

2019

Mission

Impact

Report



THRIVE
— MARKET —

Table of Contents

Each day, we're challenging ourselves to think about impact holistically—that means sourcing products that are healthier for both our members and our planet, delivering them with minimal footprint, and leveraging our community as a force for social good and food activism.

INTRODUCTION

- 03 Mission
- 04 By the Numbers
- 05 A Message From Our CEO

PART I: OUR PRODUCTS

- 07 Our Vision for Quality + Curation
- 08 Our Brand Partners
- 11 Thrive Market Goods
- 13 What's Next
- 14 Why Regenerative Agriculture?
- 15 Packaging Innovation

PART II: OUR PLANET

- 17 Our Vision for a Sustainable World
- 18 Sustainability Spotlight
- 21 Environmental Milestones
- 22 Journey to Zero Waste



Social Mission Milestones, pg. 27

PART III: OUR PURPOSE

- 25 Our Vision for Healthier Communities
- 26 What Is Thrive Gives?
- 27 Social Milestones

PART IV: OUR PEOPLE

- 29 Our Vision for a Thriving Culture
- 30 Putting Our Values Into Action

PART V: OUR VISION FOR THE FUTURE

- 32 2020 Goals + Objectives



Regenerative Agriculture, pg. 14

Mission

**Our mission is to
make healthy living
easy and affordable
for everyone.**



Our members made 2019 the best year yet.

- Provide our 650,000 members with healthier products at the best possible prices
- Donate more than \$500,000 to worthy causes
- Provide 60,000+ free memberships to people in need
- Make big strides toward reducing our carbon footprint, even as our business grows

Key Partnerships

charity: water

Big Sunday

Baby2Baby

Alliance for the Amazon

Rodale Institute

MINIMIZING OUR FOOTPRINT

- 500,000 acres of tropical rainforest protected by offsetting our 2019 carbon emissions
- 90% of waste from fulfillment centers is recycled or otherwise diverted from landfills
- 3,000 pounds of leftover food from employee lunch program donated to people in need

DEMOCRATIZING HEALTHY LIVING

Our mission is to make healthy living easy and affordable for everyone, no matter their budget or geographic location. In 2019, our membership-model pricing saved our members **more than \$86 million** and put a healthy lifestyle within reach.



61,113 Memberships Donated

75,358

Donations
by Members
at Checkout

\$519,978

Donated
at Checkout



\$843,554

contributed to
food access +
environmental
causes

40,000+ lbs.

of Food + Supplies Donated

Letter from our CEO

Dear Thrive Market Stakeholder,

2019 was a landmark year for our mission at Thrive Market, and I couldn't be more excited to share the official recap in our 2019 Impact Report. Before diving in, though, I want to be clear about—and thank—who makes any of this possible, because throughout this report, phrases like “we accomplished” or “our impact” aren't just talking about us at Thrive Market HQ in Los Angeles.

“

Each day we're building a better
Thrive Market together, and we're
only just getting started.

To us, the “we” that makes any of this possible truly is our entire Thrive Market community—from the farmers and suppliers who make the products we carry, to the Thrivers who make sure we're staying zero-waste in our warehouses, to our generous members who inspire us to jump in and help wherever healthy foods or supplies are needed. Each day we're building a better Thrive Market together, and we're only just getting started.

So, the goal of this Impact Report really is twofold. First, as a company, we want to provide transparency around the social and environmental impact initiatives going on at Thrive Market every day. We want to celebrate the \$843,553 donated by our members, 100% of which went to disaster relief or helping families in need. We want to wave the flags of our incredible partners like charity: water, Baby2Baby, Big Sunday, and Alliance for the Amazon. We want to reiterate our commitment to making sure each package we ship is carbon-neutral, and each facility we operate is zero-waste. But second, we also want this Impact Report to inspire conversation around what we and other companies can be doing better.

With that, thank you in advance for being part of the change and part of that conversation.

