



NOT SODA

IMPACT REPORT

NO 2 JAN-MARCH 2023

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.**

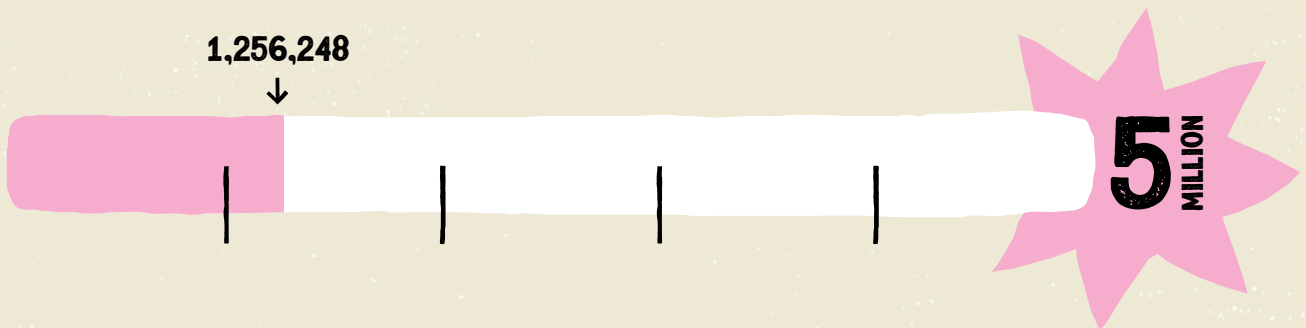
OUR PROGRESS

Last time we checked in, Lo Bros Not Soda had removed the equivalent of 619,728 plastic bottles, or 10,534kgs of plastic from our oceans and waterways.

We are proud to share that as of the 31st March 2023, the plastic bottle clean-up is up to 1,256,248 which equates to the clean-up of 20,005kgs of plastic from our oceans and waterways.

1M  **BOTTLES**

We hit the million bottle mark – whoo-hoo!! High fives all round.



NZ

PLASTIC BOTTLE CLEAN-UP



This equates to the clean-up of 9,676kgs of plastic.

AUS

PLASTIC BOTTLE CLEAN-UP



This equates to the clean-up of 10,328kgs of plastic.



Our Sea-sational partnership with seven clean seas!

Our partnership with Seven Clean Seas has been a match made in aquatic heaven. They're an organisation dedicated to turning the tide on our ocean's health, recovering plastic, and helping to preserve marine environments. They're building a community committed to challenging the status quo - the perfect partner for us Bros. We needed a partner on the ground, and in the water(!), collecting the equivalent weight of two plastic bottles for every Lo Bros Not Soda can sold. The moment we met founders Tom and Ben, we knew it was meant to be.

Seven Clean Seas remove the plastic by building clean-up projects in some of the world's most heavily plastic polluted areas, initially focused in Indonesia. One of the things we love most about Seven Clean Seas is their treatment of people. They employ locals to make up their clean-up crews, many of whom had lost their tourism-related jobs during Covid-19. All their employees have formal employment contracts that abide by local labour laws, and they receive social security benefits, paid holidays and paid maternity leave.

Seven Clean Seas have two main projects, the first is on Bintan Island (home to over 350,000 people) which has several marine protected areas and is a marine biodiversity hotspot. Tragically the island is highly polluted by marine plastic due to insufficient waste management infrastructure leading to plastic spilling directly into marine environments. Their second project is in Batam Island, home to 1.2 million people. Here the lack of waste management services means that plastic collects and pools underneath everyone's water-top houses with the tides.

Our partnership works like this: We deliver quarterly payments to Seven Clean Seas, which reflects the number of cans of Not Soda bought by you. They use this payment to help fund their projects in Bintan and Batam Islands, removing the equivalent weight of two carbonated PET bottles from our oceans on behalf of Lo Bros for each can of Not Soda sold. So sea-imple!

