

Impact Report 2025



positive co.

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1. About this report

This is the first Positive Company Impact Report. It will present the company's history, results, achievements and challenges of 2024, as well as the company's future prospects. Throughout the report, it will be detailed who the Positive Company is, its products and its socio-environmental performance.

For contributions, information, suggestions and criticisms about the content of this report, please contact us at: qualidade@positiveco.com.br.

This report is interactive and may contain QR Codes for external websites or references to third parties. There is no guarantee that there will be any domain change on any of these sites as of the date of publication of this report. Whenever there is an external link, it will be accompanied by a QR Code and it will direct to the corresponding content.





2. Message from the founders

Before we created our first brand, we already had a very clear purpose: to build a company capable of uniting impact and results, responsibility and growth, purpose and coherence.

It was with this ideal that, in 2015, A Tal da Castanha was born, the first brand of the Positive Company. **It was not created just to launch a product, but to shape a bigger dream**, to prove that businesses can be innovative, ethical and sustainable, without giving up solidity and value creation.

Since then, we have grown, matured and consolidated our own way of doing things. A way guided by values that we do not negotiate:

truth, ethics, transparency, authenticity and innovation.

We want to be remembered not only for what we deliver to the market, but also for how we deliver, with

consistency, depth, respect and a strong commitment and responsibility to our consumers.

This Impact Report shows how we turn purpose into practice. Here are our achievements, numbers and stories that reflect a collective work: of employees, partners and consumers who believe with us that it is possible to plant the good and reap better futures.

We remain steadfast in our commitment to be **not the best company in the world, but one of the best companies for the world.** A company that grows responsibly, generates value and builds a positive legacy for people and the planet every day.

**Felipe Carvalho
& Rodrigo Carvalho**

Founders of Positive Company



3. Who we are

Positive Company is a Brazilian brand platform with the purpose of promoting the well-being of people and the planet. Its brands **A Tal da Castanha, PlantCo, Plant Power, Possible, Jungle and Zaya**, offer natural products, of plant origin and, whenever possible, made with organic ingredients.

More than a producer of food and supplements, Positive Company is part of a global movement for sustainability and well-being that seeks to associate financial results with the generation of positive socio-environmental impact.

3.1 Our Essence

We highlight the essence of the Positive Company, through its organizational identity: purpose, mission, vision and values.

PURPOSE:
Bringing health to people and building a positive legacy.

MISSION

Make life lighter and more balanced, promoting the well-being of people and the environment in which we live.

VISION

By 2030, be one of the main platforms for healthy eating and positive impact in the country.

VALUES

- Responsibility
- Transparency
- Authenticity
- Truth
- Entrepreneurship
- Innovation
- Positive Impact

3.2 Building our legacy

Before the founding of Positive Company, it had the development of a startup incubated within the company **Almonds of Brazil**, still in embryonic form, in **2013**. **The following year**, the first **A Tal da Castanha** Instagram post was published, with three polaroids and a cashew leaf sticking to the wall, symbolizing the idea of bringing the world the benefits of chestnuts, one serving at a time.



2015

Launch of **A Tal da Castanha**, the first national brand of cashew nut-based beverages.

Launch of **Original**, the first cashew nut-based plant beverage.

First participation in the national fair Naturaltech. The first e-commerce of Tal da Castanha goes live. Participation in the international fair ANUGA.

First time that Tal da Castanha came out in review (Boa Forma).

A Tal da Castana was selected as a SCALE-UP Endeavor. Participation in an accelerator program in New York. Launch of beverages, **Choconuts**, **Cashew+Coconut** and **Caju+Brazil Nut**.

2016



2017

Launch of **Mixed Nuts** beverage.

2018

Certification of Company B for Almonds of Brazil focusing on the products of A Tal da Castanha.

Launch of the **Almond** beverage.

Tal da Castanha was chosen as the official Starbucks vegetable beverage brand in Brazil.

Start of export of vegetable beverages to Portugal on the El Corte Inglés network.

First participation in the international fair Natural Expo West.

Launch of the **Plant Power** brand.



Advertisement of Positive Brands, seeking transformation into an independent company.
 Launch of **Barista** beverage and **Jungle** supplement.

2019

Joint venture between **3corações** and Carvalho Family, in the company Positive Brands.
 Launch of the **Oatmeal** beverage.

2020

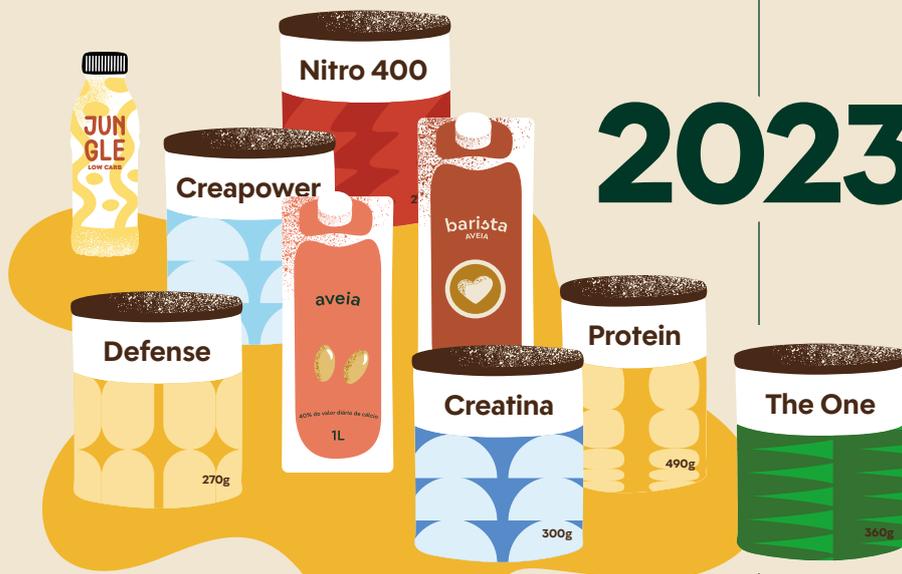


2021

Recertification as Company B.
 Rebranding and transformation from Positive Brands to Positive Company.
 Rebranding of **Plant Power**.
 Launch of the international brand **PlantCo**.
 Launch of the **Choconuts Zero** beverage.
 Launch of collab between A Tal da Castanha and Grupo **3corações: Café Latte and Cappuccino**.
 Launch of the **Cremeria** line.

Leadership of the vegetable beverage market in Brazil.
 Launch of the **Mini** line of vegetable beverages. Launch of the **Ultracoffee** supplement.
 Launch of **Possible**, the second brand of vegetable beverages.
 Increased capillarity, from 6,000 to 20,000 points of sale.
 Affiliation of Positive Brands to the Brazilian Association of Nuts, Chestnuts and Dried Fruits (ABNC).

2022



2023

Inauguration of the new headquarters of Positive Company in Fortaleza.
 Launch of **A Tal da Castanha's Oatmeal** line.
 Positive Company's Membership of the Brazilian Association of Alternative Foods (ABAA) or "Plant Base".
 Rebranding **Jungle**.
 Expansion of **Plant Power's** product portfolio with: **Creatine, Creapower, Nitro 400, Defense, The One** and **Protein**.
 Launch of the Positive Company online store.

2024

Leadership and recognition of A Tal da Castanha

A Tal da Castanha arrived in 2015 with all the revolution to change how people deal with food, allowing a routine with more health and flavor.

Over the years, a solid portfolio has been built, providing tasty, healthy and sustainable products.



Significant Growth

A Tal da Castanha achieved a 25% growth in revenue, surpassing the 15% expansion of the vegetable beverage market, in which it **remained** the leader.

Joint Venture

In 2024, Positive Company and Marcelo Achcar entered into a strategic partnership at Zaya (Unnix Indústria e Comércio S.A.), a union that combines the brand's entrepreneurial strength with Positive's innovation ecosystem.

This joint venture brings together complementary skills to accelerate growth and expand the reach of **Zaya's** healthy snacks, preserving its identity, purpose and independent management.

Reconhecimento Internacional

A Tal da Castanha was elected the preferred vegetable beverage of Brazilian consumers in a promoted survey by **Time**.



Zaya Site QR Code



Time survey QR Code

4. Acknowledgements and certifications

In 2024, Positive Company reaffirmed its commitment to excellence by receiving/maintaining the following certifications.

