

sodastream

Our Planet

Protecting the only bubble that matters



Welcome From Our CEO

“At the heart of our company lies an ambitious vision: To Change the Way the World Drinks. SodaStream’s magic of transforming water into fresh, sparkling water excites millions of consumers around the world, knowing they are also saving thousands of single-use plastic bottles every year.

We invite you to join our revolution, and add some sparkle to your life.”



Eyal Shohat
CEO,
SodaStream

SodaStream at a Glance

From the start, SodaStream was an innovator, an inventor, a disruptor of the beverage industry, and we soon became a purpose-driven organization, committed to promoting sustainable business practices long before they were fashionable. Today, we put the planet at the very center of our business model, striving to eliminate single-use plastic waste, defeating inequalities and helping to build stronger communities for a sustainable future.

Our values

We believe corporations play a vital role in generating change, which is why we put sustainability and social purpose at the core of everything we do. SodaStream believes in:

- ♦ **Business courage**
Being driven by our dreams not by our fears
- ♦ **Creativity**
Encouraging the crazy ideas that fuel innovation
- ♦ **Initiative and urgency**
Making every day count
- ♦ **Excellence of execution**
Taking no shortcuts to success
- ♦ **Optimism and energy**
Daring to dream and pursue the “impossible”
- ♦ **One SodaStream**
Celebrating our differences and acting as ONE

1903

SodaStream was founded in 1903 in the UK

80,000

Our products are available at more than 80,000 retail stores across 45 countries

5,000+

employees¹

3,000

With one reusable bottle, we can save a family up to 3,000 disposable bottles every four years

Our Vision

Changing the Way the World Drinks

Our Mission

Revolutionizing the global beverage industry by providing choices that are better for consumers and the planet

sodastream®

¹ Includes permanent and temporary employees.

Our Environmental Impact

Sustainability is at the very core of our product. One reusable SodaStream bottle replaces the need for thousands of single-use plastic bottles.

Our sparkling water makers enable consumers to create sparkling drinks at home using just tap water, our refillable gas cylinders and our flavor options, thus reducing packaging, carbon emissions and transport pollution.

In addition to our efforts to reduce single-use plastic waste, we are taking steps to reduce our carbon footprint. This includes shortening the distances traveled by some of our products to reach partners and consumers.

Our Environmental Targets

200M

Avoid an additional 200 million single-use plastic bottles by transitioning our flavors to a metal bottle by 2025

By 2023

start producing sparkling water makers from recycled or plant-based materials

78B

By 2025, we will avoid the use of 78 billion single-use plastic bottles¹ by expanding our business (an increase of 11 billion from our original 2020 commitment)

Through our environmental sustainability work we contribute to these SDGs:



¹ Data per 0.5L bottles.

Products That Make a Difference

Positive impact on health and wellness

The positive impact of SodaStream on health and wellness has been well demonstrated: in a 2021 study, 81% of participants who owned a SodaStream sparkling water maker increased their water intake by an average of 52%.¹

Revolutionizing our sparkling water makers

Our sparkling water makers are produced to the highest standard of quality and designed to deliver the ultimate beverage experience.

In 2020, we launched the DUO, our most advanced sparkling water maker to date, and the only one in our portfolio that allows consumers to carbonate in both glass and reusable plastic bottles. The DUO decreases plastic consumption of consumers while enabling convenient usage indoors and outdoors.

We are investing robust resources to implement recycled and renewable plant-based materials into our sparkling water makers by 2023. This move will further reduce plastic waste and lower carbon emissions in the production process.

Bottles and flavors

Our reusable bottles are unique, allowing consumers to carbonate and drink from the same bottle. At present, 30% of our bottles are made from reusable glass, a figure we expect to increase in the years ahead. In total, 37% of all our bottles are dishwasher safe, thus enabling consumers to reduce water usage.

At the end of 2021, we will start transitioning our flavors from plastic packages to metal. Metal is currently the easiest and most commonly recycled material in the world, making metal bottles an immediately available, environmentally friendly alternative.



