



**THRIVE FARMERS WINS 'BEST FOR THE WORLD' BY B LAB®,
FOR THIRD YEAR**
*Sustainable Beverage Brand Drives Global Economic Equality Through
Conscious Capitalism*

ATLANTA—September 3, 2021—THRIVE Farmers® International is recognized by B Lab® as one of the world's most impactful companies by winning Best For The World Award for the third year.

This award recognizes Thrive Farmers' community impact as being in the top five percent of more than 4,000 Certified B Corps from 153 industries in 77 countries that meet the already rigorous standards set by B Lab®. Every year, B Lab® honors the highest achieving businesses of the already prestigious group with the Best For The World Award, which celebrates the Certified B Corps that score in the top five percent on the B Impact Assessment for environmental, community, customer, worker and overall impact.

Without changing a single operating factor, Thrive exceeded the lofty criteria set by B Lab®'s Impact Assessment when it became a Certified B Corporation in 2017, and has since won the Best For The World award three times.

"We are deeply-committed to our mission 'To Build a Thriving World.' Winning the B Lab®'s Best For The World award for the third time confirms that we are a model of how business can become a resilient force for good by driving growth while addressing global economic inequality," said Tom Matthesen, president of THRIVE Farmers® International. "Our promise to consider the impact of decisions not only on our shareholders, but also on our stakeholders—our farmers, our community and our planet—is materializing in a way that truly changes lives. This is capitalism at its best."

Thrive Farmers was founded to help farmers, who were leaving farms in record numbers due to poverty, retain a higher portion of the overall value chain. Its business model is changing the economics of big agriculture by intentionally building inclusive supply chains amongst the most disadvantaged populations on the planet. This model ensures real dollars flow to those previously excluded from the rewards of business—the farmers and their families. It has shown to lead to more economically, socially and environmentally stable communities in coffee growing origins. Thrive's vision to transform the economics of outdated agricultural supply chains on behalf of the farmer began in coffee and now extends into tea and honey with plans to expand into as many other agricultural supply chains as possible.



Last year, Thrive averaged three times the net income to farmers when compared to the next best options in the marketplace across its business model, all product sales volumes, and all countries of origin for coffee.

In 2020, a year marked by global loss, Thrive Farmers distributed more than \$1 million in profit share payments to its coffee farmers in Central America and beyond, while also providing vital COVID-19 food and medical supply relief packages throughout its supply chain. The company also advanced its environmental commitment by remaining carbon neutral and introducing 100% compostable coffee pods to its product line.

Thrive extends its empowerment and support to farming communities through ThriveWorx, its sister non-profit, which doubled its reach with clean water, indigenous capacity building and education programs in 2020.

“Thrive Farmers is a brand consciously built around the notion that business can reengineer itself to transform lives. Together with our partners, we’re reshaping the future of coffee, sustainable agriculture and purposeful business itself. 2020 has proven that this model is not only profitable and impactful, but also critical to help those in need survive in the hardest of times,” added Matthesen. “Our company is living proof of what is possible, showing how business can and must leverage its very existence on behalf of those most marginalized, if we are to thrive as companies, communities and as a planet.”

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ABOUT THRIVE FARMERS

Thrive Farmers was founded in 2011 to break the cycle of poverty in farming by building inclusive supply chains among the world’s most disadvantaged populations. Designed from a foundation of quality first, its innovative farmer-direct model gives farmers a true stake in the sale of their produce, resulting in predictable, stable and higher incomes for farmers, and in turn, community transformation. Current offerings include coffee, tea and ready-to-drink beverages, with plans to reengineer more supply chains across global agricultural industries. The combination of exceptionally crafted products delivered through an impact driven business model allows businesses and consumers to make the world better through the power of their purchasing decisions. Thrive Farmers is a Certified B Corporation® and has been named “Best for the World” three times, reflecting its dedication to using business as a force for good.