Sustainability

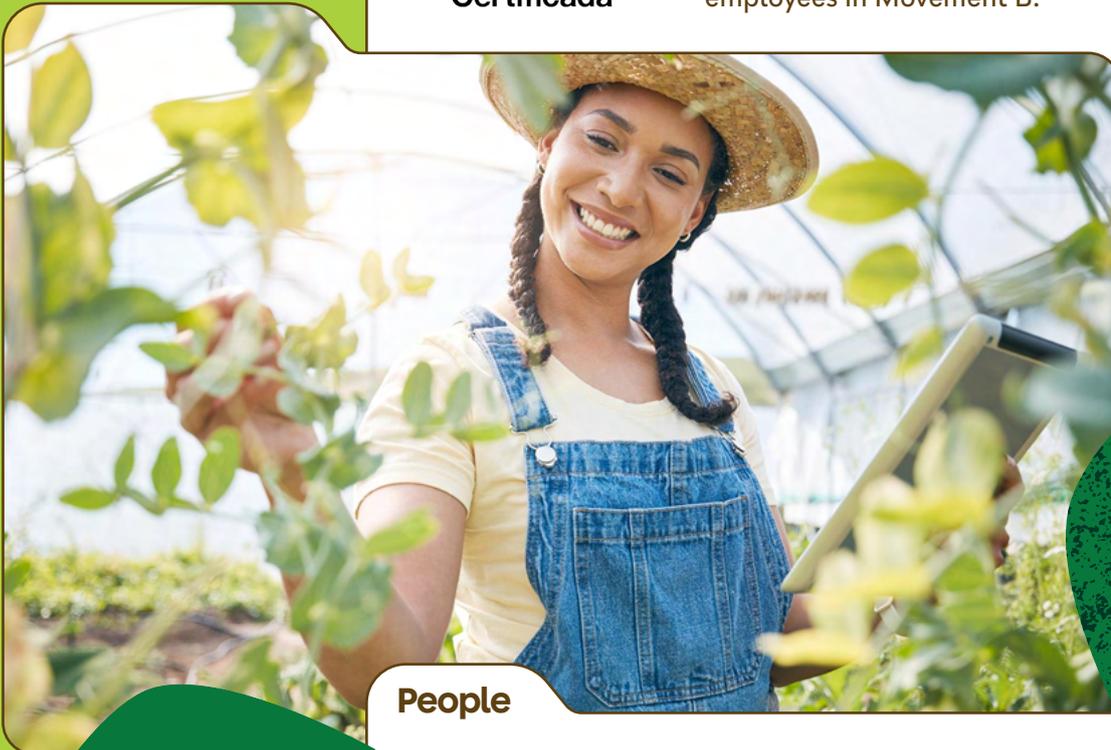
Empresa



Certificada

B CERTIFICATION

The first certificate came in 2018, when Tal da Castanha was a startup incubated at Amêndoas do Brasil. In 2022, already consolidated as an independent organization, Positive Company obtained certification B, reinforcing the company's commitment to sustainability and engaging employees in Movement B.



People



GPTW SEAL

For the second consecutive year (2023 and 2024), Positive Company was recognized by GPTW Brasil, demonstrating the high level of employee satisfaction with the culture and work environment.

Environment



ENVIRONMENTALLY FRIENDLY COMPANY SEAL

Recognition of the Department of Urbanism and Environment of Fortaleza - Ceará for sustainable actions of local companies.



SVB SEAL

Guarantee that the products do not have ingredients of animal origin and production processes free from animal testing, from origin to the final product.

ORGANIC SEALS

Certifies that the products follow the standards and practices of organic agriculture, according to BR, NOP and EU certifications.



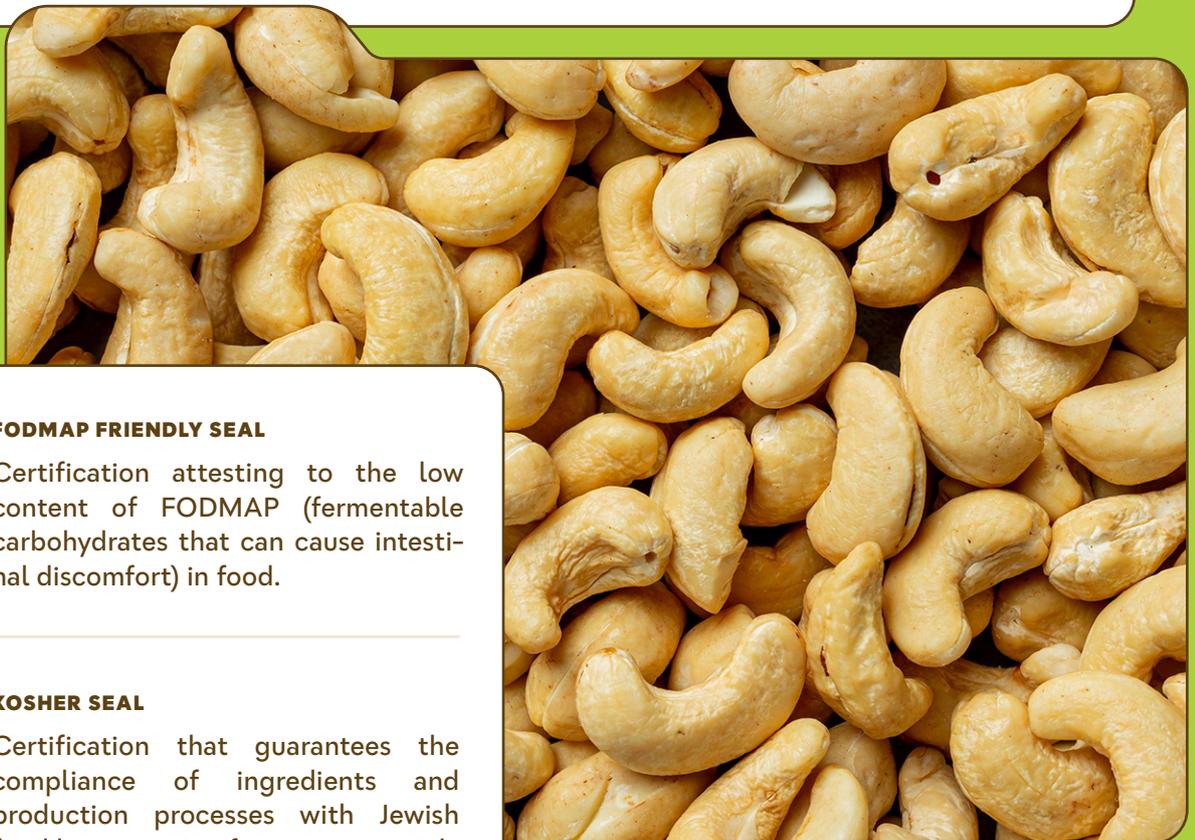
BR-BIO-154
Brazil Agriculture



eureciclo®
100%

POLEN SEAL AND EURECYCLE SEAL

Since 2017, 100% of the packaging of the products sold has been offset, exceeding the minimum requirement of 32% of the National Solid Waste Policy.



Health



FODMAP FRIENDLY SEAL

Certification attesting to the low content of FODMAP (fermentable carbohydrates that can cause intestinal discomfort) in food.



KOSHER SEAL

Certification that guarantees the compliance of ingredients and production processes with Jewish food laws, ranging from raw materials to food service.

5. Products

5.1 Our pillars

To offer products as natural as possible, with the security of healthiness that consumers deserve, five fundamental pillars guide the Positive Company brands:

1 Valuing brazilian raw material

Prioritization of native ingredients, celebrating the wealth of Brazil. In 2024, the percentage of national ingredients purchased by A Tal da Castanha was 90.83%.

2 Genuine Nutrition

Combination of natural ingredients with high intrinsic nutritional density.

3 Clean Label

The recipes and formulations of the products prioritize food in its essence, without the use of artificial additives.

4 Social and Environmental Responsibility

Opt for local and organic ingredients whenever possible, with conscious management of materials and packaging, and respect for the entire production chain.

5 Responsible formulations and communication

Collaboration of a multidisciplinary team (scientists, nutritionists, doctors, chemists, food and environmental engineers) to ensure transparent formulations and communication, based on science and ethics.

5.2 Innovation

Positive Company pioneered the launch of **A Tal da Castanha** in 2015, the first national brand of cashew nut-based beverages. In 2019, **Jungle** was launched, the first natural hydration supplement in Brazil.

Innovation has been central in the creation of products that unite food inclusion, sustainability and healthiness. In 2024, the Positive Company's portfolio reached the mark of **103 products**, driven by strategic launches:

2 new flavors of the Jungle line
pineapple and mint and watermelon and lemon

2 new flavors of Ultracoffee
double shot and vanilla cream in cans and sticks versions

Re-launching the Possible brand with new formulas and flavors

Launch of stick versions of Nitro400 and Creapower products



5.3 Commitment to quality and sustainability



In order to develop nutritious and low environmental impact products, the R&D (Research and Development) team guides each new launch. The design of a new product is structured around rigorous processes. In 2024, the commitment to quality and consumer satisfaction materialized in:

708 rigorous test versions for new products

70 detailed sensory analysis

2.500 consumers engaged in an active listening process

The Positive Company invests in strategic initiatives to strengthen ties with consumers and valuable partners. Thus were born the **Perception** and **Inside** initiatives:



Perception

A dynamic program of sensory research and analysis directly with consumers, offering valuable, first-hand insights into the experience the products provide.



Inside

A proactive initiative that cultivates a closer and more collaborative relationship with strategic partners, with a focus on identifying opportunities for continuous improvement and catalyzing new ideas that drive innovation in the food sector.

