

MANANALU®

DISRUPTION
REPORT
2023

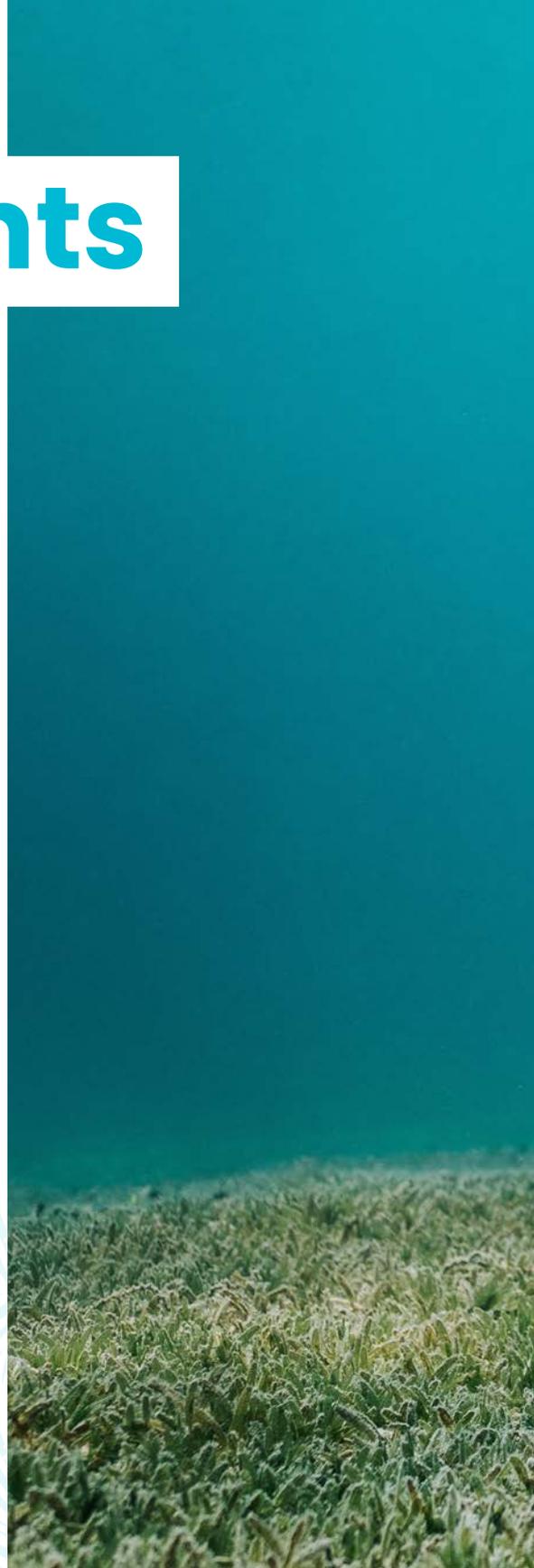


MANANALU®



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We started Mananalu because the single-use plastic problem was obvious. The ‘aha’ moment came when I was sitting on a plane, surrounded by those dumb little plastic water bottles. I looked around and thought, “We can do better than this.”

So I reached out to Ball Corporation—the world’s largest producer of aluminum packaging—and we made a plan to create Mananalu. In just three years, we’ve shaken up the packaged water industry. Bottles of infinitely recyclable Mananalu are showing up on planes, shelves, and in over 3,000 locations, right where plastic bottles used to be... and we’re just getting started.

But that’s just half the story. We are partnering with rePurpose Global to rid our beautiful oceans of ugly plastic. For every bottle of Mananalu sold, we remove the equivalent of one plastic of ocean-bound waste. So far, we’ve removed over 13 million. And what’s better is that rePurpose employs over 10,000 people across the globe who are turning our anti-plastic movement into real change.

There’s a lot more to be done, but we’re recycling, removing literal tons of plastic trash from the environment, creating jobs, and drinking bottles of Mananalu like the planet depends on it—because it sort of does.

All my aloha,

Jason Momoa
Founder & Chief Disruptor

letter from our founder



we have a plastic problem

Hi! I'll be here hanging out for the next 400 years!

Bowhead Whales. Leatherback Sea Turtles. Greenland sharks. All of these marine animals live a hundred years or more, but will be long dead before a single-use plastic bottle even begins to degrade. A couple of decades from now, and plastic waste in the ocean will outweigh the animals who live there.

Our plastic problem disproportionately affects developing nations, where much of America's "recycled" plastic is exported. That plastic water bottle you thought you recycled might be in a landfill in Indonesia, where it often finds its way into—you guessed it—the ocean.

This is the ugly truth about plastic: it is difficult and expensive to recycle. It's cheaper to just make new plastic... and the cycle continues.

There are so many problems with plastic, but Mananalu is disrupting the plastic cycle that is destroying our planet. We have a solution... and it begins with aluminum. We're all in on aluminum because it's infinitely recyclable, uses 95% less energy when recycled, and doesn't result in an ocean filled with trash.