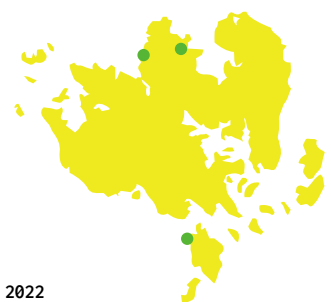


BINTAN, Riau Archipelago



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

BATAM, Riau Archipelago



2022
84,485kg
34 crew members



Date; 5TH May 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 1st January 2023 – 31st March 2023. This has allowed us to collect the weight of 9,470 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. Nazil".

Thomas Peacock-Nazil

Founder and CEO

Seven Clean Seas

PT Seven Clean Seas
Jl. Bypass Ngurah Rai No. 234, Sanur Kaja, Denpasar Selatan, Kota Denpasar, Bali, 80227 – Indonesia
+6288987000837 • admin@sevencleanseas.com
www.sevencleanseas.com



Seven
Clean
Seas

Plastic Credit Certificate



9,470 kg

Issue Date:

20/04/2023

Transaction ID:

SCSPOC1978

This is to certify that **Soulfresh** has removed an equivalent of **9,470 kg** by commissioning Seven Clean Seas to recover plastic from marine environments and coastal areas.

This credit was generated in the South China Sea.

Thomas Peacock-Nazil
Founder, Seven Clean Seas



Link to the
OBP Registry:

<https://www.obpcert.org/registry/>

Seven Clean Seas retired 9.47 plastic plastic offsetting credits (POCs). These POCs have been retired from the registry PERMANENTLY, no one else can hold or retire this credit.

We're now a Net Zero Plastic Brand. Let's cheers to that.



We've partnered with Plastic Collective, a leading global player creating circular economies for plastic and over the past year we've been actively working together to reduce our plastic footprint. Our supply and production teams have worked closely with the Plastic Collective conducting a plastic audit that measured Lo Bros annual plastic footprint globally. Since then, we have been busy phasing out all avoidable plastic, plus offsetting all remaining unavoidable plastic use through the Plastic Collective credit programs.

At Lo Bros HQ our plastic reduction initiatives have seen us pledge never to use plastic as primary packaging for any Lo Bros product. We have redesigned our previously plastic-based labels to paper-based ones which will begin to appear in market from July 2023. We have also collected 100% of our shrink wrap waste and sent it to a third party for recycling.

Further afield, via the Plastic Collective we're supporting an impressive community-empowerment collection and recycling project 'Closing the Loop in Accra, Ghana' to offset our remaining unavoidable plastic use. This project sees small recycling plants created as social enterprises in some of the poorest communities where plastic pollution is severe, enabling women to build their own plastic waste collection businesses. Raising awareness about recycling and empowering women to start their own businesses has seen over 80 jobs created with a sustainable source of income and on-going employment. As a consequence of this partnership Lo Bros has been recognised as a Net Zero Plastic Brand. We are both Net Zero Plastic Collected and Recycled.



**Don't stop us now!
We also have big plans
for the future.**



Our passionate team continue to stay up to date with best-in-class innovation in order to steer the improvement of our plastic footprint. This will allow us to further eliminate or substitute plastic as we find new capabilities that allow us to do so. We'll be increasing recycled content across secondary and tertiary packaging (this is plastic used in the distribution of our products such as shrink wrap which we don't currently have a solution or replacement for). While we're doing everything we can to keep plastic where it should be, we acknowledge there are volumes of plastic that are likely to enter the environment and likely to remain unrecycled - so Lo Bros will use plastic credits in the short and medium term to compensate this. We have committed to offsetting this plastic leakage for the next 3 years while working with the Plastic Collective to establish medium and long term strategies to create circular plastic systems.

Last but not least, we'll be conducting another plastic audit in July 2024 to review the impact of our offset and reduce initiatives from 2023. This work with the Plastic Collective plus our work with Seven Clean Seas collecting two plastic bottles for every can of Lo Bros Not Soda sold shows Lo Bros commitment to going above and beyond our own plastic footprint. We're not only reducing and mitigating our own plastic use, we're trying to fix the industry wide soda problem of billions of plastic bottles entering our oceans every year.

