



DRIVING POSITIVE CHANGE
FOR PEOPLE AND PLANET

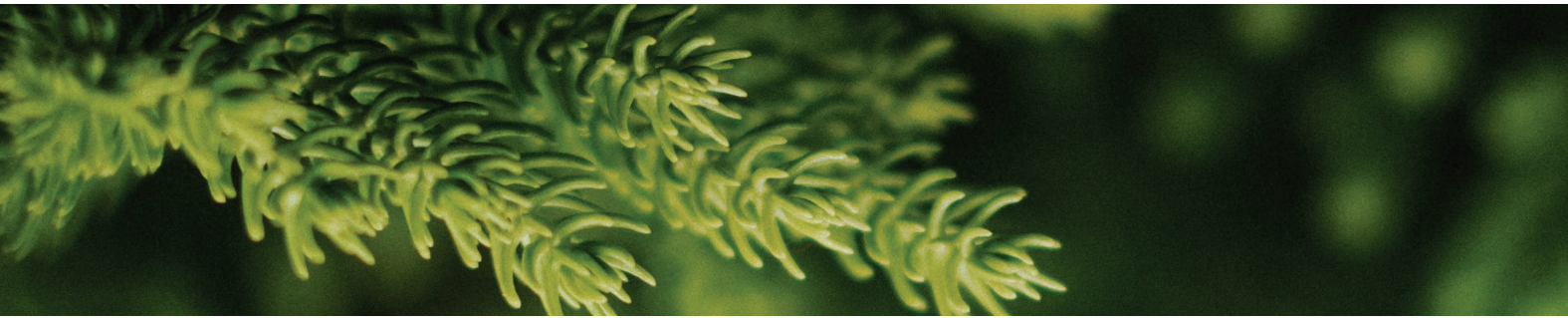
MAKING A DIFFERENCE SINCE 1994



We have been doing business in our own way for 30 years, driven by the collective power to do good. We harness the power of the very best ingredients to support wellbeing - naturally, while equally championing sustainability to help ensure that nature's finest remains available for generations to come.

It's our curiosity and energy that have kept us driving forward, opening up countless possibilities, ideas and innovations... and yet, we are just getting started.

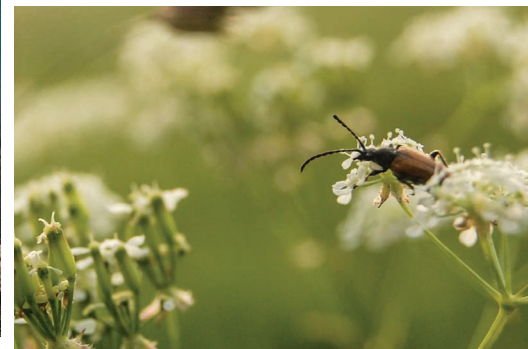
Klamath Lake, Southern Oregon, USA



LIVING OUR VALUES EVERY DAY

These are not just words.
We work to make the AquaSource difference
at every level and we know that every message
shared, every customer and Brand Ambassador
welcomed, is a win for the planet and for people.

AQUASOURCE



Getting our priorities right comes naturally.

We make a conscious effort to reduce our environmental impact and to focus on actions that offer the greatest opportunity for tangible change.

PLANET



FOREST



CLIMATE



PACKAGING



FORMULATIONS



WATER

AQUASOURCE



FOREST

Forests are the 'lungs of our planet', yet they remain under major threat from deforestation. The unique ability of trees to supply food, remove carbon from the air and sustain varied habitats for wildlife is vital to our quality of life on Earth.

It is not in our nature to take a back seat; we put on wellies, dig holes, and plant trees ourselves. So far, with the support of AquaSource, a total of 1000 trees have been planted in the UK; 270 with our own hands.

In 2020, trees were planted in two locations through similar projects in Bulgaria and we're looking to expand these vital initiatives; giving back to the natural world that sustains us. And it doesn't end there - we are striving to ensure that all our paper-based products including catalogues, paper and board packaging will come certifiably from sustainably managed forests or recycled raw materials, with a preference for Forest Stewardship Council® certified paper.