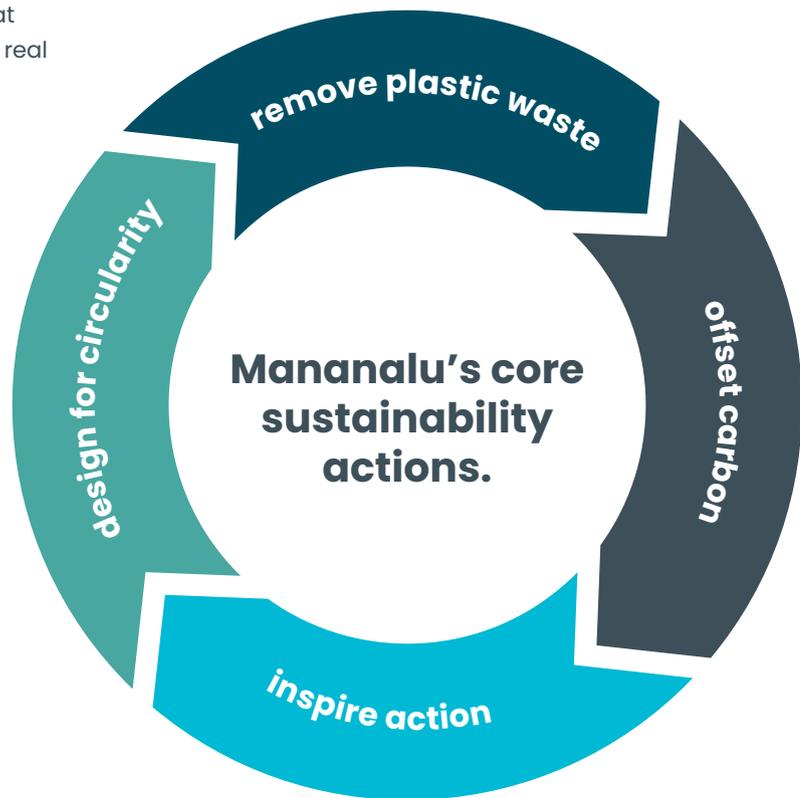


our solution? real change.

We believe in change... small, individual changes that multiply to make big, global change. Change that feels good, and most importantly change that is real and authentic.

In Hawaiian, “Mana” is the sacred spirit of life, and “Nalu” is a powerful wave that pushes across the ocean. Mananalulu is creating a powerful wave of change for our planet through four core principles that guide us.

And others are catching the wave. Consumers are demanding sustainable products that do good, and retailers are (finally) catching up, helping be a part of the solution. None of us can solve the plastic problem alone, but together we can rid our oceans of single-use plastics for good.





sustainability action 1.

design for circularity







sustainability action 1.

*"It doesn't
work if you
don't recycle."*
-JASON MOMOA



we begin with aluminum

There's a reason why—when he envisioned Mananalu—Jason started by reaching out to the Ball Corporation. He knew that aluminum is an awesome packaging alternative to plastic. Here's why:

- It's a permanent material. 70% of all aluminum ever produced is still in use today.
- It's infinitely recyclable—and no down-cycling occurs when it's recycled again and again.
- Recycling aluminum saves 95% of the energy needed to produce it from virgin resources.

Mananalu is working towards a goal of using 90% recycled content in our bottles. If the U.S. followed our lead, here's the collective impact we could make:

- Keep 1.3 million tons of waste out of landfills each year.
- Save enough energy to power 1.5 million homes for one year.
- Generate \$1.6 billion in economic activity through material sales.
- Drastically reduce GHG emissions (equivalent to taking 2.6 million cars off the road for one year).

The key word here? Recycling. Our goal is not to replace a disposable plastic water bottle with a disposable aluminum water bottle. Mananalu is disrupting the plastic waste cycle and creating an alternative that is designed for reuse.

prioritizing reuse in our design

It's clear that aluminum is amazing. But replacing plastic with aluminum doesn't solve our problem. We don't just want to create another single-use product in a better material.

Mananalu wants our consumers to refill and reuse our bottles, then recycle them. That's why we are designing and launching brand new products that prioritize reusability.

In 2022, we worked with Ball Corp to launch a 22oz impact extruded bottle. Affectionately named the "hard body"—after Jason, of course—this stronger bottle is designed to be used over and over.

Our goal is that consumers choose this instead of a plastic alternative, then continue using it as a refillable water bottle. And when it eventually gets run over by the neighbor's car or accidentally left on the airplane, the bottle can be recycled and our consumer can purchase another one.



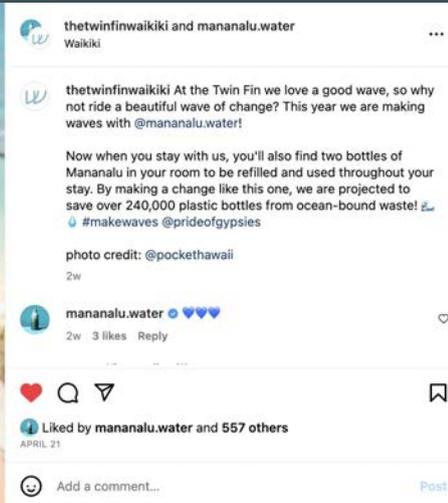


sustainability action 1.