In partnership,



NICK GREEN

Thrive Market
CEO + Co-Founder
nick@thrivemarket.com



Part I:

Our Products

Organic Olive Farm, Greece

Our Vision for Quality and Curation

“Our impact starts with the products we choose to carry. That means saying ‘yes’ to supporting brands and suppliers that align with our vision of a healthier planet, and often saying ‘no’ to brands that other retailers carry.”

Jeremiah McElwee | Chief Merchandising Officer

“

I love that all of the products are vetted for GMOs and other harmful ingredients. That's a wonderful practice.

Jaime B. | Parkersburg, WV



Higher Standards, Better Brands

Higher Standards, Better Brands

SAYING NO TO GMO

We're proud to be the country's largest GMO-free retailer, because we believe that genetically modifying our food damages our soil, our water supply, and our health. In 2019, we added 500+ products that are certified non-GMO.



SAYING YES TO INNOVATORS

Disrupting the food landscape means being ahead of the trends. In 2019, we were first to launch more than a dozen new-to-market brands and deepened our support of small and mid-scale farmers from around the globe.



The standards we stood behind in 2019



323

clean +
cruelty-free
personal care
products

773 non-GMO food products, with major
growth in organic + regenerative



16

organic and
biodynamic
wines

61

nontoxic +
sustainable
home
essentials

7

ethically sourced
meat + seafood
cuts certified by
the Global Animal
Partnership

296

better-for-you
supplements



61

premium quality
pet products

74

organic and
non-GMO
foods for kids
and babies

Our Vision for the Thrive Market Brand

“We developed the Thrive Market Brand with a clear purpose: to offer foods that are as close to nature as possible, produced through supply chains that are ethical and sustainable. We’ve focused on organically grown foods from day one because we believe in the difference that buying organic can make for our planet and its people.”

Jenna Engleman | Senior Director of Thrive Market Brand

We work directly with producers and farmers all over the world to ensure that every product that carries the **Thrive Market** name sets a new standard for quality, value, and environmental responsibility.



In 2019, we sourced, developed, and launched:

**131 ORGANIC +
NON-GMO FOODS**

Because we're committed to foods that are ethically sourced, with fewer ingredients.

**15 PREMIUM
QUALITY SUPPLEMENTS**

Because we believe in minimal processing and maximum purity.

**9 SUSTAINABLE PERSONAL
CARE PRODUCTS**

Because what goes on our bodies should be effective, sustainable, and safe—for us, and the planet.

**76 PRODUCTS IN
EARTH-FRIENDLY PACKAGING**

We added 74 products with recyclable packaging, bringing us to a total of 335 Thrive Market Goods products that can be recycled. We added two new items with packaging made from post-consumer recycled content, which makes for 61 products that are keeping waste out of landfills.

What's next for Thrive Market Goods?

BETTER MEAT & SEAFOOD

In 2019, our frozen meat program became fully certified by the Global Animal Partnership for animal welfare standards. In 2020, we're pursuing Marine Stewardship Council certification for our seafood and building new partnerships with regenerative poultry farmers.



ETHICAL SOURCING + BEYOND

In 2020, we're striving for more direct-trade partnerships where we can have a greater impact on communities beyond paying a fair and equitable price. We want to ensure that our partners can rely on us for the long-term, as well as offer additional support for community projects.



BETTING ON REGENERATIVE

In 2019, we added five regenerative and Biodynamic® products to our Thrive Market brand lineup. In 2020, we'll keep working with Teton Valley farmers to convert to regenerative practices, and develop more supply chain partnerships that use regenerative organic farming across the U.S. and worldwide.



Why Regenerative Agriculture?

Regenerative agriculture goes beyond organic standards, replenishing top soil so it can sequester more CO₂ than is currently emitted globally—so, not just slowing climate change, but actually helping reverse it.



