



Sustainability Report 2025

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FROM OUR
FARM

TO YOUR
HOME



Message from the Chairman & CEO



Ted Gelov
Chairman & CEO

As we reflect on 2025, Heartland Food Products Group stands at an important point in its history. With more than three decades of growth behind us and our 35th anniversary approaching in 2026, the Executive Leadership Team (ELT) is proud of the Company's performance and confident in its long-term direction. On behalf of the Board, I thank our associates, partners, and customers for their continued trust and commitment to our mission: *to help people live happier, healthier, and longer lives by making it easier to reduce sugar.*

The food industry continues to experience significant change as consumer preferences evolve, economic pressures persist, and expectations around nutrition, value, and transparency increase. Against this backdrop, Heartland's strategy and portfolio remain resilient. Our products are sold in more than 50 countries worldwide, led by Splenda, the number one low-calorie sweetener of choice. Continued investment in innovation reinforces Splenda's leadership in helping consumers reduce added sugars without sacrificing taste.

The ELT remains focused on responsible growth that balances performance with positive community impact. In 2025, Heartland advanced its commitment to community health through the launch of Nutrition Secure Indianapolis, in partnership with ELANCO, HATCH, and other organizations. This first-of-its-kind initiative addresses food insecurity by providing nutritious food boxes and holistic family support.

Innovation and disciplined execution drove progress across the portfolio. The Splenda brand expanded beyond the sweetener aisle, with growth in Creamers and Sweetened Condensed Milk, while Splenda Dry Drink Mixes performed strongly in Mexico with new flavors in development and soon to launch Splenda Sweetened Condensed Milk in that region as well. Java House delivered momentum by expanding retail distribution, serving more than one thousand workplaces through its Office Beverage Systems, and planning the opening of its 13th regional café location in 2026. Sustainability remains integral to operations, highlighted by the diversion of 1,380 U.S. tons of coffee grounds from landfill for beneficial reuse.

Heartland continued to strengthen supply chain resilience through domestic manufacturing. At Splenda Stevia Farms, the Company completed its second harvest and third year of production, furthering its commitment to vertical integration. Heartland remains the first and only sweetener brand producing stevia in the United States, supporting U.S. farmers, creating jobs, and enhancing supply security.

In 2025, Heartland completed its first season as owners and sponsors of ECR, delivering a successful inaugural year with 11 top-ten finishes, including a victory at the Snap-on Milwaukee Mile 250. Java House extended its brand reach as Title Sponsor of the Java House Grand Prix of Monterey and will return as Title Sponsor of the Java House Grand Prix of Arlington, INDYCAR's newest event, scheduled for March 13 to 15, 2026. These partnerships reflect our focus on disciplined brand-building, innovation, and engaging consumers in new and meaningful ways.

During the year, Heartland acquired the iconic SlimFast U.S. brand, strengthening the Company's portfolio alongside Splenda. Together, these brands reinforce Heartland's leadership in weight management and sugar reduction, two critical nutrition needs shaping the future of health and wellness.

Operational excellence remains a priority. In 2025, Heartland achieved a 99.5% on-time, in-full service level while expanding manufacturing capabilities. The Company will continue to invest in growth with the addition of 130,000 square feet of new manufacturing space in 2026.

Heartland's commitment to people and community remains strong. Since 2022, our associates have contributed more than 3,000 volunteer hours supporting organizations focused on health, nutrition, and family well-being.

As we look ahead to 2026, the ELT remains confident in Heartland's strategy and long-term direction as we celebrate 35 years of progress together with purpose.

Governance



Heartland Food Products Group is a privately held organization headquartered in Indianapolis, Indiana, under the leadership of Founder, Chairman, and Chief Executive Officer, Ted Gelov. The company's Executive Leadership Team (ELT), along with the majority of our associates, is based at this location and is guided by Heartland's core principles of being Friendly, Competent, and Available.

Since its establishment in 1991, Heartland has undergone a significant transformation. Originally operating as a manufacturer of plastic packaging and novelty items, the company has evolved into a market leader in low calorie sweeteners, liquid water enhancers, ready-to-drink coffee and tea. Throughout this growth, Heartland has remained committed to its vision of enabling consumers to live Happier, Healthier, Longer Lives (H2L2) by making it easier to reduce sugar.