5.4 Focus on safe and inclusive food

Commitment to food safety

All Positive Company co-packers are **FSSC 22,000** certified, which raises the standard of food quality and safety internationally.

Prioritization of health and food inclusion of consumers

Analytical tests, risk mapping and strict control of cross-contamination are carried out, with special attention to allergens.

Transparency on labels is non-negotiable

Careful audits are carried out on our partners and product analyzes in independent and **ISO 17025** accredited laboratories, ensuring maximum safety for consumers.

Demonstrating the Positive Company's commitment to the quality and total transparency of its products. In 2024 they were carried out

440

product reviews and

107

validation reports in independent and accredited laboratories.



6. Product Lifecycle

Positive Company believes that to live a healthier life, it is necessary to respect the environment and its balance. The company's commitment to generating positive impacts permeates all stages of the production chain, from the field to post-consumer reverse logistics.

6.1 Strengthening Cashew Cultivation

A Tal da Castanha is proud to strengthen Brazilian cashew cultivation by directly supporting the work of its cashew nut suppliers.

Cultivated in rural properties of medium and small producers, cashews are the basis of the brand's vegetable beverages and, mainly, a vital source of food, employment and income for several families. In 2024, A Tal da Castanha benefited

91

family farmers in the states of Ceará, Bahia, Maranhão and Piauí, totaling

7,940

hectares of productive area.



6.2 Organic production

The production process of cashew nuts is of the **organic** type, in which **100% of the cultivation** is certified by ECOCERT Brasil. Thus, agricultural pesticides or chemical fertilizers are not used, but natural resources are used throughout the production process, such as animal manure for fertilization.

There are **5 soil conservation practices** that A Tal da Castanha's network of cashew farmers performs:



01

Combating erosion

02

Non-use of fire as a way of clearing the land

03

Use of physical methods of soil cleaning, such as use of plough

04

Protection of water bodies with the preservation of riparian forest

05

Planting of the cashew tree itself which is a native tree



6.3 Support for farmers

As a care initiative for farmers, A Tal da Castanha guarantees the purchase of organic lots, promoting the development of cashew cultivation and contributing to improve the socioeconomic conditions of cashew farmers. In addition, the purchase of organic lots guarantees the award at the end of each harvest, which would be the remuneration for the representativeness of the organic producer certification project.

6.4 Supply of Materials

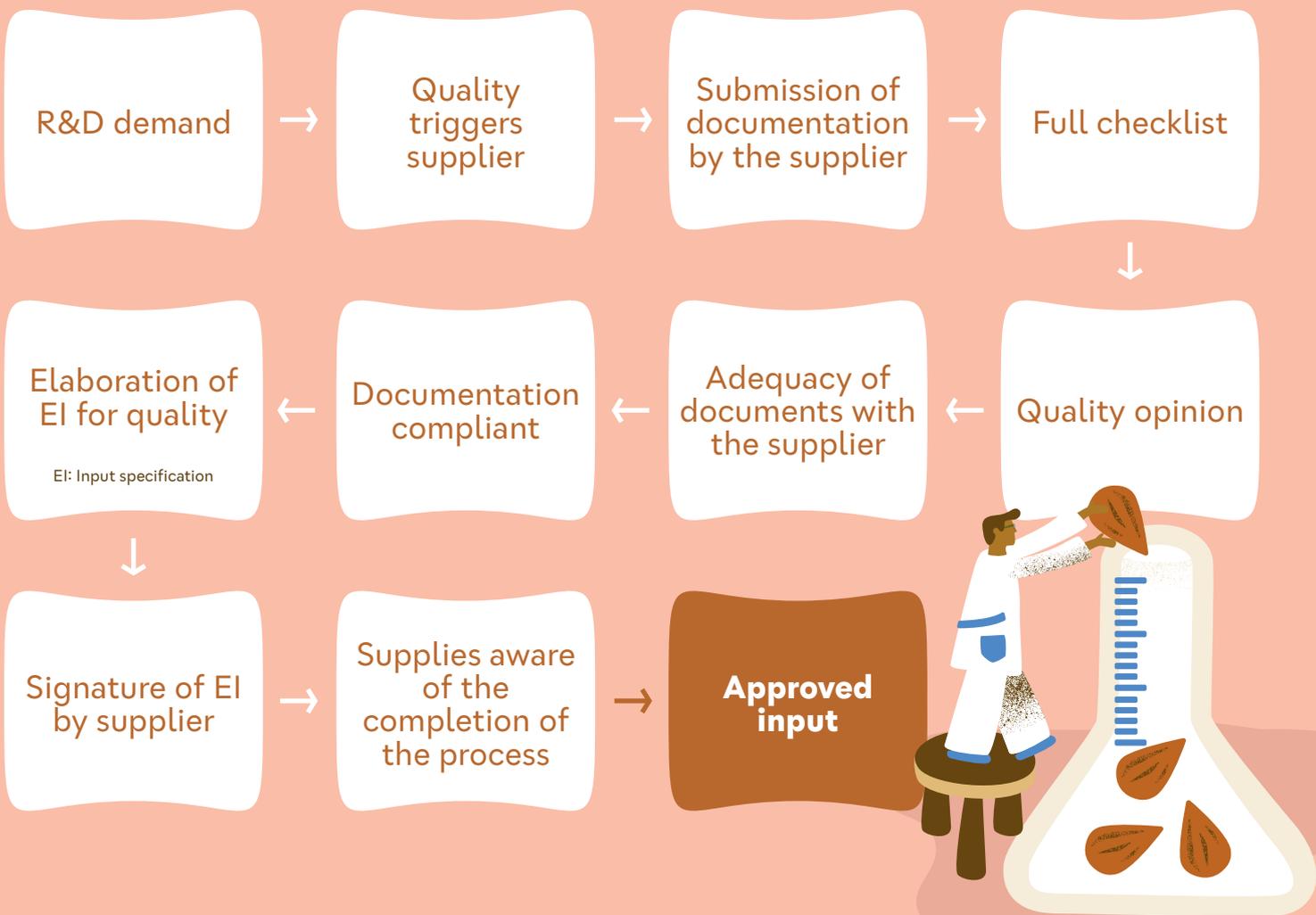
The Positive Company develops its products predominantly with **natural inputs of plant origin**, prioritizing ingredients that offer **functional benefits** to the health of consumers.

The selection of each ingredient is an essential pillar in the approach to food safety and inclusion of dietary restrictions. The Positive Company's rigorous process goes beyond compliance with standards, seeking **quality, purity, guarantee of origin, nutritional profile and absence of contaminants** (heavy metals, pesticides, microbiological).

Positive Company warrants that its products do not contain chemicals that are harmful to health or the environment. In addition, the growing demand for more natural inputs drives innovation and sustainability in the healthy food segment that the company belongs to.

Suppliers are carefully selected and approved to ensure the best quality of ingredients. And internal supply management processes establish clear guidelines for the evaluation, approval and continuous monitoring of suppliers and inputs.

The Positive Company safe product validation process takes place as follows:



6.5 Packaging

All packaging that Positive Company puts on the market is compensated: this means that an equivalent amount of packaging, of the same type of material, is sent for recycling, helping to reduce the company's environmental footprint.

Packaging environmental compensation

In partnership with the companies **eureciclo** and Polen, Positive Company achieved significant socio-environmental results, accumulated from 2017 to 2024:

3,123.011

tons of recyclable plywood, the equivalent of the average weight of 31,000 popular motorcycles;

1,813.38

tons of CO_{2eq} are no longer emitted, equivalent to the emissions of 9,046 plane trips from Fortaleza to São Paulo;

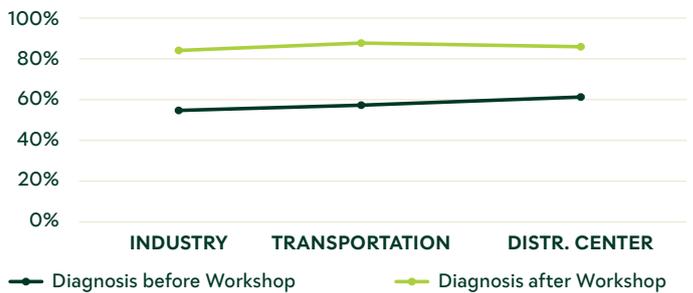
203

operators and recyclers throughout Brazil, to which the **company contributed** financially, including 68 waste picker cooperatives.

Zero Waste Program

A significant portion of packaging damage occurs during the distribution of products, generating unnecessary operating costs and loss of goods. With a focus on reducing market costs and losses, in 2024, the **Zero Waste Program** was implemented, an initiative by Tetra Pak focused on optimizing the production chain. As a result,

The company achieved a 20% improvement in the reduction of waste in the three segments evaluated: industry, transportation and distribution centers.



Responsible packaging

All product packaging of the Positive Company is identified with the appropriate recycling symbols, and all carton packaging (Tetra Pak) used by the company has a certification that proves **paper used** packaging comes from well-managed forests and other controlled sources, reinforcing the company's commitment to sustainability.

