



# NOT SODA

## IMPACT REPORT

NO 1

AUG-DEC 2022

**Plastic bottle clean-up target:**

**5 MILLION  
BY THE END  
OF 2025**

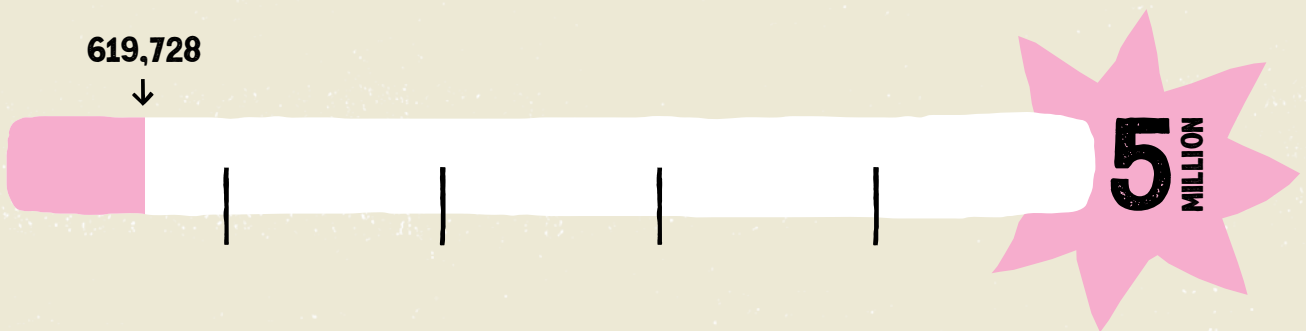
**Ambitious... but we have faith in your love  
of soda and our seas.**

# OUR PROGRESS

Lo Bros Not Soda launched in Australia in August 2022 and in New Zealand the following month, September 2022.

Total plastic bottle clean-up for this time frame was 619,728.

This equates to the clean-up of 10,535kgs of plastic removed from our ocean and waterways.



## NZ

PLASTIC BOTTLE CLEAN-UP:



This equates to the clean-up of 5,056kgs of plastic.

## AUS

PLASTIC BOTTLE CLEAN-UP:



This equates to the clean-up of 5,478kgs of plastic.



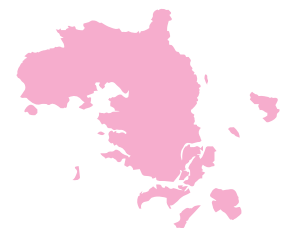
**The plastic clean-up was executed by our incredible partners Seven Clean Seas.**



**Lo Bros Not Soda has helped to fund their two key projects.**

**BINTAN, Riau Archipelago, Indonesia**

The Bintan project is the first SCS project and was set into operation in 2020 by SCS hiring covid-19-laid off locals to clean the beaches of Bintan from plastic waste. The project has grown significantly in impact since then.

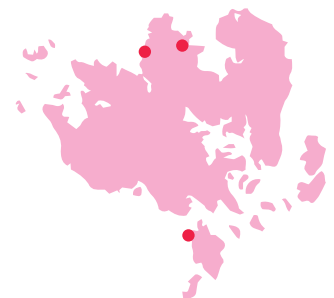


2020	2022
37,906kg	369,735kg
10 crew members	30 crew members

**BATAM, Riau Archipelago, Indonesia**

The collection activities carried out in Batam represents SCS’s first project expansion of outside of Bintan, as well as being SCS’s first collection project of this type; manual collection from coastal community grounds, and urban river and banks.

The project sites cover the coastal communities Tanjung Uma and Setokok , and the river Bengkong, which runs through the city of Batam. The sites were selected based on their severe, and growing, situation of plastic pollution and lack of adequate waste management infrastructure.



2022
84,485kg
34 crew members

The project was kicked off with a pilot across all three sites November 2022, and went into full scale operation in December 2022.



Date; 24<sup>TH</sup> January 2023

Lo Bros  
C/o Soulfresh Pty Ltd  
4/28-50 Cyanamid St,  
Laverton North  
Melbourne VIC 3026

Dear Lo Bros,

We are writing to confirm that Seven Clean Seas has received funding from Soulfresh Pty Ltd for sales of Not Soda during the period 1<sup>st</sup> August 2022 – 31<sup>st</sup> December 2022. This has allowed us to collect the weight of 10,535 KG worth of plastic pollution from across our Bintan and Batam project locations in Indonesia.

These projects currently support 32 people in Bintan and 34 people in Batam formalized employment for the required clean-up work, helping to support the local economies.

The partnership with Lo Bros Not Soda highlights the importance of the work Lo Bros are undertaking to help stem the pollution caused by the global soft drink industry.

On behalf of the entire team at Seven Clean Seas, thank you for this contribution and commitment to improving the health our oceans, waterways and people.

Sincerely,

A handwritten signature in black ink, appearing to read "T. Peacock-Nazil".

**Thomas Peacock-Nazil**

Founder and CEO

Seven Clean Seas

## Lo Bros x The Plastic Collective



In an effort to not only remove plastic from our oceans, we have also committed to removing plastic from the entire Lo Bros brand. We have partnered with Plastic Collective, a leading global player creating circular economies for plastic.

The Plastic Collective have conducted an audit to measure Lo Bros annual plastic footprint. The audit assessed our plastic footprint for both collection leakage and recycling leakage.

Collection leakage refers to plastic items which inevitably are not recycled.

Recycling leakage refers to plastic which can't be recycled e.g. plastic labels on the glass bottles, which are generally left on and recycled with the glass and not collected in the glass recycling process.

We are committed to becoming a net zero plastic brand through our three-year partnership with crediting activities for both collection leakage and recycling leakage.

### Key findings:

- Plastic which is likely to make it into the environment: estimated 2 tonnes per year for Lo Bros globally
- Plastic which is likely to remain unrecycled: estimated 33 tonnes per year for Lo Bros globally

### Following the audit we have:

- Conducted a paper label trial in Australia with the plan to roll this out permanently across Australia, New Zealand and the UK once the trial proves successful after 6 months in market.
- We have made a commitment that Lo Bros primary or secondary packaging will never be made predominantly from plastic - so as a brand we will never produce a product in a PET bottle

### Future Plans:

- Align on the Plastic Collective project that we will be off-setting.
- Begin plastic off-setting program.
- Transition all labels to a paper material stock.

