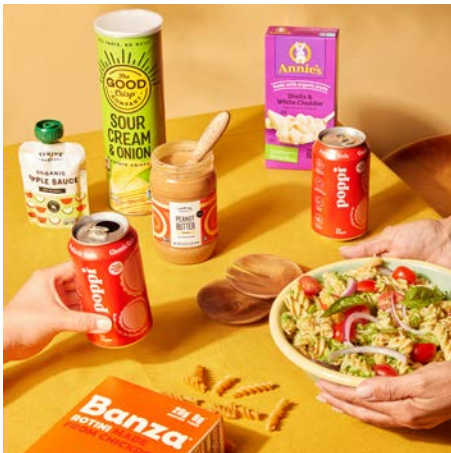




THRIVE[®]
- MARKET -

10 YEARS OF THRIVING

2024 Impact Report





Nick & two of his children, Gael & Valeria

A Note From Our Co-Founder & CEO

Dear Thrive Market Community,

2024 marked 10 years of Thrive Market, and I'm deeply grateful to celebrate a decade of impact with you, the community that makes it all possible.

We started Thrive Market in 2014 with a mission to make healthy and sustainable living easy and affordable for everyone. Ten years later, it still drives us—from our industry-leading quality standards to our company-wide sustainability practices.

I believe our mission is our superpower, and we remained steadfast in our commitments in 2024. We reached a longtime goal to welcome SNAP EBT to Thrive Market, passed more than \$17 million in healthy grocery donations, and recertified our status as a B Corp with a 33% score improvement from our first certification in 2020.

From the bottom of my heart, thank you for your support. Our impact is your impact, and we wouldn't be here without you.

In gratitude,

Nick Green



counterparts

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A Grocery Store for Good





**We're on a mission
to make healthy and
sustainable living
easy and affordable
for everyone.**





Largest U.S. Grocer To Be a B Corp

As a B Corp, we’re committed—and held accountable—to business practices that help create a positive impact in the world. Companies are required to recertify their B Corp status regularly, and we underwent a rigorous third-party assessment in 2024 to maintain ours. We’re a proud B Corp to this day, and as part of our recertification, **we improved our B Impact Score by nearly 33%** based on our achievements across five key areas of our business.

Impact Area	2020 Score	2024 Score	How We Grew
Governance	5.6	15.1 +9.5 points	We became the first and largest grocery store to convert to a Public Benefit Corporation (PBC), a legal designation that allows for-profit companies to prioritize a greater social mission.
Environment	39.5	51.1 +11.6 points	Through climate action like carbon-neutral practices, Plastic Neutral Certification through rePurpose Global, and TRUE Certification for Zero Waste at our warehouses, we’re committed to the health of our planet.
Workers	18.5	20 +1.5 points	As a remote-first company, employees can live and work anywhere—and still feel a sense of community through employee resource groups (ERGs).
Community	17.7	21.6 +3.9 points	To date, we’ve raised more than \$17 million in healthy groceries and food education on our path to reach \$20 million by 2030 and fight for Food Equality Now.
Customers	2.9	4.1 +1.2 points	Our focus on members drives everything we do, from our industry-leading quality standards to accepting SNAP EBT.



Doing Business for Good

First Online-Only Retailer To Accept SNAP EBT



Making Mission History

After nearly a decade of advocacy, we made grocery history in 2024 and welcomed SNAP EBT to Thrive Market. What started with a petition to the USDA in 2016 to bring benefits online turned into a tireless campaign toward our goal, always with the same belief: Access to healthy food should be a fundamental right, not a privilege.



Cody | Hermosa Beach, CA

When a moped accident left him disabled and unable to work, Cody turned to SNAP EBT and Thrive Gives for help. Since then, he's been focused on healing through organic foods from Thrive Market and physical and cognitive therapies.



Najé | Oklahoma City, OK

As a private chef and mom with a new baby on the way, Najé prioritizes nourishing ingredients. She uses SNAP EBT at Thrive Market to shop for products she trusts and easily avoid ingredients she doesn't, such as dyes and other additives.

