into a cistern. The collected rainwater will be filtered and used to wash our manufacturing equipment. Having a cistern not only allows us to reuse the water, but it also benefits nearby streams and ecosystems by reducing the amount of stormwater runoff that otherwise would carry pollutants into watersheds.

2023 AND BEYOND

DIVERSIFY VOLUNTEER DAYS



AS OUR TEAM GROWS, OUR ABILITY TO SERVE OUR COMMUNITY GROWS.

Volunteering with the same nonprofits each year is exciting and meaningful.

Our ongoing efforts with local organizations allows us to build lasting relationships. Returning to a farm to see seedlings we planted the year prior turn into a big pollinator garden is pretty rewarding. However, in order to accommodate a quickly growing team with many interests, this year we'll be engaging our team to learn what topics interest them such as hunger, homelessness, animal welfare, etc. From there, we'll explore new community partners based on collective interests.*

*Don't worry, we'll still be getting our hands in the dirt with our long time nonprofit partners like UCAN and Raleigh City Farm. Afterall, we are an outdoor lifestyle brand!

2023 AND BEYOND

PARTNER WITH FACE AFRICA



WE ARE EXCITED TO BE PARTNERING WITH AND FOCUSING A SIGNIFICANT PORTION OF OUR GIVEBACK TO FACE AFRICA IN 2023. FACE Africa has a mission of “clean water to everyone, everywhere”. FACE Africa identifies rural communities in Sub-Saharan Africa that don’t have access to safe drinking water and engages with them to understand the community’s needs. Once a relationship is established, FACE Africa empowers and works with the community to build latrines, wash stations, and wells. Each community is trained on the mechanics and maintenance of the water systems. Once complete, the project is completely owned by the community. In order to have long lasting, meaningful work, each project is monitored for up to ten years.

WHY IS THIS IMPORTANT TO US? For the majority of us in the United States, mosquitoes are predominately a pest. For other areas of the world, like Sub-Saharan Africa, mosquitoes are life threatening.

Mosquitoes, specifically the Anopheles mosquito, spread malaria which is one of the leading causes of death for children under five in Sub-Saharan Africa. Many times water sources can be leaky, creating a breeding ground for these disease carrying mosquitoes. This puts lives at risk for those accessing the water source. The maintenance and mechanics training along with a ten year monitoring program from FACE Africa ensures water sources are properly working to prevent these types of scenarios.

THIS PROCESS HAS LEAD TO

95%
SUCCESS RATE

250,000
PERSON IMPACT



THANKS FOR READING!