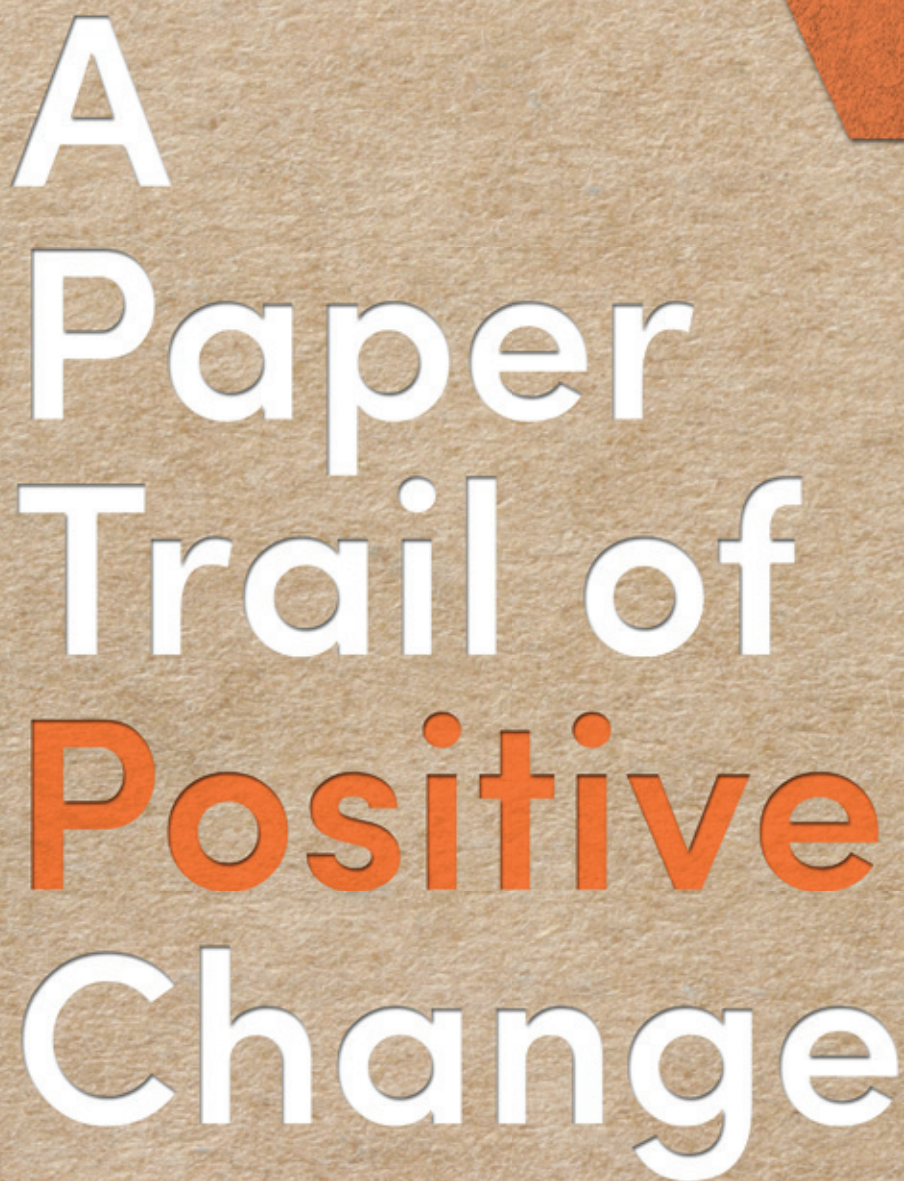


The logo for Munchkin, featuring the word "munchkin" in a white, lowercase, sans-serif font. A small white heart icon is positioned above the letter "i". The logo is set against a teal-colored background that has a slightly irregular, torn-paper-like edge.

munchkin

The main title of the report, "A Paper Trail of Positive Change", is written in a large, white, sans-serif font. The word "Positive" is highlighted in a vibrant orange color. The text is centered on the left side of the cover. The background is a textured, light brown paper with a stylized tree on the right side. The tree has a dark brown trunk and several colorful, geometric leaves in shades of orange, green, and yellow. The leaves are made of paper and have a spiral pattern inside. A horizontal band of orange and yellow stripes runs across the middle of the cover, behind the text.

A Paper Trail of Positive Change

The text "2024 Sustainability Report" is located in the bottom left corner. "2024" is in orange, and "Sustainability Report" is in black. The text is set against a light beige background.