10 Moments That Defined 10 Years

In 2014, Thrive Market started with a mission. Ten years, more than 1.5 million members, and countless boxes of healthy groceries later, our community has proved it's a mission that matters.

2014
On a mission since day 1
We're making healthy and sustainable living easy and affordable for everyone

2020
Thrive Market brands grow to 650+ products
Our member-exclusive brands offer pantry and home staples, meat and seafood, supplements, cleaning, and skin and body care



2022
Two more promises to our planet
Joining our TRUE Certification for Zero Waste: Plastic Neutral Certification with rePurpose Global and Climate Neutral Certification with Change Climate

2024
Welcome, SNAP EBT
We were proud to become the first online-only retailer to accept SNAP EBT

2024
Celebrating 10 years!
Looking back on a decade of thriving, one thing is clear: Members make our mission possible



2015
Meet Thrive Market Goods
Quality you trust at prices you love—it all started with our first product: Organic Coconut Oil



2020
Largest U.S. grocer to become a B Corp
We took that commitment one big step forward in 2023 when we converted to a Public Benefit Corporation (PBO)



2021
1 million Thrive Market members
Today, our community has more than 1.5 million members

2022
One of Time100's Most Influential Companies
Since then, we've appeared on *Good Housekeeping's* 2024 best snacks and *CNBC's* 2024 Disruptor 50 lists

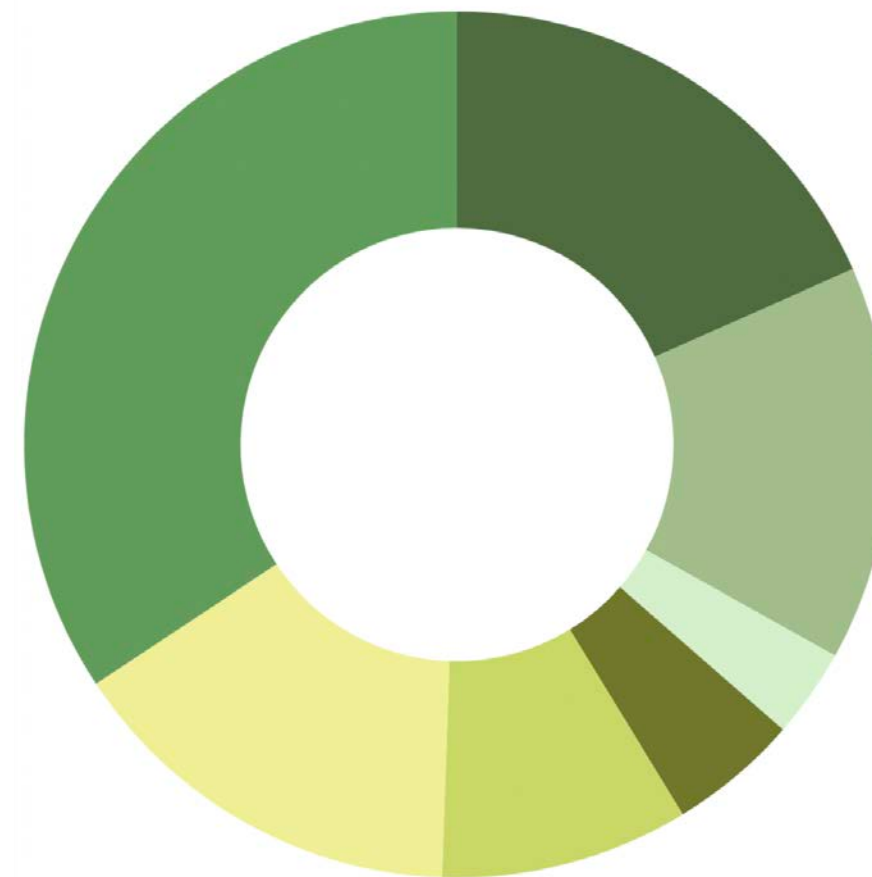


2024
\$17 million for Food Equality Now
Thanks to members' generosity, we're racing toward our goal to raise and donate \$20 million in healthy groceries by 2030



For 10 years, it's been our promise: Every new paid annual membership sponsors a free one-year membership for a teacher, nurse, first responder, student, veteran, or family in financial need, including EBT cardholders.

