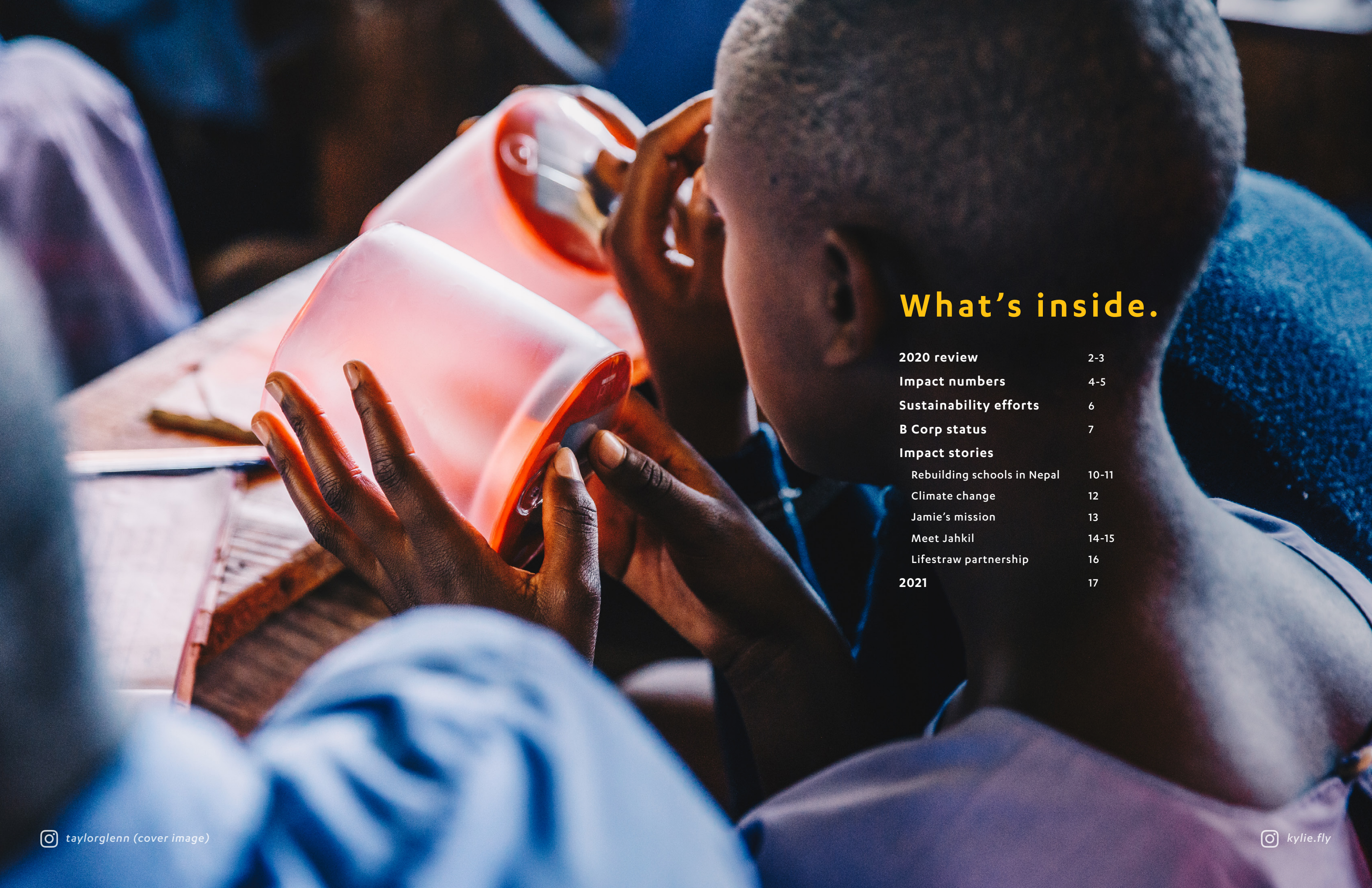


**Clean, reliable
energy for all.**





What's inside.

2020 review	2-3
Impact numbers	4-5
Sustainability efforts	6
B Corp status	7
Impact stories	
Rebuilding schools in Nepal	10-11
Climate change	12
Jamie's mission	13
Meet Jahkil	14-15
Lifestraw partnership	16
2021	17

Our 2020 in review.