Twin Fin Resort

Sustainable hospitality in Hawaii



Savvy travelers are becoming more aware of their eco footprint, and the global hospitality industry is shifting toward sustainable practices. Twin Fin Resort in Hawaii is setting a high bar for other destination resorts while maintaining a luxurious experience.

At the heart of Twin Fin’s philosophy is a deep respect for Hawaii’s natural beauty and its delicate ecosystems. They don’t just talk the talk—the resort has adopted sustainable practices that help to preserve the island’s pristine beaches, lush forests, and vibrant marine life. From energy-efficient systems to responsible waste management, Twin Fin has created a planet-friendly paradise for its guests.

One of our favorite steps Twin Fin has taken towards sustainability is the removal of single-use plastic water bottles from its premises. Instead, guests are offered a refillable and

“Sustainability is as important as securing an ocean view when making vacation plans.” –TRAVEL PULSE



infinitely recyclable 22oz co-branded bottle of Mananalu.

Guests can carry the bottles with them throughout their stay, refilling them at the state-of-the-art water filtration systems that Twin Fin has installed through out the resort. These stations are strategically placed near pools, fitness centers, beach access points, and at other convenient locations, making it effortless for guests to stay hydrated while minimizing their environmental footprint.

By offering its guests refillable Mananalu water instead of single-use plastic bottles, Twin Fin has reduced its plastic consumption by over a million bottles each year. This not only means that less plastic ends up in the ocean, but it significantly reduces carbon emissions created by transportation and waste management. ♻️

reducing plastic in our supply chain

We are stuck in a world of manufacturing that promotes cheap and easy to use plastic solutions. This use of plastic is the norm, but Mananalu isn't about the status quo. So, we're actively working to remove plastics from our supply chain.

Our two primary uses of low-value plastic are: **1.** Non-recyclable plastic film that is shrink-wrapped over each case of Mananalu (pictured right) **2.** Plastic wrap that covers pallets of Mananalu during shipping and storage.

Both uses of plastic are very inexpensive and very good at protecting our beautiful bottles of Mananalu from being damaged.

But Mananalu is on a mission to unplastic our planet, so this low-value plastic in our supply chain is on its way out.

Beginning in Q1 of 2024, all cases of Mananalu will be 100% plastic free. Instead, we'll use recycled corrugated boxes for 12-packs that can be displayed or purchased by the consumer. (What about plastic wrap on pallets? You can read more about our plans for that on pg. 36).





sustainability action 2.



remove plastic waste





drink one



remove one

a simple choice to fight plastic pollution

Mananalu is more than an alternative to single-use plastics. For every one of our reusable, infinitely recyclable bottles sold, we partner with rePurpose Global to remove the equivalent (we'll come back to this) of one plastic bottle from ocean-bound waste.

We call this “Drink One, Remove One” and it is a global movement to unplastic the planet. By choosing Mananalu, our consumers, retailers, and hospitality partners are taking an active role in the fight against ocean plastic pollution.

Their choice funds the work of rePurpose Global in Indonesia where—through the Laut Yang Tenang project—thousands of tons of low-value plastic waste is removed before it reaches the ocean.

Mananalu’s partnership with rePurpose Global sets us apart from other aluminum bottled water companies. We aren’t just providing an alternative to plastic—we’re doing something about the existing plastic problem.



sustainability action 2.

prioritizing low value plastic

The goal of Drink One, Remove One is not to actually remove plastic water bottles. We talk about plastic bottles as a relatable visual, and because when someone chooses Mananalu instead of plastic, that's one less piece of trash that is making its way into the waste cycle.

Instead, we partner with rePurpose Global to remove what is known as “low-value plastics”—things like plastic bags and wrappers—before they reach our oceans. Remember: with Drink One, Remove One, we remove the equivalent of

one plastic bottle for every bottle of Mananalu sold. Those little plastic wrappers add up, and rePurpose Global is taking them out of the environment.

Low-value plastics are even more damaging to the environment than plastic bottles. What's more, they cannot be collected and redeemed for cash in places like Indonesia. This makes our work to remove them 'additional' to existing removal efforts, which is critically important.



13,684,183*

plastic bottles removed**





sustainability action 2.

How the numbers stack up with our **Drink 1 Remove 1** program

500,935

Pounds of plastic removed

By prioritizing low-value plastics (like wrappers and bags), Mananalú has funded the removal of over 500k pounds of plastic before it could get into the ocean.

79

Full-time waste workers employed

We're not just removing plastic from the ocean—we're creating jobs. Mananalú's partnership with rePurpose Global has helped create meaningful employment for 79 waste workers in Bekasi, Indonesia.

66

Tons of CO2 avoided

RePurpose Global estimates that its plastic removal efforts have contributed to an avoided 66 tons of CO2 equivalent emissions.

\$.25

Cost of removal (per pound)

The average cost of removal per pound of low-value plastic is just \$0.25—that's a pretty great deal for a healthier planet, less plastic in the ocean, and safe, dignified labor for waste workers.

* as of June 2023

** the estimated number of bottles equivalent to the amount of low-value plastics removed through our partnership with rePurpose Global



sustainability action 2.



