



2024 Impact Highlights and Canadian Initiatives

Everything we do at Keurig Dr Pepper (KDP) starts with our purpose. In 2024, we elevated our long-standing platform for corporate responsibility, **Drink Well. Do Good.**, as the ideal characterization of our company's purpose and a reflection of how and why our 29,000 employees contribute beyond the bottom line. With a vision to offer a beverage for every need, anytime and anywhere, KDP lives that purpose by delivering great brands, great experiences and great impact.

DRINK WELL. DO GOOD.

- **Great brands:** From familiar favorites to tomorrow's emerging essentials, we offer more than 125 iconic brands consumers love and trust.
- **Great experiences:** Our beverages enhance life's drinkable moments — turning a foggy morning into a brighter day, providing a treat at just the right moment and bringing us together with friends and family.
- **Great impact:** We make a positive difference on the lives we touch — our consumers, employees, business partners and communities — all supported by a rich, multi-year social and environmental agenda.



KDP Impact is our multi-year social and environmental agenda that supports both our company strategy and our purpose. You will read in the details of this 2024 Impact Highlights and Canadian Initiative brochure how our efforts are rooted in action, realized through partnerships and measured in results. We have further refined our focus and efforts to those areas of impact where we can create meaningful change as a leading beverage company.

KDP's seven Key Impact Areas are as follows:

- **Climate & Nature Action**
- **Water Use & Stewardship**
- **Packaging & Circular Economy**
- **Human Rights, Responsible Sourcing & Supply Chain Livelihoods**
- **Consumer Health & Well-Being**
- **Employee Health, Safety & Well-Being**
- **Corporate Governance & Ethics***

*As there is no Canada-specific highlight related to Corporate Governance & Ethics, this pillar is not presented here.



CLIMATE & NATURE ACTION

■ Supporting climate and nature is essential to address climate change and build resilience for communities and the future of our business.

KEY HIGHLIGHTS*

- **Achieved Goal:** Engaged bottlers and select suppliers representing 50% of Scope 3 emissions to set a science-based target
- 21% reduction in combined Scope 1 and 2 emissions, compared to the 2018 baseline
- 85% electricity obtained from renewable sources in 2024
- Increased KDP Canada’s electric fleet inventory to 45 vehicles, representing nearly 20% of our total Canadian fleet
- Updated our 2030 GHG emissions-reduction targets validated by the Science-Based Target initiative (SBTi) to align to the Paris Agreement climate change goal of limiting global warming to well below 1.5°C above pre-industrial levels
- Supported regenerative agriculture and conservation on 129,013 acres of land since 2022, attaining the halfway point of our goal

*The key highlights are taken from our 2024 Impact Report. To access the full report, available in English only, click here : <https://www.keurigdrpepper.com/wp-content/uploads/2025/06/2024-impact-report.pdf>

KDP TARGETS

	2021	2022	2023	2024
Reduce Scope 1 and 2 emissions by 30% by 2030	9%	13%	21%	21%
Reduce scope 3 emissions on select categories by 15% by 2030	3%	5%	12%	13%
Obtain 100% of electricity from renewable sources by 2025	62%	74%	83%	85%
Engage bottlers and select suppliers representing 50% of Scope 3 emissions to set a science-based target by 2024	36%	44%	46%	50%

Support regenerative agriculture and conservation on 250,000 acres of land by 2030

2023 TOTAL ACRES
43,435

2024 PROGRESS

TOTAL ACRES
128,897



KDP 2030 CLIMATE TARGETS

In 2025, SBTi validated our updated 2030 GHG reduction targets, which include:

- Reduce absolute Scope 1 and 2 GHG emissions by 50% by 2030 from a 2018 base year.
- Reduce absolute Scope 3 GHG emissions from purchased goods and services, fuel and energy related activities, upstream transportation and distribution, and use of sold products by 25% by 2030 from a 2022 base year.
- Reduce absolute Scope 3 Forest, Land and Agriculture (FLAG) GHG emissions by 30% by 2030 from a 2022 base year.
- Commit to no deforestation across our primary deforestation-linked commodities, with a target date of December 31, 2025.