This time last year, we said “2019 was a year full of challenges, changes, opportunities, and innovation”. That same statement was very much as true to 2020 as it was to 2019. 2020 was an uncharted year for the world, and MPOWERD was no exception. In this report you’ll see some of the stories, developments, and a brief recap on some of our initiatives. We hope you enjoy the read!

Together, we increased the number of lives impacted up to 3.8 million, averted 2,400,000+ US tons of CO₂ to date, responded to the unprecedented scale of natural disasters, navigated our way through the pandemic, raised our own voice and elevated others on social and environmental equality, and continued to provide clean energy to those who need it most, both internationally and here at home.

As we began the year amidst the raging wildfires in Australia, the coronavirus was slowly starting to make its way around the globe. Our Impact focus for 2020 swiftly pivoted early on, and we were faced with new challenges throughout the whole year. In the end, our Impact work can be loosely broken down into 3 main categories: disaster relief, pandemic relief, and social and environmental issues.

2020 saw an extremely busy hurricane season, severe wildfires, and another powerful earthquake hit Puerto Rico. Together, with our partners, we responded by providing 9,000+ solar lights to those affected in Puerto Rico; provided relief after disasters such as Hurricane Laura, Hurricane Iota, and Tropical Storm Eta in Central America; and worked with organizations like Lane County Public Works to help the communities affected by the West Coast wildfires.

The pandemic saw us move to a fully remote office to protect both our employees and our community. We took social responsibility and shifted our product focus to indoor, solitary activities, and encouraged our audience to stay home. We also supported our retail partners during this difficult time by offering promotions and payment flexibility. This was truly a challenging time that required everyone to come together.

In the year of a global pandemic, we also faced very different challenges at home. In response to the social unrest, we created an internal DEI taskforce, encouraged employees to make their voices heard, signed AMICUS briefs to address the systemic problems we face, and increased our focus on current partners who serve underrepresented communities. We made a concerted effort to improve representation within the outdoor industry and created campaigns that highlighted underrepresented stories. Finally, as we believe everyone’s voice should be heard, we made Election Day a holiday for our staff, as well as creating content and information around the Election to support our community.

Thank you for all of your support throughout the years!

- The MPOWERD team

“MPOWERD took pride in voicing our progressive opinions on immigration and the environmental threats that have steadily been increasing in scope and magnitude”

Seungah Jeong, CEO, MPOWERD





Our impact numbers.

Year over year, as our company grows, so too does our impact. Through our partnerships, Give Luci program, and every Luci purchase, our ability to impact lives and the environment increases. Whether it's on a societal level, or an environmental one, energy inequality around the world has huge effects on our global communities and atmosphere. In the larger picture, our numbers are humble, but we aim to make the biggest impact we can in the hope of inspiring others to take action too.

“Our consumers are our engine for good. Through their purchase, they enable us to deploy lights to those who need them most”

John Salzinger, Founder, MPOWERD

	2017	2018	2019	2020
US tons of CO2 averted	1,025,236	1,208,737	1,488,437	2,442,756
Lives impacted	2,506,955	2,955,660	3,639,595	3,733,210
NGO partners	345	502	650	700

UN SDGs.

We are committed to working towards the UN Sustainable Development Goals. Our products have both a direct and indirect impact to 9 of the goals.



Sustainability recap.

Aside from the inherent sustainable nature of our products, we are continuously looking for new innovative ways to be more responsible and reduce our impact on the environment, while providing the best possible product for consumers.

In 2020, we made great gains in reducing our footprint. Moving to a fully remote office saved employee travel, in-office electricity consumption, and numerous other byproducts from this, such as eliminating the inevitable single-use plastics of lunchtime takeouts, for example. In moving away from the office environment, we also recycled all unused items from the office and all of our trade show items being kept in a remote storage location. A large amount of the recycled items from the office were donated to local schools and their families within our community. We also moved away from printed collateral throughout the year and moved to a digital-only approach.

From a product development standpoint, we made headway on numerous improvements to our current products. We also continued our extensive research and analysis into our solar panels to look for improvements into this technology. In 2021, we will focus on optimizing our solar panels to prolong the product life cycle and, in turn, reduce emissions.

Certified



Corporation

“Good business” is good business



MPOWERD has been a certified B Corp since 2014 and has been constantly improving on our overall score. To recap, a B corp is a for-profit company that uses the power of business to build a more inclusive and sustainable economy. In short, using business as a force for global good!

