

mamava[®]

Environmental + Social Governance Update

August 01, 2024



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Introduction

Letter from the founders

It started with an idea.

Fed up with pumping breast milk in bathrooms and borrowed spaces, we decided to do something about it. What began as the passion project of two frustrated, working moms has pioneered the breastfeeding infrastructure industry and transformed into a company serving global businesses. Today, our lactation pods are in all 50 states and we partner with some of the world's most recognized brands, organizations, and public venues to improve support for breastfeeding parents. As a certified B-Corp, advancing our collective impact is integral to our mission and company culture.

With environmental, social, and governance (ESG) regulations going into effect in major markets around the world, the time has come for us to continue our evolution. This document provides a snapshot of our most recent efforts—our Mamava 2024 ESG initiative.

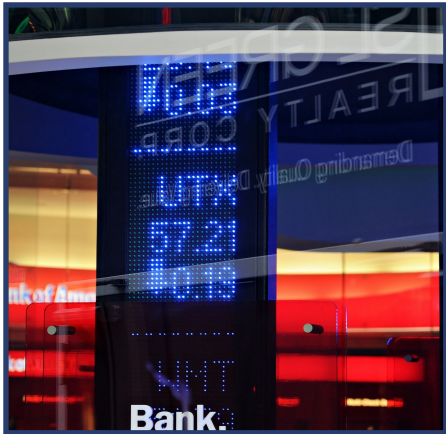
The 2024 ESG Update summarizes the key activities, results, and our long-term vision for scaling efforts across the Mamava ecosystem. We invite you to join us for this journey as we help advance lactation access and care infrastructure around the world.

Christine Dodson and Sascha Mayer
Mamava Cofounders



Impact Trends + ESG Realities

As regulations, requirements, and resource realities ramp up, Mamava must too.



ESG Regulations

- ESG regulations are going into effect in major markets where we currently operate and where we plan to enter.
- A patchwork of regional and local ESG regulations makes compliance an increasing risk to manage, for Mamava and for our customers.



ESG Procurement Requirements

- ESG regulations create trickle-down effects for anyone working with government, public, or name brand companies.
- These commitments are reflected in Scope 3 emissions goals and ESG supplier requirements, making ESG a critical element of B2B customer acquisition. As an example, Mamava underwent the Ecovadis assessment based on customer requirements in 2023.



Historic Greenwashing Litigation

- As ESG regulations have increased in stringency and applicability, so have greenwashing litigation, regulatory fines, and class action lawsuits.
- 'Woke-washing' or 'femvertising' refer to false representation of a company's social performance— including concepts like DEI, gender equality, and women's empowerment.



Stakeholder Expectations

- From consumers to B2B buyers, investors to employees, ESG has become critical for maintaining a "social license to operate."
- Stakeholders are increasingly skeptical of ambiguous claims without data and evidence to substantiate those claims. Building impact measurement capabilities and scaling data governance infrastructure will be integral for Mamava in meeting these expectations.



Increasing Business Continuity Risks

- The physical risks of climate change—floods, wildfires, heatwaves, and drought—are impacting the business continuity of companies around the world.
- Labor shortages, natural resource scarcity, and increasing frequency of severe weather events are impacting companies across the value chain. Mamava will have to navigate these risks as the operational realities of today's world.

