

Membership Benefits 2024

(revised May 7, 2024)

WCR unites the global coffee industry to drive science-based agricultural solutions to urgently secure a diverse and sustainable supply of quality coffee today and for generations to come.

WCR's focus is on unleashing the power of coffee varieties to address urgent supply and sustainability risks faced by our member companies. The primary return on investment for member companies is the mitigation of these risks, which are issues of materiality for many of our members. Our collective investment model provides multiple advantages:

- pooling resources to accomplish variety development at a scale that would be prohibitive for most individual companies to invest in alone;
- influencing the quality of new varieties, as well as where they are deployed;
- joining forces with peers to unlock public investment aligned with industry priorities; and
- ensuring shared benefit to farmers, countries, and coffee companies.

"Member Benefits" are the ways in which we engage member companies in the research, so that they can steward their investment in alignment with their specific interests, and in addition to the benefits outlined below include early members-only access to research, conversations with our scientists, and tapping into our networks of research and partner contacts. Companies contributing 150%+ above the target rate are eligible for the next higher level. To ensure that your contributions are contributing to the most important objectives, we ensure that the value of benefits exceeds 5% of the member's total financial contribution.

WCR offers five membership levels with varying levels of contributions. You can view the membership levels and their corresponding benefits on the following page.

Cherry (\$)	Sprout (\$\$\$)	Seedling (\$\$\$)	Coffee Tree (\$\$\$\$)	Coffee Blossom (\$\$\$\$\$)
Recognition	Recognition	Recognition	Recognition	Recognition
✓ Inclusion in WCR	✓ Social media post	✓ Social media post	✓ Social media post	✓ Social media post
website	✓ Inclusion in WCR	✓ Inclusion in WCR	✓ Inclusion in WCR website	✓ Inclusion in WCR website
🗸 Annual report member	website	website	✓ Annual report member list	✓ Annual report member list
list	🗸 Annual report	🗸 Annual report	·	✓ Recognition as a global sponsor of
	member list	member list	Connection	WCR's portfolio
Communications			🗸 Regular member	
Support	Connection	Connection	communications	Connection
✓ Use of WCR brand	🗸 Regular member	🗸 Regular member	✓ Segmented emails for special	✓ Regular member communications
✓ WCR asset kit (logo,	communications	communications	interests	 Segmented emails for special
photos, and verbiage	✓ Segmented emails	✓ Segmented emails for	🗸 Annual report	interests
	for special interests	special interests	🗸 Annual Member Day	✓ Annual report
Seed (\$\$)	🗸 Annual report	🗸 Annual report	✓ Member-only webinars	🗸 Annual Member Day
Recognition	🗸 Annual Member	🗸 Annual Member Day	✓ Virtual presentation for internal	✓ Member-only webinars
✓ Social media post	Day	✓ Member-only	team	✓ Virtual presentation for internal team
✓ Inclusion in WCR	🗸 Member-only	webinars	✓ Opportunity to visit WCR trial	✓ Opportunity to visit WCR trial sites
website	webinars	✓ Virtual presentation	sites	✓ On-site visit by WCR CEO or Research
✓ Annual report member	🗸 Virtual	for internal team	✓ On-site visit by WCR staff	Director
list	presentation for	Opportunity to visit	member	
use	internal team	WCR trial sites		Communications Support
Connection			Communications Support	✓ Use of WCR brand
✓ Regular member	Communications	Communications	✓ Use of WCR brand	✓ WCR asset kit (logo, photos, and
communications	Support	Support	✓ WCR asset kit (logo, photos,	verbiage)
✓ Segmented emails for	✓ Use of WCR brand	✓ Use of WCR brand	and verbiage)	🗸 "Shareable updates" with content
special interests	✓ WCR asset kit	✓ WCR asset kit (logo,	✓ "Shareable updates" with	✓ WCR interview for blog/article
✓ Annual report	(logo, photos, and	photos, and verbiage)	content	 Consultation on messaging
✓ Annual Member Day	verbiage)	🗸 "Shareable updates"	✓ WCR interview for blog/article	🗸 Special campaign support
✓ Member-only webinars	🗸 "Shareable	with content	 Consultation on messaging 	
,	updates" with	✓ WCR interview for		Participation
Communications	content	blog/article	Participation	 Fun tasting of new varieties or
Support	✓ WCR interview for	Consultation on	✓ Fun tasting of new varieties or	cupping quality evaluation of
✓ Use of WCR brand	blog/article	messaging	cupping quality evaluation of	new/improved varieties*
✓ WCR asset kit (logo,			new/improved varieties*	 Supply chain project connections
photos, and verbiage)		Participation	✓ Opportunity to co-invest in	 Opportunity to co-invest in seed
🗸 "Shareable updates"		✓ Fun tasting of new	seed lot/nursery projects	lot/nursery projects
with content		varieties*		

*provided sufficient quantities from trial harvests