Since there was no formal renewal of status in 2020, our B Corp standing remains unchanged. Our rating is 104 in all areas including our governance practices, treatment of workers, impact on the community, impact on the environment, and our serving of customers. And we're in great company too; Patagonia, Ben & Jerry's, Allbirds, Cotopaxi, Bombas, Athleta, Kickstarter, and Klean Kanteen, just to name a few, are all certified B Corps!

Stories from the field.

Through our partnerships, we're able to make a huge difference to millions of lives, all while creating a more sustainable planet. Last year saw us form new partnerships, as well as foster current ones. We have hundreds of inspiring stories and achievements stemming from our partners, and last year was no exception. While we can't showcase all of them, here are a few highlights from 2020...





Rebuilding schools & giving light.

26 February, 2020 | Nepal | In February, we partnered with BACKPACKER and All Hands and Hearts to support their project of rebuilding schools affected by the 2015 earthquake.

Nepal has long been a dream destination for outdoor enthusiasts. But away from the popular trails, communities are still dealing with the aftermath of the devastating earthquakes from five years ago. In the spring of 2015, a series of earthquakes struck the country, killing nearly 9,000 people and destroying or damaging more than 5,000 schools. This has impacted the education of a whole generation of children, and long after the news cycle—and the world’s attention—has moved on, the rebuilding continues.

In the spring, BACKPACKER went on a mission to bring volunteers to work on a school-building project with All Hands and Hearts - Smart Response. The team worked on rebuilding two schools serving a total of 340 elementary and middle school children, all of whom need reliable lighting to support their education. And that’s where MPOWERD came in. Arming the volunteers with enough Luci lights to support the communities, our solar lanterns will provide long term support to the children’s education and allow them to study after the sun sets, as well as acting as a useful tool for the families who have unreliable access to electricity.

We’re proud to partner with organizations such as BACKPACKER and All Hands and Hearts in lighting up communities all around the world! ▣



A changing climate.

2020 | Everywhere | According to Climate Central, since 1979, the likelihood of a hurricane reaching Category 3 or higher in the Atlantic has increased from 20 to 40 percent.

In 2020, we saw unprecedented wildfires, the Arctic unraveling faster than anyone could have imagined just a few decades ago, temperatures soaring, and an abnormally active hurricane season — the most ever in one year!

Unusually warm waters, fueled by climate change, is playing a large role in the frequency and power of hurricanes. These changes are creating heavier rains, slower movements, and the rapid intensification of hurricanes. Climate change also exacerbates the factors that create perfect fire conditions. With temperatures rising and droughts becoming more extreme, the potential for wildfire increases dramatically.

The impacts of climate change are not equally felt throughout the world and will only amplify the social inequality that already exists. We must all act together with an increased urgency to slow, and hopefully reverse, the damaging affects we're seeing all around the world. □



Jamie Harper with the MPOWERD team



Jamie Harper
Humanitarian &
Celebrity Makeup Artist

7 January, 2020 | Puerto Rico | When the 6.4-magnitude earthquake, followed by numerous powerful aftershocks, hit Puerto Rico in January, the MPOWERD team jumped into action and began making the necessary steps to get light (and energy) to the region. Countless other organizations and individuals were also mobilizing to provide relief to Puerto Ricans; one of those was Jamie Harper.

Jamie owns and runs the non-profit, Harper 4 Humanity, who provides disaster response and critical aid to those impacted by disasters. We first started working with Jamie during Hurricane Maria and were extremely grateful to have her as a partner when these earthquakes hit!

When the strongest earthquake to hit the island in 102 years occurred, Jamie leapt into action. Within just a few days, Jamie was aboard a plane ready to provide our solar lights, chargers, and other emergency supplies to the millions of people affected. Not only did Jamie hand deliver our solar lights to those affected, she also played a pivotal role in getting our products into the hands of other organizations on the ground.

After almost a month in Puerto Rico of providing disaster relief - and living through the numerous aftershocks - Jamie jumped on a plane and returned to the U.S. to collect more supplies for her organization. Hearing of her return on Tuesday 4th February, the entire office was mobilized to help pack the lights and chargers for Jamie's office visit on Friday. By Tuesday, she was back on her way over to Puerto Rico to continue the relief efforts!

