

A photograph of two women smiling and clinking their beer glasses. The woman on the left is wearing a tan jacket over a yellow top and a gold chain necklace. The woman on the right is wearing a dark blue shirt with a colorful fruit pattern. They are standing in front of a window with a view of greenery outside. A dark blue rectangular box with white text is overlaid on the lower left of the image.

ANNUAL IMPACT REPORT

A LOOK BACK AT 2022

Teatulia

A BETTER WORLD IS BREWING

Teatulia is proud to announce its conversion
to a Public Benefit Corporation (PBC).

A Public Benefit Corporation still has a profit-making goal, but it also has a broader public benefit purpose: to make a material positive impact on society and the environment. PBCs must work to achieve this purpose and therefore have the flexibility to make decisions that balance profits with social causes and environmental responsibility. Our mission of doing right by the environment and people have been in our DNA since inception, and now we have made it official with the conversion to a PBC.

Thank you for your support as we continue our mission
of leaving this world better than we found it.

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OUR MISSION

We create simply delicious teas through practices that sustain people and the planet we share.

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GARDEN-GROWN FLAVOR CULTIVATED BY TRUE TEA MASTERS

AWARD-WINNING TASTE

We create simply delicious teas that nourish the body.



ETHICALLY SOURCED

We are the only brand to cultivate the land and quality of life at every step.



TRACEABILITY

We deliver organic teas with distinctly nuanced notes of each plant's terroir. This comes from our deep connection to the land.



SUSTAINABILITY

91% compostable and recyclable packaging.
100% in 2024.



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MEASURING PROGRESS: B CORP IMPACT SCORE

Certified



Based on the B Impact assessment, Teatulia Organic Teas earned an overall score of 93.1 of 250. The median score for ordinary businesses who complete the assessment is currently 50.9. Each company is evaluated within 5 sections: Governance, Workers, Community, Environment, and Customers.

93.1

MEDIAN SCORE FOR
ORDINARY BUSINESSES

50.9

80

OUR
SCORE

93.1

100

200

QUALIFIES FOR B
CORP CERTIFICATION

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WHAT IT MEANS TO SUPPORT TEATULIA

Every purchase of Teatulia Tea contributes to our one-of-a-kind cooperative in Bangladesh. The Teatulia Cooperative, or Kazi Shahid Foundation (KSF), was started as a dairy cooperative to support Bangladesh's first and only organic tea garden, Kazi & Kazi Tea Estate Ltd., otherwise known as the *Teatulia Tea Garden*. Located in the very northern tip of Bangladesh, the garden was founded in 2000 by Kazi Shahid Ahmed, Chairman of the Gemcon Group with the primary goal of improving lives in this remote and neglected region through enterprise. Today, KSF provides innovative **Cattle Lending**, **Farming**, and **Education** programs that ensure a bright future for thousands of Bangladeshi families.

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PROGRAMS CREATING LASTING CHANGE: CATTLE LENDING, FARMING, AND EDUCATION

- Cattle Lending Program
- Awarded \$500,000+ in cattle loans
- Cheese Factory
- Organic Farming and Vermiculture Program
- Organic Farming Training Program
- Biogas and Bio Fertilizer Program
- Early Childhood Education Program
- Adult Literacy Program

What is a Cow Loan?

Cows are loaned to women in our garden. The loan is repaid with cow dung and fresh milk. Over time, women own the cows outright and can create financial independence with sale of calves and milk. Meanwhile, the cow dung nourishes the soil and grows healthier tea plants.



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PROGRAM HIGHLIGHTS

Today, the Teatulia Cooperative (KSF) provides innovative **Cattle Lending**, **Farming**, and **Education** programs that ensure a bright future for thousands of Bangladeshi families.

CURRENT
TEATULIA
COOPERATIVE
MEMBERS
3,500

COW MORTALITY
RATE REDUCED
FROM 5% TO 0.78%
& CALF FROM
8-10% TO .42%

TONS OF
COW DUNG
COLLECTED
6,388

FIBERGLASS
BIOGAS PLANTS
INSTALLED
127

ORGANIC
FARMING
TRAINEES
541

PRESCHOOL
GRADUATES
TO DATE
400

TOTAL MILK
COLLECTION
142,323
LITERS
(37,598 GAL)

CHEESE
PRODUCTION
4,839 KG
(10,668 LBS)

