IMPACT REPORT
CREATING IMPACT WITH EVERY PURCHASE | 2017
FROM THE CEO

"I’m continually amazed by the incredible efforts set into motion by great-tasting chocolate.

Each year throughout our 25-year history, ESC’s commitment to species, habitats and humanity around the globe has continued to grow. This was no different in 2017, as we were able to donate more to our annual, nonprofit conservation partners than ever before; experience our commitment to Fairtrade in person through a trip to West Africa; and see the efforts of gifted funds through partner initiatives come to fruition across multiple continents.

Every ESC purchase contributes to a global goal. 10% of our annual profits are distributed to our annual GiveBack partners, who use funds to fuel conservation efforts worldwide. In 2017, we helped species big and small by supporting the Rainforest Trust, Wildlife Conservation Network, Xerces Society and African Wildlife Foundation, alongside three of our previous partners who continue to benefit from our mission. Together, among many, many other accomplishments, we’ve been able to support:

• Discovery of a new species of shark
• Implementation of extensive anti-poaching efforts to protect African elephants
• Bringing of cheetahs into the global conservation limelight
• Steps taken to fight global ivory sales

I invite you to read on and discover the amazing influences of the organizations we partner with, and the impact they have on species and communities.

Looking forward to an incredible 2018.

Curt Vander Meer, CEO
OVER THE LAST 3 YEARS

OVER $1,400,000

DONATED TO OUR GIVEBACK PARTNERS

Xerces Society
for Invertebrate Conservation

WCN
Wildlife Conservation Network

AFRICAN WILDLIFE
FOUNDATION

RAINFOREST TRUST

LEARN MORE

Xerces.org | Wildnet.org | AWF.org | RainforestTrust.org
ENDANGERED SPECIES CHOCOLATE IS COMMITTED to crafting delicious chocolate while supporting species, habitat and humanity. With our partners, practices and impact, we are proud of our role in helping shape a brighter tomorrow.

With over $1,400,000 donated to our GiveBack partners over the last 3 years, your purchases have helped add up to something big: impactful support to help wildlife thrive.

With the donation of 10% of our annual net profits to organizations doing amazing work for animals and habitats around the world, including GiveBack partners the Rainforest Trust and the Wildlife Conservation Network, our chocolate goes directly to a good cause.

We commit to Fairtrade in order to help support the farmers, workers and communities that supply Endangered Species Chocolate, using Fairtrade certified cocoa.
2017 GIVEBACK PARTNERS

Endangered Species Chocolate's incredible generosity is changing the landscape for the world's wildlife. We're humbled and honored to be an ESC GiveBack partner and look forward to making a big impact for wildlife, together, in 2018.

Jeffrey “Jefe” Parrish, Vice President for Conservation

All of our work is achieved through partnerships with experienced, local conservationists who share the same passion and desire to safeguard our planet's most endangered species.

Dr. Paul Salaman - CEO, Rainforest Trust

LEARN MORE AT
WILDNET.ORG
RAINFORESTRUST.ORG
ON THE GROUND

Our commitment to Fairtrade is a commitment to people. Our Fairtrade sourcing practices benefit and empower our suppliers as well as their communities, creating a powerful impact. In accordance with our mission, we're the first American-made chocolate using fully traceable Fairtrade certified cocoa from West Africa.

$296,479 IN FAIRTRADE PREMIUMS PAID IN 2017 TO HELP SUPPORT FARMERS, THEIR FAMILIES & COMMUNITIES.

In 2017, we generated $296,479 in Fairtrade premiums from our sales that went toward supporting farmers, their families and their communities. We visited some of those who have helped create our product, and forged valuable bonds to help shorten the distance between suppliers and producers.

"When it comes to sourcing Fairtrade cocoa, Endangered Species Chocolate commits to ensuring that every bit of cocoa purchased comes from Fairtrade Certified farmers in West Africa."
EMPOWERING FARMERS

“The Fairtrade Mark on every Endangered Species Chocolate product demonstrates the company’s commitment to ethical trade and social impact. Consumers like to know where their food is coming from and now have the unique opportunity to enjoy delicious Endangered Species Chocolate bars made in America with Fairtrade cocoa that can be traced back to Fair-trade farms in West Africa.” Hans Theyer - Executive Director, Fairtrade America

FAIRTRADE PREMIUMS

Endangered Species Chocolate supports small West African cocoa producers by sourcing from Fairtrade Certified cacao farms. **Over and above the Fairtrade price, we pay Fairtrade Premiums**, an additional sum of money which goes into a communal fund for farmers to use – as they see fit – to improve their social, economic and environmental conditions.