Without partners like Jamie, whose altruism, determination, and drive is unrelenting, we wouldn't be able to support underserved communities at the same scale. For that we owe a huge amount of gratitude to all our partners. □

Photo: Press Capture

“We have to be about forward movement”

Jahkil Jackson, Founder, Project I AM



Meet Jahkil.

14 October, 2020 | Chicago, IL | We first met Jahkil in 2019 when we partnered with him to distribute Luci lights to those affected by Hurricane Dorian. Since then we've worked with Jahkil to provide light and security to homeless populations in Chicago, and continue to be inspired by him everyday.

Philanthropist and founder of Project I AM - an organization building awareness of, and helping the homeless population - 13-year old Jahkil Jackson has already accomplished so much in his short years that even the best of us would be proud of. From delivering "Blessing Bags" to over 50,000 people in his hometown Chicago and beyond, to meeting President Obama, to writing a book; Jahkil is certainly destined for great things.

In October, we wanted everyone to get to know Jahkil a little better with a Q&A.

Ok, something simple to start off. Three words to describe yourself. 3 words to describe myself are, giving, determined, and intelligent.

Tell us more about your "Blessing Bags". What do you include? I include socks, lotion, soap, masks, rubber gloves, toothpaste, granolas, toothbrushes, mouthwash, tissue, lip-balm, combs, shampoo and sanitizing wipes. During the winter months, if I have enough donations, I include hats and gloves as well and in the summer I include bottled waters.

What's next for Project I AM? I would like to build Tiny Homes in Chicago to actually help people have somewhere to live. I am feeling like my temporary solution is not good enough anymore.

You were/are part of the Marvel Hero Project. Tell us a bit more about that. Funny thing is that this opportunity popped up out of nowhere! This was such an amazing experience for me. MARVEL chose ME, a black kid from Chicago to make a superhero! I have my own comic book! I'm in the same conversation as Spiderman and Captain America, not many people can say this!



You met President Obama a few years back! How was that experience? That was one of the best days of my life! I was invited to a reception but when my mom and I got there, it was a room with a few other people and we were just kind of standing around talking. I was the only kid, and just when we were ready to leave, someone came out to say that Obama was going to come to talk to us! I was so excited, I was the 1st one that got to have a conversation with him and the coolest part is that he did not need to be reminded of who I was, he knew exactly who I was. He said he was proud of me and that he would help me with Tiny Homes in the future!

We've seen you active in the peaceful protests in the Southside. How important is it for young people to be involved in social and political discourse? I have also participated in a couple of marches in my city to show my support. I feel that it is very important for young people to be involved because in order for the world to be a better place there needs to be some immediate changes with mindsets.

You and your generation are the future. What can we expect different from you that you aren't seeing today? My generation is bringing fresh brains to the table. We are better at accepting differences. My generation works better with diversity, I see less discrimination amongst Generation Z. □





Outdoor industry responds.

December, 2020 | Here at MPOWERD, we are incredibly grateful to our partners who have helped us positively impact over 3.7 million lives around the world to date. Our nonprofit partners have made it possible for children to study at night, for entrepreneurs to keep their businesses open longer, and for communities to be resilient after disaster strikes.

In November, Central America was hit by two of the strongest hurricanes ever recorded - Hurricanes Eta and Iota - decimating entire communities, and leaving thousands of families without food, water or shelter. The Colombian

island of Providencia, off the coast of Nicaragua, was devastated by the slow moving second hurricane, leaving 98% of its infrastructure destroyed and 6,000+ families in need of relief.

In response to the disaster, LifeStraw mobilized companies in the outdoor space, including MPOWERD, to donate critical relief supplies to the affected communities. Aside from their innovative products, LifeStraw operates a 501© non-profit safe water fund that responds to emergencies and disasters that require safe drinking water. Largely ignored by relief efforts, this group of forward-thinking outdoor-focused organizations provided items such as tents, solar lights, sunscreen and bug spray to those affected by the disaster.

This collaboration with LifeStraw and others showed that even during an unprecedented year amidst a global pandemic, these companies remain focused on providing resources to communities in need, together. □

What's next?

2021 will no doubt bring forth new challenges and obstacles, but with the support of our partners and people like you, MPOWERD will continue to grow and increase our global impact. From reducing the CO₂ emissions, to supporting communities around the world, we aim to make 2021 a pivotal year in our impact work with the hope of inspiring others to take action too.

MPOWERD®