



IMPACT REPORT



CONTENTS

INTRODUCTION & HIGHLIGHTS	3
OUR APPROACH TO RESPONSIBILITY	4
CHAPTER 1: FIGHTS CLIMATE CHANGE	5
OUR JOURNEY TO NET ZERO	8
CHAPTER 2: FIGHTS FOOD WASTE	9
CHAPTER 3: PROTECTS BIODIVERSITY	10
CHAPTER 4: PROTECTS WILDLIFE	11
THANK YOU	13



INTRODUCTION

We were founded in 2016 on the belief that when we combine nature and a little bit of Dutch ingenuity the possibilities are endless. Over the course of the last 7 years this belief has enabled us to be successful in brewing with botanicals. Sometimes using unexpected ingredients or coming up with surprising inventions. But always with a deep respect for nature.

Because all our botanical creations are crafted to: Celebrate Nature. Responsibly. Every Lowlander is its own little celebration of nature – an ode to all the wonderful ingredients and flavours it offers us. Plus, every Lowlander is created with a nature-friendly goal – either embedded in the product or through a non-profit partner.

As a member of 1% for the Planet, we give 1% of everything we sell to environmental causes. As our company grows, we as a business - and as individuals - are driven to take responsibility towards the natural world - today, and for generations to come.

That’s why step-by-step we’re taking action to reduce our environmental harm, whilst giving back to help care for our precious planet. We want to show that together we can create impact, just by doing what we love doing – drinking beer.

Proost!



HIGHLIGHTS



CARBON NEUTRAL WITH TREES FOR ALL

In 2022 we took a huge step: completing our first carbon footprint analysis; then we have taken accountability for our current emissions by offsetting our full footprint via our climate partner Trees for All.



GIVING BACK 1% FOR THE PLANET ACROSS ALL OUR BEERS

We extended Lowlander’s 1% for the Planet giving across the full portfolio. We’re committed and as we grow, so should our impact: the more products that support environmental causes, the more impact we can have.



LAUNCHING WORLD’S FIRST NATURE POSITIVE GIN

We distilled a low-impact gin for which we compensate twice as much atmospheric CO₂ as we emit – plus each bottle contributes to native tree planting restoring biodiversity in the Lowlands.



CONTRIBUTING TO PLANTING 100,000 SEAGRASS PLANTS WITH COOL EARTH LAGER

Lowlander’s support of the Seagrass Restoration Project in the Wadden Sea is part of the mission to restore 300 hectares of carbon-storing meadow over the next 10 years.



OUR APPROACH TO RESPONSIBILITY



We will always carefully consider whether we actually need to take from the planet or whether we can do more with less, by reducing what we need and in parallel recycling or reusing what's been taken before.



As members of 1% for the Planet we give 1% of our sales to support a range of nature-based causes close to our heart. We do this because the planet needs our help on a range of issues from climate change to biodiversity loss.

INSPIRING OUR FOUR FOCUS AREAS

FIGHTS CLIMATE CHANGE

The climate emergency means we must act now to save our beautiful planet and everything on it. And so we're always looking for ingenious ways to reduce and compensate for our carbon footprint. From gearing up our team to drive around on electric cargo bikes, to making a commitment to add 1 plant to a seagrass meadow for every 1 Cool Earth Lager we sell.



FIGHTS WASTE

We're committed to reducing – and eliminating – waste from our business. From removing single use plastic in our supply chain and cutting down on point of sale materials, to upcycling flavourful ingredients that would otherwise be thrown away.

PROTECTS BIODIVERSITY

Without bees, butterflies and other pollinators we wouldn't have a healthy nature. Without a healthy nature, we wouldn't be able to brew botanical drinks. We owe our botanical creations to the bee and butterfly, so we are committed to raise awareness and support biodiversity by sowing native wildflowers with The Pollinators.



PROTECTS WILDLIFE

If we are to reverse nature's decline, it is essential that we protect vital habitats such as the Coral Triangle with the WWF Oceans team. Plus, we want to invest in ingenious nature-based local initiatives that help humans and wildlife to live in perfect harmony. Like donating to plant orange trees that protect crops from elephants in Sri Lanka.