Our Highlights

Moor Trees
reforestation
project in the UK



160 trees
planted in
Bulgaria



FSC® certified
paper from
sustainable
sources

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CLIMATE

Climate change is already affecting the Earth's temperature, rainfall, and sea levels. We want to play a positive part in mitigating the effects of this global issue by committing to actions that reduce our carbon footprint.

In our Bulgarian office, our use of renewable energy sources saved 3,841.89 kg of carbon emissions from harming the environment in 2023 alone. Similarly, our UK office have saved a total of 11,129kWh of electricity following the installation of solar panels.

When it comes to our day-to-day operations, we select delivery companies based on their use of electric cars or vehicles with low emissions, and we have reduced the number of printed materials by moving them online.

We're also conscious that our live business events encourage people to travel, generating waste and emissions. This is why we're committed to more sustainable event planning going forward. Our first event every year is now digital and for future live events, we are prioritising locations that prevent air travel for the majority.

This is a strong start, and we intend to build on this progress with every business decision that we take.



Our Highlights

CLIMATE

Reduced carbon emissions by 3,841.89 kg through renewable energy use*

*Bulgaria, 2023

Digital events
• to offset carbon emissions

Minimise CO2

• impact by choosing ground travel

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PACKAGING

Packaging is a key area of consideration when it comes to environmental impact. Strong and safe packaging materials are essential for protecting the natural contents of our products, so we are proud that all our plastic and glass packaging is recyclable and 100% of our shipping cartons are recyclable.

In addition, our shipping and packing materials are used many times over to reduce unnecessary waste and we aim to continue this work with our third-party suppliers to ensure that our high standards are replicated when transporting our ingredients.

We will continue to put planet and people first and won't stop until every peripheral strand of our business is aligned with our mission.



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Our Highlights

PACKAGING



Recyclable
plastic
and **glass**
packaging

• 100% of
our shipping
cartons are
recyclable

• Shipping
cartons
re-used to
reduce waste

AQUASOURCE



FORMULATIONS

Nature is at the heart of everything we do, providing the amazing ingredients for our products, and we firmly believe that if we take from nature, we should take care of nature. Product formulations may negatively influence the environment during production, but we make conscious decisions to combat this through how we select and source our raw materials.

Organic ingredients and organic certification are important to us. Organic farming offers many well-known environmental benefits by eliminating the use of chemical fertilisers, pesticides, additives, and preservatives. The practice also means that we respect the land that we use to produce our ingredients - helping to improve soil health, water retention and fertility, while also promoting biodiversity.

More than 70% of our products are also certified by The Vegan Society®. Purity is a priority, and we maintain a strict policy of 'no nasties' across all our formulations. This means we say no to GMO ingredients, we never use binders and fillers, and our strong ethics help to preserve the deep, natural essence of our products for the environment and to provide the most natural supplementation for the human body.



Our Highlights

FORMULATIONS



Products
certified by
**The Vegan
Society®**

**Organic,
Halal and
Kosher**
products

**No
GMO**
ingredients

No testing
on animals

**Responsibly
sourced**
animal by-
products

Ethical
sourcing

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WATER

The world's freshwater resources have never been more under threat from a growing number of challenges including water quality, climate change and human intervention - leading to the destruction of many coastal areas.

Water is at the heart of AquaSource and we acknowledge that it helps to sustain each of our precious natural ingredients. In fact, we owe a debt of gratitude to the lakes and oceans of the world and feel a direct responsibility to take care of them.

From protecting our waterways against pollution to reducing the harmful human effects on our coastlines, we are conscious of the many ways that we can make the AquaSource difference.

We have already committed to some impactful action to help to protect the quality and purity of our water and coastlines, and we will continue to do so, now, and for many years to come.