Members can keep giving by making a donation at checkout to help fund shopping budgets for Thrive Gives members and support our nonprofit partners that provide food access and education to kids and families across the country. In 2024, members donated \$441,449.74.



Our Thrive Gives Community

- Teachers
- Nurses
- First Responders
- Students
- Veterans
- Families in Financial Need
- EBT Cardholders

Member Donation Support in 2024

- \$90,886** in healthy groceries sent to families through nonprofit partners
- 1,000** kids in high-need areas learned about healthy food in school
- \$234,388** in shopping budgets funded for Thrive Gives members
- \$55,225** in hurricane relief sent through Baby2Baby



\$17 Million for Food Equality



In 2020, we set a goal to raise and donate \$10 million in healthy groceries and help families across the country get the wholesome food they need. After we soared past \$10 million in early 2023, we set a new goal: to raise and donate \$20 million in healthy groceries by 2030. By the end of 2024, we were well on our way.

With every member donation at checkout, our community is part of our fight for Food Equality Now. Donations go directly toward grocery discounts and stipends for Thrive Gives members to use on our site, food and product donations following natural disasters, and our nonprofit partners that provide education and food access programs to kids and families across the country.

Our Nonprofit Partners



FoodCorps connects kids in high-need areas to nutritious food in school through education, nourishing meals, and advocacy. In 2024, we funded FoodCorps’ work for 1,000 kids nationwide.



FoodCycle LA redirects quality, surplus food away from landfills and to people in need. We joined them at several events throughout 2024, distributing 500 boxes of pantry staples alongside fresh produce they saved.



Through Thrive Gives, every new paid annual membership sponsors a free one for members like Cody, an EBT cardholder who relies on healthy eating as part of his recovery from a traumatic brain injury.

Meet Our Gives Members



Victoria | California

Small business owner Victoria and her son both have celiac disease. She uses Thrive Gives and SNAP EBT to shop certified gluten-free products affordably from home—lifesavers for a busy single mom.



Sarah | Georgia

After Hurricane Helene damaged her farm, Sarah’s sister nominated her for our Share the Health sweepstakes. Her new membership makes it easy to get healthy food for her family as they work to rebuild.



Ineabelle | New York

Ineabelle travels an hour to her Title I school in the Bronx every day and buys healthy snacks for her class with her own paycheck. For Teacher Appreciation Week, we surprised her with \$1,000 in groceries.



Matt & Michelle | California

Even with a limited income and multiple jobs, Michelle and Matt strive to provide healthy meals for their kids. Their friend Jasmine celebrated them with a nomination for our Share the Health sweepstakes.

Dedicated to Our Mission

Ask any Thrive Market employee why they're part of our team, and you'll hear about our mission. Being part of a purpose-driven company means we're here for more than just work, and we show up for each other when it matters.



Volunteering Our Time

Put in 733.5 volunteer hours

From our fulfillment centers across the country to our hometown of Los Angeles, Thrive Market employees volunteered throughout the year—we filled tote bags with healthy groceries and distributed them to families, helped to clean up LA's Ballona Wetlands, and bought gifts for kids' holiday wish lists.

Helping Coworkers in Need

Raised \$22,812 in help fund grants

Our help fund is created and funded by our employees to provide financial support in times of need. Employees can designate a portion of each paycheck toward the fund, which provides grants after hardships like a sick family member or the loss of a home. In 2024, we sent \$22,150 to employees through the fund.



Sending Support After Storms

Raised \$55,225 for impacted families

After hurricanes Helene and Milton hit the southeastern U.S., members funded pantry staples and critical items that our nonprofit partner Baby2Baby distributed to impacted families. As part of our internal help fund, we also supported employees living in areas affected by the storms.