CHAPTER 1: FIGHTS CLIMATE CHANGE

The UN has declared a global climate crisis and set a ‘net zero’ emissions goal. In parallel, nature is in crisis and the Global Goal for Nature calls for governments to commit to be nature-positive by 2030 by taking urgent action to halt nature loss.

Alongside governments and communities, businesses have a critical responsibility to act now to keep the global average temperature increase below 1.5°C. As well as, to halt and reverse nature loss, through increasing the health, abundance, and diversity of species, populations and ecosystems so that by 2030 nature is on the path of recovery.

As a brand and a producer, we therefore have a responsibility to find ways to ‘take less’ and actively work towards reducing the footprint we leave behind. Plus, we want to ‘give back’ to ensure the diversity and resilience of wildlife and ecosystems. The bottom line is that the climate and the nature crisis are inextricably linked: fail to solve one, and we fail on both.

This section of our impact report explains our environmental impact. It also outlines our roadmap for becoming more responsible. Because ultimately there is no silver bullet. Doing less harm will be the result of many steps, each one making the next possible. We hope you will follow us on our journey.

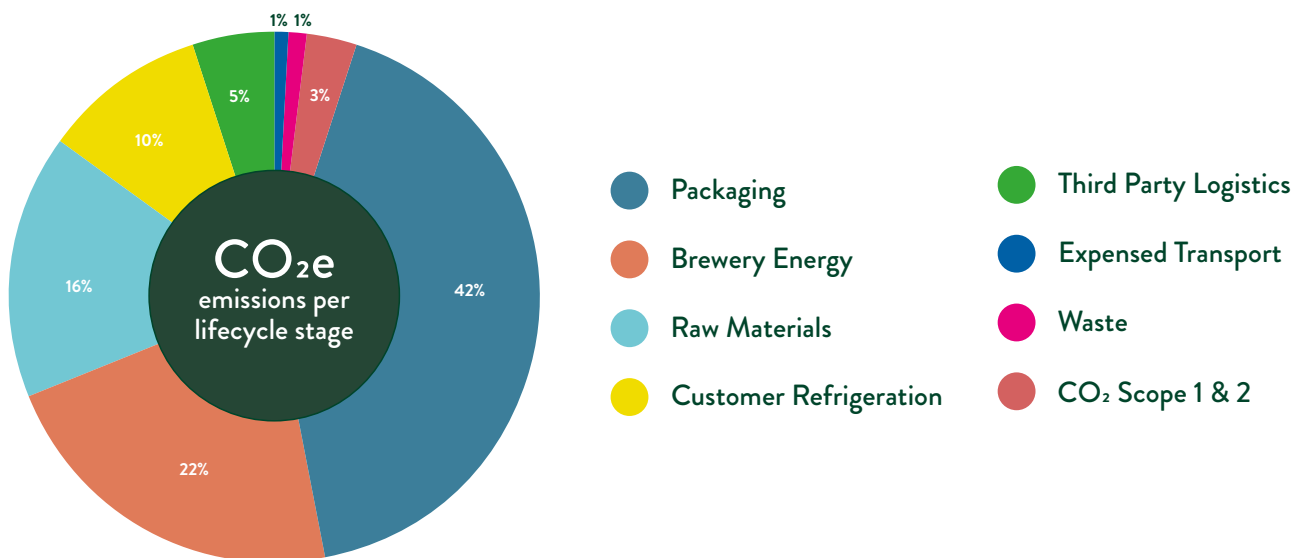
MEASURING OUR CARBON FOOTPRINT

Only measured change leads to improvement, so we worked with experienced independent consultants Carbon Architecture to calculate our first carbon footprint across our own operations and supply chain (Scope 1, 2, and 3).

Our scope 1 and 2 emissions (from sources owned and controlled by our business) represent just 3% of our emissions. 97% of our emissions are scope 3 (from third party sources) because we work with other businesses to produce and distribute our botanical drinks. We therefore need to work closely with our partners and suppliers to manage our footprint.