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CASE STUDY BULGARIA

BROWN BEAR PROTECTION

In Bulgaria, Brown Bear numbers have fallen by almost 50% in the last ten years, mainly due to poaching. Urgent action is needed to help reverse this worrying trend and to protect the bear population.

The WWF is a highly respected, world-renowned organisation dedicated to wildlife conservation and supporting endangered species. Following a moving presentation from a WWF representative, AquaSource was determined to help secure a better future for these bears, and in 2023, we became official corporate sponsors of the WWF Bear Rescue Programme in Bulgaria.

Our funds will provide vital support to help implement a holistic programme for bear protection, including a dedicated Rescue Team.

Together, our aim is to stabilise the Bulgarian bear population and move towards a positive and harmonious coexistence between bears and people. We look forward to following the progress of this inspiring project as part of our commitment towards a better future for people and the planet.

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CASE STUDY UK

'BEE' THE CHANGE -

**A message that goes to the heart of our brand;
globally and locally.**

Did you know that 90% of wild plants and 75% of leading crops rely on animal pollination to survive? Pollinators, like bees, support one in every three mouthfuls of the food we eat.

The plight of our bee population is a cause very close to the hearts of our AquaSource team in the UK. For periods in 2022 and 2023, grass and wildflower seeds were posted with product orders to support bees and pollinating insects. A total of 1,500 packets of seeds were distributed throughout the UK, culminating in a live Facebook planting session in 2023, where Brand Ambassadors came together to plant their seeds and feel the joy of making a difference, together.

This noble mission is already set to continue in 2024 and 'Bee the Change' is evolving to become an annual event. This is just one of several initiatives inspired by a local desire to make the AquaSource difference. We are extremely proud to support all acts, big and small, that give back to our precious natural environment.



*"The experience of planting our seeds together
gave us an amazing sense of community."*

Amanda Sly, UK Country Manager

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CASE STUDY BULGARIA

WORLD CLEAN-UP DAY 2023

Each year on World Clean Up Day, communities come together to build a more sustainable future by venturing out into their local communities and pledging to leave the world a little cleaner and tidier than they found it.

Since the project began, 211 countries and 91 million volunteers have contributed to this noble venture, and in 2023 we decided to take action. On 16th September, AquaSource Brand Ambassadors and staff came together to organise and attend an impressive ten clean-up events across eight Bulgarian cities.

It's true that actions speak louder than words, and we are extremely proud of every person who gave their time to get their hands dirty and make the AquaSource difference - creating tidier, healthier spaces and supporting a more sustainable future for generations to come.



AQUASOURCE

Health and wellbeing does not begin and end with nutrition. People are at the heart of what we do, and that's why we continually seek positive change for our Brand Ambassadors and global workforce, while also helping others through our charitable endeavours.

Our aim is to reach out, embrace, and improve the experience of everyone touched by the AquaSource business.

PEOPLE



BRAND
AMBASSADORS



GLOBAL
TEAM



LIGHTSOURCE

AQUASOURCE

BRAND AMBASSADORS

The foundation of our business is people; their dreams and motivations and their unique interface with the wider world.

Empowering women

Today, over 93% of our Brand Ambassadors are female*. AquaSource offers the elusive work-life balance that is so highly sought, particularly by women, who are empowered to earn additional income through great products and, in turn, share the same opportunity with others.

Flexible working

Through AquaSource, women can find true flexibility with work that genuinely fits around a primary job, childcare or further education - with the option of working full-time at any point along their journey. Engagement with AquaSource is not expected to be static, it's made to adapt to evolving lives. This freedom makes our opportunity truly equal for all.

In standard employment, working flexibly is often fraught with compromise and lower wages. By comparison, direct selling offers competitive earnings** for part-time work, making it a viable and attractive opportunity.

*Based on demographic survey, October 2022, Bulgaria'

**In the UK, the average monthly amount earned is £833, with the majority of people doing so on a part-time basis to fit around family commitments or another job. Source: DSA Consultant Survey 2023, sample size 983



BRAND AMBASSADORS

Having fun while we work

We thrive because we're a community first. We share our enjoyment and belief in AquaSource products and we have fun! We're much more than just recruiting and selling products. This is reflected in the fact that we gather together regularly, with a focus on sharing ideas and celebrating each other. We also offer a digital event at the beginning of each year to support those unable to attend our physical events, helping to improve accessibility for all.