Packaging Innovation



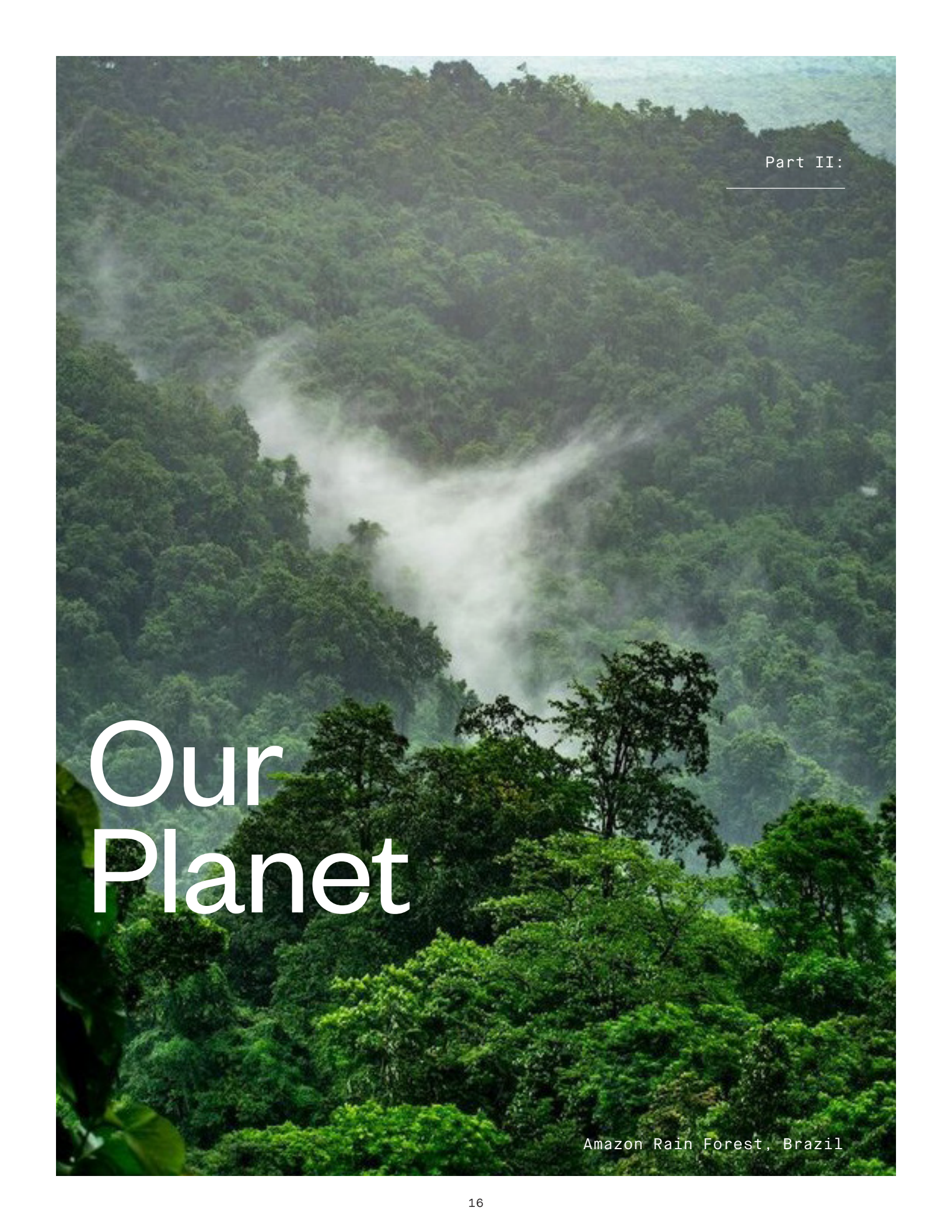
Pouches use less plastic overall; if they do end up in a landfill, they take up roughly **70%** less space

Our nut butters, coconut oil mayonnaise, and beans are packaged in soft film, which is **lighter** than metal cans and glass or plastic jars.

Film pouches lower the carbon footprint from production and shipping by **40%** compared to glass and plastic jars.



Empty pouches are shipped flat—in fact, **one** truckload of quart-size cans or bottles weighs the same as **nine** truckloads of quart-size pouches.