Mamava 2024 ESG Initiative

Section 2

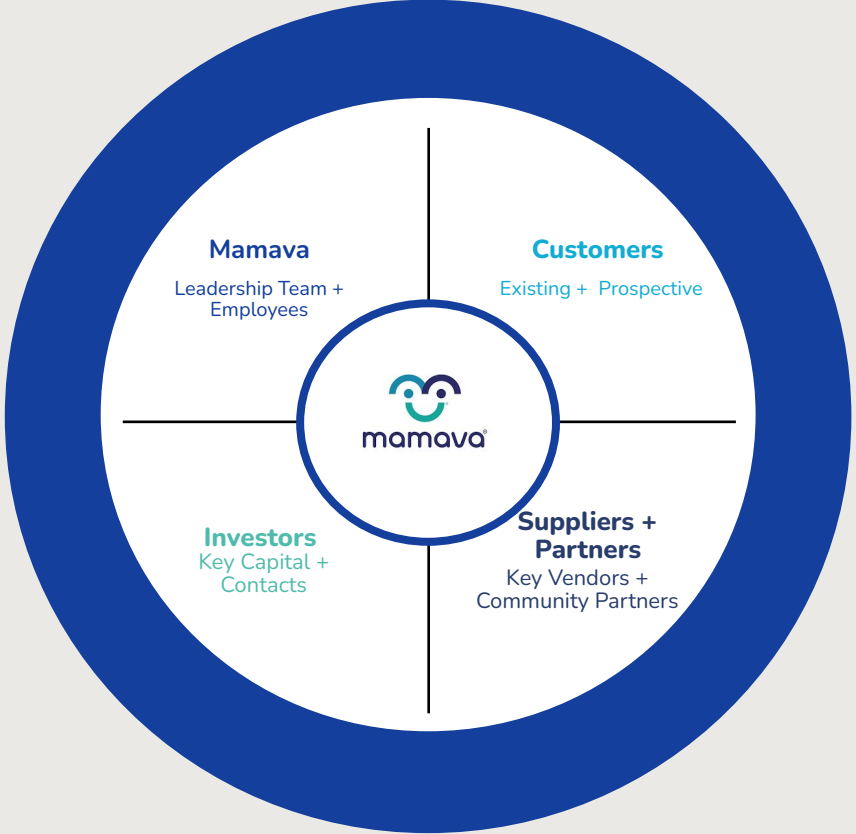
Stakeholder Engagement Process

Mamava teamed up with ESG advisory firm Rho Impact to guide us through our first enterprise materiality assessment. We engaged stakeholders from across the Mamava ecosystem to get a view of what issues matter most to the people and organizations we depend on to run our business. This stakeholder engagement process provided deeper insight into what is working well—and what areas need to be developed—and informed the finalization of our enterprise material issues and the development of our ESG Strategic plan.

Informing the Path Forward

The stakeholder engagement process was designed to engage, educate, and energize our stakeholders—as well as help us better understand the areas of broad consensus and nuances among stakeholder groups. The combination of qualitative and quantitative research methods informs how we will prioritize efforts, allocate capital, and plan accordingly. This effort gave us a deeper understanding of the importance of ESG in retaining the confidence and support of our key stakeholders.

Mamava's 2024 Materiality Assessment



The following methods were deployed to facilitate the 2024 Materiality Assessment:

Mamava Desk Review

Rho Impact reviewed all public and internal documents related to our mission, B-Corp status, customer ESG requirements, and our impact efforts thus far.

Facilitated Sessions

Rho Impact conducted a series of facilitated sessions with stakeholders across the Mamava ecosystem, including focus groups and 1-on-1 syncs.

Survey & Consensus-Building

We leveraged a survey to quantify stakeholder sentiment on a broad range of ESG issues. The data revealed distinct areas of consensus across all stakeholder groups.

Business Model Analysis

With Rho Impact's support, we analyzed how ESG issues pose specific risks and opportunities to our business model, strategy, and industry positioning.

Mamava's Top 5 Material Issues

The materiality assessment revealed the issues of greatest consensus across stakeholder groups. Input from our employees, customers, investors, suppliers, and community partners revealed our top issues are:

- Product Quality + Safety (4.6)
- Sustainable Sourcing (4.1)
- Waste Management (3.6)
- Diversity, Equity + Inclusion (3.6)
- Advocacy + Social Engagement (3.6)



Mamava's Enterprise Material Issues

The following five issues were deemed most critical to our business, the needs of our stakeholders, and our mission.