To facilitate recycling by consumers, Positive Company encourages the use of the portal **Recycling Route**, an initiative of the company Tetra Pak that maps voluntary delivery points, shops and cooperatives that receive cartons for recycling. Most mapped sites also receive other recyclable materials, such as plastic and aluminum. In this way, a responsible path for the proper disposal of packaging is disclosed to consumers.



Zero Waste QR Code



QR Code Paper Used



QR Code Recycling Route

6.6 Co-packers

The production of the Positive Company is outsourced, through co-packers who fill the company's products. Much more than just suppliers, co-packers are strategic partners for the company's success. To better manage these partners, co-packer performance indicators were implemented, seeking continuous improvement.

Throughout the company's growth, investments in structure and machinery were made in the Positive Company's co-packers to ensure safe products for consumption, as well as infrastructure support.

In 2024, the monitoring of environmental parameters in these co-packers was started, through a questionnaire answered by them annually, initially functioning as a self-diagnosis, pointing out the positive points, points of improvement, evidence and justifications.

In the questionnaire, the following environmental aspects are qualitatively evaluated:



Greenhouse gas emissions



Water use



Solid waste management



Preservation of biodiversity

This initiative aims to improve the environmental performance of co-packers, through working together with the Positive Company. After this initial diagnosis, the idea is to empower and support them in implementing sustainability improvements.

6.7 Logistics

Positive Company has a branch established in Espírito Santo that operates as a logistics center, carrying out the wholesale trade of products. The storage of inputs and packaging is carried out by partner logistics operators.

The logistics of shipping finished products to distribution centers and points of sale are carried out by logistics operators and Grupo **3corações**, which implements efficient shipping/distribution processes, avoiding air transport and ensuring the continuity of these practices over time.

In 2024, Grupo 3corações renewed its truck fleet and delivered 115 new vehicles that carry out distribution and supply throughout Brazil. New cars meet the Euro VI standard, capable of reducing emissions by up to 77%

compared to previous legislation, and comply with Proconve P8 (Program for the control of air pollution by motor vehicles), which ensures more efficiency, fuel economy and lower emission of pollutants to the environment. **5 trucks were also replaced by road trains, reducing about 500 trips per year.**



6.8 Life Cycle Assessment Study

To be increasingly real, Positive Company hired the consultancy ACV Brasil to carry out a Life Cycle Assessment study of 24 products of the brands A Tal da Castanha and Possible.

The Life Cycle Assessment study calculated the carbon emissions and water consumption of 2024 production, from the origin of ingredients to the end of life of post-consumer packaging.

The results indicated an **average carbon footprint of 0.40 kg CO₂eq per kilogram produced** and an **average water footprint of 39 liters of water per kilo produced**.

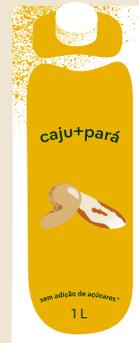
In practice, the lower these numbers, the lower the environmental impact.



Environmental Impact per kg of Product

CARBON FOOTPRINT
IN KGCO_{2eq}/KG PRODUCT

WATER FOOTPRINT
IN LITERS OF WATER/KG OF





Average contribution percentages of each lifecycle stage

*For the elaboration of the graphs, the weighted average of the contributions of each stage to the total carbon footprint and total water footprint by the production volume of the 24 products evaluated was calculated.



CARBON FOOTPRINT

- Cultivation and Processing of Inputs **33%**
- Co-packer and Filling **5%**
- Transportation and Distribution **35%**
- Consumption **6%**
- Packaging + End of life **21%**

WATER FOOTPRINT

- Cultivation and Processing of Inputs **66%**
- Co-packer and Filling **9%**
- Transportation and Distribution **2%**
- Consumption **15%**
- Packaging + End of life **8%**



It is important to emphasize that the results of the Life Cycle Assessment are influenced by several conditions, such as the established premises, the chosen data, the processes used and the limitations of the study. Therefore, the comparison with other studies that present differences in these aspects may be inadequate or generate erroneous conclusions.

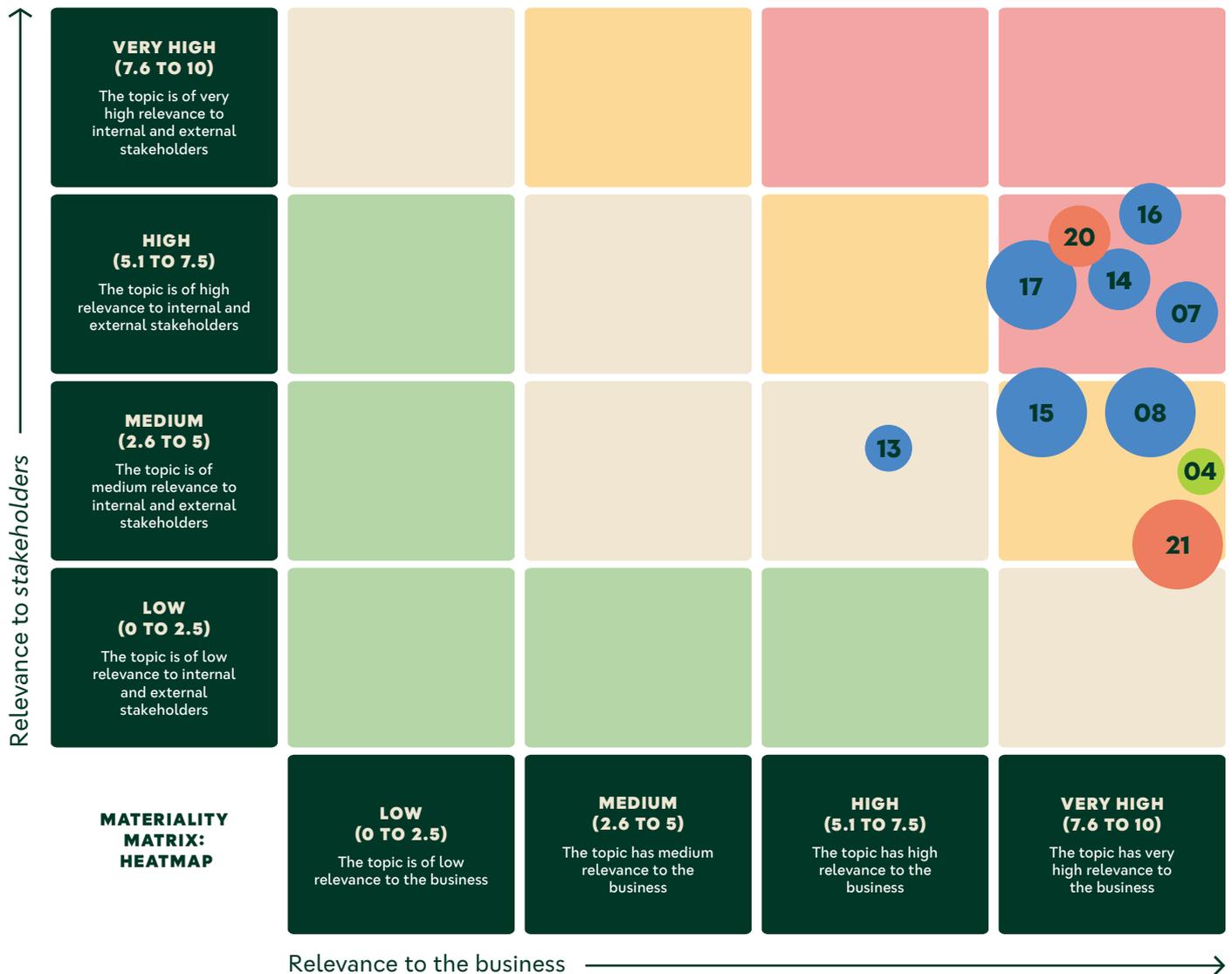
Having a real and quantified notion of the environmental impacts generated in the life cycle of the company's products provides clarity and security. This knowledge is essential so that present and future decisions can be directed in order to reduce negative impacts. Thus, Positive Company is able to make better choices, building a better company for the world every day.

7. Materiality

In 2024, the Positive Company conducted its first materiality study to align its practices with stakeholder expectations and promote sustainability from the point of view of the company and society. The study identified and prioritized the topics most relevant to the company and its stakeholders, resulting in a materiality matrix. The applied methodology followed the concept of

double materiality, in which both socio-environmental impacts and relevance to the company's strategy are considered. The matrix construction process was carried out in three stages: **(1)** Benchmarking; **(2)** Stakeholders Research and **(3)** Compilation and validation of results.

The crossing of information from the three previous stages led to the indication of 10 material topics to compose the company's materiality matrix.



LEGEND

Degree of control and/or influence of Positive Company over the subject:

LOW (0 TO 2.5)

The Positive Company has no control or significant influence on the subject. The result depends on the action of others.

MEDIUM (2.6 TO 5)

The Positive Company does not control the topic, but it can influence stakeholders. The result depends more on others than on the Positive Company.

HIGH (5.1 TO 7.5)

The Positive Company controls the issue in its operations and/or significantly influences stakeholders. The result depends on the performance of all the parties.