Our 2022 carbon footprint was 1,633 tonnes carbon dioxide equivalent emissions (CO₂e).

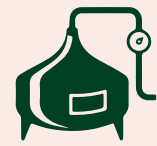
The chart below shows our emissions and where they are situated in our supply chain:





BREWING (22%)

We partner with breweries to use existing capacity in the industry. By doing so, we avoided 136 tCO₂e. 136 tonnes may not sound like a huge number, but remember that round trip from Amsterdam to New York? We avoided 143 of those return journeys in one year through partner brewing.



WHAT'S NEXT AS PART OF OUR REDUCTION STRATEGY:

We're working with our brewery partners to understand energy use, improve process efficiency, and decarbonise electricity by procuring from green sources.

RAW MATERIALS (16%)

We use 4 main ingredients to brew beer: malt, hops, yeast, and water. Plus, a variety of flowers, herbs and spices - aka botanicals, which each bring their own unique flavour. Malt, however, is the main ingredient in the brewing process, and therefore makes up the majority of our raw material emissions (13%). Malt not only requires land to grow the barley, but it also requires significant energy during the kilning process.



WHAT'S NEXT AS PART OF OUR REDUCTION STRATEGY:

We're collaborating with our brewing partners to decarbonise the malt emissions that result from the kilning process. One of the main focuses is to procure green energy and look into heat recovery solutions to reduce the required energy input. Plus, we're investigating the possibility of sourcing and malting regeneratively grown barley.

PACKAGING MATERIALS (42%)

Packaging materials are the single biggest contributor to our carbon footprint, making it one of our top priorities. We have eliminated single use plastic (tape) from our secondary packaging, switched from plastic kegs to circular steel ones, and are working on eliminating the use of plastic sleeves on our cans. What's more we're embracing all local recycling policies, such as the deposit scheme on aluminium cans, and ensuring all Lowlander packaging carries clear recycling guidance.



WHAT'S NEXT AS PART OF OUR REDUCTION STRATEGY:

We're working on our biggest packaging project to date, which will involve transitioning to returnable glass bottles. This alone gives a 39% reduction in packaging carbon.

And that's not all, we're looking beyond the bottle to explore filling the returnable glass bottles into returnable crates in the future. This would get rid of the outer-case and ensure we use as little packaging as possible. Last but not least, we are the proud initiator of a Dutch keg pool project. An industry-led collaborative initiative that helps democratise the use of endlessly reusable steel kegs (quite an investment for smaller breweries) so that all brewers (big or small) can rent steel kegs on a pay-per-use basis.





THIRD PARTY LOGISTICS (5%)

All bottling and canning already happens on-site at our partner breweries, eliminating the need for travel between different facilities. Upstream transport is still required though, to move the finished product from these breweries to storage and fulfilment partners before it arrives at our customers.



WHAT'S NEXT AS PART OF OUR REDUCTION STRATEGY:

Since our loads are relatively low and travel distances relatively short, we will be engaging our suppliers to explore using electric LGVs. We are also looking to transition to an alternative webshop fulfilment partner using an all-electric fleet for our web shop orders.

BOTANICAL HQ/ SCOPE 1 & 2 (3%)

Our office base is currently a shared space in a building over which we have a limited ability to control emissions. One area we have been able to make steps to minimise our direct emissions, is our vehicle fleet. We have already acquired 4 fully electric vehicles and have been using electric cargo bikes to navigate the cities we serve for years, but we can go further still.



WHAT'S NEXT AS PART OF OUR REDUCTION STRATEGY:

We are committing to reduce our emissions in our office (Scope 1 & 2) to zero. This will involve a Carbon Neutral office building and EV for all company vehicles.

CUSTOMER REFRIGERATION (10%)

Today, a sizable amount of emissions across the lifecycle of our products comes from the energy used to cool the product when it reaches its point-of-use. Whilst our botanical creations can be stored safely at ambient temperatures, they taste much better chilled.



WHAT'S NEXT AS PART OF OUR REDUCTION STRATEGY:

We are already working on eco-friendly fridges and draught dispense equipment to supply to our customers in the future. We are also considering how we can encourage customers to make steps to reduce the emissions that result from consuming our drinks – for example by giving tips to cool down beer quicker than chilling it for hours in the fridge.

