

OUR VISION IS FOR EVERY HUMAN TO LIVE AN EMOTIONALLY HEALTHY LIFE

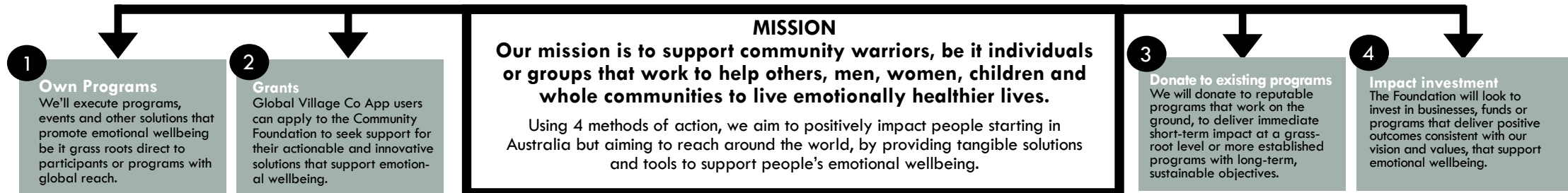
Emotional Wellbeing means: Respecting and understanding the spectrum of emotions within in ourselves and others • Ability to acknowledge, name and accept our emotional states • Capacity to feel, sit in and move through our emotions without avoiding or brooding • To use emotions as signals for attention, action or connection.
• Having a sense of belonging within ourselves, our community, the world, the universe.

Lack of Understanding: There's a lack of understanding of what it means to be emotionally healthy which leads to not being able to harness emotions to positively impact themselves and those around them.

Alone: People lack the skills to have honest conversations about life challenges and ability to seek support. Because of this people are 'bottling it up', not sharing and feeling alone. 1 in 4 Australian adults report feeling alone.

Mental and Emotional ill-health: In Australia and around the world, mental health challenges are ever present and growing. 1 in 5 Australian adults experience mental illness in any given year and furthermore, 1 in 3 Australian Adults will experience emotional distress.

Village Lost: We believe our sense of village has been lost in modern times. Research shows 48% of us are not sharing openly about certain life challenges with our inner circle of friends and family, because of fear of being judged, being a burden or because the listener may simply not understand or be able to truly empathise.



WE ACT ACCORDING TO OUR VALUES:

- Curiosity** - evolve, be creative, passionate, adventurous and open
- Collaboration** - work with others, respect for all ideas & points of view
- Respect** - trust, fairness, transparency, safety, honesty
- Kindness** - support businesses operating as a force for good be kind & respectful in our interactions
- Integrity** - we stay true to our purpose, mission, values and principles
- Inclusivity** - strive for equality, diversity and respect the under-represented
- Conscious** - of our impact on people, planet and animals
- The little things** - what we represent matters as much as its execution

PRINCIPLES:

- We hold ourselves and our business partners accountable to the following principles. We don't invest in, take investment from, align or support other companies that don't actively support these principles:
- Contribute** positively to society, environment, humankind and the world
 - Operate** with an honest and transparent corporate mindset
 - Respect** laws around the world
 - Enact** the 10 Fair Trade Principles