VERY HIGH (7.6 TO 10)

The Positive Company has full control over the issue and is primarily responsible for the result.

The results obtained from the ESG materiality analysis support strategic decisions on where the Positive Company will focus its efforts and resources. Therefore, the **10 material ESG topics** that were prioritized in the company's positive impact agenda are:

Environmental



04. PRODUCT LIFECYCLE

analyze the environmental impacts of the Positive Company's products at all stages of their life cycle, from the extraction of raw materials to the disposal of post-consumer packaging.

Social



07. HEALTH, SAFETY AND WELL-BEING:

implement policies and practices that ensure the safety, well-being and physical and mental health of Positive Company workers.

08. ORGANIZATIONAL CULTURE:

promote a positive work environment and aligned with the mission and values of Positive Company.

13. SOCIAL ENGAGEMENT AND DONATIONS:

actively participate in social and community initiatives, including donations and social responsibility actions.

14. RELATIONSHIP WITH CONSUMERS AND CUSTOMERS:

build and maintain positive relationships with Positive Company's consumers and customers, focusing on transparency, effective communication and meeting consumers' needs and expectations in an ethical and responsible manner.

15. PRODUCT INNOVATION:

anticipate trends and develop new products or significant improvements to existing Positive Company products to meet market demands.

16. HEALTHY AND INCLUSIVE EATING:

promote healthy eating to consumers of Positive Company products, while ensuring that the products are inclusive for different dietary needs.

17. FOOD QUALITY AND SAFETY:

ensure that food products meet quality and safety standards, protecting the health of consumers.

Governance



20. ETHICS AND TRANSPARENCY:

practice the business ethically and transparently, adopting standards of integrity and accountability, ensuring that the Positive Company's actions are open and honest to all stakeholders.

21. PURPOSE AND STRATEGY IN RELATION TO SUSTAINABILITY:

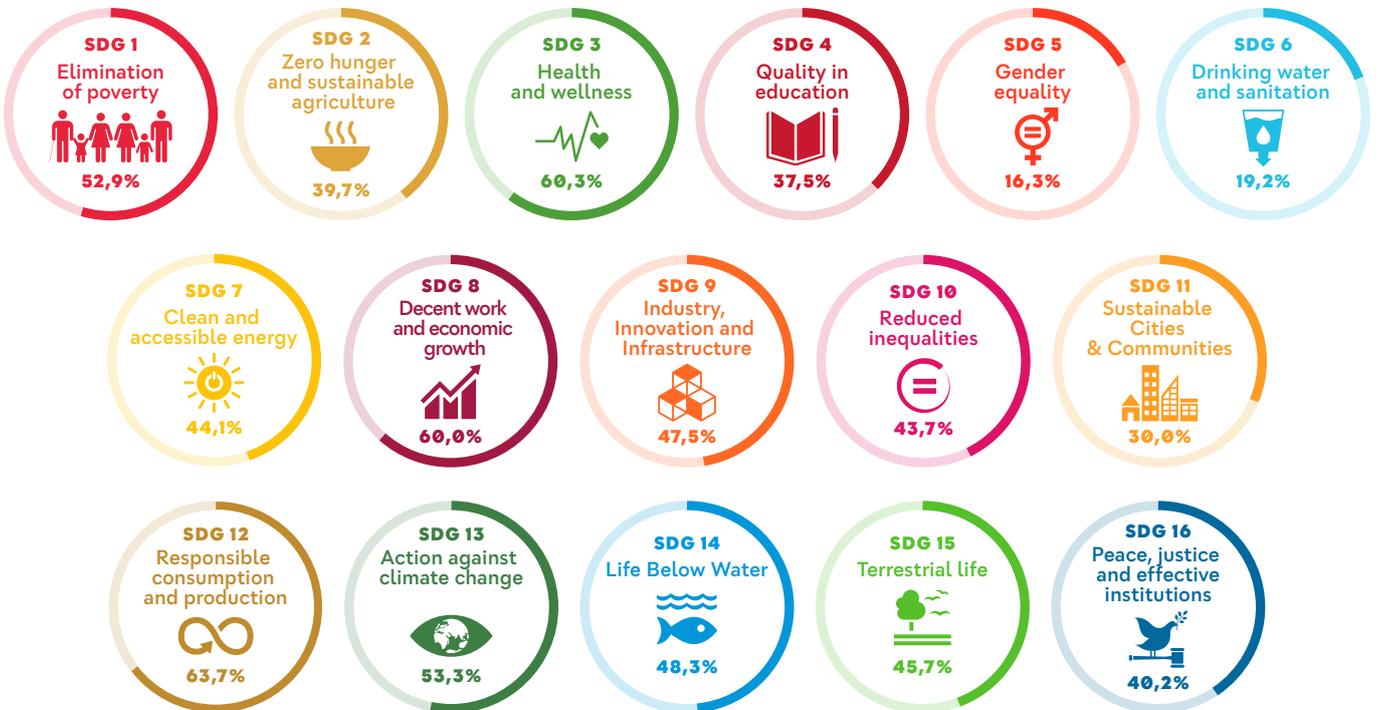
integrate sustainability into Positive Company's overall growth vision and strategy.

8. Sustainable Development Goals (SDGs)

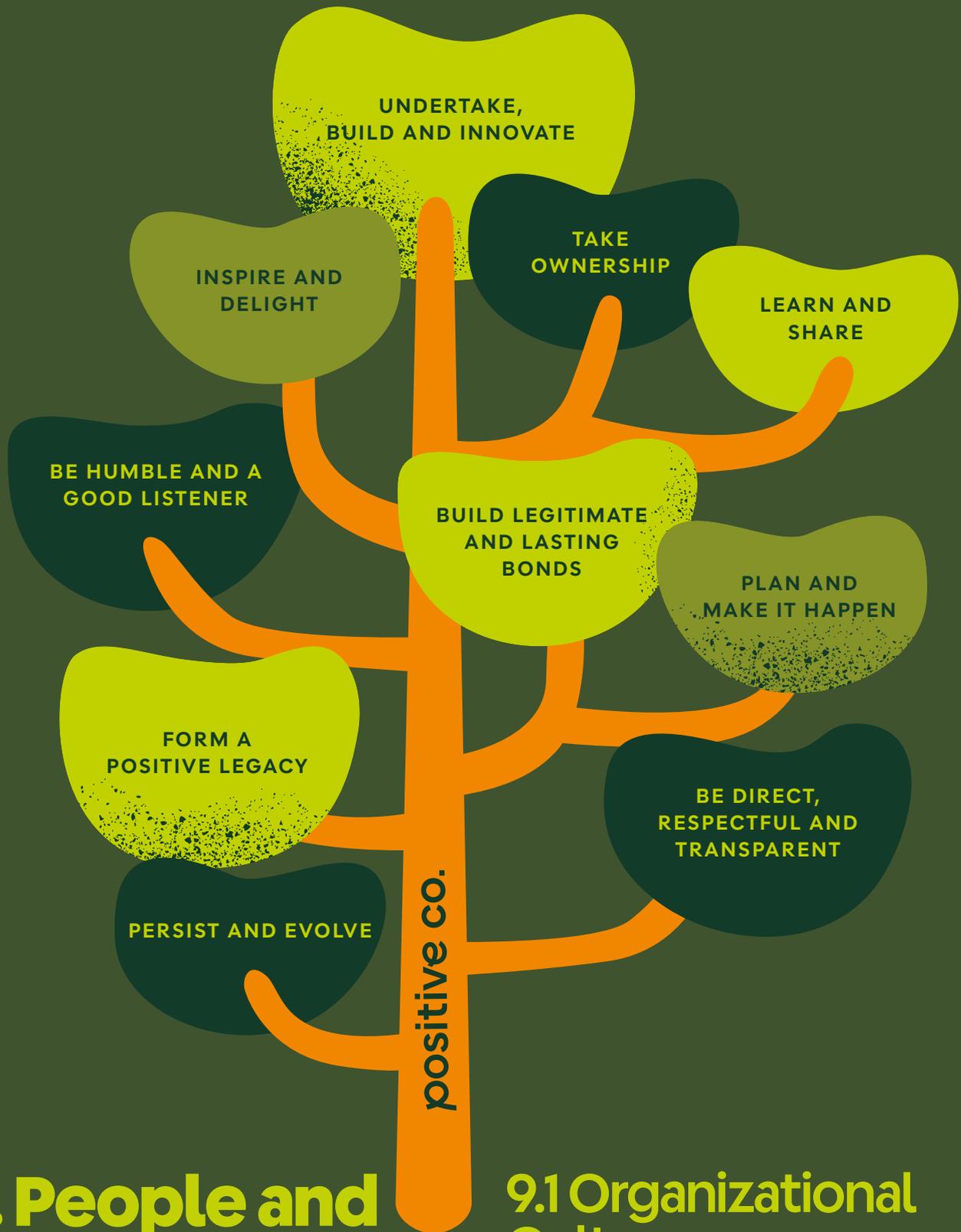


In 2024, the Positive Company assessed its contribution to the Sustainable Development Goals (SDGs) through System B's SDG Action Manager tool. This tool incorporates the **Ten Principles of the UN Global Compact** and the **SDGs** to help the company identify its risk areas, track its progress, access resources and manage its impact on the SDGs in its operations, supply chain, business model and collective action.

