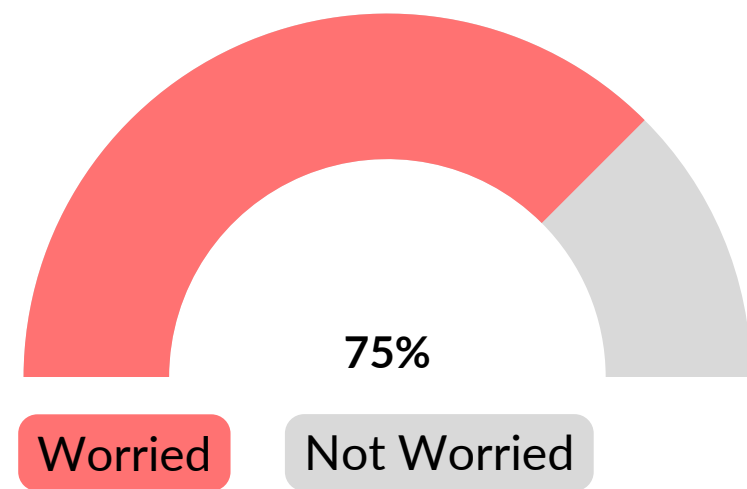


First Tea Sustainability Perspectives Report: Planet

How worried are you about climate change's effects on your business operations?



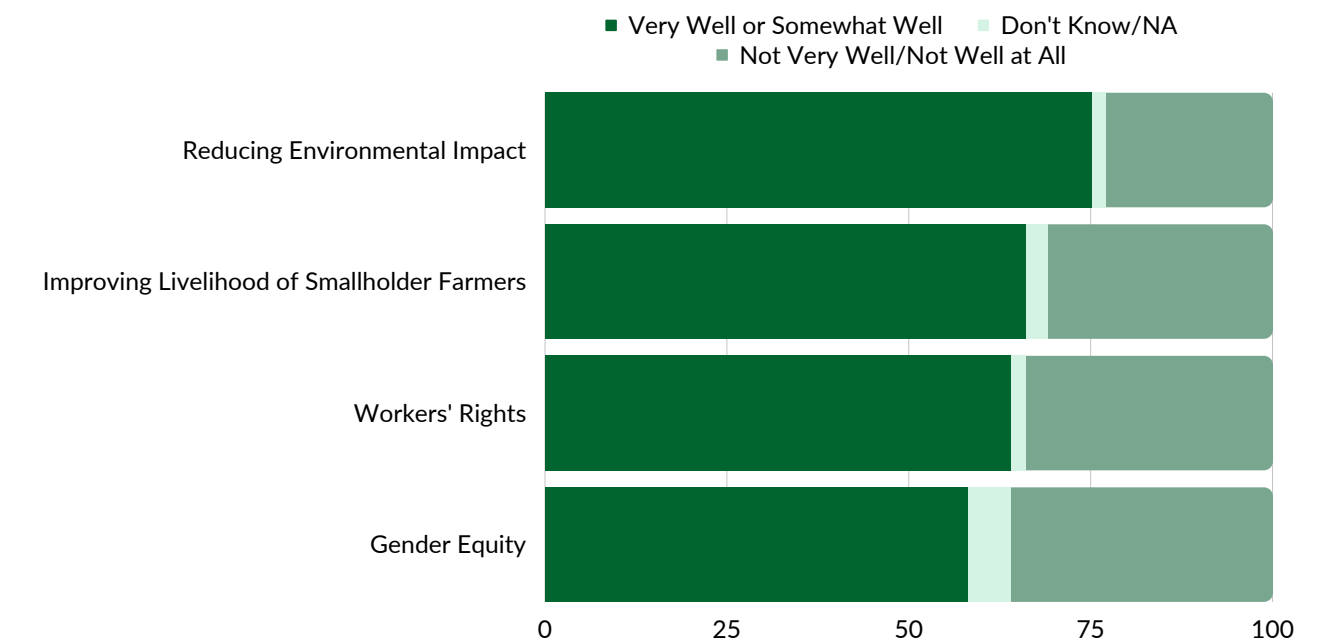
75% (vs. 80% in 2022) of respondents expressed worry about the effects of climate change on their business operations. SPECIFIC THREATS INCLUDED:

- Changing rain patterns (95% in 2022 vs 100% in 2023)
- Extreme heat (91% in 2022 vs 97% in 2023)
- Pest problems (89% in 2022 vs 96% in 2023)

The standards that respondents believe are most important to consumers include:

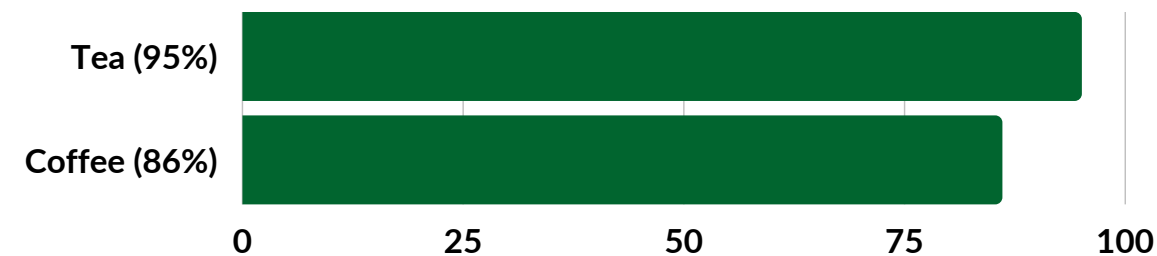
- Organic Certification (95% vs. 85% in 2022)
- Non-GMO (81%)
- Fair Trade (68%)
- Rainforest Alliance (53%)

The tea industry's performance in reducing environmental impact was rated higher than improving the livelihood of smallholder farmers, workers' rights, and gender equity.

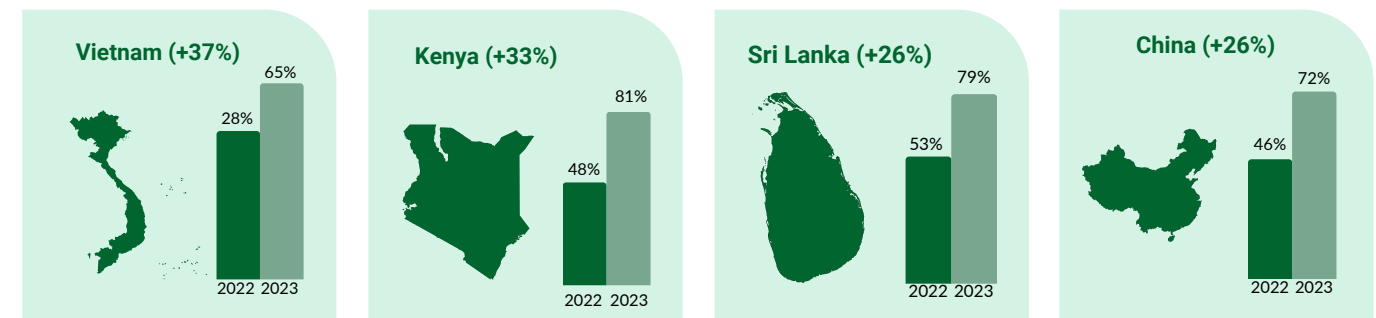


Tea was considered more sensitive to climate change than coffee.

In your opinion, how sensitive are the following industries to the environmental impact of climate change on production?



Sustainability Reputations of Producing Countries



Unlike 2022's study that found respondents overwhelmingly regarded the environment/carbon footprint as the most important sustainability issue to their consumers (84%), 2023's survey yielded mixed results.