To mark our first decade, employees far and wide traveled over the summer to where it all started: our hometown of Los Angeles. We reflected on 10 mission-driven years, packed and donated boxes of healthy groceries for Baby2Baby, and (of course!) ate birthday cake.

Growing Together

Investing in Our Teams

To help employees develop skills and advance their careers, we launched a new growth grant program in 2024. Employees from HQ or any fulfillment center can apply for individual grants for conferences, courses, certifications, or training programs in the spirit of personal and professional growth. In 2024, we approved \$87,948 in Thrive Growth Grants for 60 employees.

Focusing on Community

We added a new Latine employee resource group (ERG) in 2024 to provide a welcoming space for Hispanic and Latine employees to celebrate their culture and share experiences. It joins four more ERGs: GOAT (Group of AAPI Thrivers), HOT (House of Thrive), BTU (Black Thrive Union), and WELL (Women Excelling in Leadership and Learning).

Climate Action





**We're building
the world's first
climate positive
grocery store.**

For a healthier planet, we've set sustainability goals in three key areas of our business.



Zero Waste Warehouses

Goal achieved: 2022

All three of our fulfillment centers are TRUE Certified for Zero Waste.



Plastic Neutral Packaging & Shipping

Goal achieved: 2023

The plastic we use in packaging for Thrive Market brands and shipping materials for all member orders is Plastic Neutral Certified through our ongoing partnership with rePurpose Global.



Carbon Reduction

Goal forecast: 2030

We're working toward science-aligned reduction targets while fully offsetting our carbon footprint and shifting from carbon avoidance to removal credits.

Cutting Carbon

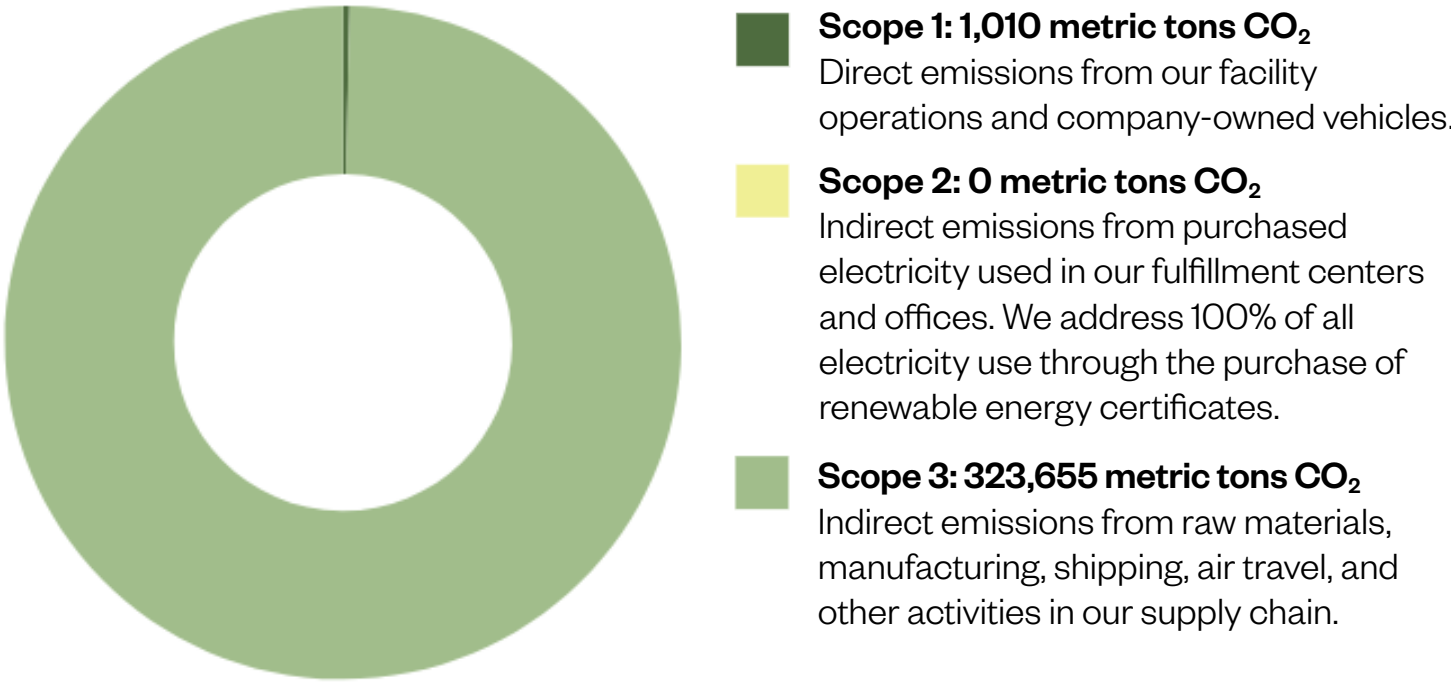
We've held ourselves accountable to the health of our planet since we started Thrive Market 10 years ago with a commitment to ship by ground only, which emits 70% less carbon than air shipping. While we continue this practice today, our overarching carbon strategy is evolving to address the urgent climate crisis and meet ever-evolving standards for businesses prioritizing making an impact. Like past years, we invested in carbon offset credits for 2024, but starting in 2025, we're shifting our investments toward carbon removal credits that deliver permanent, verifiable reductions in atmospheric CO₂. As part of this transition, we're supporting the