2024
Sustainability
Report

It's In Our Roots



For 33 years, we've been innovators of products for babies and their caretakers, so Munchkin understands the impact we can all make on future generations. That starts with taking action, accountability, and leaving a veritable paper trail of positive change behind.

“Sustainability is the art of turning yesterday’s paper into tomorrow’s promise.”

Enacting impactful, sustainable business practices is complex, highly nuanced, and utterly necessary.

As the world’s most-loved baby lifestyle brand, we recognize our paramount duty to spearhead the adoption of these ideals and pave (or plant) the way forward for future businesses and generations.

This report chronicles our latest advancements, underscoring our steadfast commitment to effecting meaningful, quantifiable change.

From planting one million trees and supporting regenerative food systems to funding conservation efforts in Africa’s savannah forest, trees are the backbone of our green corporate giving efforts. They also provide us with a renewable material that has transformed how we package our products, ultimately cutting waste and reducing CO2 emissions. Yes, I am talking about paper.

New innovations in paper usage and composition are changing how we think about and develop packaging. Our progress in creating sustainable solutions supports Munchkin’s ongoing commitment to the United Nations Global Compact’s guiding principles for responsible business. It is this visionary spirit that landed us on *Fast Company*’s list of Brands That Matter and *FORTUNE*’s list of America’s Most Innovative Companies; two accolades that highlight how we are transforming the consumer goods space.

It is a pivotal time to create sustainable change, and Munchkin is proud of the paper trail we are leaving behind.



STEVEN B. DUNN
CEO and Founder, Munchkin, Inc.

The Seedling Project

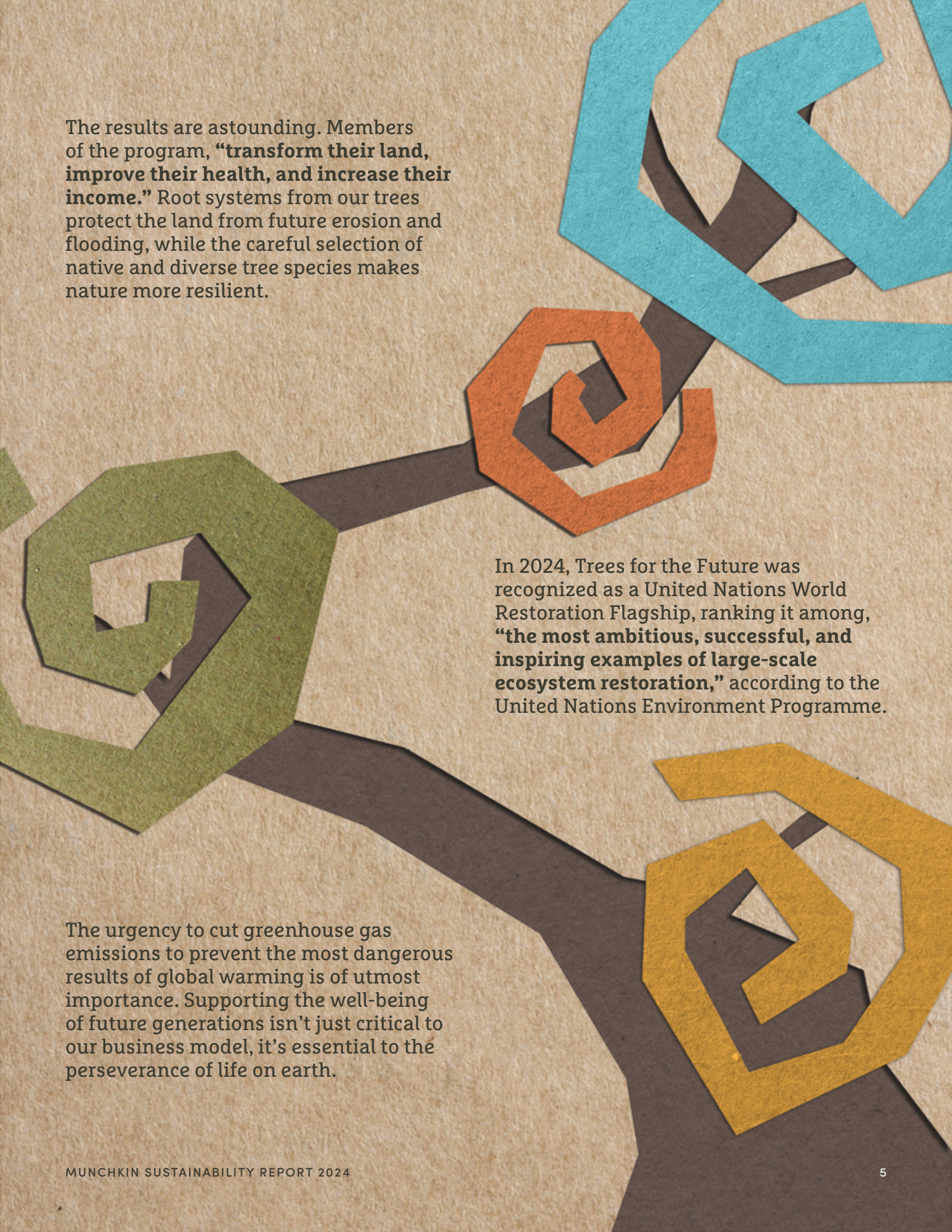
PUTTING DOWN ROOTS FOR A BRIGHTER FUTURE.