HOW WE OFFSET THE CARBON



We work with Trees For All to offset all carbon emissions that are generated in the production of our botanical drinks. This means investing money into certified projects that ensure the removal of CO₂ from the atmosphere, helping to reduce the adverse effects of climate change. By working with verified carbon credits, we can be certain that every credit represents a permanent, unclaimed, and accurate ton of atmospheric CO₂ removed and that the scheme does not harm people or planet. In 2023, our CO₂ emissions are compensated by a forestry project in Bolivia, helping to restore forest and promoting sustainable land use and better socio-economic conditions.



OUR JOURNEY TO NET ZERO

As a growing business with most of our emissions in scope 3, achieving net zero is going to be challenging because our emissions will increase as we grow. What's more, scope 3 we can technically only ever influence as opposed to directly control. Nevertheless, we have taken expert advice and set ourselves ambitious yet realistic targets and milestones.

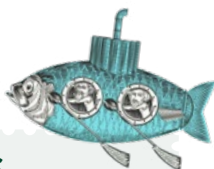
2022 - CARBON NEUTRAL & ESTABLISHING OUR BASELINE

We completed our first official carbon footprint analysis to establish our baseline. We then invested in a Bolivian project with Trees for All to remove the same amount of carbon from being released into the air. Not only that, but we also built a reduction roadmap so that we can bring down our emissions for the longer term.



2025 - NET ZERO IN SCOPE 1 & 2

Because prevention is better than compensation, we committed to science-based targets to reduce the emissions over which we have direct control as much as we can first, before offsetting what's left with Trees for All. We are committing to reduce the emissions in our office (Scope 1 & 2) to zero by 2025.



2030 - REDUCING EMISSIONS IN SCOPE 3 BY 50%

Since we work with partners to brew and distribute our products, it is not realistic to assume we can reduce our emissions in scope 3 to net zero by 2030. It will require influencing our partners as best we can and making some bold changes to our business model. Which is why we're committing to make a significant 50% reduction by 2030.



2040 - NET ZERO ACROSS SCOPE 1, 2 & 3

By 2040 our ambition is to reduce emissions across our full value chain by 90% and we will continue to offset the balance of 10%. The remainder of our give back from sales can then be focused entirely on nature-based causes to nurture thriving ecosystems and help nature recover.



CHAPTER 2: FIGHTS FOOD WASTE

If food waste were a country, it would be the world's third largest emitter of greenhouse gasses after the U.S. and China. In the Netherlands ¼ of all food is ultimately never eaten.

We believe that to create positive environmental change at the pace required, we need to get everyone involved. That's why since 2019 we've made it our cause to create products using overlooked, or undervalued ingredients that would otherwise go to waste. We concentrate on things people are interested in and are relevant day-to-day, like beer (of course), food, and seasonal celebrations. We do this with passion and knowledge, and we don't try to make people feel bad.

A few of our favourites:



ZERO TO HERO

We take perfectly tasty lemon and orange peels, reclaimed from bars and restaurants, and botanically brew them to create the crisp and refreshing bite in our 0.00% Wit. In simple terms, it's about making a zesty zero alcohol beer. But in broader terms it's elevating the overlooked but incredible ingredient of citrus to the hero status it deserves. Because each time someone throws away a lemon or an orange, they're not just wasting valuable food, but they're also missing out on the bright, natural flavours and aromas hidden in the peels.

AN ODE TO THE WONKY PUMPKIN

Nothing signals Autumn's arrival more than when an enormous crate arrives in store, busting full with beautiful pumpkins. The ugly truth, however, is truck loads of pumpkins that don't meet the strict standards for appearance, weight and colour and struggle to even make it onto supermarket shelves. Luckily we judge on taste, not looks. So since 2021 we've been on a mission to rescue the pumpkins that others say no to. A real treat for us, as our beer gets its subtle sweetness from the imperfect but perfectly good pumpkins. And a contribution to fighting climate change, as we spare pumpkins from ending up in landfill where they decompose and emit methane - a greenhouse gas with more than 20 times the warming effect of carbon dioxide.



