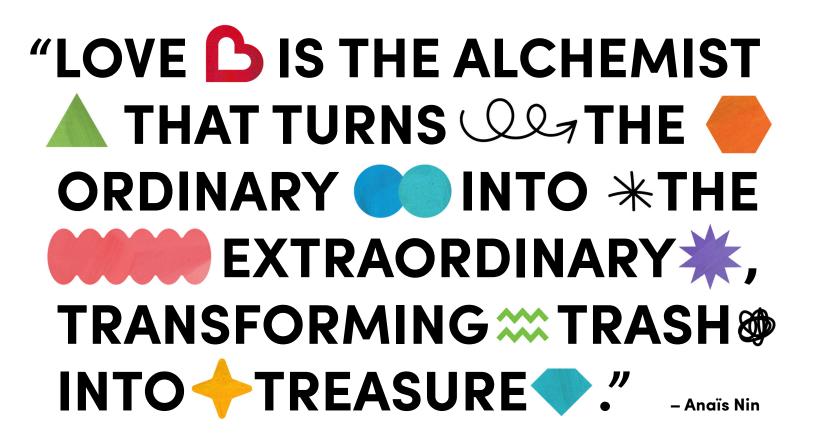




munchkin.



At Munchkin, we believe that love is an alchemist. Its attention transforms seeds into gardens, children into leaders, and trash into treasure. This powerful philosophy drives our internal family and steadfast partners, whose shared commitment to sustainability extends from the heart of Los Angeles, California, to families all over the world.

This year, we've turned waste into worth — transitioning to 100% recycled polybags in our packaging and achieving zero waste to landfill at our largest distribution center. These initiatives showcase how, when our internal family unites in love and purpose, we create healthier communities worldwide.



ove is at the heart of everything we do, shaping not only the products we create but the lives we touch—starting with our internal family and radiating outward to families around the world.

Our Munchkin family — employees, partners, and communities — embraces the responsibility to drive meaningful, sustainable change. In 2024, we made incredible strides toward a future where love and purpose guide innovation. From transitioning to 100% recycled polybags in our packaging to achieving zero waste to landfill at our largest distribution center, our commitment to sustainability continues to grow stronger, ensuring that we leave the world better than we found it.

This year's theme, From Our Heart to Yours, reflects how deeply interconnected we are. The choices we make as a company ripple across oceans, forests, and homes, reinforcing our role as caretakers of the planet and the little ones who will inherit it. Through initiatives like planting one million trees, championing regenerative food systems, and supporting conservation efforts, we are demonstrating that business can be a force for good—one that nurtures, protects, and sustains.

Munchkin's unwavering dedication to responsible business practices has earned us recognition on FAST COMPANY's *Brands That Matter* list and FORTUNE's *America's Most Innovative Companies*. But accolades are not what drive us—it is the opportunity to build a healthier, more sustainable world for future generations. This report highlights our latest advancements and showcases the tangible impact of our collective efforts.

As we look ahead, we remain steadfast in our mission: to innovate with purpose, act with integrity, and lead with love. Because when we come together as a family, the extraordinary is possible.

With gratitude,

Steven B. Dunn

CEO and Founder, Munchkin. Inc.

### FAMILY ROOTS, \*\* SUSTAINABLE \*\*\* SHOOTS

In our ongoing partnership with Trees for the Future, Munchkin has funded the planting of **5,000,208 trees** with The Seedling Project. Working with thousands of families across five countries, we support a growing agroforestry movement to restore degraded soil, rejuvenate sustainable ecosystems, nurture biodiversity, improve food supply, and add financial security to communities in need. Providing resources to ensure long-term prosperity and health directly supports the environment and, consequently, strengthens family bonds.

Jeanne D'Arc is one of over 800 farmers trained by Trees for the Future, which is

cumulatively growing tens of thousands of trees and cultivating dozens of resource crops.¹ A mother of four living in Senegal, Jeanne has always grown basic crops like peanuts but struggled with water scarcity, small crop yields, and animal scavengers, leaving her struggling to provide for her family.