Number of single-use plastic bottles saved by one SodaStream bottle over four years²

Argentina	1,378
Australia	1,096
Austria	1,235
Belgium	1,658
Canada	1,787
Czech Republic	1,161
Denmark	770
Finland	601
France	1,301
Germany	1,803
Italy	1,473
Japan	891
Netherlands	720
New Zealand	961
Portugal	1,449
Singapore	645
South Africa	900
Sweden	687
Switzerland	1,286
UK	1,149
USA	3,088

Pepsi flavors: the new and iconic

Since 2020, our consumers have been able to make their favorite PepsiCo drinks using their SodaStream Sparkling Water Maker from the comfort of their own home in an Earth-friendly way. Five iconic flavours – Pepsi, 7UP, Mirinda, Mountain Dew and Schwip Schwap – along with their diet and sugar-free alternatives are available in ten markets.

In January 2021, we launched *bubly*TM drops for SodaStream in the USA followed by Canada, representing the first partnership with PepsiCo's brands in North America. The new collaboration brings the beloved *bubly*TM brand's bright flavors and bold personality to the SodaStream platform, offering another way for consumers to enjoy *bubly*TM beverages at home while continuing to avoid single-use plastic.



¹ Based on an online survey in the USA and UK. Random sample of 600 SodaStream Active users (owners that use the machine once a month or more), males and females aged 18+.

² Based on aggregation of data from external party – global data 2021. Save per household.

Cylinders: refilling and recycling

Our CO₂ cylinders are designed to be reused. SodaStream cylinders are produced – and designed to remain – in a closed loop. The life cycle begins with manufacturing, to filling, use and return by consumers, cleaning and refilling, and reintroduction into the local market for redistribution. All cylinders meet required country-specific standards, undergoing extensive in-house safety tests before entering or returning to the market. Our consumers can exchange empty cylinders through local retail partners or through online exchanges.

Packaging

We believe in protecting our products and the planet, and consider the environmental impact of every single component in our designs. In 2019, we removed the plastic handles from all our packaging (reducing approximately 6 tons of plastic waste a year), and we're currently exploring innovative packaging options to reduce our paper waste. Our packaging is made from recycled cartons and is already at least 90% recyclable.



Repurposing and recycling in Australia

In July 2020, we launched an exciting repurposing and recycling project in Australia aimed at reducing SodaStream's contribution to waste and landfill. The project's two key objectives are: redirecting returned sparkling water makers back onto the market, and when this isn't possible, recycling sparkling water makers, thus preventing 4 tons of plastic going to landfill. Machines that were no longer in use and returned to store by consumers were collected, retested and – if appropriate – refurbished for resale. Since the project's launch, almost a quarter (24%¹) of returned machines have been successfully refurbished, and all of the Refurb Machines were sold to external parties. Machines that could not be refurbished and repurposed were separated for parts (metal, plastics, batteries, etc.) and recycled.



Sustainable Operations

Shortening the supply chain through local filling stations and operations

SodaStream currently has seven CO₂ cylinder filling stations worldwide, and will open its eighth in Japan in 2021. We carefully consider all our station locations to ensure that the distance between our inputs and end users is as small as possible. For example, our Netherlands site consolidates activities previously carried out across seven different locations and thus reduces transport impacts between our sites in Western Europe. Similarly, our Japanese filling station will cut the environmental costs of moving millions of CO₂ cylinders every year to and across the Asian market.

Renewable energies and savings

As production at our flagship factory in Israel grows, we plan to meet 10% of the plant's total energy requirements with solar energy by 2022, a five-fold increase from 2% in 2020. We aim to achieve this by installing additional solar panels to the rooftop array at the site.

Through these investments, we are proud to contribute in the near term to PepsiCo's goal of transitioning to 100% renewable energy for company-owned operations globally by 2030.

Recycling waste

We're always looking for ways to recover and reuse waste materials. Wherever possible, we filter and reuse our oil waste, regrind and reuse plastic waste, and recycle and separate water from production waste. In addition, we use carts rather than cardboard cartons for local product transfers, and melt our discarded brass into new reusable rods.