2023
DISRUPTOR
Environment



rePurpose Global

Svanika's story

Svanika Balasubramanian's vision for rePurpose Global began the moment she set eyes on Asia's second-largest landfill: Deonar East in Mumbai. Surrounded by towering mountains of plastic, Svanika knew that something had to change. The time she spent in India, witnessing the devastating effects of plastic waste on local communities and ecosystems, fueled her passion to eradicate plastic pollution.

So in 2018, Svanika co-founded rePurpose Global—a social enterprise dedicated to empowering individuals and businesses to take effective action against plastic pollution.

Svanika envisioned a global organization that would not only fight plastic pollution, but also provide those living below the poverty line with safe and dignified labor and an opportunity to advance. Today, rePurpose Global employs more than ten thousand waste workers who collect and sort low-value plastic waste before it can find its way into the ocean.

RePurpose Global focuses on low-value plastic collection—a waste item that was not previously collected because of its limited market value. This has created an additional income stream and new employment opportunities—a win for Svanika as she thinks about the impact of her work beyond the environment.

Prioritizing Dignity in Work

Svanika was aware that many informal waste workers belong to marginalized communities. Because of the social stigma associated with waste collection, waste workers are often ostracized and humiliated. In many cases, children follow their parents into a life of scavenging for recyclables, as it is the only source of income available.

Svanika wanted to break this cycle.

Through rePurpose Global, Svanika and her team are providing opportunities for upward mobility, and creating an environment of dignity for their employees. Workers have uniforms, proper equipment, a safe



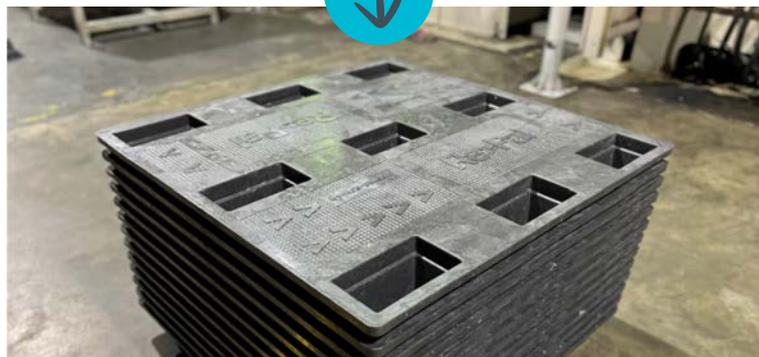
"I'm proud of the work that I do, because I believe I'm doing the next generation a great service."



work environment, reliable income, healthcare, and bank accounts. This is helping to change negative perceptions of waste work, building newfound dignity, respect, and self-confidence for waste workers.

And for many employees—like Sri Wihati Astuti—this work is cultivating a newfound care and appreciation for the environment. “My love and awareness for the environment has grown,” Sri said. “I can even teach my own neighborhood—especially my family—about the importance of valuable waste, so we can grow our love for the environment together.”

Because Svanika’s vision and the work of rePurpose Global, of every bottle of Mananalu helps remove plastic from the environment, creates income and dignity for waste workers, and produces useful materials from what was once harmful waste. 🌱



turning waste into value

Removing low-value plastics from the environment is an incredible first step, but the work doesn’t end there. Once collected by rePurpose Global’s waste workers, low-value plastics are bundled and sent to Re>Pal, an Australian company with a manufacturing facility in Jakarta, Indonesia.

Re>Pal developed a unique technology that has made it possible to recycle plastic waste into durable and reusable shipping pallets. These pallets are more durable, take up less space, and create less carbon during the manufacturing process than traditional timber pallets—providing companies with a more sustainable option in logistics operation.

This is the magic of Drink One, Remove One. It’s a global movement that begins with the choice to drink Mananalu and ends with cleaner oceans, a more jobs, and a healthier planet.



sustainability action 3.

offset carbon



CLIMATE
NEUTRAL



scope 1, 2, & 3 carbon neutral



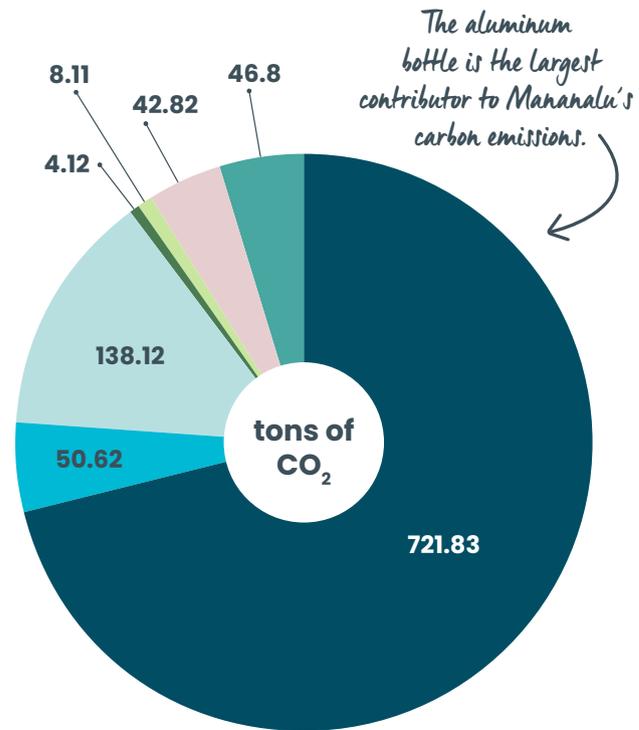
Sustainable business practices are inseparable from Mananalu’s mission. But the reality is: bottles of Mananalu need to be manufactured, then we must ship that heavy product around the country. This leaves us with a substantial carbon footprint—one that we take great care in tracking and offsetting.

