

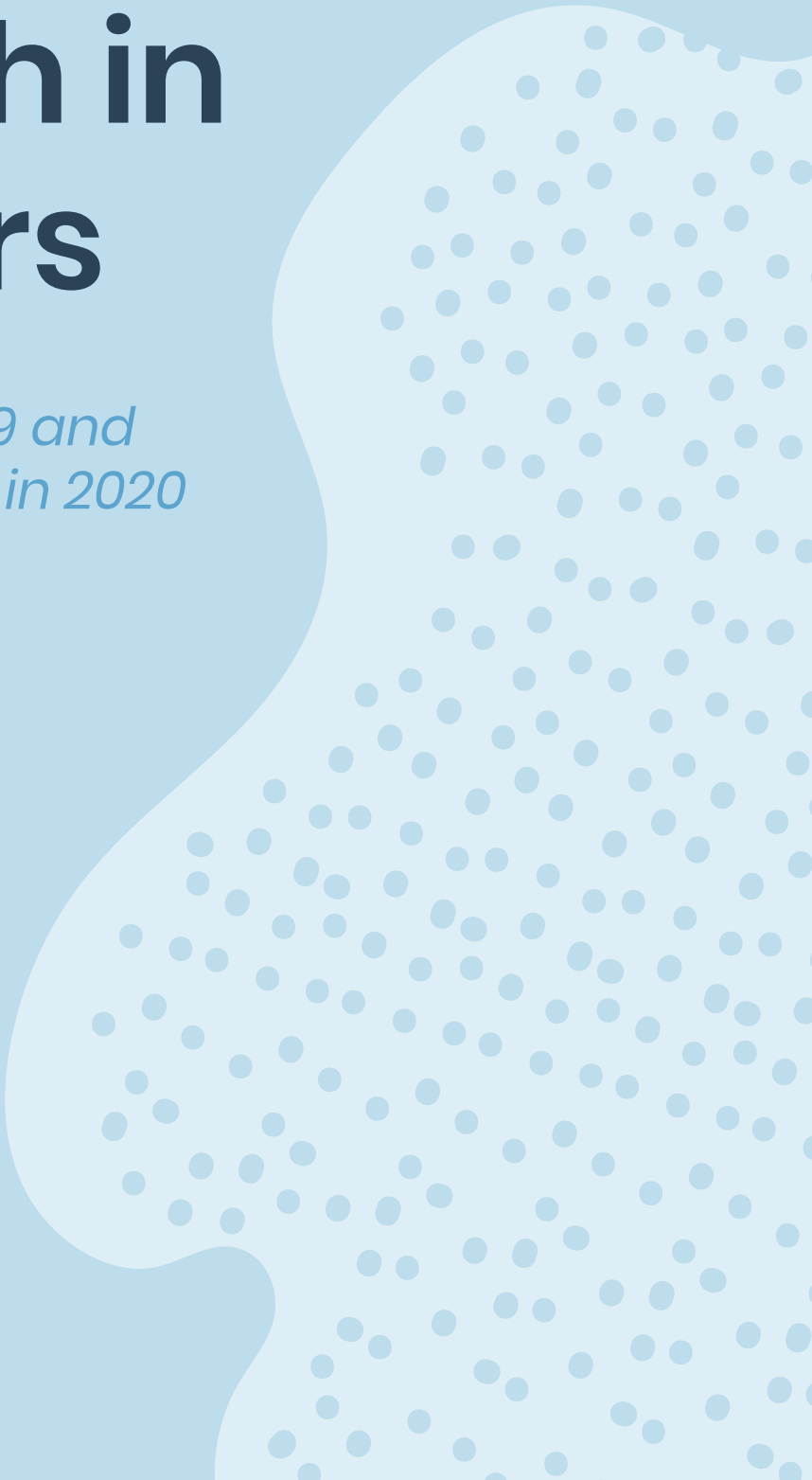


**CONSCIOUS
— STEP —**

2019 Impact Report

Strength in Numbers

*A look at what we
accomplished in 2019 and
where we plan to go in 2020*



A Note from the Team

The past year has been a big year for Conscious Step. With your support, we've added multiple new causes, launched brand new collections, and have made big steps in sustainability throughout our whole supply chain. Our team continues to grow, allowing us to add more partners and causes.

As our community grows, our **impact is stronger** and our **voice is louder**. Together, we can help more people, do more to protect our planet, and create a kinder world.

While we have accomplished a lot, there is still more to do. We know we are not perfect, and are working to improve daily. As we continue to grow, we work to find ways to be better for our customers, for our partners and for our planet.

We are guided by a set of values that will help us achieve each of our goals: be sustainable, be transparent, create a positive impact, be of high quality, and educate and inspire the world around us. These values not only apply to our products but to our business as a whole.

Looking back reminds us that there is **strength in numbers**. Through the collective actions of thousands, our community has made a big difference all around the world. This is the impact your actions have made.

Partnerships

We are incredibly proud to work with the wonderful nonprofits we call our partners. In addition to adding multiple new causes with our existing partners, we launched three brand new partnerships in 2019.

New Partnerships

Best Friends Animal Society
Habitat for Humanity
UN Trust Fund to End Violence Against Women

New Causes

Build Homes
Protect Penguins
Protect the Arctic
Protect Sloths
Protect Zebras
Protect Giraffes
Protect Cheetahs
Save Cats & Dogs
Stop Violence Against Women

Certifications

Our certifications are a crucial way for us to stay accountable to our core values and our customers. They ensure we maintain a higher standard of production that does not harm the planet or the people who make Conscious Step socks. In addition to our previous certifications - Certified Vegan and Fairtrade Certified - we are also proud members of 1% for the Planet. In the past year, we are thrilled to have officially become **GOTS certified**.