The H2L2 mission serves as the foundation of Heartland's approach to Corporate Responsibility (CR). Oversight of CR and sustainability initiatives resides with the Executive Leadership Team, ensuring strategic alignment and accountability. Execution is managed through Human Resources, while the ELT defines the long-term vision, goals, and governance framework that guide the company's commitments to corporate stewardship, community engagement, and philanthropy.

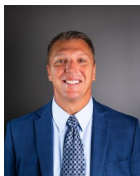
Looking ahead, Heartland is focused on expanding its leadership in the global sweetener and beverage markets. The company remains dedicated to strengthening sustainability practices, deepening partnerships within the communities where we operate, and fostering a culture that attracts and retains top talent. These forward-looking priorities reinforce our commitment to delivering sustainable growth, creating long-term value for stakeholders, and making a positive impact on society.



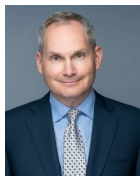


Governance

Heartland's Corporate Leadership Team



Ted Gelov
Chairman & CEO
Corporate
Leadership



Jordan Greenberg
President & Chief
Growth Officer, Splenda
Corporate
Leadership



Paul Hillen
Sr. VP & Gen. Mgr.
Java House
Corporate
Leadership



Kris Govindadas
Chief Financial Officer
Corporate
Leadership



William O'Connor
VP General Counsel
Corporate
Leadership



Rich Doppelfeld
VP Global Human
Resources
Corporate
Leadership



Ricardo Reyes
Executive VP
Global Manufacturing
Corporate
Leadership

Since its inception, Heartland Food Products Group, LLC has been guided by the principles of growth, innovation, and continuous improvement. Under the leadership of Owner, Chairman, and Chief Executive Officer, Ted Gelov, the company continues to advance a long term vision focused on sustainable expansion, operational excellence, and the development of high-performing teams.

To ensure leadership continuity and support the organization's increasing scale, the Executive Leadership Team (ELT) has been strategically expanded. This thoughtful approach strengthens Heartland's ability to navigate evolving market dynamics while maintaining the strategic foresight and functional expertise necessary to deliver on its mission.

In 2025, Heartland reached a pivotal milestone with the acquisition of Slimfast®, a move that further diversified its portfolio and enhanced its market position. This strategic addition underscores Heartland's commitment to responsible growth, sustainable business practices, and the creation of long-term value for its associates, customers, and the communities it serves.

OUR MISSION

We help people live happier, healthier, and longer lives by making it easier to reduce sugar.

H2L2
Happier Healthier Longer Lives

WE MAKE IT EASIER TO REDUCE SUGAR

Heartland Food Products Group is a global leader in the consumer-packaged goods (CPG) industry, producing low-calorie sweeteners and liquid water enhancers. Simply put, we make coffee, tea and water taste better. Our sweeteners are also great for baking and sprinkling! From peanut butter cookies to banana bread, low-calorie sweetness starts with Splenda®. Start your day with coffee, fruit, and oatmeal sweetened with delicious, low-calorie products made by Heartland.

Our portfolio includes a variety of branded, licensed and private label products within multiple categories. We also provide strategic co-manufactured partnerships with many category leaders.

On the branded side of business, we manufacture and market Splenda, the #1 brand in the low-calorie sweetener (LCS) category and the most recognizable in the world. Since the acquisition of the Splenda Brand in 2015, Heartland has launched natural sweeteners such as Splenda Stevia Sweeteners, Splenda Liquid Sweeteners, Splenda Coffee Creamers, Splenda Diabetes Care Shakes, Splenda Sweet Teas, Splenda Sweetened Condensed Milk, and Splenda Coffee Syrups as part of the brand's portfolio of products. To learn more about Splenda, visit Splenda.com.



Culture

HeartLife

Commitment to Our Employees
Our Culture
Our Community

Heartlife celebrated 6 years as the cultural guide for Heartland associates in 2025 with the recognition of 6 Heartland inductees. Since its inception and introduction, 164 annual awards have been presented to *Heartland* associates who have exemplified Heartlife values and Operational Excellence.

Our associates demonstrate their commitment to the success of Heartland through involvement in process improvements, maintaining safe work practices and maintaining high daily attendance. Additionally, they continue their job skills development by participating in CPP (Career Path Program) learning at an annual increase of 67% in 2025 versus the launch year of 2021.