Mananalu is pleased to announce that we are Scope 1, 2, and 3 carbon neutral for the second year in a row, with certification from Climate Neutral. We’re pretty proud of this accomplishment, but where the planet is concerned, there’s always room for improvement.

We’d love to only use renewable energy sources, but that would require public-private collaboration on a global scale, significant technological advancements, and major capital investments.

In addition, Mananalu is actively working to reduce our per-bottle CO₂ emissions year over year. This means making a shift towards co-packing facilities that are powered through renewables, and increasing the amount of recycled aluminum in each bottle.

2022 Total Emissions



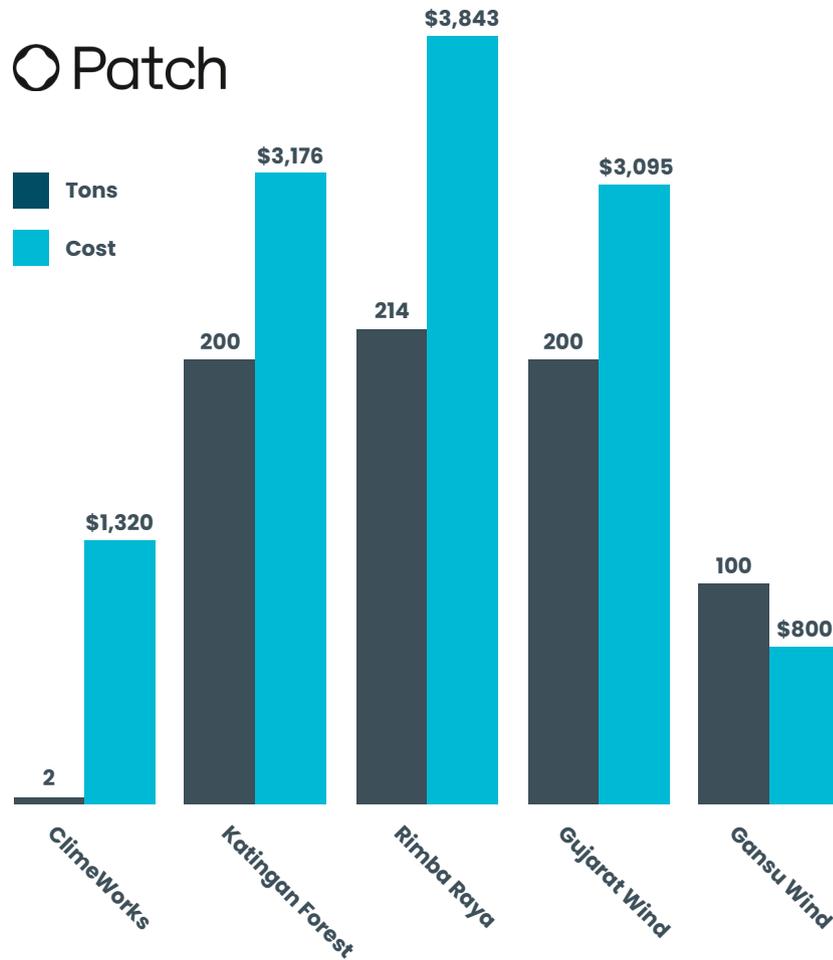
We're making progress!
Our GHG per bottle reduced from 216g of CO₂e to 198g, largely due to increased efficiency in distribution.

- Aluminum bottles
- Mananalu operations
- Filling of bottles
- Fuel and energy
- Upstream transportation
- Distribution
- Business travel

diversifying our carbon offset portfolio



sustainability action 3.



To offset our CO2 emissions, Mananalu sources verified carbon credits from Patch.io. We invest in environmental projects that include direct air capture, forest management, and wind infrastructure projects. (See table at left for details about cost per project and tons of carbon removed.)

We've chosen Patch because of their reputation as a trusted provider of carbon offsets, known for rigorous standards and certifications. By partnering with Patch, we ensure that our carbon credits meet the highest environmental and social criteria. Their projects undergo thorough verification processes, and have a proven track record of emissions reduction and sustainable development.

Mananalu is committed to offsetting carbon emissions and contributing to a single-use plastic free and carbon neutral future. By working with Patch, we can be confident that our investment in the environment is being used well.

Patch's environmental projects adhere to recognized standards such as the Verified Carbon Standard (VCS) or Gold Standard.



sustainability action 3.



Rimba Raya

Protecting a critical ecosystem

Situated in Central Kalimantan, Indonesia, Rimba Raya is a lush, tropical peat swamp forest that encompasses over 150,000 acres. It is an incredibly diverse ecosystem—home to endangered species like the Bornean orangutan, clouded leopard, and proboscis monkey.

Rimba Raya serves a valuable role in mitigating climate change. The peat swamp forest acts as a carbon sink, storing vast amounts of carbon dioxide. It is also a natural water regulator, preventing flooding and helping to maintain the hydrological balance of the surrounding region.