Since 2016, Munchkin has teamed up with Trees for the Future to plant millions of trees—more than five million to date—in environmentally devastated communities worldwide. In total, our tree-planting efforts have sequestered 180,800 metric tonnes of carbon dioxide from the atmosphere.

As a company invested in protecting the world's most vulnerable creatures, we understand that trees offer more than clean air; they are also a lifeline.

The cornerstone of Trees for the Future's work is its Forest Garden Approach: a four-year training program that empowers farmers to develop regenerative agriculture practices.





The results are astounding. Members of the program, **“transform their land, improve their health, and increase their income.”** Root systems from our trees protect the land from future erosion and flooding, while the careful selection of native and diverse tree species makes nature more resilient.

In 2024, Trees for the Future was recognized as a United Nations World Restoration Flagship, ranking it among, **“the most ambitious, successful, and inspiring examples of large-scale ecosystem restoration,”** according to the United Nations Environment Programme.

The urgency to cut greenhouse gas emissions to prevent the most dangerous results of global warming is of utmost importance. Supporting the well-being of future generations isn't just critical to our business model, it's essential to the perseverance of life on earth.

Less Plastic. Fantastic.

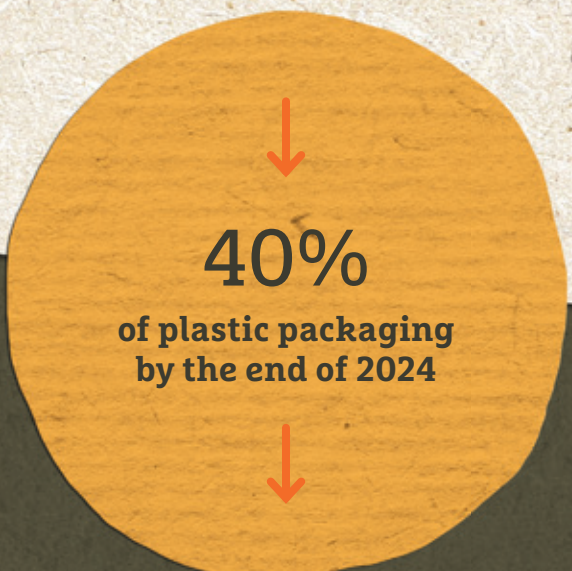
OUR PURPOSEFUL PAPER-PACKAGING PLEDGE.

Munchkin stands apart when it comes to engineering efficient, environmentally friendly packaging solutions. When a tabby kitten was found entangled in one of our sippy cup packages in 2021, our Brand Design team rose to the challenge, creating 100% animal-safe packaging for over 500 cup SKUs and eliminating 643,630 lbs. of plastic annually. This ignited a redesign revolution at Munchkin, propelling us forward on the path towards less plastic and more paper.

Our next goal is even more ambitious. We plan to reduce 40% of plastic packaging by the end of 2024. So far, we're on track to exceed that number.

The first step on this journey was confirming that paper is, indeed, a more environmentally friendly material than plastic. While this may seem obvious, we conducted rigorous Life Cycle Assessments of plastic- and paper-based materials, measuring the total environmental impact over their lifespans to validate our conjecture. A range of factors were considered, from the availability of a given resource and manufacturing to transportation and recyclability.

The results are clear: Paper is superior to plastic. It's less harmful to produce and easier to recycle. It's also a regenerative resource, meaning we can always plant more trees.



40%
of plastic packaging
by the end of 2024

The infographic consists of a large orange circle with a red arrow pointing down from the top and another red arrow pointing down from the bottom. The text is centered within the circle.