Community CO₂ Bonds-Candelaria II project in Quintana Roo, Mexico, that protects forests, captures CO₂, and generates long-term environmental and economic benefits for families.

Our updated strategy will also focus on decarbonization, reducing emissions across our supply chain based on science-aligned reduction goals, both for our practices and in collaboration with our suppliers and brand partners. To ensure a tangible impact, we're extending our goal to reach climate positivity from 2025 to 2030.

Accounting for Our 2024 Emissions

We measured our emissions using Planet FWD's carbon accounting tool with independently verified data and invested in third-party verified carbon credits to account for 100% of our brand emissions.



2024 Greenhouse Gas Emissions

Category	Emissions in metric tons CO ₂
Scope 1: Direct emissions from Thrive Market's operations	1,010
Scope 2: Indirect emissions from purchased energy	0
Scope 3: Purchased third-party products	234,743
Scope 3: Purchased owned brand products	30,788
Scope 3: Packaging and other purchased goods and services	27,779
Scope 3: Transportation (upstream, business travel, commuting, and downstream)	27,788
Scope 3: Other emissions from operations (capital, fuel- and energy-related activities, and operational waste)	2,557
Total Scope 1, 2, and 3 emissions	324,665

Our Path to Climate Positivity

We plan to reach climate positivity by 2030 through ambitious yet attainable commitments. This means reducing emissions with science-aligned targets, investing in removal credits to offset our carbon footprint, and creating additional environmental benefits.

Our Reduction Targets

- Scope 1:** Achieve a 42% absolute reduction by 2030 from our 2022 baseline.
- Scope 2:** Maintain our commitment to renewable energy procurement.
- Scope 3:** Collaborate with suppliers that represent >67% of our emissions to set their own science-based targets by 2027.