This unique spot on the map must

be protected from deforestation, poaching, and environmental contaminants.

The Reducing Emissions from Deforestation and Forest Degradation (REDD+) initiative is working to preserve the value and beauty of Rimba Raya. Through the implementation of carbon offsets, this program safeguards a biodiverse haven and contributes to global efforts in mitigating climate change.

This is one of the environmental projects that Mananalú has chosen to invest in through Patch.io. We love it because of its proximity to our work with rePurpose Global in Indonesia and its value in reducing

carbon emissions through the preservation of Ramba Raya's unique ecosystem.

About 40% of Mananalú's purchased carbon credits are sourced from the REDD+ program at Rimba Raya, which (along with our plastic removal) is instrumental in preserving this delicate ecosystem. Carbon offsets work by calculating the carbon emissions that would have been released if deforestation and forest degradation had occurred, then compensating for those emissions through conservation efforts.

Another reason Mananalú chose this program is because it

“Rimba Raya is a living example of an economically viable alternative to deforestation.”

promotes the participation of local communities, offering alternative income opportunities that align with the forest’s conservation. These initiatives range from agroforestry projects to eco-tourism ventures, empowering communities and reducing their reliance on activities that harm the ecosystem.

The program also places a strong emphasis on protecting the biodiversity within the forest. By safeguarding the habitat of endangered species, implementing anti-poaching measures, and conducting regular biodiversity surveys, the program ensures the long-term viability of the ecosystem

and the species that call it home. The carbon offsets generated by the REDD+ program at Rimba Raya are making a significant, positive impact for climate change mitigation by preserving the forest and preventing the release of carbon dioxide into the atmosphere. 🌍





sustainability action 4.

inspire action







sustainability action 4.

how we're **building** a movement

Mananalu has built—and is building—a global movement to end single-use plastics for good. We believe that the world is better with a healthy ocean, and that takes all of us working together to make that happen. Our formula to build a movement is pretty simple:

1. When it comes to ocean advocacy, Jason is always in the lead. With 17.2M Instagram followers, an authentic passion for life, Jason's uncanny ability to will things into being is instrumental in building a movement.
2. Inspire communities of wavemakers who love the ocean as much as we do, to take action and spread the word about how we can rid the ocean of plastic.
3. Measure our progress and never stop innovating. We can (and must) keep striving for more. Our planet depends on it.

1.

**follow
jason's lead**



2.

**inspire a
community**



3.

**measure &
innovate**





step 1: follow jason's lead

Jason Momoa is a leading actor, an icon of style and authenticity, and an advocate for life underwater with the United Nations. He's also Mananalu's founder and Chief Disruptor, setting the direction for us as we work to unplastc our planet and make plastic water bottles a thing of the past.

Jason is loud about his passion for ridding our oceans of plastic waste—and we love to see it. To be honest... we're just trying to keep up with him. Here's just some of what he's accomplished in the past year.

- Jason surprised passengers on a Hawaiian Airlines flight, acting as a flight attendant and passing out bottles of Mananalu. That earned us 4.5 BILLION impressions.
- Jason took over a demo booth at a Whole Foods Market in Orlando to celebrate the launch of Mananalu in the grocer's stores nationwide.
- Jason was designated by the UNEP as Advocate for Life Below Water, for his commitment to the health of our oceans.

step 2: inspire a community



sustainability action 4.

When we come face-to-face with our enormous plastic problem, it's easy to see that we can't solve it alone. Nothing will change unless we ALL work together. That's why Mananalulu is grateful to partner with two amazing grassroots organizations:

WSL Pure, the philanthropic arm of World Surf League (WSL), focuses on ocean-centric initiatives. Their beach cleanups bring together surfers and ocean enthusiasts to combat marine debris and protect coastal areas.

Keep Tahoe Blue helps protect and restore the environmental health, scenic beauty, and sustainability of the Lake Tahoe Basin. Through cleanup programs

and community education initiatives, they promote responsible stewardship to preserve Lake Tahoe for future generations.

In addition to our grassroots partners, Mananalulu works with like-minded brands and corporations that are dedicated to sustainability. We also have an incredible social media community—88 thousand people and counting—who share about our Drink One Remove One initiative and invite more people to be part of the wave of change.





Hawaiian Airlines

Jason's inspiration comes full circle

Jason Momoa surprised a cabin of passengers on a Hawaiian Airlines flight to his home state of Hawaii. "Aloha kakahiaka. Good morning guests, this is Jason Momoa. I am the water ambassador on today's flight to Honolulu," he announced through the intercom. He walked the aisles, handing out bottles of Mananalu and giving high-fives.

Hawaiian Airlines is the first airline to partner with Mananalu to offer reusable, recyclable aluminum bottles instead of the typical single-use plastic that is common on planes. Together, Mananalu and Hawaiian Airlines will keep hundreds of thousands of plastic bottles out of our oceans and waterways each year.

"We have remained steadfast in our commitment to source more sustainable products for our onboard service, and our Mananalu partnership helps us continue to phase out single-use plastics and protect our oceans and environment," said Avi Mannis, chief marketing and communications officer at Hawaiian Airlines.