TODOS AL AGUA REGENERATIVE COFFEE PROGRAM 🇨🇦

In partnership with coffee trader RGC Coffee, we are supporting a program that aims to improve the economic and climate resilience of farmers across our supply chains in Colombia, Honduras and Peru. Each participating farm receives individual agronomic support to develop customized plans for regenerating their soil, tree canopy and water resources. Building on that success story, we at KDP Canada decided in 2025 to step in with our iconic brand Van Houtte and reinforce our partnership with RGC Coffee by providing additional support to the Todos al Agua program. In doing so, we will unlock additional farm renovations and training for young farmers (18-35), expanding the skills and resources available to the next generation of coffee farmers.



REDUCING EMISSIONS THROUGH ELECTRIC VEHICLES 🇨🇦

In 2024, we advanced the electrification of our Canadian fleet of vehicles, a strategic step toward reducing our GHG emissions. We increased our electric fleet inventory to 45 vehicles, which represents nearly 20% of our Canadian fleet. In 2024, we estimate that we have saved \$265,000 CAD in fuel costs and \$335,000 CAD in maintenance repair costs versus standard fuel vehicles. Most importantly, over the past three years, our electrification efforts have led to a significant reduction in our fleet GHG emissions, which we estimate at 8% for the year 2024.



NUMBER OF ELECTRIC VEHICLES ADDED



ECOTIERRA'S SUSTAINABLE AGROFORESTRY PROJECTS AND CARBON COMPENSATION 🇨🇦

For more than 3 years, KDP Canada has been supporting ECOTIERRA in implementing sustainable coffee agroforestry projects in Peru and Honduras. Our support provides technical assistance to coffee farmers, helping to restore degraded lands into productive agroforestry systems, rehabilitate aging plantations, and preserve existing forests, ultimately enhancing both coffee production and quality on these farms. Certain projects also involve increasing crop yield, enhancing quality, and generating carbon credits through reforestation and conservation activities, which yield additional revenues for coffee farmers. In 2024, KDP Canada voluntarily purchased 2,841 carbon credits* from ECOTIERRA, offsetting emissions equivalent to Van Houtte Coffee Services (VHCS)' Scope 1 emissions for 2023, including those associated with coffee roasting and VHCS' vehicle fleet. The largest portion of revenues from the sale of these credits is transferred to the farmers' cooperatives, helping to generate positive livelihood impact and enabling additional regenerative agriculture efforts and investments.



*KDP does not account for the purchase of these voluntary carbon credits with respect to its climate targets, nor does KDP claim to reduce any portion of its reported carbon footprint on the basis of these purchases.



CARBON COMPENSATION WITH COOP FA 🇨🇦

In 2024, we voluntarily purchased 283 educational carbon credits** from Coop FA, offsetting emissions equivalent to a small portion of employee commuting and KDP business travel, both part of our Scope 3 emissions. The proceeds were directed to Carbone Scol'ERE, a program developed and implemented by Coop FA which delivers educational workshops in schools across Quebec to raise environmental awareness among youth and promote sustainable behaviors.



**KDP does not account for the purchase of these voluntary carbon credits with respect to its climate targets, nor does KDP claim to reduce any portion of its reported carbon footprint on the basis of these purchases.



WATER USE & STEWARDSHIP

■ Water is a shared resource that is critical to the health of communities and ecosystems where we live and work.



KEY HIGHLIGHTS

- Invested in higher efficiency water treatment infrastructure at two manufacturing facilities which is estimated to save over 189 million liters of water annually
- 66% replenishment for high water-risk operating communities through the end of 2024, an increase from 55% in 2023
- 17 targeted water replenishment projects supported in California, Texas, Florida and Mexico since 2016
- Supported projects that delivered 3,008 megaliters of water volumetric benefit to areas of high-water stress in 2024
- Hosted a workshop at World Water Week in Stockholm, Sweden, to raise awareness and discuss safe water access in underserved communities

SAFE WATER ACCESS 🇨🇦

KDP Canada has teamed up with One Drop Foundation as a founding Water Impact Partner of the Indigenous Water Allyship initiative, a multi-year program that aims to improve living conditions and health via increased access to safe water in First Nations, Métis and Inuit communities across Canada. In 2024, the program supported nine youth in their water-related artistic projects, fostering leadership, participation and dialogue on water rights and stewardship, with tangible impact felt well beyond local communities. Through social media outreach, community events, knowledge sharing platforms and educational materials, the project reached over 120,000 people. In addition, KDP Canada co-hosted a workshop at World Water Week in Stockholm, Sweden, along with One Drop and the Canada Water Agency, to introduce the Indigenous Water Allyship Program and five young Indigenous Ambassadors who shared their perspectives on water-related social and environmental issues in their respective communities.