A high-angle photograph of a dense Amazon rainforest. The forest is a vibrant green, with various shades of foliage visible. A thick layer of white mist or low clouds rises from the forest floor, partially obscuring the lower canopy and creating a sense of depth and atmosphere. The mist appears to be rising from a valley or a specific area of the forest. The overall scene is serene and majestic.

Part II:

Our Planet

Amazon Rain Forest, Brazil

Our Vision for Environmental Stewardship

“We’re committed to operating our business in ways that both serve our members and respect our planet. Each year, we find new ways to improve our carbon impact, reduce packaging waste, and incorporate renewable energy sources.”

Brian King | Director, Transportation + Logistics

Doing More for Sustainability

2019 was a watershed year in our quest to be the most environmentally responsible retailer on the planet. We diverted more than 90% of our waste to a recycling stream or reused it, and powered our fulfillment centers with renewable energy.

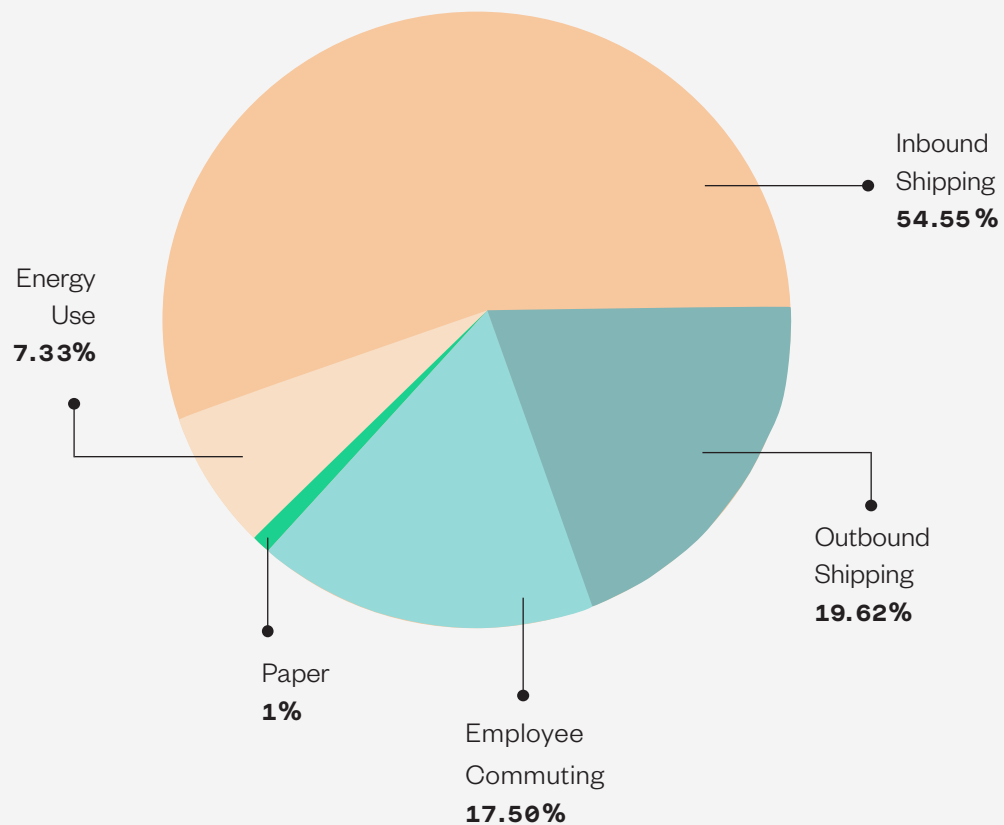
We continued our efforts to reduce packaging waste by using boxes, tape, and packing materials that are not only made from recycled paper, but are also curbside recyclable. We also ensured that the plastic bags used in our boxes for spill protection are either made of recycled content and can be recycled, or are food-grade quality and can be reused.

We finally achieved 100% carbon neutrality—not just for our shipping, but for our entire business, from the utilities at our headquarters down to our employees' commutes.