SDG Baseline



SDG 17 Due to its transversal nature, the actions related to "SDG 17 - Partnerships and Means of Implementation" that are relevant to each company are incorporated by the SDG Action Manager in different parts of the assessment, both in the basic module as in the specific modules per SDG.



9. People and Community

The Positive Company has a clear value proposition for people and the environment by supporting actions that make a difference in the lives of the company's employees and in the communities in which it operates.

9.1 Organizational Culture

The Positive Company has ten leadership principles that act as drivers of the way of working and making decisions in the company. These principles constitute an important cultural tool for the protagonism of each employee, allowing them to achieve great things.

Undertake, build and innovate

Entrepreneurship is not just about creating something new, it's about questioning what already exists and looking for better ways of doing things. For this, it is essential to make decisions based on concrete data and understand the market well. Innovating requires a combination of curiosity and strategy, as well as using the right tools to obtain the information that underlies each new project. By following trends and identifying opportunities, we ensure that our actions are always aligned with the needs of the future, making our ventures more solid and effective.

Learn and share

Be a reader of the world. Search, question, and delve into the details. Gather information so others can drink from the same source. Cultivate the "deep dive" culture, where learning deepens and sharing multiplies knowledge.

Plan and make it happen

Don't be shallow. A good plan is the foundation of success, and execution turns ideas into results. Set clear goals, develop detailed strategies, and most importantly, act with purpose, not wait for the perfect moment. Here, superficiality has no place; it is the depth in planning and execution that leads us to excellence.

Take ownership

Treat the business as if it were your own, respecting budgets and resources. Take responsibility for results, make decisions as an entrepreneur and always seek the best for the company. Owner attitude means being attentive to detail, committed to deliveries, and willing to do whatever it takes to ensure everyone's success.

Build Legitimate, Lasting Bonds

True relationships are the foundation of a solid company. Build connections based on trust, respect, and transparency with both customers and teammates. Legitimate bonds stand the test of time and create long-term value.

Be direct, respectful and transparent

Mature communication balances clarity and respect. Being direct, empathetic, promotes understanding and trust. Transparency prevents misunderstandings and strengthens relationships, ensuring a healthy and aligned environment.

Be humble and good listener

Humility opens doors to learning and growth. Be willing to listen, understand different perspectives, and accept feedback. The good listener is the one who puts the ego aside to focus on solutions and improvements. Every voice matters, and every learning makes us evolve.

Inspire and delight

Put yourself in the consumer's shoes to understand and meet their needs, prioritizing them in all decisions. Constantly work to exceed expectations, generating experiences that go beyond expectations. This same approach applies to our commercial team, they are an essential part of this mission. By delighting them with the support, tools and recognition they need, we build a motivated and aligned team, ready to take the delight to the end customer.

Persist and evolve

Obstacles are part of the journey, but persistence is what allows us to overcome them. Don't give up in the face of difficulties. Instead, see each challenge as an opportunity to evolve. Keep reinventing and adapting, always in search of the best version of yourself and the company.

Form a positive legacy

The impact we leave extends throughout the production chain, from the beginning to the final consumer. Work every day to build something that not only creates value in the present, but makes a difference in the long run. A true legacy is one that benefits everyone involved, from suppliers and employees to customers, promoting sustainable practices that positively impact the planet. Be part of something bigger, contributing to a better, more responsible and balanced future for generations to come.



9.2 Professional development

Positive Company employees, culturally identified as Positivers, are people who carry the company's legacy in their hearts. By recognizing each other's work, the company demonstrates its commitment to well-being and professional development, inspiring people to continue to deliver their best.

In the year 2024,

15 merits & 5 promotions,



were carried out, which represents **35% of Positivers**. **18 performance evaluations** were also carried out and **13 trainings were offered**, with an average of **4 hours per employee**.

9.3 Diversity, Equity, and Inclusion

The Positive Company values a diverse, equitable and inclusive work environment, as it recognizes that everyone has a legacy to the world. Therefore, it values personal differences, such as life experiences, educational background and diversity of thought.

The communication materials reflect the company's way of being and what it believes in: a fair and diverse world. It also encourages employees to evolve not only professionally, but also personally.

In 2024, the first Internal and Diversity Census was carried out, obtaining the participation of **83.67% of employees**. With the results obtained, it was seen that:



our team is made up of **women**



of **management positions** are held by **women**



of Positivers identify as **LGBTQIAPN+**



of our workforce are **self-declared non-white**



of our employees have **completed higher education**



9.4 Health, Safety and Well-being

At Positive Company, the health, safety and well-being of employees are valued. Annually, internal events such as the Internal Week for the Prevention of Accidents at Work (SIPAT) and health support campaigns are held.

The company provides a work environment that appeals to professionals, including a benefits package that gives employees peace of mind. The following are offered:

-  Shared Health Plan
-  Dental plan
-  Transportation Voucher
-  Meal Voucher
-  Monthly Pack of Company
-  Products Life Insurance
-  Discount on company products
-  Health & Wellness Activity Platform
-  Mental Health Solution
-  Platform Payroll Loans
-  Telemedicine
(benefit that offers personalized health care)

In June 2024, the Positive Company formalized a partnership with a benefits platform to organize health and wellness actions for employees. In addition, the **InJoy** ritual was started: an internal competition that values the practice of physical exercises, with the delivery of gifts to the Positiviers most engaged in the competition.

INJOY

In 2024, **2,282 individual health and wellness activities and 5 collective activities were carried out**, recorded over **215 days** by **33 Positiviers**.

9.5 Social Engagement and Donations

Positive Company supports several institutions and social projects aligned with the company's purpose, through donations of products, partnerships and incentive laws. In 2024, the number were:

8

social initiatives supported;

4,457 kg

of donated products;

BRL 265K

invested in social projects.





Discover some of the initiatives supported · by Positive Company ·

Sport



Since 2022, Positive Company has supported **Seed Surf Escola**, which impacts children and adolescents in vulnerable social situations in two communities in Praia do Futuro, Fortaleza/CE. The school promotes the surfing, family monitoring and mentoring. In 2024, the Positive Company donated 570 kg of products to 12 families and 20 volunteers of the institution.



In 2024, the Positive Company launched the **Recreation Time** initiative with the **Mini line of the brand A Tal da Castanha**, whose objective is to encourage sports practice and promote good eating habits in schools, reaching a total of 1,161 people impacted in the year of launch. The sports and play activities of the Hora do Recreio event are carried out in partnership with the company **CRIA Brincar de Treinar** that acts as a facilitator of movement, sports experiences and fun for children.



In 2024, Positive Company supported the sports project **Circuito das Estações**, which aimed to promote health, sport and the union of **20,000 participants**.

Social assistance



Also in 2024, the Positive Company supported **Lar Torres de Melo** in Fortaleza/CE, an institution of social assistance and human promotion, aimed at providing quality of life to the 200 elderly people living in the institution.

Education and early childhood



In 2024, Positive Company supported the **Reciclarte** cultural project that aims to promote knowledge about the importance of recycling, through actions based on the pillars of circular economy, entrepreneurship and income generation, sustainability and legacy.



The **Instituto da Primeira Infância (IPREDE)** has been working for 38 years in the nutrition and

development of early childhood and neurodivergence, strengthening families (especially women) and promoting social inclusion. In Business Month B of 2024, the Plant Power Move event collected 172 kg of non-perishable food for IPREDE's food bank, reinforcing its social commitment.



The Positive Company also supported the **Fundação Raimundo Fagner's** Learning with Art Project, which uses art education for the socialization and development of citizenship of **400 children and adolescents**.

Eating



Escola de Gastronomia Social Ivens Dias Branco (EGSIDB) is the first public institution of social gastronomy in Brazil, with the objective of offering free training that stimulates the cultural and social protagonism of young people, men and women through gastronomy. In 2024, Positive Company donated products to gastronomy courses and conversation circles promoted by EGSIDB in the kitchen-show format, impacting **31 people directly**.

➤ Seed Surf Escola: www.instagram.com/seedsurfescola.oficial

➤ CRIA Brincar de Treinar: www.criabrincardetreinar.com.br

➤ Circuito das Estações: www.circuitodasestacoes.com.br

➤ Lar Torres de Melo: www.lartorresdemelo.org.br/parceiros

➤ Reciclarte: www.projetoreciclarte.com.br/rio-de-janeiro

➤ IPREDE: www.iprede.org.br

➤ Fundação Raimundo Fagner: www.instagram.com/frfagner/

➤ Escola de Gastronomia: www.gastronomiasocial.org.br

9.6 Stakeholder Relations

The Positive Company is in constant communication with its stakeholders, as the company knows that involving them is fundamental for generating long-term value.