Using seeds provided by Trees' agricultural project, Jeanne learned how to plant and maintain a lush forest garden. As the trees she planted grew across her acre of land, her family life regenerated right alongside it. Trees for the Future taught her how to plant a perimeter of protective

trees around her property, creating a natural fence for plants to thrive, safe from the hot sun and hungry animals. Now, Jeanne is the

proud steward of 2,494 trees. She grows 14 types of crops, including papaya, cassava, and hibiscus that enable her family to eat healthily year-round. "Trees [for the Future] has raised me socially and economically. My husband and children and I have depended for two years on the earnings from my forest garden,2" she says. By selling what they grow, they earn consistent money for essentials like school supplies and clothing. This natural ecosystem is self-supported, which frees her children to attend school versus

tending to the farm. She reports that the entire family is healthier, happier, and more self-sufficient. "Grow your own garden," Jeanne recommends, "Get your children involved. It will change your life like it's changed mine."

Not only do these forest gardens create financial stability for self-sustaining families, but they also combat climate change. We're proud to report that since 2016, Munchkin's trees have sequestered

180,807 metric tons of CO2, proof that when we take care of each other and our environment, everyone is able to grow deeper roots and taller branches.



Listen to Jeanne's story firsthand on StrollerCoaster: A Parenting Podcast by Munchkin Inc.





### Five years ago, Munchkin and the International Fund for Animal Welfare (IFAW) joined forces to create the WildLove collection.

We transformed our bestselling Miracle® 360° Sippy Cup into a backdrop to feature at-risk animals and their habitats. They were so wildly popular that we expanded to placemats, bath squirts, and, for the first time in Munchkin history, apparel.

In 2023, we launched our most ambitious collaboration yet: Room to Roam, a program that tackles the loss of biodiversity and forges a secure migration path for more than 16 species native to the African Savannah Forest, the African elephant chief among them. Elephant families, like humans, are bonded for the entirety of their lives. They raise their calves as a community, collectively mourn the loss of loved ones, hug with their trunks, and recognize one another's trumpet calls.

To honor one of the gentlest and most intelligent creatures the world has ever known, we created a soft, limited-edition onesie printed with a call to action, "How do we save the African elephant? Give them Room to Roam. Munchkin x IFAW".

Moving into a new product category where our message can be seen, felt, and worn with pride makes perfect sense for Munchkin, where we wear our hearts on our sleeves.

Help us show some <u>WildLove</u> to those who need it most. Learn more and donate <u>here</u>.



"IFAW's mission is to conserve and protect all animals; we consider elephants a natural ally due to their role as ecosystem engineers. As carbon sequestration is seen as an essential element in alleviating the ongoing climate crisis, the protection and growth of Africa's elephant population is a definitive opportunity for positive impact."

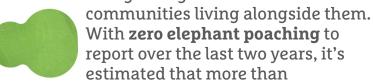
- International Fund for Animal Welfare, Room to Roam Impact Report 2024

### ROOM TO ROAM



Every family has its differences, but when your differences come down to your species, there's more to work out than whose turn it is to water the plants. On the border of Zimbabwe's Hwange National Park³, millions of residents co-exist with some of nature's most wondrous creatures: approximately 45,000 elephants, 150 species of mammals, and 400 birds — a population that has been tragically decreasing in size due to an overwhelming amount of poaching and climate change, making their migratory path to water more life threatening than ever.

Two years ago, Munchkin was the first private corporation to endorse the International Fund for Animal Welfare's wildly ambitious initiative **Room to Roam.** With an annual 8% decline in animal population toward extinction, this program is strategically designed to help secure safe passage, eradicate illegal hunting, and reestablish a symbiotic relationship between these gentle giants and the human

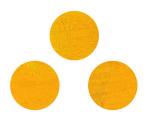


20 elephants, 20 buffaloes, 5 lions, 10 sables, 30 impalas, plus innumerable birds, insects, and micro-organisms have been saved.