Global Organic Textile Standard

GOTS certification ensures that our products meet the **highest standards**.

- Contain a minimum of 70% organic fibers
- Not be treated with bleach, formaldehyde or other toxic substances
- Be colored with nontoxic dyes
- Be produced in an environment that enforces rigorous social and environmental standards, where employees and the planet are treated with respect



Yearly Impact

As we look back over the past year, we are reminded of the significance of our combined actions. One person might not make a huge impact, but through our collective actions we are able to make a big difference. Together, **we are making the world a better place.**

Together, we've provided:



14,708

52,193

Books Provided



24,519

82,920

Meals Provided



133,850

406,114

Trees Planted



324,970

439,970

Tropical Rainforest
Trees Protected



240,660

836,982

Months of
Clean Water



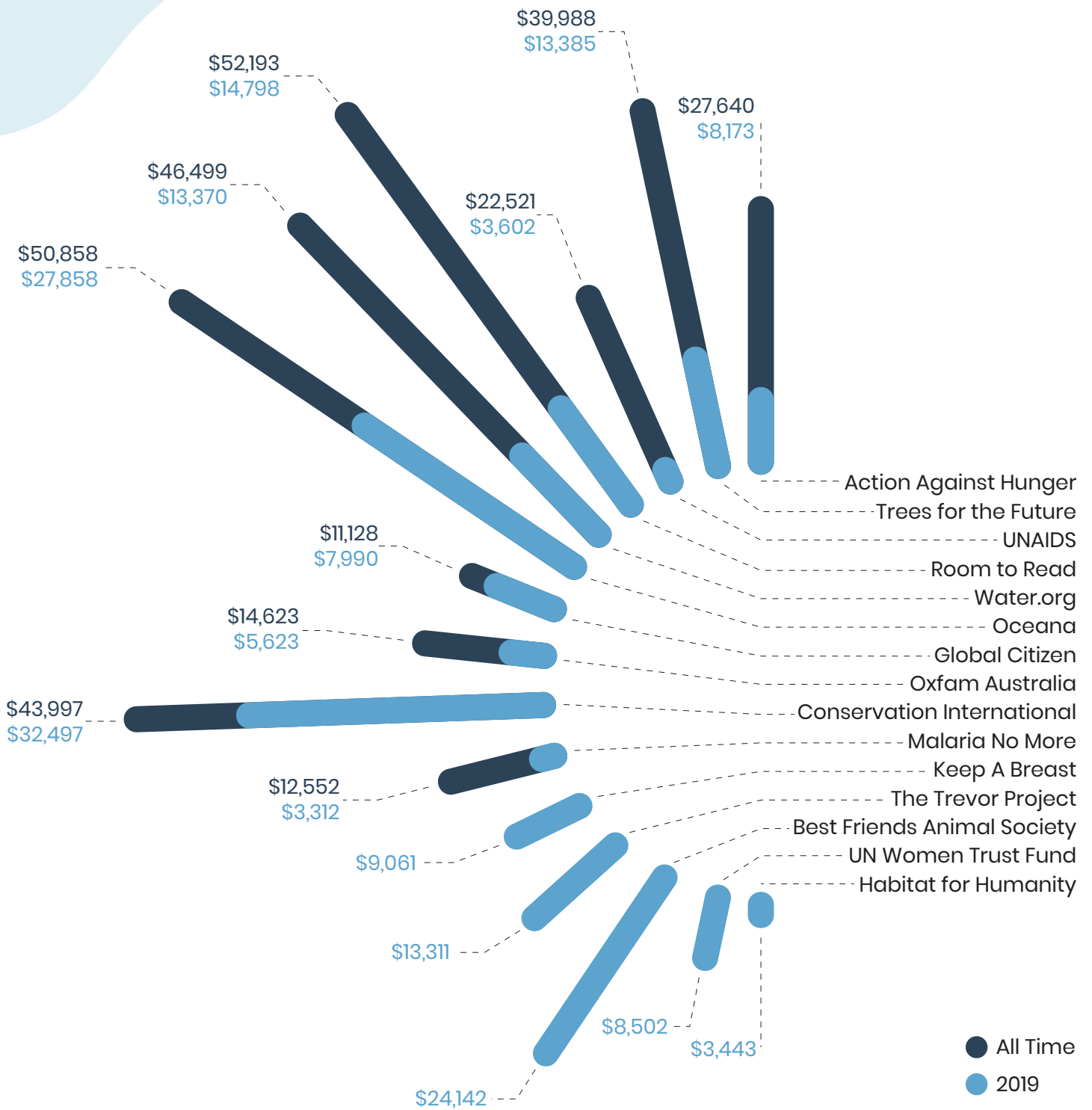
12,607

78,823

Days of HIV &
Aids Treatment

2019
All Time

Impact by Partner



Total Impact

Total donated in 2019:

\$189,961

Total donated:

\$381,442

It's easier to be ignorant and say I don't know about the problem. But once you know, once you've seen it in their eyes, then you have a responsibility to do something.

There is strength in numbers, and if we all work together as a team, we can be unstoppable.

-Craig Kielburger

What's Next

We have big plans for 2020 and the future of Conscious Step. Guided by our core values, we will continue to fight poverty and inspire others to use their voice to create change.

We are constantly working to improve our entire supply chain and plan to find even more sustainable options in the new year. We're researching ways to use recycled materials in our products and are finding methods to offset the cost of our carbon footprint.

Our new line, the Conscious Comfort Collection, will be expanded to give you more options for clean clothing. Additionally, we'll be launching new causes and brand new products to give back even more.

As our team and network continues to grow, we are so grateful for each person who believes in our work and has offered their support along the way. With every additional person, we grow stronger and are able to create a bigger impact. To our supporters, mentors, families and friends,

thank you!