KDP TARGETS

Improve our water use efficiency by **20%** by 2025

Partner with our highest water-risk operating communities to replenish **100%** of water used in our beverages in those communities by 2030

2021

7%

49%

2022

7%

55%

2023

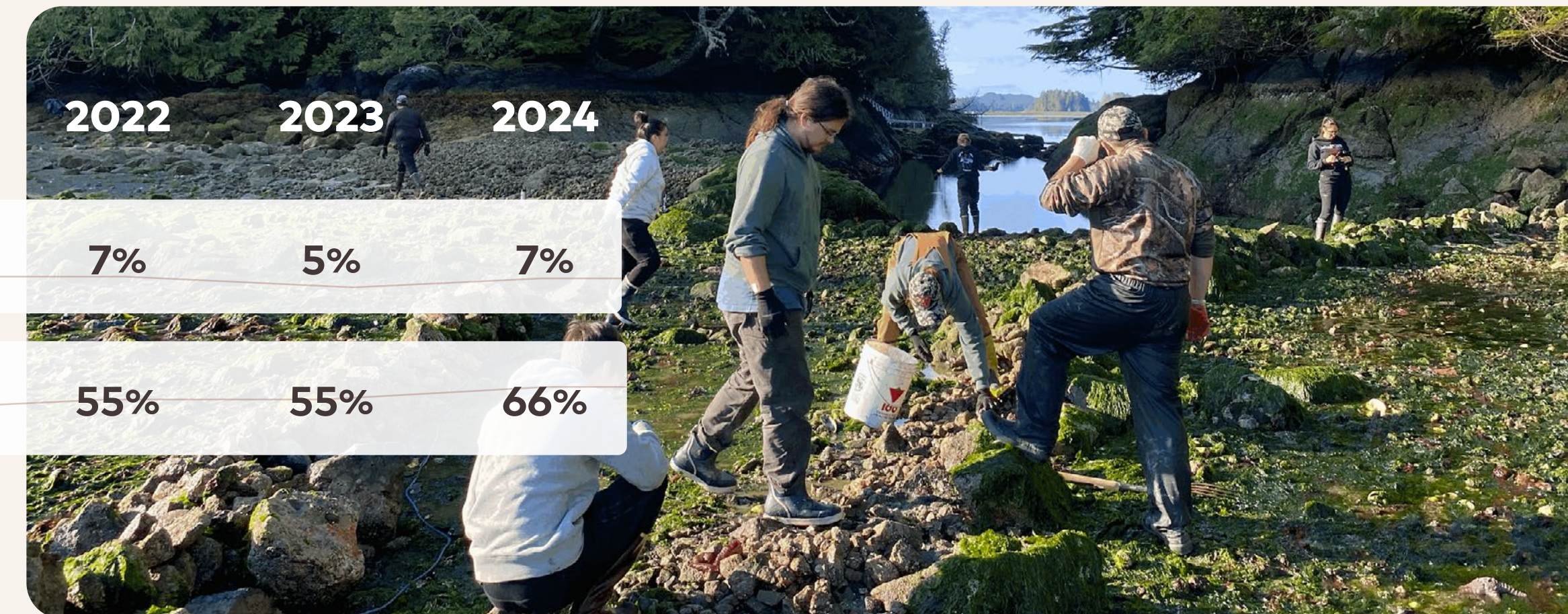
5%

55%

2024

7%

66%



The Indigenous Youth, Art, And Water Initiative, One Drop Foundation. Photo Credit: CIER & Nuu-Chah-Nulth Youth Warrior Family Society

PACKAGING & CIRCULAR ECONOMY

■ Supporting the circular economy is critical to reduce resource use and environmental impact.