Our partners at ZimParks say poachers are likely deterred due to an extremely visible ranger force. With our help, ZimParks and the Wildlife Management Authority team are able to provide consistent rations for rangers during long patrols, launch awareness campaigns, and boost morale through improved living facilities. Fostering a more comfortable, more familial atmosphere where rangers can bond and share meals has strengthened their fortitude. Ten out of 21 rangers received awards for their excellent performance this year.

# INCREASING ECO-TOURISM IS A WIN-WIN: HIT BRINGS ECONOMIC A STABILITY TO LOCAL COMMUNITIES & GENERATES ADDITIONAL FUNDING.





After improving the Mandavu picnic site with sturdy functional tables and a new roof over guest accommodations, the facilities are ready to serve visitors from around the world. Increased funding has also generated higher water availability to communities around the park, allowing them to plant gardens that provide shade and vital nutrition, plus create an additional source of income to help alleviate school costs. Measures were also taken to protect their livestock: 69 predator-proof stockades were installed in villages that border the park to deter lions. Additionally, a community-based Human Wildlife Conflict (HWC) committee has been established, allowing residents to diplomatically mitigate issues. HWC recruited and trained nine community guardians, helping them set up an EarthRanger monitoring system. Using a hotspot map, this early response team can collect data on pressing issues in their communities to educate and empower its members. Coupled with conducting awareness campaigns (EarthRanger successfully reached 50% of its target community members), this robust data collection gives managers key insights to maintain peace and make informed decisions. Room to Roam reflects a broader understanding of family through our inextricable tie to the animal kingdom. Munchkin and IFAW's commitment to fostering thriving communities where every family — bonded by blood or shared habitat — can flourish, beats at the heart of our collaboration.

#### GIANT CHEART





### WHEN A ONE PERSON ON MOVES FORWARD, THEY BRING ENTIRE COMMUNITIES WITH THEM.

Jenga Mama, a truly transformational three-phase program, is focused on lifting women, their families, and their tribes out of poverty by creating sustainable income streams.<sup>4</sup>

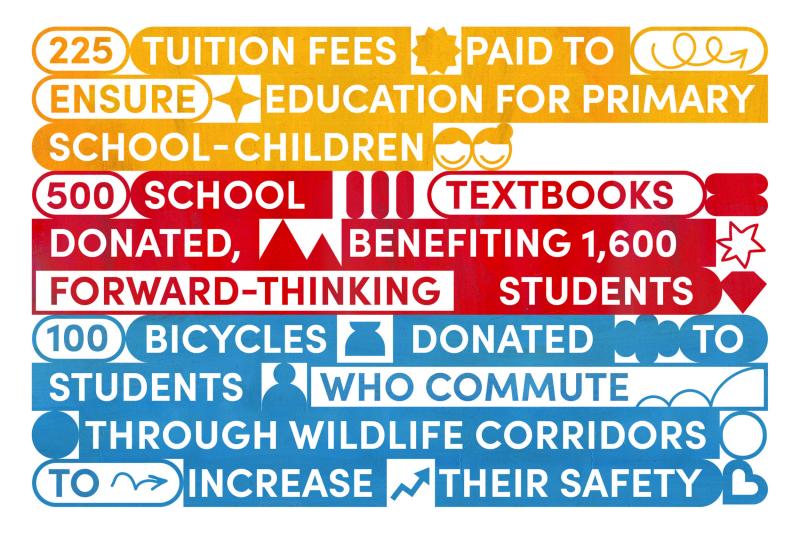
Last year, sixty trailblazing women graduated from Phase One of Jenga Mama, in which they learned a professional trade like hairdressing, plumbing, catering, or dressmaking, all trade skills that can be passed along to the next generation, perpetuating financial independence. Each phase of the program is carefully constructed to build upon the last. Now in Phase Two, those same women are preparing to launch their own small businesses

with pointed focus on financial literacy, startup skills, and business development. Next, Phase Three will put a scalable plan in place for adaptive management and sustainable practices.