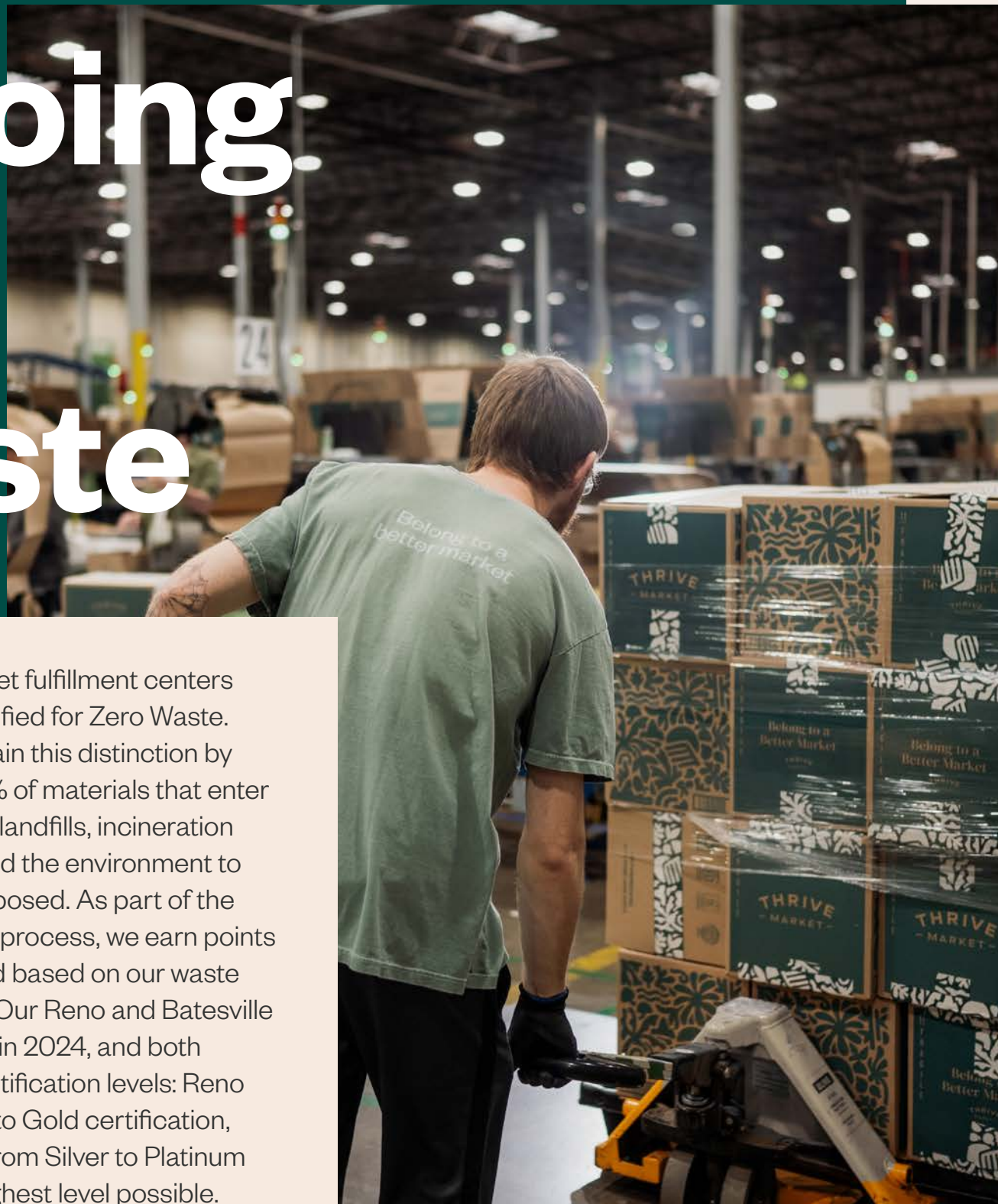
Our Reduction Action Plan

Source of Emissions	Action	Progress	Target Completion Date	Scope
Upstream shipping	20% shipment optimization Consolidate inbound freight into fewer truckloads and reduce shipments that don't take up a full trailer by 20%.	Complete	2024	3
Raw materials	84% regenerative & organic food sourcing Increase investments in regenerative and organic sourcing for food products in Thrive Market brands from 76% to 84%.	In progress	2026	3
Supply chain energy use	Set science-aligned targets for 20 suppliers Work with suppliers to acquire primary data on their carbon footprints and set science-aligned emission reduction targets to reduce our emissions from fuel and electricity usage at these facilities.	In progress	2026	3
Electricity	100% solar power at our Hanover warehouse Install onsite solar panels at our Hanover, PA warehouse to power 100% of energy use.	In progress	2026	2