- **Premiums may be used to install and repair water wells.**
- **Premiums may be used to build medical clinics, employ medical staff & purchase medicines.**
- **Premiums may be used to build schools, employ staff & purchase school supplies.**
- **Premiums may be used to build new roads & repair current roads for Co-Op travel.**
- **Premiums may be used to purchase new vehicles for more efficient cocoa transport.**
- **Premiums may be used to reinvest in farms planting new cocoa trees and creating nurseries.**
OVERVIEW
Since 1988, the U.S.-based conversation nonprofit organization, Rainforest Trust, has helped safeguard over 18 million acres of wildlife habitat around the world. By working with in-country partners and communities to identify ecosystems that are home to the planet’s most threatened species, Rainforest Trust has been a 10% GiveBack partner with Endangered Species Chocolate since 2016, and has helped create over 100 protected areas across Latin America, Africa and Asia.

MISSION
Rainforest Trust helps establish protected areas: through their partners’ direct land purchase, the designation of national parks and reserves, or the creation of community conservation areas where local residents help maintain the sites to ensure lasting protection. Rainforest Trust also focuses on animals and areas that are less well-known.

MORE THAN 200 PROJECTS WORLDWIDE
2017 BY THE NUMBERS
SINCE 1988 RAINFOREST TRUST HAS SAVED OVER

18,098,170 ACRES

ESC SUPPORTED PROJECTS

789
Acres of savannah and mountain forest in Amedzofe, Ghana. This area is a hot spot for amphibian species such as the Critically Endangered Togo Slippery Frog and the Endangered Ukami Reed Frog, both of which are endemic to the conservation site.

5,542
Acres of tropical montane cloud forests in the Littoral Region of Cameroon. The area will now be designated the Mount Manengouba Ecological Reserve to prevent further habitat degradation and protect the mountain’s threatened species.

2,114
Acres of deciduous forests in the North Western Ghats of India. This will establish the new Prachitgad Community Reserve. It is especially essential to protect the Endangered Indian Pangolin, who is often vulnerable to hunting for its scales which are used in medicines and food protects.

187.8
Acres of tropical dry forests in San Juan Nepomuceno, Colombia. This purchase will expand the Los Tities de San Juan Reserve, and strengthen conservation efforts of the adjacent government-designated wildlife sanctuary. It will secure threatened forests on which the Critically Endangered Cotton-top Tamarins rely.

345,800
Acres of coastal Atlantic rainforest in Cameroon. The area will be expanded, as well as elevated in status to a national reserve, the Douala-Edea Wildlife Reserve. This project focuses on safeguarding mangrove forests, rivers, wetlands, and marine habitats. The Central Chimpanzee, one of West Africa’s most imperiled primates, is found within the forests with other rare species such as the Gabon Black Colobus Monkey.
Wildlife Conservation Network (WCN) protects endangered species and preserves their natural habitats by supporting entrepreneurial conservationists, who pursue innovative strategies for people and wildlife to co-exist and thrive. WCN has been a 10% GiveBack partner with Endangered Species Chocolate since 2016, focusing funds toward three major projects: MarAlliance marine conservation, Global Penguin Society and the Elephant Crisis Fund.

ESC 2017 SUPPORTED PROJECTS

MARALLIANCE
Headquartered in Belize, MarAlliance’s work to conserve sharks, rays and other marine species spans continents, from the Americas to Africa.

GLOBAL PENGUIN SOCIETY
GPS works at the local level to help communities conserve penguins and their habitat, and at the national and international level working with governments and policymakers to secure protected areas on land and off-shore for penguins to breed and feed safely.

36
Species of sharks, rays, and turtles were researched as part of MarAlliance’s conservation efforts in the Caribbean due to ESC funding.

172
Underwater cameras were deployed in order to research sharks, rays and other ocean wildlife.

32
King penguins, either incubating or raising their chicks, tracked to determine the location of their food sources and feeding routes at the Strait of Magellan, in the southern extreme of Patagonia in Chile.

46
Transmitters deployed to track adult penguin movements to determine feeding routes and food source locations, which is central to the creation of an ocean protection and management plan.

Atlantic Sixgill Shark
Photographer Credit: Ivy Baremore/MarAlliance

Conservation & Education Programs
Photographer Credit: Rachel Graham/MarAlliance

Adélie penguin
Photographer Credit: Susan McConnell
Tens of thousands of elephants are killed for their tusks each year in a devastating wave of poaching that is sweeping across Africa. To battle this surge in ivory poaching, and to stop the killing of elephants and the trafficking of ivory, the Elephant Crisis Fund is identifying and supporting the most effective projects and partners in Africa, and in ivory consuming nations, to end the ivory crisis.

