

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