Customers

The Positive Company seeks to be a strategic partner for wholesale and retail customers, as well as restaurants and food services, communicating regularly with them about products and mutual priorities. The company seeks to go beyond business transactions and create true connections with its customers. In 2024, the company's customer base in the Food and Retail channels increased **46%** compared to the previous year.

Community

The Positive Company has strengthened its connection to communities through strategic engagement that includes:

more than **100**

prescribers who share the benefits of the company's products with their audiences.

A growing network with

more than **200**

affiliates who try and recommend the company's products, extending the reach in an authentic way.



➤ QR Code Reclame Aqui

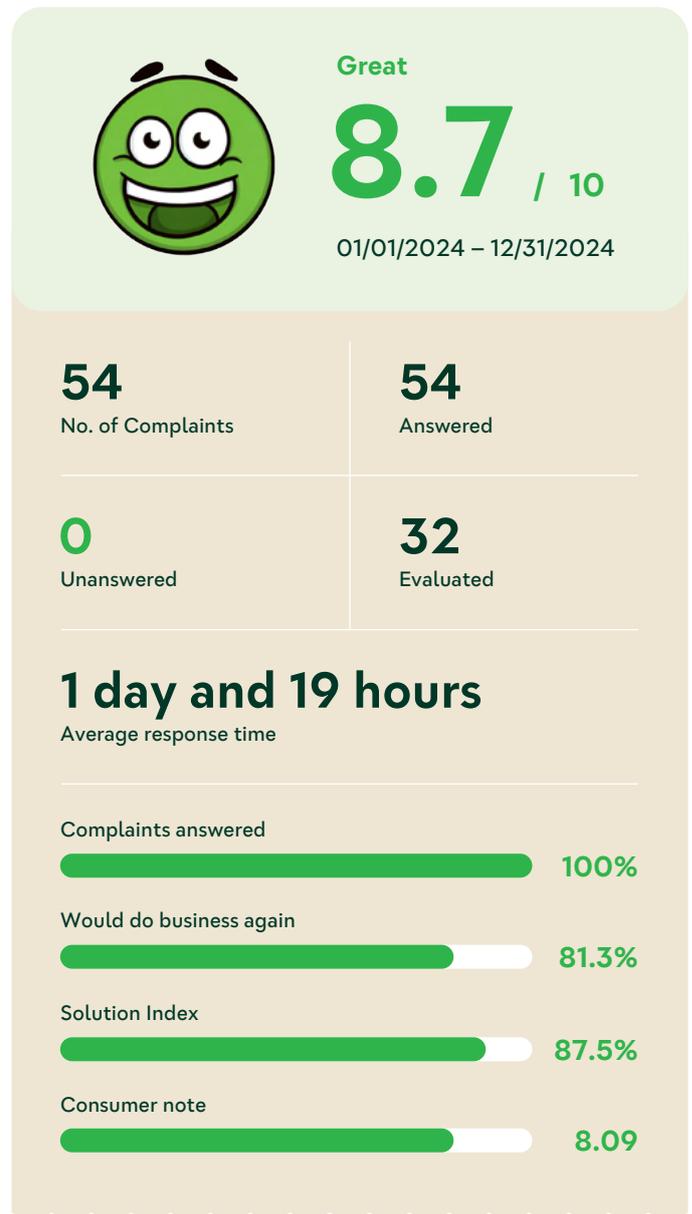
Consumers

Consumer satisfaction is constantly monitored via complaint tracking and satisfaction surveys (NPS).

In 2024, a complaint result per unit sold of

0.00327%

and, in addition, Positive Company was a finalist in the **Reclame Aqui Award** ➤ Multi-brand Food category, in the same year.



Suppliers and Co-packers

Trust and transparency are the pillars that support Positive Company's relationships with its suppliers and co-packers, ensuring quality, consumer safety and public loyalty.

Positive Company knows that in an increasingly competitive market, building solid and lasting relationships is fundamental to the company's success.

On average, the duration of the Positive Company's relationship with its suppliers and co-packers is more than

60 months.

Associations and Councils



In 2024, Positive Company joined those Council of **Coalizão pelo Impacto** [↗](#) Fortaleza, a strategic alliance whose mission is to foster impact entrepreneurship. Coalizão works to strengthen the ecosystem to support entrepreneurs who create businesses to solve socio-environmental problems, thus collaborating to drive a social and economic transformation in the state of Ceará.

As a director, the Positive Company:



Participates in discussions, prioritizations and decisions regarding the implementation of the local action plan



Supports relationship actions and engagement of key actors with contact information, connections and eventual participation in meetings



Supports the implementation of local actions, according to interest and availability



Identifies synergy opportunities with local organizations, talking about the Coalition in different opportunities, connecting with relevant strategic actors, among others

Positive Company is one of the companies associated with **BrazilianFood Association Alternatives (ABAA)** or "**Plant Base**" [↗](#), an association that aims to foster the development of the food sector made from plants and work on the regulatory and tax aspects of the products of this sector.



ABNC

Associação Brasileira de Nozes, Castanhas e Frutas Secas

The Positive Company is also part of the **Brazilian Association of Nuts, Chestnuts and Dried Fruits (ABNC)** [↗](#), whose mission is to stimulate and facilitate the growth of sustainable production with social responsibility involving the entire production chain, and to promote the consumption of nuts and dried fruits.



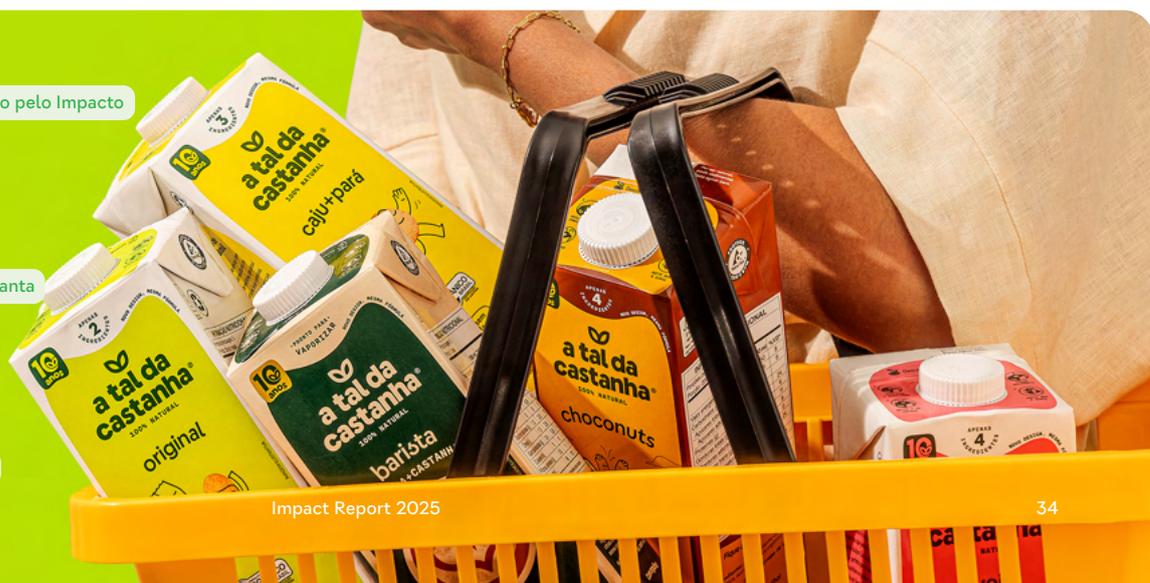
[↗ QR Code Coalizão pelo Impacto](#)



[↗ QR Code Base Planta](#)



[↗ QR Code ABNC](#)



