

Triodos Investment Management

Press release

Triodos Organic Growth Fund takes stake in Ecoffee Cup

Zeist, the Netherlands, 18 October 2018 – Triodos Organic Growth Fund has taken a minority stake in Ecoffee Cup, an innovative, UK-based consumer goods brand that develops and sells style-driven, reusable products for use in the on-the-go market. The long-term investment from Triodos Organic Growth Fund supports Ecoffee Cup in its ambition to promote re-use to a mainstream audience.

Each year, some 10 trillion single-use items are manufactured. Less than 30% of these items are recycled globally – meaning that more than two thirds end up in either landfill or, worse still, oceans. As part of this massive overall problem, over 100 billion single-use takeaway cups form part of this waste cycle, with the volume of the problem growing each year. Due to their plastic lining, less than one in 400 Single-use takeaway cups is recycled. Ecoffee Cup believes recycling is not the answer but behaviour change towards re-use is.

Driven by their mantra that there's "no excuse for single use", the founders and owners of Ecoffee Cup aspire to create innovative products that can replace single-use items in the out-of-home market. Their main product offering is a natural fiber-based to-go cup in multiple sizes and designs – offering a practical and stylish alternative to single-use cups.

Ecoffee Cup is the first investment of Triodos Organic Growth Fund in the United Kingdom. Jurriën Appers, Fund Manager of Triodos Organic Growth Fund: 'Ecoffee Cup is a great addition to our portfolio. It is an exciting, fast-growing consumer goods brand, producing desirable products to help tackle a very big issue of post-consumer waste. The company has a clear plan for further growth and we look forward to sharing our knowledge and expertise to realise this ambition.'

David McLagan, founder of Ecoffee Cup: "We believe we're at the beginning of a new phase when it comes to the usage and impact of single-use items. Timing could not be better – and we are excited to be working with Triodos when global opportunities to promote re-use are in seemingly endless supply."

Ecoffee Cup markets its products globally with a focus on the United Kingdom, Germany and the Netherlands. Since incorporation in September 2013, the company has grown to a turnover of more than GBP 5 million.

About Triodos Organic Growth Fund and Triodos Investment Management

Triodos Organic Growth Fund is a long-term 'evergreen' fund that invests in equity in leading, non-listed companies in the organic food and sustainable consumer products in Europe, with a focus on organic food, sustainable clothing and textiles, and personal care. In addition to Ecoffee Cup, Triodos Organic Growth Fund has equity stakes in Aarstiderne and Naturfrisk in Denmark, Naty in Sweden and Do-It and Marqt in the Netherlands. Triodos Organic Growth Fund is managed by Triodos Investment Management, a wholly-owned subsidiary of Triodos Bank NV, one of the world's most sustainable banks. The fund is available for investments for professional investors.

About Ecoffee Cup

Ecoffee Cup is an innovative, UK-based consumer goods brand that creates stylish, practical and accessible re-usable products for the on-the-go market. The company's objective is to provide *everyone* with the ability to choose to re-use. By promoting the notion of re-use to a mainstream audience – the company aims to make a real impact on diverting some of the trillions of single-use items that end up in landfill and oceans each year.