643,630 lbs.
of plastic
annually

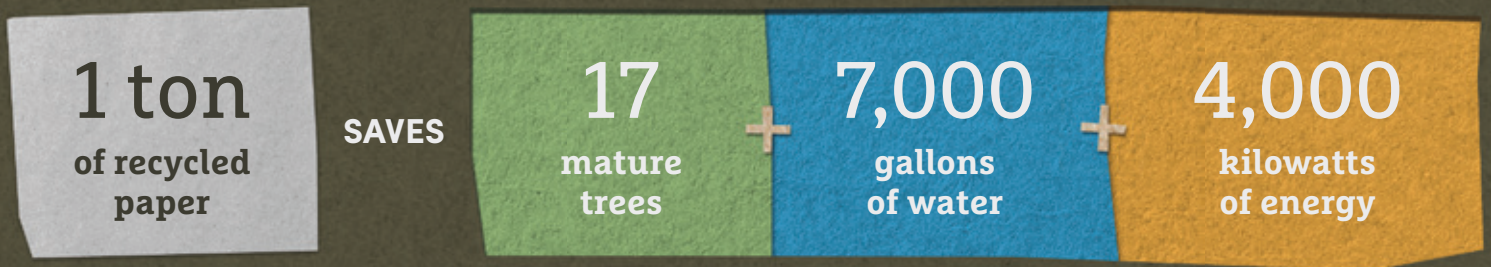
The infographic consists of a large orange circle with a yellow arrow pointing down from the top and another yellow arrow pointing down from the bottom. The text is centered within the circle.

A Paper Pledge

ALL OF OUR CURRENT PAPER-BASED PACKAGING IS MADE WITH
A MINIMUM OF 60% RECYCLED CONTENT.

Paper is better, but not just any paper. Extending the life cycle of a given material is imperative, which is why we're

moving away from virgin paper and discovering innovative uses for *recycled* paper in our packaging designs instead.