10. Governance

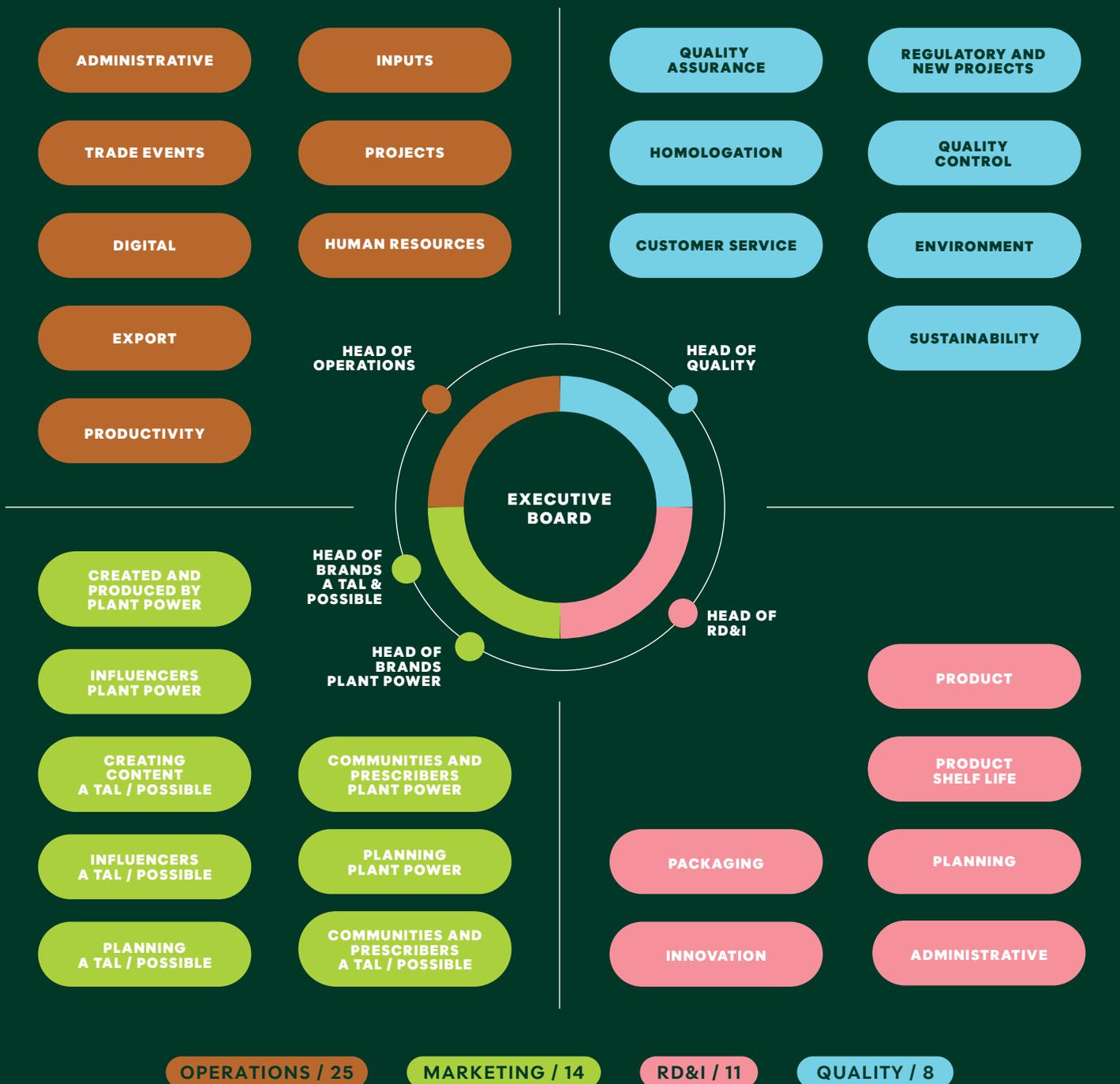
For Positive Company, it is not enough to be economically viable and profitable to partners and shareholders. The company makes every effort to operate in an honest, socially responsible and environmentally sustainable manner.

The Board of Directors of Positive Company is formed by executives of Grupo 3corações and executives of

the Carvalho Family. The members of this Board meet quarterly to discuss strategic business decisions.

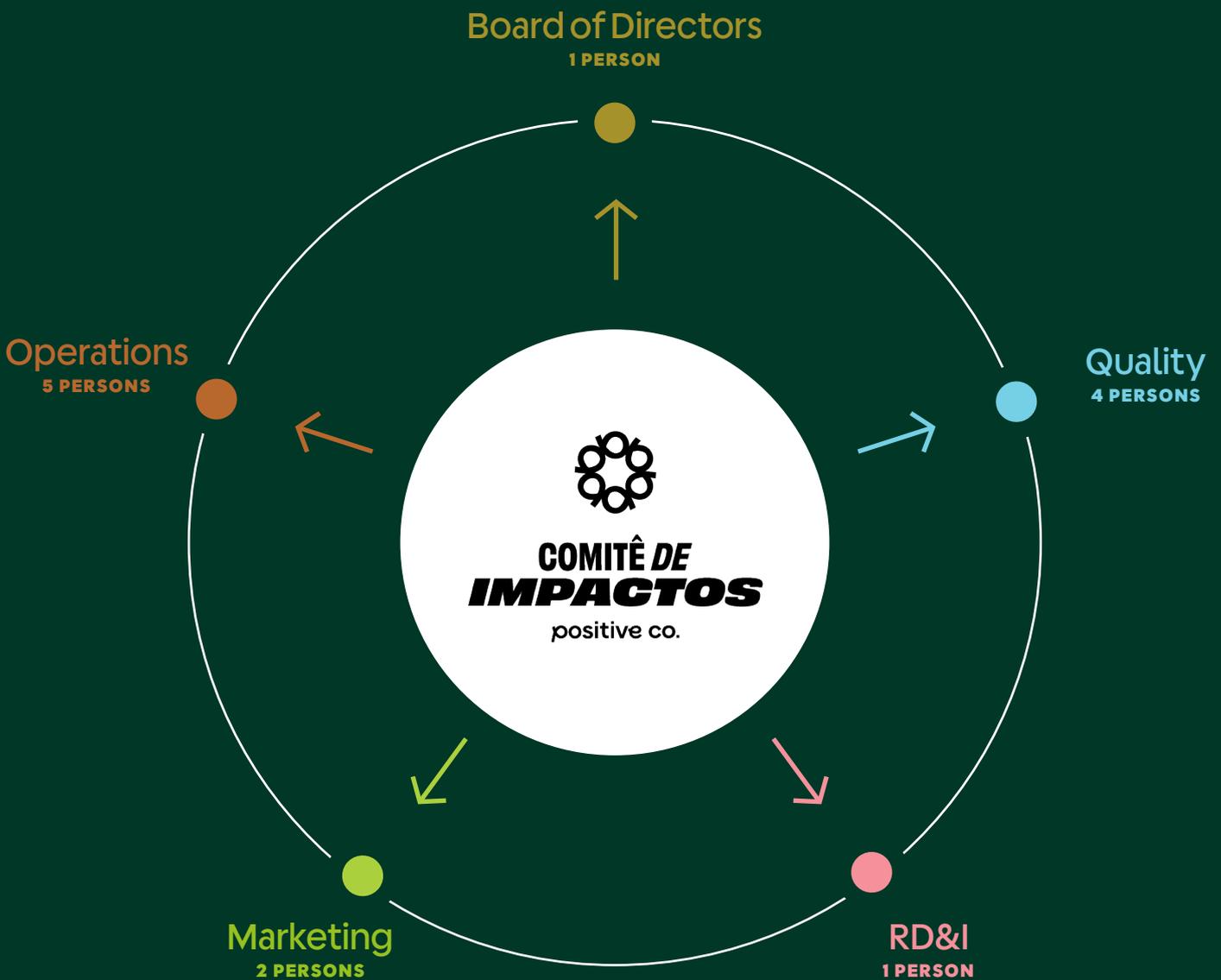
10.1 Organizational Structure

The organizational structure of Positive Company is composed of 8 operations fronts, 7 quality fronts, 8 marketing fronts and 6 RD&I fronts.



10.2 Impact Committee

Positive Company also has an Impact Committee. It is an internal and multidisciplinary group formed by its own employees, with the purpose of advising the Executive Board of the company in the development of guidelines related to sustainability, generating and adding value to society. This initiative is voluntary and open to all Positiviers.



Through the creation of the Impact Committee, collaborators can articulate objectives and results, both individual and of the entire team, related to the company's socio-environmental metrics.



10.3 Ethics and Transparency

The Positive Company values free competition, operating with integrity, ethics and transparency. Annually, the company's financial statements are audited by specialized and independent companies, confirming the organization's high ethical standard.

Aiming to reinforce ethical conduct for its stakeholders, the company has:

- Positive Co. Manifesto;
- Anti-corruption policy;
- General Rules of Engagement;
- Conflict of Interest Policy;
- Disciplinary Sanctions Process;
- Privacy Process;
- Ombudsman Process;
- Stakeholder Relationship and Communication Policy.

Positive Company respects people's privacy and does not disclose personal or sensitive data. Every year, the company holds an internal Security and Privacy Week to raise awareness about the importance of data protection.

In compliance with the General Data Protection Law (LGPD), the **Privacy Process** is applied to the websites, registration forms, interactions with advertisements, electronic messages and/or mobile applications belonging to the company. The data subject can request details about their data or unsubscribe at any time through the **Positive Market website**.



➤ QR Code Privacy



➤ QR Code Positive Market

11. Looking to the future

In the coming years, Positive Company will continue to advance with depth and consistency, consolidating the foundations to achieve the company's long-term goals.

Building the Path of Goals

The focus of the Positive Company will be on the in-depth analysis of the material topics already defined and, from this, establish clear goals and consistent action plans for each of them.

Strengthening Transparency

The Positive Company will continue to improve its data collection and analysis processes, with the objective of refining indicators and strengthening transparency in the communication of the results obtained.

Towards Recertification B

Positive Company will maintain its commitment to recertification as Company B every three years, reaffirming its dedication to high standards of social, environmental and governance performance.

Celebration of the 10 years of the A Tal da Castanha brand

In 2025, a decade of history of A Tal da Castanha is celebrated. The celebration of the 10 years will be marked by initiatives that connect the trajectory of the brand to the people who walked together, reinforcing the bond with its consumers, partners and communities.





positive co.

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