- **Product Quality + Safety**

Providing a safe, quality product is our moral responsibility to parents and their children. Our design specs and manufacturing practices go above and beyond legal requirements, yet there is still more we can do. We plan to enhance programmatic efforts and communications surrounding the features, materials, and customer support that differentiates our pods from alternatives on the market.

- **Sustainable Sourcing**

Like other manufacturing companies, the majority of our GHG emissions and negative social impacts occur across our supply chains. To address that, we will work to increase the use of materials certified to a third-party sustainable sourcing standard, as well as providing preferred purchasing to ESG-centric suppliers that can support our sustainable sourcing objectives.

- **Waste Management**

Building a physical product makes a lot of physical waste. We are working to reduce our operational waste and increase our recycling efforts, while enhancing the use of repurposed materials in our pods. We'll also be building a long-term plan for end-of-life disposal and material reclamation to reduce our contributions to landfills and expand lactation opportunities for organizations that cannot afford new pods.

- **Diversity, Equity + Inclusion (DEI)**

Building a more equitable and inclusive society is inherent to our mission, brand, and promise we make to every person that steps into a Mamava pod. We'll work to expand the focus on DEI in our recruiting and hiring practices, talent management efforts, and organizational collaborations to advance greater access to lactation support for those that need it most.

- **Advocacy + Social Engagement**

Our 'Lactivism' efforts are integral to our mission, culture, and market-entry efforts. We will double down on mobilizing collective action with policymakers, our customers, and NGO partners to strengthen the 'care infrastructure' industry and our leadership position within it.



Mamava + The UN SDGs

Mamava's activism and social engagement has global relevance.



Mamava Theory of Change

- Access to lactation support and services is an equity issue—and one of the barriers to gender equality goals—in workplaces, public spaces, and society.
- Mamava invented the lactation pod and pioneered the creation of "lactation infrastructure," a concept of increasing importance in the broader equity dialogue.
- For Mamava, increasing pod access is increasing equity. And increasing equity is good for people, business, and society.



Impact on Achieving UN SDGs

- The United Nations Sustainable Development Goals (UN SDGs) is the largest and most commonly known ESG initiative in the world.
- Research by the UN revealed that "SDG #10 - Gender Equality" is the required catalyst for achieving the other 16 goals.
- For Mamava, increasing pod access is increasing gender equality, and increased gender equality is increasing the likelihood of achieving all other 16 goals.



ESG Value Proposition + Enterprise UN SDG Alignment

- Corporations, governments, and NGOs around the world have joined the UN Global Compact and have publicly committed to working towards these goals.
- The same organizations have made public DEI commitments and set associated, long-term ESG goals.
- For Mamava, connecting the dots between our pods, buyer UN SDG commitments, and achievement of their enterprise ESG goals is a key strategy for how we scale our reach, revenue, and collective impact.

Delivering Commercial + Societal Impact

A virtuous cycle of market entry, ESG goal alignment, and collective global impact.

Mamava's Brand + Industry Leadership



- **Mamava Brand + Industry Leadership**

Doubling down on the Mamava origin story, our creation of a new category, and leadership in normalizing the 'Care Infrastructure' are critical to achieving real equity and inclusion.

- **Pods + ESG Value Proposition**

Reinforcing the connection between lactation pods, equity and inclusion goals, and enterprise ESG performance.

- **Customer ESG Goal Alignment**

Positioning Mamava as a partner in driving customer ESG performance by advancing their Social Goals pertaining to women, equality and inclusion, and the UN SDGs.

- **Collective Impact on Global Equity Goals**

Co-branding and co-messaging with customers to demonstrate our collective impact positions Mamava as a leader in advancing gender equality and social equity goals through lactation infrastructure and support on the global stage.

2024-2026

Mamava ESG

Strategy:

People, Planet, Product Mission

Section 3

Mamava ESG Strategy + Pillars

Our ESG strategy is reflected in three thematic pillars: PEOPLE, PLANET, and PRODUCT MISSION.