The Power of Our Paper

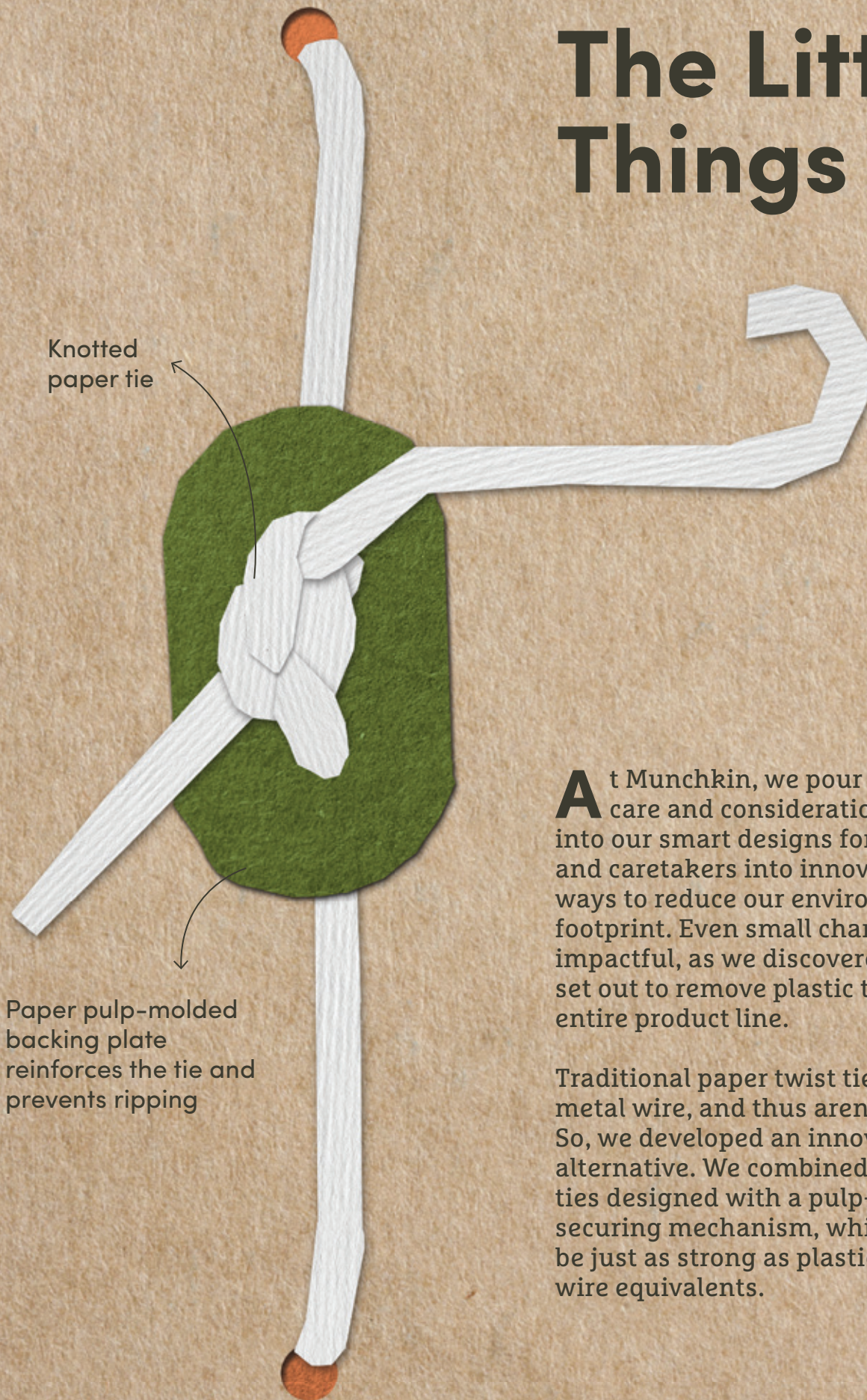
Clay-Coated Newsback

Made from **100% recycled newsprint**, this versatile material is used in the majority of our paper-packaging designs, from Pop Squish™ Bath Toys to bottle-cleaning brushes.

Cardboard

Also known as corrugated fiberboard, this planet-friendly packaging is composed of **60-70% recycled fibers**. You will see it across the Munchkin gear line, from Float™ Foldable Highchair to Sparrow™ Ultra-Compact Stroller.

The Little Things



Knotted
paper tie

Paper pulp-molded
backing plate
reinforces the tie and
prevents ripping

At Munchkin, we pour the same care and consideration that goes into our smart designs for babies and caretakers into innovating new ways to reduce our environmental footprint. Even small changes can be impactful, as we discovered when we set out to remove plastic ties from our entire product line.

Traditional paper twist ties contain metal wire, and thus aren't recyclable. So, we developed an innovative alternative. We combined paper ties designed with a pulp-molded securing mechanism, which proved to be just as strong as plastic and metal-wire equivalents.

Zeroing in on Waste

By 2025, Munchkin's warehouse in Redlands, California, is slated to reach zero waste. This requires designing and maintaining systems to reduce—and,

ultimately, eliminate—waste that would normally end up in landfills. We are continuously innovating new ways to limit our footprint and give trash a second act.

Achievements in 2023

MUNCHKIN WAREHOUSE Redlands, California



2,952 lbs. of pallets were reused.



89.42% (or **491,617 lbs.**) of waste was diverted away from landfills by repurposing **23.49%** and successfully recycling **65.93%**.



42,020 lbs. of organic waste were donated for animal feed.



262,833 lbs. of cardboard were recycled.



32,677 lbs. of biodegradable shrink wrap were recycled.

MUNCHKIN HEADQUARTERS
Los Angeles, California

78.95% (or **702,864 lbs.**) of waste was diverted away from landfills by repurposing **14.51%** and **successfully recycling 64.44%**.

Saved
574,623 lbs.
of CO2 with a hybrid work schedule for employees.

+35

Added **35** new electric vehicle (EV) charging stations at our facilities, for a total of 56 reasons employees should go electric!

“Since the beginning of our joint partnership in 2019, Munchkin has been instrumental in communicating the deep-rooted importance of both animals and their habitats as well as its commitment to protecting them.

The enthusiasm behind ensuring a world wherein animals are both respected and protected takes centerstage through its WildLove product line which features critically important species recognizable to all and embraced by so many.

Munchkin’s pledge of \$1M to benefit IFAW’s Room to Roam program is an undeniable testament to their fundamental promise of creating a better world for the benefit of both current and future generations.”

Azzedine Downes, CEO of the International Fund for Animal Welfare






Blazing a Trail

One year into our boldest conservation effort to date, **Room to Roam** is making significant strides. Led by the **International Fund for Animal Welfare (IFAW)**, this ambitious initiative serves to protect and preserve Africa's now perilously endangered savannah elephants and tackle the loss of biodiversity in this uniquely vulnerable region of the world. Munchkin's support reflects our ethos: to improve the lives of all families, both human and animal kind.