KEY HIGHLIGHTS

- Unveiled our vision for new K-Rounds™ plastic and aluminum-free pods as well as a new brewing system, the Keurig Alta™ brewer
- 96% of packaging converted to be recyclable or compostable
- 17% virgin plastic reduction across our packaging portfolio since 2019
- More than \$50 million committed in support of a more circular economy since 2014
- Secured acceptance of K-Cup® pods into Canadian province-run curbside collection programs in Ontario (2026) and Quebec (2025)

ADVOCACY, INFRASTRUCTURE & PARTNERSHIP 🇨🇦

We engaged with leading Producer Responsibility Organizations (PROs) and regulators who are responsible for the implementation of expanded municipal recycling programs across Canada. This work has led to the acceptance of K-Cup® pods into Canadian province-run recycling programs in Ontario (expected January 2026) and Quebec (January 2025).

MATERIAL RECOVERY 🇨🇦

KDP Canada works with Quantum Lifecycle Partners to help recycle end-of-life assets like electronics and commercial Keurig brewers, as well as brewers from in-store returns, resulting in 602,920 pounds of recovered materials diverted from landfill in 2024. Van Houtte Coffee Services, a subsidiary of KDP Canada, also refurbished more than 37% of the total brewer units it sold/ rented during the same year.

PARTNERSHIP TO CATALYZE SYSTEMS CHANGE: CIRCULAR PLASTICS TASKFORCE 🇨🇦

KDP Canada is a founding member of the Circular Plastics Taskforce (CPT). In 2024, the CPT mobilized 30 circularity leaders from across the industry to advance the circular plastics economy in Canada. Projects underway in 2024, which are valued at an estimated \$700,000 CAD, aim to optimize plastics recycling along the value chain with a focus on challenging resins and formats.



KDP TARGETS

	2021	2022	2023	2024
Convert 100% of packaging to be recyclable or compostable by 2025	95%	94%	95%	96%
Use 30% post-consumer recycled content across our packaging portfolio by 2025	24%	24%	27%	26%
Use 25% post-consumer recycled content in our plastic packaging by 2025	11%	18%	17%	16%
Achieve a 20% virgin plastic reduction across our plastic packaging portfolio by 2025	6%	11%	15%	17%



HUMAN RIGHTS, RESPONSIBLE SOURCING & SUPPLY CHAIN LIVELIHOODS

■ As we source our ingredients, materials and services, we aim to safeguard human rights, support economic resilience and reduce environmental impact in order to build a reliable and secure supply chain for the long term.

KDP TARGET

Responsibly source our priority inputs

2024

COCOA AND COFFEE*

TOTAL
100%

*In 2024, 0.32% of coffee was received as conventional due to irregular rain patterns delaying the crop in Uganda and logistical challenges resulting from the unavailability of the Suez Canal as a transport route. Both of these challenges required us to purchase green coffee from the spot market to meet our demand, and there were not suitable responsibly sourced options available.



KEY HIGHLIGHTS

- 100% of coffee was responsibly sourced in 2024*
- 100% of cocoa was responsibly sourced in 2024
- Largest buyer of Fair Trade USA certified coffee for our owned and partner brands in 2024
- 93% of our in-scope Tier 1 suppliers and select Tier 2 suppliers for brewers met or exceeded expectations per KDP's Supplier Rating System for Factories
- Expanded our responsibly sourced audit program to include high-intensity sweeteners in 2024
- Supported 8,570 farmers and workers in our coffee supply chain with the aim to improve their economic resilience per KDP's Livelihoods Ambition Monitoring and Evaluation Guide

LA VEREDA IMPACT SOURCING PILOT 🇨🇦

Through a unique combination of innovative purchasing practices and strategic investment in yield-boosting and diversification activities, KDP and its supplier, RGC Coffee, have supported 330 coffee farmers in Colombia to achieve an average increase in net household income of 130% in 2024 among the farmers who received direct technical assistance, compared to a 2021 baseline. This places these households well above the living income benchmark defined by the nonprofit, Verité, in 2022, and demonstrates the efficacy of combining purchases with targeted investment to drive impact. KDP Canada will also take on the long-standing corporate commitment to support the La Vereda project in the years ahead.