As we standardize, integrate, and scale our ESG strategy, we organized around these three pillars in the following ways:

- **People** - We will integrate ESG into our enterprise policies, management protocols, hiring practices, talent development, and stakeholder engagement activities.
- **Planet** - We will measure, monitor, and reduce the negative environmental impacts associated with our material sourcing, product manufacturing, and end-of-life disposal.
- **Product Mission** - We will leverage our ESG value proposition to further our customer reach and collective impact, as well as enhance the use of increased transparency regarding certified sustainable materials used in our pods.



People



Our PEOPLE strategy addresses our approach to engaging and empowering our own people, as well as how we will integrate ESG considerations into hiring practices, stakeholder engagement efforts, and advocacy efforts. Our PEOPLE strategy focuses on the following:

- Provide ESG Management training to Mamava's Executive Team, as well as ESG sales training to our customer-facing employees.
- Operationalize our updated ESG policies, including those focused on labor management, diversity, DEI, worker health and safety, and our updated employee handbook.
- Cultivate BIPOC hiring partnerships and institute a diverse recruitment talent pipeline.

Planet



Our PLANET strategy addresses our approach to reducing the negative environmental impacts associated with every node of the Mamava value chain—from how we source materials to who we source them from. Our PLANET strategy includes the following:

- Operationalize our updated environmental and climate change policy at the enterprise level and within our manufacturing facility.
- Implement our Supplier Code of Conduct and ESG Due Diligence Protocol to reduce the negative impacts and associated risks from our suppliers.
- Provide preferred purchasing for suppliers with superior ESG performance and emission reduction efforts.

Product Mission



Our PRODUCT strategy addresses our approach to enhancing the sustainability attributes of the pods, as well as the social impacts derived from pod use. This focus will be integrated into our material sourcing, product development, go-to-market strategies, and sales tactics. Our PRODUCT strategy includes the following:

- Increase the use of, and transparency regarding, third-party certified, sustainable, and ethically-sourced materials.
- Communicate current certifications for product health and safety, and explore additional certifications to obtain.
- Integrate the product's ESG value proposition into our sales tactics, marketing efforts, and go-to-market strategy.

People



At Mamava, we believe people are always a company's greatest asset. That's why we're doubling down on our efforts to enhance the well-being of all the people (and organizations) our company depends on.

Another focus is building greater ESG capacity—both at the individual and enterprise level—with updated ESG policies that reflect our position on and approach to our material issues.

Externally, we will cultivate more partnerships and deepening alignment with organizations with like-minded objectives. These organizational partnerships will help us translate our ESG aspirations into action and results. Our PEOPLE efforts will include the following:

- Implement our enterprise ESG policies, protocols, and strategy.
- Work to develop an enterprise-wide DEI program, both internally and alongside our external partners.
- Demonstrate our enhanced ESG maturity and organizational capabilities in all stakeholder interactions.

New Enterprise ESG Policies

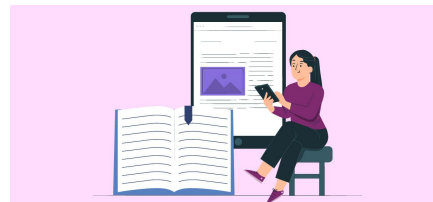
Implementation + Integration



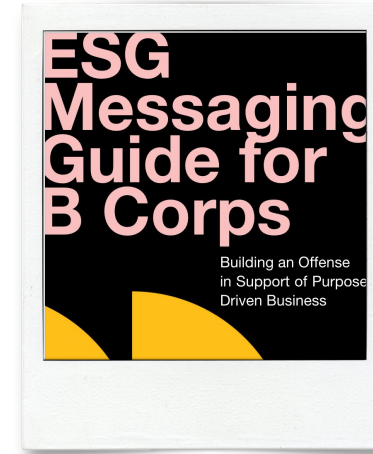
We are developing new enterprise ESG policies reflective of our position on and approach to our top material issues, as well as industry-agnostic issues addressing broader societal expectations. These policies will be socialized, standardized, and scaled across our operations by all Mamava employees.

