

LIFE IS UNFAIR

IMPACT UPDATE 2018

Here's a sneak peak of some of our most significant impact stats from 2017. We tried to make it easy and even entertaining to read, so sit back and have a look. We believe in radical transparency. Which is why each year we publish a quick-hit Impact Report around our brand. What's working? What's not? What significant steps have we taken? Where have we failed to live up to our promise? The way we see it, radical transparency is all part of the game. Zoom into the moonshots and discover how the digits evolved. Some items have changed - for the die-hards amongst you we've included a QR code (bottom page) that will link you to the entire and interactive 'Life is Unfair' Impact Report. There we explain to you the ins and outs of each moonshot. Enjoy!

THE STATUS OF OUR THREE AMBITIOUS MOONSHOTS

ECONOMIC

29

JOBS CREATED AT ORIGIN
Direct employment

36K

FAIRCHAIN EXPORT
In kg (46% of total coffee sales)

9.673M

BRAND AWARENESS
Cups of Moyee Coffee consumed

SOCIAL

100%*

EMPLOYEES ABOVE MARKET CONFORM
Direct employment

23,3/100

WEALTH INDEX FARMERS
Score on global standard of living

€55.8K

PREMIUM PAID
Total amount (€) of FairChain premium

ENVIRONMENTAL

5,45

CARBON FOOTPRINT
Kg of CO₂ eq. for 1kg of coffee

SUFFICIENT

SOIL FERTILITY
State of our farmers' soil

99%

BIODIVERSITY LEVEL
% of our coffee grown organically

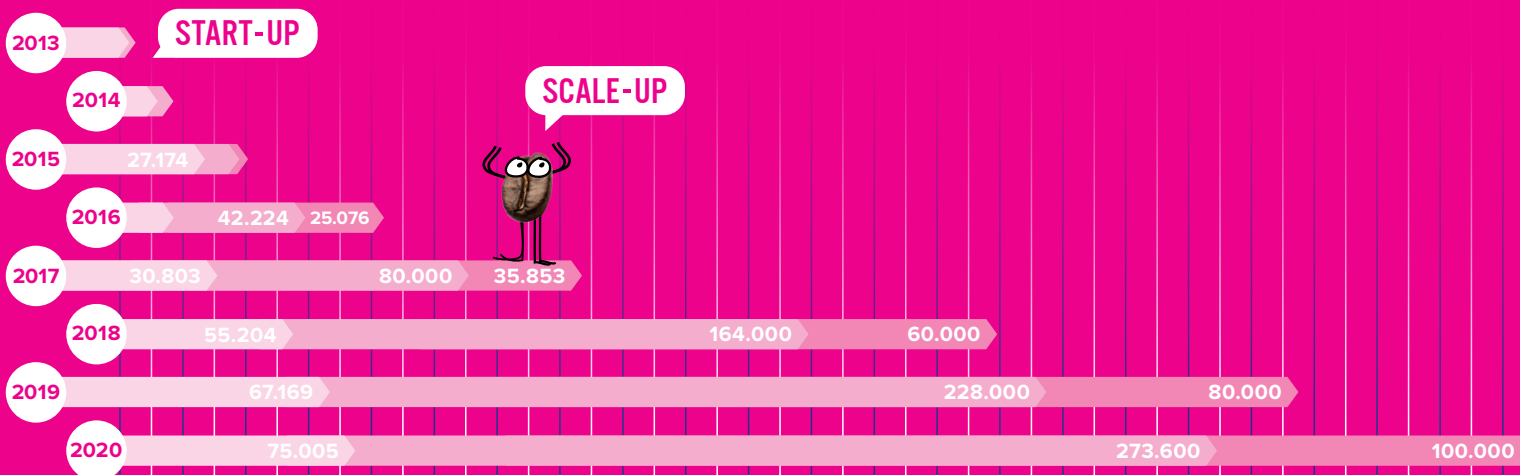
*To be confirmed

MOYEE ROASTING FORECAST (KG)

■ ROASTING IN NL

■ ROASTING IN ETHIOPIA FOR LOCAL MARKET

■ ROASTING IN ETHIOPIA FOR EXPORT



The First
FAIRCHAIN COFFEE
in the World

Moyee Coffee
Addis Ababa, Ethiopia / Amsterdam, The Netherlands / Dublin, Ireland



or visit: moyeecoffee.com





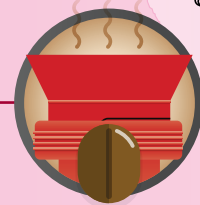
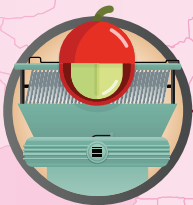
LIMU REGION OUR FAIRCHAIN PLAYGROUND

The Limu region is the homebase of the 350 FairChain Farmers, famous for the blockchain pilot of which they were part during the 2017 harvest. What started out as a small scale Call the Farmer project, is now turning into a major blockchain supported FairChain Farming program, of which Moyee is the launching customer. The farmers work hard to increase the yield and quality of their coffee and are learning-on-the-job to manage their own washing station. To what end? To reach a living income for their families! Check it all out fairchain.org

ADDIS ABABA OUR FAIRCHAIN ROASTING HQ

80 billion? That's the global dollar value of coffee in a year. 10:90? That's the value share between producing and consuming coffee countries. In the past few years, an ideological and boisterous Dutch coffee company called Moyee to shift some of that value back to Ethiopia, one of the world's great coffee regions. By building and operating a western-quality roaster and packaging line in the Ethiopian capital of Addis Ababa, Moyee has successfully created 300% more value for the local economy. Oh and there is a new kid on the block: FairChain partner Amor Perfecto is roasting in Colombia!

IMPACT



2017 300

2018 400

2022

3.000

OF FARMERS

29 2017

50 2018

150 2022

OF JOBS CREATED

The First
FAIRCHAIN COFFEE
in the World

FairChain Foundation

Addis Ababa, Ethiopia / Amsterdam, The Netherlands / Dublin, Ireland

for more info, visit: fairchain.org