CONSUMER HEALTH & WELL-BEING

■ Supporting consumers on their health and well-being journey and providing transparency about our marketing practices, ingredients and product safety is fundamental to our business.

KEY HIGHLIGHTS

- Continued to deliver on our commitment to not market or advertise any of our products to children
- Dr Pepper Zero had the most volume sales growth out of all Dr Pepper trademarked products, including regular Dr Pepper and Diet Dr Pepper, in 2024



CANADIAN STRATEGY 🇨🇦

Since 2021, KDP Canada has been collaborating with industry experts and stakeholders to guide its health and well-being journey. In 2024, this work led to the completion of our Canadian Health & Well-Being strategy, including key performance indicators tailored to the unique market dynamics and regulatory environment of the country.

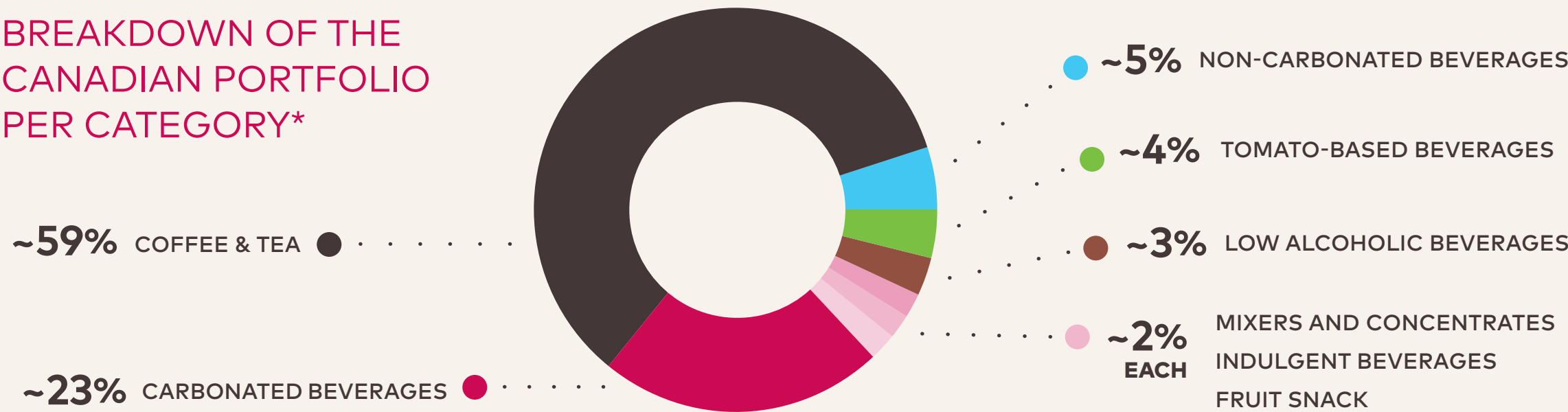
As such, we have aligned our Canadian strategy with the Front-of-Pack (FOP) labelling regulation, set to take effect on January 1, 2026. This regulation is intended to highlight products that contain $\geq 15\%$ of the daily value (DV) (or 10% DV for products ≤ 30 mL) of sugar, sodium and/ or saturated fats through standardized labelling practices. We proudly commit to offering consumers a wider range of products that do not exceed the threshold established by Health Canada. This approach applies to our entire non-alcoholic portfolio, including owned brands, licensed brands, partner brands, products sold at retail and in food service.

OUR CANADIAN PORTFOLIO MANAGEMENT APPROACH 🇨🇦

We aim to maintain a portfolio in which **75% of the products** contain **less than 15%** of the Daily Value (or 10% DV for products ≤ 30 mL) for sugars, sodium and/or saturated fat.

The table below outlines our baseline evaluation and category targets, with a breakdown of our Canadian non-alcoholic beverage portfolio displayed to the right.

BREAKDOWN OF THE CANADIAN PORTFOLIO PER CATEGORY*



*This graphic illustrates the percentage that each product category represents within our overall Canadian portfolio. Each product is counted once, with each flavor and serving size considered as a distinct product.