"Familia" is the Spanish word for "family." The Heartland LATAM Business Unit honors its family members who exemplify Heartland values through the annual LOVE Awards (Living Our Values Everyday) Program, now in its 8th year. In 2025, 6 associates were recognized and since its inception in 2017, a total of 96 have been recognized for their exceptional daily demonstration of Heartland values.

Additional appreciation is provided in July for US associates and their families through the Annual Heartland Picnic at Heartland Indianapolis. Each year, this event continues to grow in popularity. In 2025, we had a record of an estimated 1,200 plus attendees enjoying, food, drink, door prizes, music, and rides for the children. On September 8th, Heartland Mexico kicked off their third "Family Day" event in Granja las Americas, Mexico. Many associates and their families participated and enjoyed this second annual event.





About Heartland

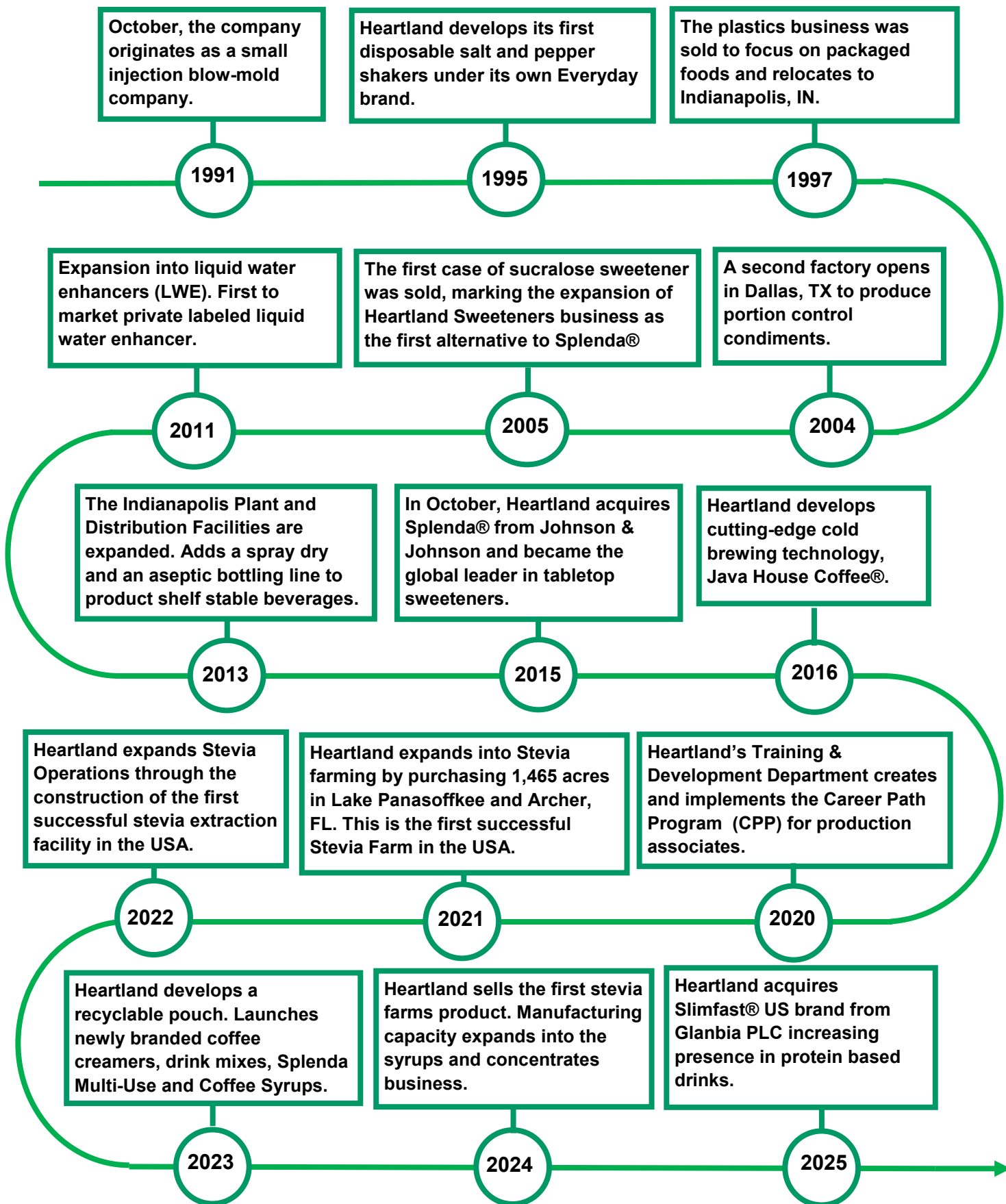
Heartland Food Products Group is a prominent manufacturer in the Consumer Packaged Goods (CPG) industry. Established in 1991 as a small injection and blow molding company, it has since evolved into a leading producer of healthcare products. Today, Heartland has expanded, and is the parent company of well-known brands such as Splenda®, Java House®, *SlimFast*®, Splenda Stevia Farms, and ECR.