Updated Employee Handbook

Additions, Standardization, Scale



The Mamava Employee Handbook has been updated to account for new ESG policies, as well as the addition of health and safety measures for our manufacturing operations. The addition of facility health and safety topics (EHS) ensures we have enterprise-wide coverage for all employee policies and protocols.



Operationalizing DEI

Advancing DEI Internally + Externally



We will work to operationalize DEI at Mamava from our recruiting and hiring practices, to branding and stakeholder engagement efforts, to our go-to-market plans.

ESG Management Training

Capacity-Building for Industry Leadership



Our management team underwent "Intro to ESG" training, building our collective capabilities and confidence in all things ESG. Beyond increasing our fluidity and familiarity with ESG topics, this up-skilling initiative will strengthen the implementation and success of our ESG strategy, communications plan, and go-to-market efforts.

Partnerships with Purpose

Mobilizing Collective Action



We will cultivate deeper partnerships with organizations that share our mission, ESG objectives, and collaborative spirit, such as our partnership with Working Fields. This will ensure we are mobilizing collective action to support our individual objectives, shared goals, and collective mission.

Planet



Providing access to lactation support and services comes with a price—the environmental price involved with manufacturing and distributing our pods. As we scale our global impact on women, children, and gender equality, we must be aware of the emissions and negative environmental impacts inherent in manufacturing our pods.

While our offices and manufacturing operations run entirely on Net-Zero energy, the emissions associated with material sourcing and pod distribution are significant drivers of our overall environmental footprint.

We will work to reduce negative environmental impacts associated with every node in the value chain, from material sourcing to product use to end-of-life disposal. Our PLANET efforts will include the following:

- Complete a product life cycle assessment in 2025.
- Enhance the use of third-party certified, sustainable materials from ESG-centric, local suppliers.
- Roll out our ESG Supplier Code of Conduct and Due Diligence System with current and prospective suppliers.

Sustainable Procurement

Third-Party Certified Materials



We will be enhancing material transparency and working to increase our use of sustainably-sourced materials certified to a third-party standard. This will reduce the emissions intensity associated with our product, meet customer expectations for sourcing transparency, and reduce our Scope 3 emissions.

ESG Supplier Due Diligence

Less Risk, More Impact



We are implementing an ESG Supplier Code of Conduct that sets explicit expectations for supplier ESG performance and evidence requirements. This Code of Conduct is complimented by a due diligence system and mitigates our risk to any negligent third-party.



Mamava Climate Change Policy

Reducing Contribution + Risk



Our updated Climate Change policy reflects our approach to reducing our contributions to and risk exposure from climate change. We will be embedding this policy into all that we do, from how we source materials to how we run our facilities to how we collaborate with external partners.

Reclamation & End-of-Life

Reducing Contributions to Landfills



Although we currently recycle everything that our local infrastructure can handle, there is a big opportunity to reduce our landfill contributions and enhance second-life use of our products through developing an end-of-life reclamation system. This is aspirational, but key to our long-term vision.

Local Sourcing for Local Impact

Operational & Community Resilience



We will maximize our use of locally-sourced materials, components, and suppliers. This ensures our business continuity and operational resilience to increasing climate risks, stimulates the local economy, and strengthens the economic resilience of our local communities.

Product Mission



Mamava invented the lactation pod and has pioneered the category of “Breastfeeding Infrastructure.” We've come a long way since 2013, but there is so much more we can do for our products, our users, and society at large.

As ESG regulations go into effect in major markets around the world, organizations are facing increasing pressures to set long-term goals and contribute to global initiatives, such as the UN’s Global Compact and Sustainable Development Goals.