CATEGORY-SPECIFIC TARGETS

	2024 ACTUAL	BY 2030...
Low Alcoholic Beverages % below 15% daily value in the portfolio for sugars and/or sodium.	69%	85%
Carbonated Beverages % below 15% daily value in the portfolio for sugars.	25%	35%
Mixers & Concentrates % below 15% daily value (or 10% DV for products ≤ 30 mL) for sugars.	64%	65%
Non-carbonated Beverages % below 15% daily value in the portfolio for sugars and/or sodium.	43%	50%
Tomato-based Beverages % below 15% daily value in the portfolio for sugars and/or sodium.	19%	25%
Fruit Snacks % below 15% daily value in the portfolio for sugars.	60%	95%
Coffee & Tea % below 15% daily value in the portfolio for sugars, sodium and/or saturated fat.	100%	100%
Indulgent Beverages % below 15% daily value in the portfolio for sugars and/or saturated fat.	64%	MAINTAIN A MINIMUM OF 50%



MARKETING TRANSPARENCY 🇨🇦

To uphold our commitment to transparency, we will disclose the percentage of our marketing budget dedicated to promoting products that meet these nutrition standards starting in 2026.

ALCOHOLIC BEVERAGES 🇨🇦

While the category is excluded from the Canadian front-of-pack labeling scheme, and is not included in our approach, we remain committed to reducing the amount of salt, sugar and saturated fat in alcoholic beverages. Starting in 2026, we will provide transparent information on our progress.

EMPLOYEE HEALTH, SAFETY & WELL-BEING

■ Supporting communities is not only a reflection of our corporate responsibility, but also a strategic imperative embedded within Keurig Dr Pepper Canada's broader sustainability ambition.

KEY HIGHLIGHTS

- 81% of KDP employees in 2024 report feeling engaged
- 83% of employees report feeling proud to work for KDP in 2024
- Recognized on Forbes America's Best Large Employers and Fortune's Most Admired Companies lists in 2024
- 220+ grants funded by and issued to employees in need from KDP's Employee Relief Fund
- Increased employee volunteerism and community engagement to more than 7,600 hours in 2024

RECOGNIZED FOR EXCELLENCE IN THE WORKPLACE 🇨🇦

We are proud to be recognized among Canada's Top 100 Employers for the seventh year, a testament to our unwavering commitment to employee experience, leadership, and purpose-driven culture. In 2024, we have also been named one of Canada's Top Employers for Young People for the seventh time and recognized among Montreal's Top Employers on nine occasions including the last seven consecutive years. These recognitions reflect how we continue to build a workplace where people grow, thrive, and make a meaningful impact.



CANADIAN RED CROSS PARTNERSHIP 🇨🇦

In 2024, Keurig Dr Pepper Canada's community investment strategy came to life in powerful, measurable ways through our three-tiered approach: national in scale, local relevance and direct employee engagement. At the national level, our flagship partnership with the Canadian Red Cross continued to gain momentum, generating over \$340,000 in donations for programs supporting food security, community health and crisis response.



LOCAL FOOD IMPACT AND PROXIMITY-BASED PARTNERSHIP 🇨🇦

A standout milestone was our largest in-kind cold beverage donation in Canada to date: over 140,000 units of Snapple and Bai were delivered to Moisson Montréal, helping fill holiday baskets for families facing hardship. From breakfast programs and emergency food hampers to community kitchens and shelters, our product recovery model became a lifeline for hundreds of organizations, transforming surplus into purpose and logistics into lasting impact.

CORPORATE VOLUNTEERING PROGRAM 🇨🇦

Another defining feature of the year was the launch of a corporate volunteering program, supported by a quarterly internal campaign spotlighting opportunities across our sites. By increasing visibility and embedding volunteering into our team culture, we made purpose-driven action more accessible: resulting in the highest number of employee volunteer hours ever recorded by KDP Canada employees. From the 48h Make-A-Wish Challenge, which alone accounted for over 3,000 hours, to hands-on efforts with the Canadian Red Cross, Cultiver l'Espoir and Défi sportif AlterGo, our people showed up with energy, heart, and action, making 2024 a landmark year for community engagement at every level.





Drink Well. Do Good.