The corporate headquarters are located in Carmel, Indiana, with a Latin America (LATAM) regional office in Mexico City, Mexico. The manufacturing campus is situated in Indianapolis, Indiana, specifically in Pike Township, which has the largest and most diverse minority population among Indianapolis townships. Heartland employs individuals from 41 different countries and is unique in offering health benefits starting on the first day of employment. In 2021, the City of Indianapolis recognized Heartland as a Global Ally at Welcoming Workplaces.

The Heartland team consists of over 1,200 associates worldwide who are involved in the research, development, manufacturing, and sale of sugar replacement and beverage products in 50 countries. The company has additional offices in Bentonville, Arkansas; and Bogotá, Colombia. The Indianapolis campus also features Heartland's Center of Excellence in Training, as well as its distribution center and manufacturing facilities. The LATAM manufacturing facility is located in Tultitlán, Mexico. Heartland's products are distributed throughout North America, Europe, the Middle East, Africa, Latin America, and the Asia-Pacific region.

This report will focus on Heartland's history, mission, culture, innovation, environmental sustainability, and its role as a responsible corporate and community partner. For more information, please visit: heartlandfpg.com/corporate-responsibility/.

Company History



Featured Business Unit - 2025

United States Manufacturing



It's About Community

Since its founding in 1991, Heartland Food Products Group has evolved from a single manufacturing site into a global enterprise, home to iconic brands including Splenda®, Java House®, and SlimFast®. Strategic expansions—such as the 1997 acquisition of a facility in Indianapolis and additional manufacturing assets in 2024—have enhanced production capacity, ensured scalability, and strengthened the company's ability to meet growing market demand.

Heartland's impact extends beyond business growth. By establishing its manufacturing headquarters in Indianapolis, Indiana's Pike Township—a community with a per capita income 13% below the poverty line—the company has created well-paying jobs and supported local economic revitalization. Today, approximately 90% of Heartland associates live within 15 miles of the facility, benefiting from reduced commuting costs and access to public transportation. This commitment drives sustainable economic development, strengthens the local tax base, and reinforces Heartland's role as a responsible corporate citizen.

Capabilities and Commitment to Innovation

Heartland is a leading manufacturer of private-label and co-manufactured dry and liquid sweeteners, cold brew coffees and teas (using a proprietary, patented process), syrups, creamers, and dried coffee grounds repurposed as sustainable animal bedding. The company proudly serves more than 400 retail customers worldwide.

Our research and development teams continually explore new consumer packaged goods (CPG) innovations, along with environmentally responsible packaging and processes. Recent advancements include the development of blended liquid and powdered condiments, as well as aseptic brewed and blended beverages that remain shelf-stable without refrigeration and are packaged in recyclable materials.

In 2025, Heartland produced approximately 182 million tons of dry sweetener products and 159 million gallons of liquid products—including water enhancers, creamers, coffees and teas, dietary shakes, syrups, and sweeteners. These results underscore our ongoing commitment to precision, performance, and continuous improvement.

Operational progress is reflected in multiple areas:

- Transportation optimization through the increase of sachet paper rolls from 10 to 11 per pallet, eliminating approximately 471 pallet positions and 15 truckloads annually, reducing carbon impact and logistical costs.
- Workforce development strengthened by expanded training programs that enhance operator skillsets and team-wide capabilities.
- Advanced printing technology upgrades, replacing traditional inkjet systems with CO2 laser jet printers, eliminating consumable costs while improving consistency and reliability.