Zeroing Out Waste

All three Thrive Market fulfillment centers (FCs) are TRUE Certified for Zero Waste. Every year, we maintain this distinction by diverting at least 90% of materials that enter our doors away from landfills, incineration (waste-to-energy), and the environment to be recycled or repurposed. As part of the TRUE recertification process, we earn points on a TRUE scorecard based on our waste reduction practices. Our Reno and Batesville FCs were recertified in 2024, and both advanced in their certification levels: Reno went from Standard to Gold certification, and Batesville went from Silver to Platinum certification—the highest level possible.



11,163,954 lbs

of waste diverted away from landfills to be recycled, composted, or reused



90.62%

of solid waste diverted away from landfills at our Reno, NV warehouse

Standard certification in 2023 (36 points) → Gold in 2024 (51 points)



96.21%

of solid waste diverted away from landfills at our Batesville, IN warehouse

Silver certification in 2023 (39 points) → Platinum in 2024 (69 points)



93.63%

of solid waste diverted away from landfills at our Hanover, PA warehouse

Up for recertification in 2025

656,585

lbs of plastic to be recovered from nature
in 2025 based on our 2024 footprint



Reducing & Recovering Plastic



As a Plastic Neutral Certified company with rePurpose Global, we measure how much plastic we use in shipping materials for all member orders and packaging for all products in Thrive Market brands, then recover that same amount of plastic waste from nature. In two years of our partnership, we've now recovered more than 1 million pounds of plastic—the equivalent of more than 26 million plastic water bottles.

2024 marked our second year of Thriving Together, the plastic action working group we created alongside rePurpose Global. More than 100 partner brands are part of the group,

through which we share ideas and best practices to help other brands develop their own plastic reduction and recovery strategies.

In the fall of 2024, Caleb, Thrive Market's Senior Category Manager, traveled to India to see the plastic crisis and rePurpose Global's work up close. He visited three plastic recovery sites, participated in a plastic cleanup volunteer event, and saw firsthand the positive economic impact that our work with rePurpose Global has on local communities.

Plastic Recovery in Action

rePurpose Global works in areas across the world where plastic pollution is most urgent. Through our partnership, we help fund their plastic recovery projects that focus on the ethical collection, sorting, and recovery of plastic waste to keep it out of nature and the environment, ensuring it reaches the best possible destination.



Project Hara Kal in Kerala, India

Almost all of the 820 workers part of Project Hara Kal are women, and they're paid 48% more than the state's minimum wage. Their work supports more than 700,000 people in the community as they clean plastic off of beaches to protect local wildlife and tea, coffee, and spice plantations.



Project Paraíso de Ballenas in Buenaventura, Colombia

Workers part of the project—which translates to “Whale Paradise” in Spanish—protect humpback whale nurseries, clean up beaches, and support local tourism by collecting ocean-bound plastic products.



Project Nuevo Ciclo in Medellín, Colombia

Translating to “new cycle” or “new era” in Spanish, Project Nuevo Ciclo takes low-value plastic waste and repurposes it into community resources. To date, the “bottles of love” collected by local residents have helped to build 49 playgrounds and four school classrooms using recycled materials.

Standards and Sourcing



The Highest Quality Standards in the Industry

Our standards—the highest in the industry—set a new bar for quality. Our goal? That you trust our products for your family and our planet.



1. Trusted Ingredients

Certified organic is always our first choice, and we study every label to search for the best, wholesome ingredients that have been vetted for safety. What we leave out is just as important: Our products are 100% non-GMO and we restrict 1,000+ ingredients (like artificial flavors, antibiotics, synthetic nitrates and nitrites, and parabens) because of their effects on your family's health and our planet.

2. Ethical Sourcing

We seek out brands and products that follow ethical practices including fair pay and treatment for workers, strict quality standards, and safe working conditions. We prioritize trusted seals that verify ethical and humane practices like Fair Trade Certified, Global Animal Partnership (G.A.P.), and Leaping Bunny, to name just a few certifications we champion.