Lowering Consumption

We have minimized and found alternative solutions for the use of single-use plastic in our factories, offices and production plants around the globe

Energy Boost

We plan to boost our inputs from solar energy five-fold to 10% over the next two years



¹ Data based on Jul20-Feb21.

Our Carbon Footprint and Beyond



¹ Based on a customer survey conducted in the UK and USA 2021.

² Cradle-to-gate footprint analysis certified by the Carbon Trust.

Activism – Raising Our Voice for the Planet

Sustainability is in our DNA and we are committed to using our voice and brand to advocate for change. As a company that is often at the forefront with innovative ideas and actions, we make a point to be leaders in matters that are important to us.

Global campaigns

Our environmental message is integral to all our communication campaigns. During the September climate strike, we shut down all our facilities and operations for 24 hours, with our website streaming the message: “Global Climate Strike in Solidarity with the Young Generation for a Better Future.” Toward the 2020 holiday season, we released an environmental advert featuring the artist Snoop Dogg raising awareness of the “Small Things” people can do to live a more sustainable lifestyle.

Earth Day and World Cleanup Day

Every year on Earth Day and World Cleanup Day, millions of people and thousands of organizations around the world pledge to support a cleaner, healthier planet and a more sustainable future. At SodaStream, we make our contribution in different ways: local environmental initiatives, financial contributions to nongovernmental organizations (NGOs) and educational campaigns.

When the COVID-19 pandemic made access to water and good hygiene more important than ever, we contributed to the international NGO WaterAid. Our short film *One Home, One Planet* reached more than 30 million people, sharing the message to stay at home and take better care both of each other and our planet.

In France, we partnered with local NGO No Plastic in My Sea to raise funds in support of its activities. We also organized local cleanup initiatives involving our employees, their families and the public.



AUSTRALIA

“Ocean Heroes” school program

In 2019, we launched “Ocean Heroes” in Australia, a free half-day primary school program developed and delivered by sustainability professionals, to engage and inform children about the potential impact of single-use plastic. The interactive program includes an immersive underwater virtual reality experience, engaging and thought-provoking group discussions, and hands-on activities showing how to repurpose plastic waste.

AUSTRIA

Hasta la vista, goodbye to plastic!

In 2019, we joined Arnold Schwarzenegger, Greta Thunberg, Werner Boote¹ and other experts making real proposals for plastic reduction at the R20 Austrian World Summit. In addition, throughout the two-day summit, we displayed an eye-catching exhibit of a three-meter-high globe drowning in a sea of single-use plastic bottles (called “The Sunken World”) in front of the Hofburg, seat of the Austrian government in Vienna.

FRANCE

Mont-Blanc Ultra Trail

In 2019 in France, we partnered with the organizers of the Mont-Blanc Ultra Trail to reduce the use of plastic bottles both on the Trail and at sporting events in general. During the event, refreshment stations were equipped with SodaStream machines and reusable bottles, eliminating the need for single-use plastic bottles.

GERMANY AND AUSTRIA

World Schlepp-Championship Virtual Run

In 2020, we organized the Schlepp-Championship’s first Virtual Run for the Environment (a socially distanced adaptation of our 2019 event). Hundreds of participants from all over Germany and Austria took part in this challenge. For every kilometer “schlepped,” SodaStream made a financial contribution to the NGO OceanCare.

CANADA

The Great Gulp Campaign

Also in 2020, we sponsored the Great Gulp Campaign across Canada, raising awareness in schools, offices and homes of the importance of drinking water and reducing single-use plastic waste.

SWEDEN

Non-Plastic Waste Innovation of the Year

In 2019, SodaStream launched the Non-Plastic Waste Innovation of the Year competition for the very first time in Sweden. The purpose of the competition was to promote young Swedes’ entrepreneurial spirit and drive interest in sustainability solutions for the single-use plastic waste problem. Hundreds of participants from all over the country submitted ideas. For the 2021 edition of the competition, SodaStream Nordics will scale the competition to Norway and Denmark.

¹ The Austrian film director who presented the documentary film *Plastic Planet* in 2009.



sodastream

Go to our website and learn
more about our activity and
how you can save the planet.

sodastream.com

Don't just share, care!