To offset our 2019 carbon emissions, we're investing in an Amazon conservation project in Brazil, which will protect nearly **500,000 acres** of tropical rainforest and mitigate the release of **12.5 million tonnes** of CO₂ emissions. The project will also provide agroforestry training for the local community, help build schools and health clinics, provide medical and dental care, and more.

2019 Carbon Footprint



WHAT'S NEXT?

In 2020, we'll explore a more eco-friendly bag to protect against spills. We're considering biodegradable and compostable bags, as well as options that use alternative materials to displace some of the plastic.

We're also increasing the amount of recycled content in our packing materials by switching to a paper void fill made with 100% recycled content in early 2020.

We'll keep working with our partners at Clean Energy Fuels on ways we can transport inbound shipments using alternative fuels instead of diesel.

2019 Environmental Milestones

APRIL:

Employees planted trees in the Santa Monica Mountains to support **One Tree Planted**

Began offering a **\$50 bonus** to HQ employees for trading a parking pass + using eco-friendly transportation



AUGUST:

Employees joined forces with **Surfrider Foundation** to clean up a local beach



DECEMBER:

Finalized calculations for our company-wide **carbon emissions** + sourced an offset partner



MAY:

Expanded to **40+ suppliers** for sustainable, consciously produced organic + Biodynamic® wine

JUNE:

Revamped our **HQ recycling system** by ditching individual trash cans to encourage thoughtful recycling + composting

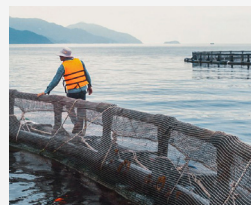


SEPTEMBER:

Partnered with Teton Valley farmers to develop **regenerative organic** supply chains

OCTOBER:

Meat + Seafood program became **GAP Certified**



Journey

To

Zero Waste



In 2019, we built on our successful zero waste initiative in our fulfillment centers with a new, more ambitious goal: zero waste across our entire business.

“Zero waste” means 90-91% of material that enters a facility must leave it in a sustainable way—meaning only 9-10% can go to a landfill.

Environmental Protection Agency



AT HQ, WE ARE:

- Donating nearly 3,000 pounds of leftover food per year from employee lunch catering
- Using reusable plates, cups, and silverware
- Providing individual water bottles to employees
- Reusing all cardboard boxes
- Using rechargeable batteries
- Recycling all e-waste

AT OUR LEED-CERTIFIED FULFILLMENT CENTERS, WE ARE:

- Compacting cardboard + sending two tons per day to a recycler instead of a landfill
- Compacting all plastics for recycling
- Using upcycled denim to help insulate perishable items for shipping
- Actively inspecting recycling containers every day
- Recycling wooden pallets + repurposing broken ones as firewood
- Sourcing renewable energy through local utilities

WHAT'S NEXT?

We're pursuing zero waste certification across all facilities in 2020. We're partnering with Green Business Certification Inc. and TRUE to achieve the TRUE Zero Waste rating through project certification and professional credentialing.

Part III:

Our Purpose

Organic Coffee Farm, Peru

“Thrive Market isn’t just a company with a mission; we’re a company *on* a mission. By bringing together our passionate member community and employees to actively help move our mission forward, we’ll ensure that we not only maintain, but strengthen that commitment into the future.”

Kristin De Simone | Mission Manager

What Is Thrive Gives?

Our one-for-one membership matching program means that every paid Thrive Market membership provides a free one for a low-income family, student, teacher, veteran, or first responder. At our core, we believe that healthy living should be a priority, not a privilege, and that the power of membership allows us all to thrive together.



Our members' generosity powers us to act

\$519,978

Member donations in 2019

Since 2015, members have donated nearly \$2 million at checkout.

61,113

Free memberships provided in 2019

Members have helped us provide over 730,000 free memberships since 2015.

75,368

Number of times members donated at checkout in 2019

\$843,554

Monetary + in-kind donations in 2019

“

Last year, I made a donation at checkout to help a family in need. The ease of making a donation to a wonderful cause dear to my heart inspired me to give part of my savings.”