Room to Roam has been hard at work securing space for more than 16 migratory species in Matetsi Unit 5, an area in northwestern Zimbabwe situated near the country's oldest and best-known hunting area. IFAW has joined forces with governments around the globe, local communities, and Munchkin—the first private company to join the effort by leasing 90,000 acres in Unit 5.



Our pledge of \$1M has made significant impact in establishing Matetsi Unit 5 as a poach-free zone, providing African elephants and other wild animals safe passage to move freely across the land and in safe distance from humans. We can proudly report that **no elephants were poached** in the area in 2023.



**Zero
elephants
poached**



Functioning roads and a well-supplied patrol network are key to protecting Room to Roam's corridors. This year, IFAW and the Zimbabwe Parks and Wildlife Management Authority (ZimParks) celebrated the completion of a 15-kilometer road rehabilitation project designed to improve thoroughfare access and patrol response time—an important milestone in conserving this iconic landscape and its inhabitants for generations to come.

Also, thanks to their joint efforts, the first modern ranger station opened in Hwange National Park in 2023, establishing a permanent home base to prevent wildlife crime and safeguard communities in the sanctuary's remote southern region.

The Makona ranger base puts deputies at the center of what was once a poaching hotspot and offers a centralized location for training and the delivery of dry rations, camping equipment, uniforms, and other critical equipment.

Our funding helped create two thriving gardens, which support 86 households with fresh and nourishing food, while serving as an outpost for community gathering and coworking. They are also a convenient hub for ZimPark's officers to connect and exchange the latest information. This past year the organization hosted four community awareness meetings, attracting an impressive 250 attendees.

Other Wild Wins

IFAW's education project, Jenga Mama (Swahili for "Empower a woman"), celebrated the graduation of 60 Maasai women from their yearlong vocational training program. They are now equipped with entrepreneurial skills to establish microenterprises in the future and earn a livable income for their families. Socioeconomic empowerment has another benefit: decreasing the risk of those in need turning to poaching and other illegal activity for survival.

The completion of two solar-powered water holes now offers increased access to clean water. Previously, women and girls traveled 10 kilometers, or over six miles, to fetch potable water in dry seasons.

While progress continues on the ground, IFAW has also recruited a Geographic Information Systems specialist to monitor and compile geospatial data around our conservation efforts.

Establishing a precedent of zero poaching, seeing the completion of rehabilitated roads, and watching these wildlife communities begin to thrive is a tremendous start in making monumental change. As always, **our heart is with the herd.**

IFAW IN THE FIELD

9

9 pangolins, the world's most illegally trafficked species, were seized and returned to the wild by IFAW-supported law enforcement units.

16

16 wildlife rangers completed SMART training, as part of efforts to improve protected area management.

19

19 successful wildlife rescue operations were completed in the field.

619

619 wire poaching snares, one of the cruelest methods used by poachers to catch or kill wildlife, were removed.

From our Chief Brand Officer
& Creative Director,
Diana Barnes (DB)



Many of my earliest memories are of my dad and me laying in our front yard under a canopy of trees, looking at the moving clouds above. He would ask me to describe what I saw in the moving clouds, and I would answer, “...a chicken” or “a genie’s lamp.” He would break into laughter and say, “You are *RIGHT!* That one *DOES* look like a chicken!” My dad was an ardent lover of trees and often described them as works of art.

I have always felt safe and instantly relaxed under the outstretched limbs of a tree. The oxygen, the shade, and the breeze they create (while a symphony of birds are singing in the leaves) are nothing short of a mini-vacation.

**From our Chief Brand Officer
& Creative Director,
Diana Barnes (DB)**

When I began working at Munchkin nearly a decade ago, I saw an opportunity to help the environment by deepening the purpose of our problem-solving products. By the time I was introduced to Trees for the Future, their initiative had already planted over one million saplings worldwide. Our corporate social responsibility to help the planet immediately aligned. We decided to leverage one of Munchkin's most popular items, the diaper pail. For every pail we sold, we planted a tree to offset gassy emissions—and so The Seedling Project was born. We have since adapted our collaboration to make certain we are planting at least one million trees a year, regardless of how many pails we sell.

Our shared goal—to proliferate life on the planet and protect the innocence of nature—folds into everything we do. We are dogmatic about finding ways to preserve and regenerate our precious resources. Trees are a source of life, a necessity for survival, and a basic human right; not a luxury.



DIANA BARNES (DB)
Chief Brand Officer & Creative Director,
Munchkin Inc.

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> munchkin.com