As these traditional Masai women prepare to become entrepreneurs, many have expressed that generating income for their families has given them confidence outside of the business realm. They feel more empowered to speak their minds and participate in the governance of their communities. Their participation in the program, aptly called Jenga Mama (meaning 'empower a woman' in Swahili), is actively transforming their lives and the livelihood of their tribe.



This program works with students ages 8–13 that live in the areas surrounding Hwange National Park, providing resources and environmental education to these budding conservationists.



"I'd put my money on the sun and solar energy. What a source of power! I hope we don't have to wait until oil and coal run out before we tackle that." – **Thomas Edison (1931)** 

### THE HEART L OF THE SOLAR SYSTEM

Just like the sun powers the Earth, teamwork powers change. In 2024, three of our product manufacturing partners outfitted their factories with rooftop solar panels. With energy-efficient panels already in place at our Redlands Distribution Center (saving 45.48 megawatt hours per year), these architectural additions reduce another 2,449.9 metric tons of CO2 emissions annually.

Integrating solar panels into our global manufacturing processes not only lessens our environmental impact, but it also improves production efficiency, energizing us to collaborate with more facilities who share Munchkin's commitment to a bright future we can all bask in. Together we're not just following the path to sustainability; we're blazing a trail for our contemporaries.



Munchkin Manufacturers



#### **THUNDER POWER (TP)**

completed solar panel installation at the end of 2021. The Hong Kong-based factory produces Munchkin cups, drying racks, dispenser bags, wipe warmers, snack catchers, soft-tip spoons, and pacifiers.



#### CENMAX (CM)

installed solar panels at two of their facilities in China by the end of 2023. These factories manufacture Munchkin safety gates.



#### NINGBO HUOKE (NH)

in Shanghai completed solar panel installation at the end of 2023 and produces Munchkin highchairs.

#### C 100% 🕰 RECYCLED,

In 2024, we took significant steps toward reducing virgin plastic in our packaging by introducing paper solutions that eliminate waste without compromising functionality. While our structural design team continues to think outside of the box, we are ensuring that every package still delivers the high-quality experience families expect from Munchkin.

100% **LOVE** 

## E-COMMERCE SHIPPING BAGS: A SUSTAINABLE SHIFT

In packaging design, traditional shipping starts with the product, which is wrapped in a protective polybag, and then shipped inside of a stable box. This year, we began to experiment with what would happen if we scaled back on materials when sending products directly from our house to yours. We knew the primary polybag could perform as the sole shipping vessel, if we could build it.

With a range of Munchkin.com products that already "ship-in-own-container" (SIOC), they all arrive in sustainably recycled cardboard boxes (without a customary polybag). To successfully replace this protective shell, we began testing high-grade recycled plastics to find a combination built for endurance. Using 100% opaque post-consumer plastic (LDPE), we formulated a bag thick enough to withstand the hard edges of shipping environments. Next, we scaled 25 SKUs to their unique product sizes, cutting each corner with care. Then, we measured the lifecycle of our chosen materials to ascertain how many resources they preserve long-term against how much waste our polybag would vield.

#### Cumulatively, these changes resulted in:



64,887 lbs.

of virgin plastic removed from circulation



341.6 metric tons

of greenhouse gas emissions reduced



2,456,683

shipping packages were eliminated from Amazon alone!

The numbers speak for themselves. As retailers expand their shipping options to cut down on waste, we are expanding our family of SIOC options to our 25 topselling items on Amazon and Munchkin. com. At this pace, we are working toward transitioning to 100% recycled content mailers for all direct-to-consumer products by the end of 2025. Our focus on sustainable solutions continues to fuel in-house innovation.

### + A BETTER WAY ON TO A BOTTLE HIM THE FUTURE +

Munchkin is clearing the way for the next generation of infant feeding by developing a new range of products crafted from renewable glass and soft-touch silicone. The Bond Feeding Collection is a complete ecosystem designed for pure, clean feeding — the way it was intended to be.