MONTHLY
INCOME FROM
DAIRY
10,000 BDT

ORGANIC
FARMING, ORGANIC
POULTRY REARING
& FISHING AT KSF
OPERATIONAL
HEADQUARTERS

EARLY EDUCATION
SCHOOLS (PRE-K
THROUGH
ELEMENTARY)
2

WOMEN'S
LITERACY
GRADUATES
TO DATE
418

COWS
DISTRIBUTED
648

COWS &
CALVES
RECEIVING
VETERINARY
CARE
5,814

CUMULATIVE
SAVING
BALANCE
12+ MILLION
BDT

ACRES ADDED
TO 4,000 ACRE
GARDEN
30

TOTAL
FARMER
TRAININGS
COMPLETED
21

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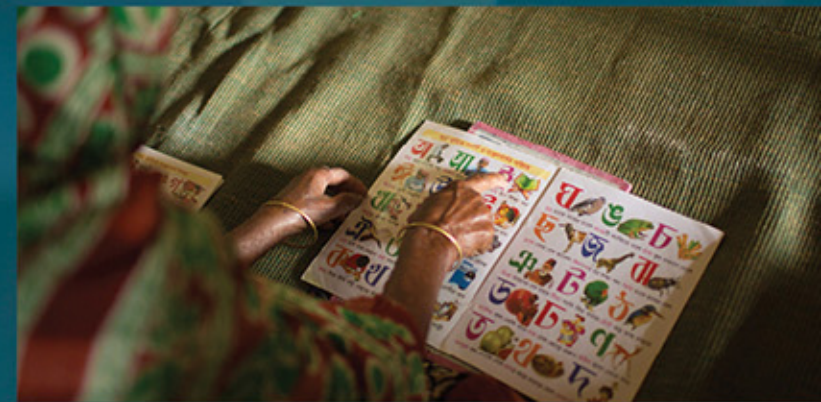


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IMPACT ON WOMEN'S LIVES WORKING IN OUR GARDEN

- Wages 56% above industry average
- 450% increase in local employment
- \$2.9mm annual economic return to garden region
- 350% increase in household income
- 50% improvement in literacy rates
- 370 women graduated from literacy program



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THE KSF RESULTS

- Improved overall livelihood status of each beneficiary
- Occupation change towards dairy farm sector
- Increased participation for women in decision-making and asset management
- Decreased violence against women
- Households better prepared to resist crisis
- Decreased poverty rates
- Length of membership period positively associated with accumulation of household asset and income generation



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ENVIRONMENTAL ACTION

TEATULIA U.S.A.

- 10,920 pounds of waste saved with sustainable packaging
- Green Commute: Teatulia U.S.A. employees 100% Remote

POUNDS
OF WASTE
KEPT OUT OF
LANDFILLS
10,920

TEATULIA GARDEN (KKTE)

- Compost/Vermiculture: Utilize worms and cow dung to naturally replenish the soil and grow our organic tea
- Biogas: Creates naturally-generated energy and powers the garden from compost and byproduct
- Tea processing facility uses evaporative cooling system using rainwater
- Regenerating new acres of land every year

KSF

- Bangladesh Biogas Update: 127 units installed allowing people more access to:
 - Decreased fuel need
 - No fuel collection time
 - Mitigating environmental CO2
 - Clean cooking and less indoor air pollution

TEATULIA'S CHINA GARDEN

- First Electric Tea Processing Facility: No carbon or ash emitted



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OUR ALLIANCE PROJECTS

TEATULIA'S CHINA PROJECT

Fair Trade Funds are used to help farmers and more than 5,000 children benefit from education, improved living conditions and construction of school facilities.

TEATULIA'S INDIA PROJECT

Funds are used towards a hospital to allow fully-equipped healthcare, primary schools for workers' children and even places of worship for all communities.

- *The school educates 1,200 children. 60% of the students are girls and 70% are from the neighboring villages.*
- *Buses are provided for transportation.*
- *Units have been placed to ensure safe drinking water for the children who are also permitted to take water to their homes.*
- *Constructed 14 new houses for teachers.*

TEATULIA'S EGYPT PROJECT

- *Girls Project: bridges the gap between both genders by providing literacy training, improving infrastructure, and recognition of effort improving the retention rate. Overall this aids in reducing hunger and poverty.*
- *Gaining equal access to resources boosts agricultural output in EM by 2.5-4%.*
- *Teatulia's Egyptian project contributes 1% of its top line for charity projects saving lives of Egyptians in collaboration with reputable NGOs.*



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OUR PEOPLE

CULTURE

We believe our culture is paramount to all that we do and recognize that it needs to be nurtured to bring out the best in everyone.

- *Culture Crew Employee Run*

COMPENSATION

We believe in paying a fair, competitive wage and sharing the company's success with each person.

- *Unlimited PTO*
- *Matching 401K*
- *Medical*

EMPLOYEE VOLUNTEER TIME

Overall, our employees are extremely engaged in community volunteer work. We boast an average of 38 hours of volunteer time per employee.

- *Employees get 20 paid hours of community service*

2022:

- *416 total hours of volunteer time*
- *72% of our employees volunteering in the community*



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2022 GOALS

1. Increase recyclable and compostable packaging materials by 20%

- Transition bulk pouches to commercially compostable packaging
- Transition Iced Tea cans to printed cans, increasing recyclability
- Eliminate waste from our traditional tea packaging
- Overall increase from 70% to 91% overall recyclable and compostable content

Completed

2023 GOALS

1. Make Teatulia 100% Carbon Neutral
2. Increase recyclable and compostable packaging materials, bringing the total to 96%
 - Transition RTD trays to recyclable materials
 - Transition Fresh Brewed Iced Tea packaging to compostable outer bags