EAT & DRINK YOUR CHRISTMAS TREE

Christmas is a time of indulgence: gathering, joy, food and drink. It's a magical period, yet things can all too often be viewed as a commodity including the Christmas tree. From evergreen centerpieces in December to litter on the streets in January, this ritual rooted in nature is in fact not the most environmentally-friendly tradition we have. Such a waste, as spruce tips and needles have subtle citrus tones and a warm, wintery fragrance, making them a versatile addition to our Winter I.P.A. as well as food. Eating and drinking Christmas trees alone won't save the planet, but we hope that both our beer and book full of recipes inspire people to think about how to reuse and recycle - starting with their Christmas tree.

WHAT'S NEXT?

When developing any new product we will ask ourselves if we can brew with surplus produce, or ingredients that are imperfect and therefore don't fit the bill to be sold to the general public. In 2023 - for example - we started with a rotating series of seasonal beers brewed with surplus fruit, like Leftover Lemon & Elderflower in Spring and Cast-off Clementine & Cardamom in Winter.

CHAPTER 3: PROTECTS BIODIVERSITY

Responsibility isn't about emissions alone. As a botanical brewer, the natural world is incredibly important. Not only because we use natural ingredients to brew our uniquely refreshing drinks, but also because as we face a global biodiversity crisis, the need for giving back places for nature has never been greater.

That's why in addition to carbon offsetting, we support a number of planting initiatives including:



HET GROENE WOOD, BRABANT

Through our partnership with Trees for All, we planted native forest on former agricultural land in Brabant. This project enhances the quality of existing forests, becoming a real biodiversity hotspot for wildlife including several rare butterfly species, as well as birds and animals like the tree frog, red-backed shrike, wildcat, otter and black stork.

FOOD BANKS FOR BEES

Through our partnership with The Pollinators, we donate organic native seeds to be distributed throughout The Netherlands. This annual campaign on April 22, Earth Day, calls for extra attention for pollinators by opening Food Banks for Bees and inviting tens of thousands of people to sow in gardens and green spaces.



WHAT'S NEXT?

We're still on a journey with our sourcing of ingredients. As a brewer, barley is a large part of our supply chain and where we can have the biggest impact, so we're exploring organic regenerative sources. In parallel, we will continue to strengthen direct and long-term relationships with our botanical suppliers to ensure they implement and maintain sustainable practices.



CHAPTER 4: PROTECTS WILDLIFE

Every Lowlander has its own personality, thanks in part to the animal characters on our labels. Our approach has always been to catch people's attention with our designs in the hope that they might pick Lowlander off the shelf and try it. If they do and like the taste, we like to think we have earned the opportunity to tell them a bit more about the impact we are trying to make as a direct result of them buying our drinks.

Sadly, due to human activities, around 60% of the world's wild animals have been lost since the 1970s. We love our animal friends, which is why we have chosen to support non-profit organisations that help protect them and restore the planet's key ecosystems in which they live.

Here's more about the impact some of these projects have had:

CONSERVATION OF THE CORAL TRIANGLE WITH WWF

The Coral Triangle is the global centre of marine biodiversity, spanning Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor Leste and the Solomon Islands. It is said to be the 'nursery of the seas', since it's home to 76% of the world's coral species, 6 of the world's 7 marine turtle species, and at least 2,228 reef fish species. Lowlander's conservation support – by donating a portion of sales from our Tropical Ales, which proudly feature a sea turtle – goes directly towards the efforts of WWF.