We will position Mamava as a key partner in addressing enterprise Social commitments like DEI, as well as ensuring compliance with Global Gender Equality Goals and initiatives. Our PRODUCT efforts will include the following:

- Engage, educate, and empower our customers to integrate the use of Mamava pods into their enterprise ESG strategy.
- Provide stakeholders with the narrative and the numbers regarding the connection between lactation access and global gender equality goals.
- Collaborate with gender equality initiatives to drive attention to the issues and opportunities for Mamava.

Solving ESG Pain Points

Mamava's ESG Value Proposition



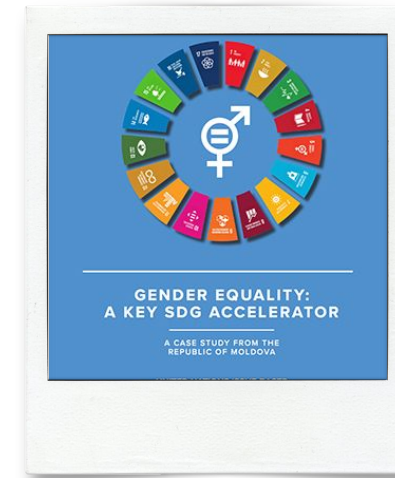
Mamava is well positioned to be a "plug-and-play" solution for enterprise ESG goals, specifically ones pertaining to Social. Providing access to lactation pods addresses DEI, human capital management, and gender equality goals. Mamava will double down on this positioning in the future.

Gender Equality

A Market-Based Solution



The UN determined that Gender Equality (Goal #5) is a crucial catalyst in achieving all other 16 goals. Policy interventions and structural solutions take time. Framing Mamava as a market-based, scalable solution for Gender Equality will be key to customer acquisition and enterprise growth.



Product Safety Attributes

Certifications + Compliance



Product quality and safety was the #1 issue of consensus across our stakeholder groups. We will increase the communications of—and transparency regarding—our current certifications, as well as explore additional global safety standards we can obtain.

Driving Compact Commitments

Global Compact = Global Customers



The UN Global Compact represents the world's largest ESG initiative with companies publicly committing to leverage their business to solve global challenges and achieve a better world. With over 1,000 North American based corporate signatories, we will position ourselves as a key partner in advancing their Gender Equality goals.

Lactivism Is Good for Business

Aligning Advocacy + Opportunity



Lactivism is part of our DNA. We'll engage and collaborate with more mission-aligned NGOs to advance the belief that lactation access is good for business, and in turn, Mamava is good for business. Teaming up with other groups that cater to our pod users furthers our collective mission and shared opportunities.



About Mamava:

Mamava's mission is to create a healthier society through infrastructure and support for breastfeeding.

About this Update:

This update provides a snapshot of the Mamava and Rho Impact 2024 ESG Initiative. Our ESG objectives, 'theory of change,' and future initiatives are aspirational in nature. They are based on results from the 2024 ESG Initiative and our intended next course of action in 2024 and beyond.

Please contact Mamava for additional information:

Hello@mamava.com

About our ESG Objectives, Theory of Change, and Future Initiatives:

The following methodologies, assumptions, unknowns, and secondary research sources were used to inform all objectives, aspirations, and claims:

- All data and claims regarding the United Nations Global Compact and Sustainable Development Goals are directly from the UN Global Compact and UNSDG website, databases, and support resources.
- All focus areas, initiatives, and timelines are subject to change as more information becomes available. The 2024 ESG strategy outlines our long-term vision and Mamava is not publicly committing to any goal, timeline, or project through this communications piece.
- This report describes the efforts, outcomes, and next steps from our 2024 ESG Initiative. It does not reflect our annual impact performance, nor serve as a replacement for our B-Corp re-certification process.
- Mamava was supported throughout this process by third-party ESG advisory firm, Rho Impact. Rho Impact is not responsible for any Mamava stated objectives, focus areas, timelines, or commitments.
- Mamava can provide additional information on any of the items expressed in this report on a requested, case-by-case basis from external stakeholders.