100% OF ESC’S DONATION GOES DIRECTLY TOWARDS PROJECTS

<table>
<thead>
<tr>
<th>111,000</th>
<th>185</th>
<th>59</th>
</tr>
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<tbody>
<tr>
<td>Elephants lost from Africa's wild elephant populations from 2007-2015.</td>
<td>Projects supported by the ECF (84 active in 2017).</td>
<td>Organizations across Africa and Asia receiving grants from the ECF (48 receiving funding in 2017).</td>
</tr>
<tr>
<td>31</td>
<td>$13+ million</td>
<td>45%</td>
</tr>
<tr>
<td>Countries with ECF investments supporting various projects.</td>
<td>Granted to stop the killing of elephants and stop the trafficking and demand for their ivory since the inception of ECF.</td>
<td>Of funding allocated to anti-poaching projects: 36% to anti-trafficking, 12% to demand reduction, and 7% to joint anti-poaching/anti-trafficking projects.</td>
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**ANTI-POACHING**

In 2017, ECF invested in the deserts, savanna and forest habitats of Africa, funding patrol bases, ranger training, vehicles, establishment of rapid reaction units, aerial patrols, informer networks, and intelligence programs to guide anti-poaching units.

**ANTI-TRAFFICKING**

In 2017, ECF supported effective tools such as sniffer dogs, investigations into ivory seizures, development of intelligence capacity, and investigations into organized crime networks – leading to arrests and convictions of increasingly high-level traffickers. Yet, many tons of ivory continue to move across the continent and on to markets, particularly in Asia.

**DEMAND REDUCTION**

ECF partners liaised with policymakers and ran campaigns encouraging the wider Chinese population to support the closure of China’s ivory market, the largest in the world. They also launched demand reduction campaigns in Hong Kong which, in 2018, agreed to close its domestic ivory market.
Our commitment to our partners extends beyond the designated term of our annual GiveBack partnerships, and into ongoing support. Endangered Species Chocolate continues to provide to organizations that have previously served as our GiveBack partners, through our Alumni Program. Just as all of our partners, past and present, continue to do important work, ESC continues to provide valuable support to past partners.

The program, introduced in 2016, aims to continue assisting these organizations with their missions through a portion of our 10% GiveBack commitment. The conservation work we are able to complete together ensures that wildlife thrives across the globe and into the future.

AWF helps ensure Africa’s wildlife survives, by putting safeguards in place like training rangers, using sniffer dogs and empowering communities to conserve.

By using applied research, engaging in advocacy, providing educational resources, and addressing policy implications, the Xerces Society endeavors to make meaningful long-term conservation to bee habitats.
SEE Turtles protects endangered sea turtles throughout the globe by supporting community-based conservation efforts, encouraging member participation through a series of hands-on programs campaigns.

Learn More At SEETurtles.org

Founded in 1995, Chimp Haven was founded to respond to the need for long-term chimpanzee care. Since its inception, Chimp Haven has cared for over 300 chimpanzees and is currently home to more than 200 chimpanzees.

Learn More At ChimpHaven.org

NWF protects America’s landscapes and wildlife for future generations to cherish. Its work includes engaging Americans to conserve for future generations.

Learn More AT NWF.org
3 oz. 60% DARK CHOCOLATE WITH SALTED PEANUTS

Salted peanuts immersed in smooth, rich dark chocolate create a classic yet compelling combination. Try our newest 3oz bar, loaded with salted peanuts. Satisfy your cravings, and indulge in cause.

Nutrition Facts
Serv. Size 1/2 bar (43g) Servings about 2

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% DV*</th>
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<tbody>
<tr>
<td>Calories</td>
<td>250</td>
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<tr>
<td>Fat Cal.</td>
<td>140</td>
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<tr>
<td>Total Fat</td>
<td>16g</td>
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<tr>
<td>Sat. Fat</td>
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<tr>
<td>Trans Fat</td>
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<tr>
<td>Sodium</td>
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<tr>
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<tr>
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<tr>
<td>Protein</td>
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Vitamin A 0% • Vitamin C 0%
Calcium 2% • Iron 8%

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: BITTERSWEET CHOCOLATE (CHOCOLATE LIQUOR, SUGAR, COCOA BUTTER, SOY LECITHIN, VANILLA), PEANUTS, HIMALAYAN SALT.

ALLERGENS: CONTAINS SOY, PEANUTS. PRODUCED ON EQUIPMENT THAT ALSO PROCESSES PRODUCTS CONTAINING MILK AND TREE NUTS.
THANK YOU

As we look back on 2017, we’re filled with pride and admiration for our GiveBack and Alumni partners and the amazing work they’ve been able to do on the front lines of conservation work around the world, as well as the Fairtrade suppliers who provide the ingredients to make our chocolate.

With 2018 in our sights, we are ready to continue making a positive effort for our planet across species, habitat and humanity. We continue to strive for innovation in our flavors as we create delicious chocolate, and our commitment to partnering with the right organizations remains unchanged.

We’ll keep doing our part, creating chocolate too delicious to resist, with one goal in mind – to grow our GiveBack, and our capacity to do good, year after year. We can’t wait to see what this year holds, and we hope you join us in commitment to a powerful mission and exceptional taste!

– The Endangered Species Chocolate Team
A POWERFUL MISSION WITH AN EXCEPTIONAL TASTE

Learn More At ChocolateBar.com