As the first baby bottle of its kind with a silicone anti-colic vent, it is designed so milk never touches plastic. A feature that protects and preserves vital nutrients so parents and caregivers alike can feed with purity.

Derived from naturally abundant materials like sand, soda ash, and limestone, glass is a naturally renewable resource.

The Bond Collection's glass vessels are coated in silky silicone to enhance

both their durability and the consumer experience. The infused glass mimics skin-to-skin contact to support bonding between infants and caregivers, as well as protect the bottle from hard impact. Silicone, like glass, is heat-resistant, strong, and most crucially, does not degrade into microplastics. These renewable, durable, and safe materials are the new frontier in sustainability, product longevity, and customer health.

Feed with purity, bond with love.

Released exclusively on Munchkin.com June 1, 2025, the <u>Bond Bottle</u> is the first wave of products featuring such clear ingenuity.

"I'm a mom. I need to make sure the Earth is here for my kids. Not only is Munchkin focused on children, but everything we've done is rooted in family." - Fabby Hernandez



At Munchkin, we know every sustainable action our internal family takes positively affects our surrounding community. This ripple effect couldn't be more obvious than in our Redlands Distribution Center.

In 2021, we committed to transforming our largest distribution center into an entirely eco-efficient enterprise by installing solar panels and going electric. Three years, many helping hands, and one mechanical goat later, we can proudly report we have achieved 100% zero waste to landfill at our Redlands facility.

By investing in inventive technology, and more importantly, some incredibly innovative leaders, we are swiftly moving toward sustainable solutions to implement across all operations. In 2018, Fabby Hernandez, head of Redlands operations, began working with the Vice President of Global Supply Chain, Raul Sandoval, to find new solutions to effectively track waste. It may sound like a small thing, but one paper clip in a pile of cardboard can interrupt the whole recycling process. Beginning with a waste separation system and the introduction of a baler

# THREE YEARS, → MANY UHELPING HANDS, → AND ONE ♣ MECHANICAL GOAT LATER, ↑ WE CAN → PROUDLY REPORT WE HAVE → ACHIEVED 100% ☑ ZERO WASTE TO LANDFILL OUR REDLANDS FACILITY.

to compact cardboard and plastic, Fabby quickly developed a program to reuse copious amounts of recyclable materials. Unscathed pallets are easy to repurpose, but the wear and tear of the shipping environment often leaves the wood splintered and unstable for further packing. Implementing a strategy Fabby developed in 2017, she contacted the manufacturer who buys pallets for their wood. Her first foray into sustainable operations was a partnership with Used Cardboard Boxes (which has now rebranded to Used Cardboard Box Zero Waste). This local

recycling company partners with local agencies that buy leftover paperboard and plastics. Between working with UCB and the pallet plant, the cost of Munchkin's waste disposal plummeted. In one year, our annual fee went from \$30,000 to \$2,000. The year after that, we began making money from repurposing what could have been rubbish in a landfill. Talk about trash to treasure.

Under Fabby's leadership this year, the Redlands distribution center introduced SmartTrash technology, a system that measures waste levels in our compactors in real-time. This small but mighty tool makes waste management more efficient by allowing us to schedule trash pick-ups only as needed.

By October 2024, our team celebrated a significant milestone: our Redlands center had achieved 100% zero waste to landfill almost a year ahead of schedule. Buoyed by this success, we introduced an Electric Yard Goat, an innovative tool that helps maneuver shipping containers at

our facilities, reducing CO2 emissions by approximately **7.5 tons** annually.

We have our work cut out for us as we pioneer toward zero waste everywhere. Our headquarters in Van Nuys currently boasts a 65.7% landfill diversion rate on a trajectory to reach Used Cardboard Box Zero Waste's Bronze Status of 80% by 2026. Similarly, our Canadian operations have achieved a 44.8% diversion rate and are on track to hit a Bronze milestone by 2027.