The World Wildlife Fund, the leading organisation in wildlife conservation and endangered species, has been doing the hard work to conserve the Coral Triangle focused on four pillars:

- **Protecting areas;** namely the coral reefs and mangrove forests that turtles and other ocean inhabitants call home. How do they do it? One important way is by collaborating locally, and they want to train at least 5,000 residents to become nature conservationists.
- **Sustainable fishing;** fish stocks are declining, coral is being destroyed, and turtles get entangled in nets as a result of unsustainable fishing practices. Together with local fishermen, WWF is investigating sustainable methods and lobbying governments to include these methods in management plans.
- **Protecting sea turtles;** these magnificent animals not only face the threat of pollution, but also poaching. Working with local communities, WWF set up patrol teams to monitor beaching where eggs (the target of poachers) are laid, and they conduct research into habitats and migration behaviours to better protect these animals.
- **Combating plastic pollution;** According to recent research, the amount of plastic in the oceans will quadruple as early as 2050! WWF wants to prevent this by lobbying national governments to realise a global policy on plastic. They also work directly with communities and schools to prevent pollution, as well as focusing on better waste processing and conducting research into microplastics.





PROJECT ORANGE ELEPHANT: A NATURE-BASED SOLUTION TO HUMAN-ELEPHANT CONFLICT IN SRI LANKA

We're passionate about finding ingenious solutions, especially those inspired by nature. Because it's often the case that nature knows the answer. So, when doing research on fruits in Sri Lanka for our Non-Alc I.P.A., we came across this project and were quite frankly blown away by the story.

In Sri Lanka, human-elephant conflict has disrupted farmers for generations. The country's rapidly growing human population and increased demand for land resulted in clearing of natural habitats and squeezing wild animals, including elephants, into smaller parcels of land. It is said that there are as few as 2,500 wild elephants remaining in Sri Lanka, living in jungle habitats and forced to rampage nearby villages (their original habitat) looking for food and water.

In the 1990s, conservationists tried to solve the problem by installing electric fences. But elephants are clever and began using branches to break the fences. Farmers could then not afford to spend the time or money to rebuild them. And so Ravi Corea, founder of SLWCS, made it his mission to find a better solution. Rather than fencing 'into' an area, Ravi's response focused on fencing elephants 'out' of areas that need to be protected from them. And his solution harnesses the power of nature. Asian elephants don't like the smell of citrus! The project plants orange trees around farms in rural Sri Lanka to protect crops and rice stored in homes from crop raiding elephants. As the trees grew, farmers immediately saw the difference they made. While elephants still stormed through the surrounding main roads, they would take a detour when they smelled citrus. The strong smell of orange now keeps the elephants out of the village, protecting crops and property, while the fruits themselves also provide a sustainable, supplementary income for the farmers.



In 2022 Lowlander Non-Alc I.P.A. – featuring an elephant on its label – funded the planting of 2,333 orange trees plus the irrigation equipment to ensure they survive the dry season. We will continue to donate to this project, and the tremendous benefits it can bring to people, elephants and the environment.

WHAT'S NEXT?

We're expanding our partnership with WWF, to support their efforts protecting the arctic and the vulnerable polar bear. In honour of our I.P.A. monkey, we've also started a partnership with amaZOOnico, a project that rehabilitates wild Spider monkeys that were victims of illegal trafficking and release them back into the Amazon.





THANK YOU

for reading and being on the journey with us,
we couldn't have any kind of impact without you!

We achieved a lot together, but there's always room for improvement,
and therefore more to come...

We're fully committed to reducing our emissions in the long term.
And now we have a clear plan of the actions we want to take, as well
as the positive impact we want to make on the world around us.

So, I sign off by once again saying thank you to every Lowlander customer and
consumer – together we are doing something special. And finally, not forgetting
a big thank you to the team, who inspire the journey daily.



Frederik Kampman
Chief Botanical Officer

Follow us @lowlander

www.lowlander.nl/en/pages/responsibility



#Copyright © 2023 by Lowlander Holding BV, All rights reserved. No parts of this document may be reproduced, transmitted or stored electronically without Lowlander Holding BV prior written permission.

This document contains Lowlander Holding BV confidential or proprietary information. By accepting this document, you agree that:

- (1) if a pre-existing contract containing disclosure and use restrictions exists between your company and Lowlander Holding BV, you and your company will use this information subject to the terms of the pre-existing contract;
- or (2) if no such pre-existing contract exists, you and your Company agree to protect this information and not reproduce or disclose the information in any way



LOWLANDER
— BREWED WITH BOTANICALS —