Mary Pat Hulteng

2019 Social Mission Milestones

JANUARY-FEBRUARY:

\$75,000 in shopping credit donated to **government workers** impacted by the shutdown



MARCH:

\$100,000 raised for **charity: water** to build 10 clean water wells in Ethiopia



APRIL:

\$30,000 donated to **Rodale Institute** to help veterans transition to careers in organic farming

Thrivers volunteered with **Project Angel Food** to prepare meals for local people in need



MAY:

Developed a **direct-trade partnership** with Peruvian coffee farmers + invested in infrastructure to help them thrive

JULY:

\$34,000 to support **migrant families + children** impacted by the border crisis



SEPTEMBER:

\$30,000 donated to **FoodCorps** to help kids lead healthier lives at school + at home




NOVEMBER:

\$7,700 to **Movember**; Thrivers grew mustaches and ran/walked 1,300 miles to raise awareness

\$15,000 in healthy groceries to **Big Sunday's** food drive, plus \$35,000 to support 3,000+ families

DECEMBER:

Provided holiday gifts + other essential items for 20 local children

A woman with a warm smile, wearing a black knitted turban, glasses, and a vibrant blue cardigan over a blue collared shirt, stands in a lush tea plantation. She is holding a large, round, woven basket brimming with freshly picked green tea leaves. The background is a misty, rolling landscape of tea bushes. The text 'Part IV:' is in the top right, 'Our People' is in large white letters on the left, and 'Organic Tea Farm, India' is in the bottom right.

Part IV:

Our People

Organic Tea Farm, India

“We recognize that our ability to
achieve our mission is dependent on one
essential ingredient: our people.”

Amos Marvel | Vice President, People Operations

Thriving Together

At Thrive Market, we aspire to create a culture that helps our employees—known as “Thrivers”—feel valued and understand the impact they have on the lives of our members, as well as on our mission. We consider everything our Thrivers encounter during the course of their employee journey, which begins before they join the team and continues through being an alum. We’re guided by our company values and principles in everything we do, and our ultimate goal is to create a world-class culture that supports our Thrivers as they realize their full potential.



EMPOWERING OUR PEOPLE

Every six months, we select seven Thrivers from across the company to join the Mission Task Force, where they’re empowered to spend 10% of their weekly time on impact-related work. This ensures that our mission is felt at all levels of the business, across every department, and cultivates an attitude of service. Beyond the Mission Task Force, every Thriver can spend up to 10 hours per year of paid time volunteering for company-sponsored activities.

SHARING THE HEALTH

In 2019, we partnered with EveryTable, a local business redefining the food landscape by selling nutritious, fresh meals in sustainable packaging in communities with little to no access to healthy food. Any excess food from our employee lunch program with EveryTable is donated to a variety of local charities.

INCENTIVIZING THE GOOD

We encourage Thrivers at our HQ to consider alternatives to single-occupancy vehicles for their commutes. In 2019, nearly 40 (that’s 1 in 5 Thrivers!) opted to carpool or rideshare, walk, take public transportation, or bike to the office to demonstrate their commitment to the planet.

AIMING FOR INCLUSION

We aim to create a culture where Thrivers are valued for their distinctive skills and perspectives. While we’re proud of our diversity initiatives, we also know that this type of work is never done. In 2020, we’re committed to leadership behaviors that cultivate a welcoming, inclusive environment.



Part V:

Our Vision for the Future

Biodynamic Vineyard, CA USA

What's Ahead in 2020?

Achieve
B Corporation
certification



Encourage employee use
of paid volunteer time to achieve
75% engagement rate



Work with our Thrive Market
Goods suppliers to move
in the direction of **regenerative
organic farming**, through offering
both guidance and market



Achieve a **TRUE Zero Waste**
certification across all our facilities



Continue supporting projects
to ensure **sustainable farmer
livelihoods + futures**



Increase the **recycled
content** of our packaging
materials

Belong to a Better Market