For Jason, this was a full-circle moment, as he returned



"I'm so proud of Hawaiian Airlines for being the first airline to partner with Mananalu." –JASON MOMOA

to his source inspiration for founding Mananalu. "It's a dream come true because this is how it all started," he said. "Sitting on a plane, constantly going back and forth from job to job and seeing the little single use plastic bottles. I'm very proud."

The partnership represents a significant step towards sustainability for Hawaiian Airlines as they work to phase out plastic water bottles from their cabins and replace them with Mananalu bottles. In the first nine months alone, the company was able to prevent the use of 360,000 plastic bottles, and remove the equivalent of 360,000 plastic bottles from ocean-bound waste through Mananalu's Drink One Remove One initiative.

For Hawaiian Airlines, sustainability is both a top-down approach and a bottom-up initiative, driven by consumers who expect more from companies. Peter Ingram, CEO said, "As Hawaii's largest and longest-serving airline, we are dedicated to working together as one ohana (family) to help malama (care for) the fragile natural resources that sustain us and make Hawaii a destination without peer, while supporting the social and economic well-being of this special place we all love." 🌱



sustainability action 4.

step 3: measure & innovate

It's clear that willpower alone will not get us out of this single-use plastics crisis. We need to understand where we are and how we can continue to innovate and grow.

Mananalu is resourcing data on production and sustainability so we can clearly measure our progress and provide accountability to you: our customers, clients, and partners. We believe in a culture of iterative improvement: continuous feedback, analysis, and innovation that helps us identify areas for improvement, generate new ideas, and implement them.

We are always striving to learn, refine, and evolve because we know that the work to care for our planet never ends. That's why this Disruption Report exists—to shine light on what we're doing well, what needs work, and how we're going to keep innovating.



sustainability action 4.

our short term sustainability objectives

Increase renewable energy usage to 30% of co-packing

Mananalu is working within our supply chain to identify solarpowered facilities to bottle our products.

2023

Remove plastic overwrap

By Q1 of 2024, all of the plastic shrink-film will be removed from our product.

2024

Prototype biodegradable pallet wrap

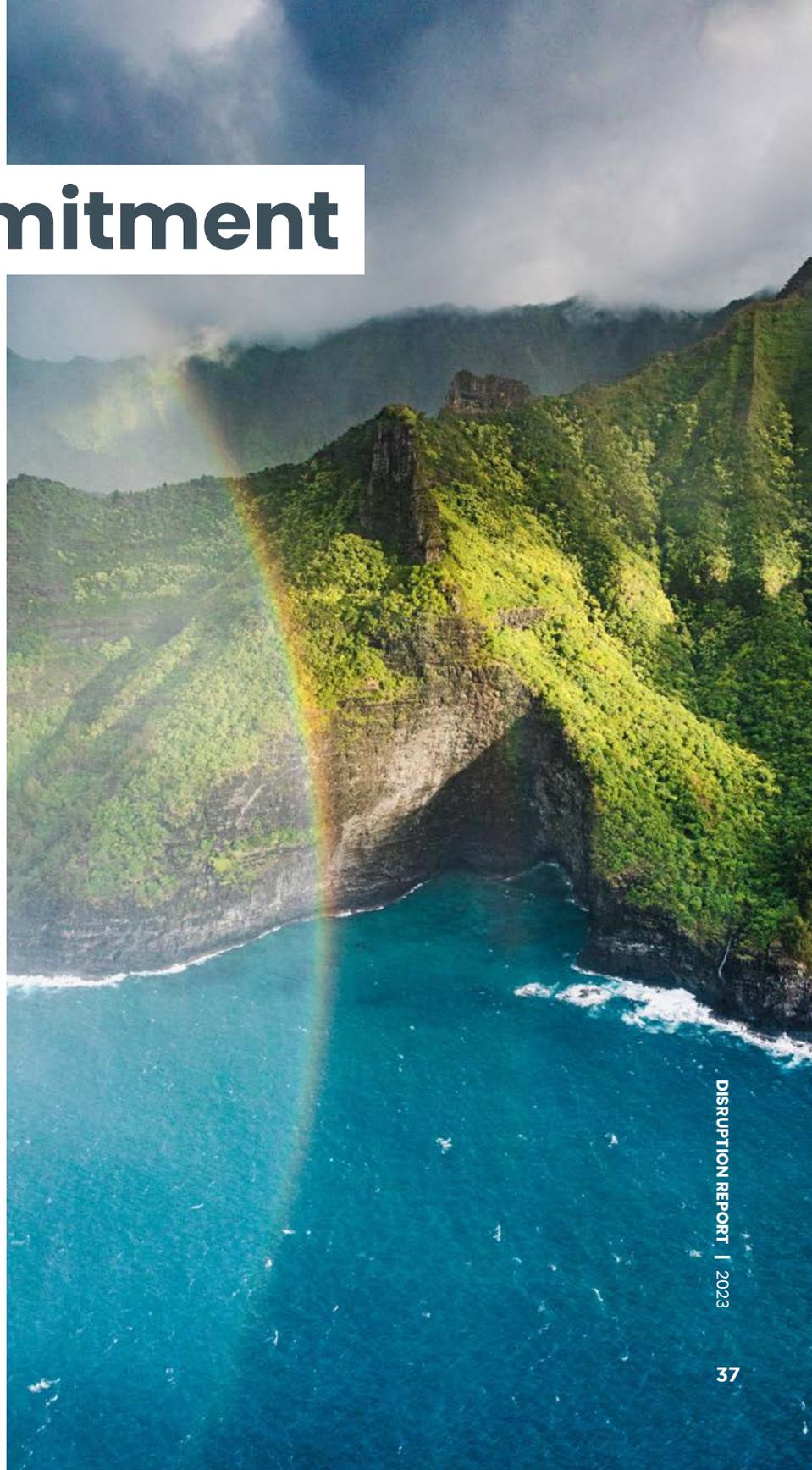
In 2024, Mananalu will prototype paper-based biodegradable wrap to replace plastic stretch film.