Incentives & rewards

We love to show our gratitude for the great efforts of our Brand Ambassadors by offering a range of rewards and incentives throughout the year. As well as cash bonuses, we offer inspiring travel opportunities, a car incentive programme, Christmas rewards and opportunities for personal development and training.

In addition, through our presence on LinkedIn and local/global Facebook groups, we offer a constant, digital sense of community, a partnership, a place to share knowledge and support each other's journeys.

We will strive to maintain our focus on inclusivity and empathy as we move forward.





Our Highlights

BRAND AMBASSADORS

More than
**93% of Brand
Ambassadors
are female***

• **Competitive
earnings ****

• **12 opportunities
a year for personal
development
& rewards**

• **80% of our
community value
events & learning
from others *****

*Based on demographics survey, October 2022, Bulgaria. **In the UK, the average monthly amount earned is £833, with the majority of people doing so on a part-time basis to fit around family commitments or another job. Source: DSA Consultant Survey 2023, sample size 983. ***Based on internal survey, May 2023, Bulgaria

AQUASOURCE

GLOBAL TEAM

Our busy and buzzing global team form the beating heart of AquaSource, and we're devoted to offering a flexible and positive working experience for all.

Remote working

We actively encourage a remote working culture. This allows us to seek a greater diversity of talent from nationalities across the world, and to find specialised experience. Remote working also means no commuting! This is great for the environment and helps the team to work more flexibly and efficiently in their respective time zones.

Diversity

Our team proudly stretches across more than 10 countries, including: Austria, Bermuda, Bulgaria, Croatia, Dubai, Greece, Ireland, Italy, Spain, Sweden, Turkey, the UK and the USA. All work daily in collaboration through digital, face-to-face technology to achieve common goals and embrace their diverse qualities and experiences.



AQUASOURCE

GLOBAL TEAM

Age and gender

AquaSource values the benefit that can only be gained from working with a multi-generational team - combining years of business experience and more youthful 'finger on the pulse' awareness. It's a winning combination that keeps us moving positively forward.

A fair balance of gender is also positively demonstrated, including at management level, where 67% of our leadership are female and there is a commitment to equal pay.

Health and wellbeing

In order to positively nurture the multi-national nature of our business, respect is always given to the range of time zones at play during the working day, with no expectation for working anti-social hours.

In Bulgaria, the management team attend personal development training supported by the company and team days are organised with activities such as yoga and meditation or walking in the mountains. This desk-free time allows a moment to embrace nature and helps the team to re-energise and refocus while strengthening working relationships.



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Our Highlights

GLOBAL TEAM

Remote team based
across more than
10 countries

Diversity of age
- baby boomers
to millennials

**67% female
representation at
management level**

AQUASOURCE



LIGHTSOURCE CHARITY

The LightSource Charity is passionate about building a better future for children through the 'I Love My School' project, helping to transform schools from dull, uninspiring spaces to what many students now refer to as their 'second home.' That's why AquaSource donates 10% of its profit after tax, to this worthy cause.

LightSource Charity trustee, Albena Spurling, takes inspiration from the children's own ideas and using her creative flair, applies bright colours, images, quotations, and educational information to photo-wallpaper in schools. The children are hands-on in helping to design and improve their classrooms, giving them the power to make a difference to their quality of life and making schools brighter places for the next generation to thrive.

The charity's goals continue to expand, with the aim of working worldwide to offer many more schools this fantastic opportunity in the future.

For more information, visit www.lightsourcecharity.org

Our Highlights

LIGHTSOURCE CHARITY

80 schools
across Bulgaria
are **improved**

75,000
students
benefited

2,450
classrooms
transformed



LIGHTSOURCE

AQUASOURCE