We are proud to share that since publication, Fabby Hernandez has been promoted to Vice President of North America's Distribution Center of Operations. Munchkin is bonded by our mission toward a sustainable future and deeply inspired by her unwavering commitment to the cause.

"I would love to see Munchkin Headquarters go completely electric! We already have solar panels on the DC. Partnering with companies that push the same initiatives, like Target and Walmart, is huge. They hold their vendors accountable for CO2 emissions. Working with them makes us a leader in the category too." - Fabby Hernandez

#### Goals with heart



**VAN NUYS HQ** 

65.7%

landfill diversion, on track to achieve UCBZW Bronze Status of 80% by 2026



**CANADA** 

**44.8**%

landfill diversion, on their way to achieving UCBZW Bronze Status of 80% by 2027

#### **HEARTQUARTERS**

When it comes to sustainability, we know even the smallest effort ripples beyond our walls. With 56 Electric Vehicle charging stations and a hybrid employee schedule, we are saving over 574,623 lbs. of CO2 annually. The little changes we make here at home set the pace for our partnerships and conduct inside and outside of the office; that's why the journey always starts at Munchkin Headquarters.

This year, we replaced traditional cleaning agents with fragrance-free dish soap and detergents that are consciously crafted without harmful chemicals like fragrances, dyes, or sulfates.

These eco-friendly alternatives are housed in 100% recycled, biodegradable packaging that's also refillable and available in bulk, effectively reducing waste one bottle at a time. Additionally, their BPA-free composition ensures they are safer for both the environment and our bodies.

As we march into 2025, we have phased out all disposable plates, cups, and utensils in-office. By encouraging our team to bring their own reusable glassware, mugs, and water bottles, we further decrease our impact while collectively moving toward a more sustainable and more mindful future.



#### HQ to reach 80% waste diversion from UCBZeroWaste for Bronze Status by 2026

 UCBZeroWaste offers a status to acknowledge companies' efforts in diverting materials from landfill disposal through methods like recycling and reusing. To reach bronze, the company must have 80% diverted waste<sup>5</sup>  The certification program evaluates a company through manufacturing waste to landfill diversion, non-manufacturing waste to landfill diversion, disposal vendor residual waste sent to landfill, completion of UCBZeroWaste's six-step process, sustainable purchasing, and employee engagement

Globally, UK and Canada to achieve Bronze Status by 2027

arlier this year, I saw one of my most cherished bands, Tears for Fears, in concert and was transported to the more carefree decades of the 80s and 90s. The lyrics to Sowing the Seeds of Love have echoed in my mind ever since. Every change we make—every box redesigned, every resource rethought, every tree we planted, is a seed sown in service to a more sustainable, just, and joyful future.

We talk a lot about milestones — like our Redlands distribution center achieving zero waste to landfill and removing 2.5 million shipping boxes from the Amazon supply chain; those are herculean wins. However, they are not isolated actions, they are the result of a culture that believes in showing up and doing the work, even when no one's watching. They're proof that our relentless drive to innovate responsibly is paying off.

I experienced a powerful moment that reminded me of the simple yet profound acts of kindness and responsibility we often overlook. During a quiet lunch in our lunchroom, I watched a team member finish his meal and thoughtfully wash his own silverware, cup, and bowl before packing them away. That small act spoke volumes — it was a subtle declaration: "I care." Recently, our ReGen committee introduced a no single-use policy on campus: no more paper cups, no more plastic utensils.

The truth is progress doesn't always announce itself. It starts with someone bringing cutlery from home and it gains momentum with leaders like Fabby Hernandez and Alyssa O'Halloran who are moving the mission forward with heart and grit. They are sowing seeds. So, keep sowing. Keep growing. Keep showing up. The seeds we sow today color the world our children will inherit.

B

**DB (Diana Barnes)**Chief Brand Officer
WHY Brands/Munchkin Inc.

CHIEF BRAND DIANA





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