2025

our 1% commitment

Future generations deserve clean water and air, so this is where we focus our sustainability commitments. We're proud to say this has resulted in a product that is both plastic negative and carbon neutral. These efforts also support 1% for the Planet—a global network of organizations that donate at least one percent of annual sales to environmental causes.

Since 2021, we have given 1% of annual sales to organizations like rePurpose Global who are fighting plastic pollution across the globe. The ocean and the environment have always been an important aspect of our brand and our mission, and by joining 1% for the Planet, we're able to amplify our efforts. We're proud to team up with 1% For the Planet to support local and global organizations focused on protecting the places we love. Our financial commitment is just one way we can hold ourselves accountable and ensure transparency as a brand.



a word from our CEO

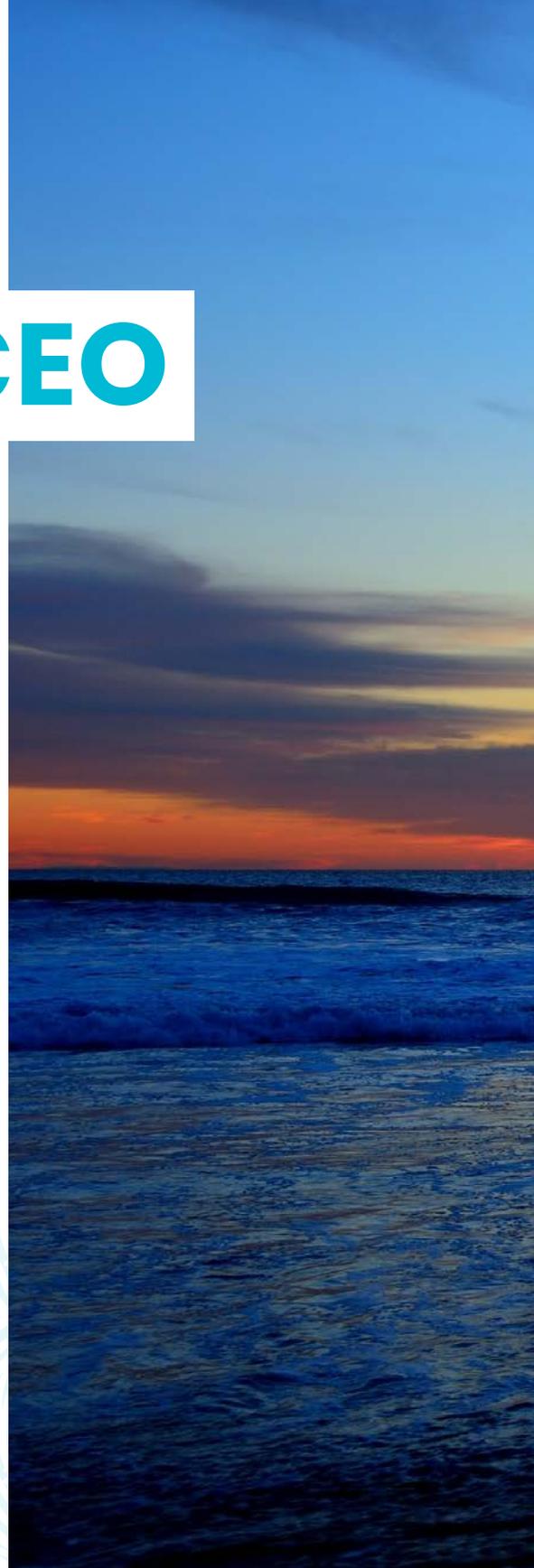
I grew up surfing on the Jersey shore, enamored by the power of the ocean. Later on, I became a diver and explored the beauty and complexity of life underwater. Simply put, the ocean is rad.

So when I heard Jason's vision for a better solution and a healthier planet, I knew I wanted in. Fast forward three years and Mananalu is in thousands of locations, removing millions of plastic bottles from our oceans, creating jobs, and inspiring others.

We're more than a bottled water company. Mananalu is a global movement. We want people to know that when they opt for a bottle of Mananalu instead of plastic, that choice is creating a wave of change that impacts our planet and the people who live there, for good.

I'm proud of what we've accomplished, but our work is far from done. We need you to join us. It will take all of us working together to unplastic this place we all love.

David Cuthbert
CEO, Mananalu







MANANALU®