3. Planet Positive

Our warehouses are TRUE Certified for Zero Waste, we use carbon-neutral ground shipping only, and we're the leading online-only retailer of regenerative products. We focus on partnerships with brands and suppliers that also adhere to sustainable practices so that we can strengthen our impact and work toward a healthier future together.

4. On a Mission

Our mission is to make healthy and sustainable living easy and affordable for everyone. It defines who we are, from the top-quality items we carry to the food equality causes we stand for. And it's not only about us—we look for mission-driven partners working to improve supply chains and support people, animals, and our planet, changing the grocery industry for good.

5. Tasted & Tested

Every single product is vetted by our expert team of product innovators and category managers. Even if it's the most natural, ethical, and sustainable option, we always ask: Is it delicious? Does it work great? Is it an absolute must-have for our members? Do we LOVE it? If it's a yes across the board, it's a go.

New Expert-Vetted Essentials

Before we'll carry a product, our in-house experts carefully review it to ensure it's the best possible option for you and your family. In 2024, 96 new brands and 1,893 new products passed our trust test and joined more than 5,000 healthy, organic, and sustainable products on our shelves. Some of our favorites were Hoptonic's sparkling teas made using regeneratively grown botanical ingredients, EO's personal care products packaged using 75-99% recycled materials, and Once Upon a Farm's ever-expanding lineup of organic baby and kids' foods that's been tested for 400+ environmental and industrial toxins, including heavy metals.



100+

new products added for babies
& kids in 2024



Parent-Trusted, Kid-Approved



Short on time and energy, busy parents know the struggle of getting kids to eat healthy on top of everything. That's where Thrive Market comes in—we carefully curate products parents trust and kids love, from junk-free healthy swaps for their favorite foods to quick, wholesome meal solutions for family dinners.

In 2024, parents powered our membership community, shopping our five-star selection of on-the-go snack packs, protein-rich meat sticks, and consciously made diapering essentials. To meet those demands, we added 74 new snack packs and 74 new protein snacks that adhered to our trusted standards.

Quality You Trust, Prices You Love

We only put our name on products sourced from our most trusted partners and created exclusively for members at the most affordable prices. Today, we're proud to carry 650+ products in Thrive Market brands across food, home, cleaning, supplements, and beauty.



111 New Essentials in Thrive Market Brands



Thrive Market Goods Gluten-Free Baking Mixes



Thrive Market Goods Compost Bin & Charcoal Filters



Regeneratively Grown Organic Olive Oil

Our newest olive oil is made with handpicked, cold-pressed Koroneiki olives from centuries-old trees in Greece. The farmers eschew pesticides and chemical fertilizers, and the olives are grown using composting and cover cropping to minimize greenhouse gas emissions.

Regeneratively Grown Organic Tri-Color Quinoa Blend

Quinoa is one of the oldest cultivated foods in the world. When sourcing our new quinoa blend, we partnered with small farmers in Peru who still use the ancient practice of crop rotation on their sustainable farms.



Regeneratively Grown Organic Dried Pineapple

Each pineapple used in our dried pineapple is grown with eco-friendly methods like cover cropping on small farms in Uganda. Our trusted supplier pays the farmers above market price, ensuring fair wages.

Stories From the Source



Looking Toward a Healthier Future

Regenerative agriculture enriches soil and minimizes greenhouse gases, helping to reverse the effects of climate change. Many regenerative techniques, such as pasturing animals and no or minimum tillage, are age-old indigenous practices that continue to this day. We make it a priority to invest in this planet-positive approach, and we're the leading online-only retailer of regenerative products, carrying hundreds of options and challenging our partners—and ourselves—to choose regenerative wherever possible.

A photograph of a dirt path leading through a field of green shrubs, likely lavender, under a blue sky with large, fluffy white clouds. The path is in the center, flanked by rows of green bushes. In the background, there are more trees and a clear horizon.

You Make Our Mission Possible

Thank you!

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