United States Manufacturing

At Heartland Food Products Group, we believe that true growth is sustainable growth. By integrating innovative engineering, responsible manufacturing, and the dedication of our people, we continue to strengthen our business while advancing our commitment to environmental stewardship.

Our manufacturing mission remains clear: to perfect the perfect product in the perfect environment, driving sustainable and scalable growth for the future.

A Legacy of Growth and Innovation

- 2005: First case of sucralose sweetener sold, marking the company's entry as the first alternative to Splenda®.
- 2011: Expansion into liquid water enhancers (LWE)—the first private-label manufacturer to bring LWE products to market.
- 2013: Addition of a spray dry line and aseptic bottling line, enabling production of shelf-stable beverages.
- 2015: Acquisition of the Splenda® brand from Johnson & Johnson, establishing Heartland as the global leader in tabletop sweeteners.

Career Fields

Manufacturing Maintenance

Engineering

Research & Development

Quality

Production

Distribution & Supply Chain

Information Technology

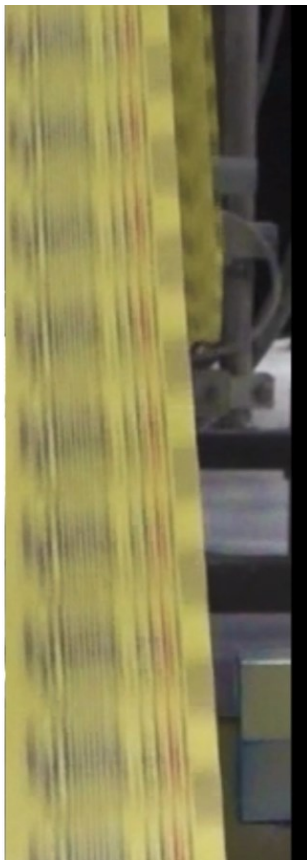
Finance

- 2016: Development of proprietary cold brewing technology and launch of Java House® Coffee.
- 2024: Introduction of the first successful United States stevia farmed product and expansion into Splenda® Syrups through a new manufacturing facility.
- 2025: Acquisition of the SlimFast® US brand from Glanbia PLC, further diversifying Heartland's health and wellness portfolio.

Bright Horizon

Today, Heartland stands as a vertically integrated company—investing in the first successful United States stevia farm, advanced technology, state-of-the-art facilities, and highly skilled associates who share a passion for innovation and excellence.

We are committed to developing new and forward-looking products that meet the evolving needs of consumers in an ever-changing global marketplace. If you're ready to be part of a company that combines innovation with impact, explore opportunities to join our team at: heartlandfpg.com/careers — and discover your next bold career adventure.



LATAM - 2025 Update



21- Day Splenda® Challenge

The LATAM team started 2025 with the “Reto 21 with Splenda®” (Challenge 21 with Splenda) for the third consecutive year. This initiative is designed to guide participants over 21 days toward a lifestyle where health and flavor coexist. The goal is to foster positivity about the brand, demonstrate a sincere commitment to consumers’ health, and assist them in achieving their health goals.

The 2025 goal was to reach more consumers, targeting a 25% growth compared to the previous year. The team not only met the goal but doubled it. They successfully enrolled 22,219 new consumers.



Mexico Launches Splenda Creamers

In February, Splenda Creamers were introduced to the Mexican market, directly competing with international brands. French Vanilla, Sweet Cream, and Hazelnut were the three flavors of this initial offering. The creamer launch is part of the strategy to transform Splenda into a megabrand by entering new market categories.



Splenda® Expands in LATAM

Driven by its commitment to helping people make healthier choices without sacrificing great taste, Splenda® continues to accelerate its international growth with the launch of its new sugar-free drink mix powders in Uruguay. This entry into the market marks a significant milestone for the brand and expands its presence within the growing beverage category across Latin America.

The innovative drink mixes offer consumers a convenient, refreshing way to stay hydrated—delivering vibrant flavor with zero sugar. The initial launch in Uruguay features four varieties: Orange, Lemon, Cucumber-Lemon, and Passion Fruit.

The product debut was celebrated at a launch event in Montevideo, Uruguay, where media and influencers were invited to an immersive culinary experience. Renowned chef and content creator Marian (*La que cocina*) showcased the versatility of the line by creating an exclusive mocktail featuring the Cucumber-Lemon flavor.

To amplify awareness nationwide, Splenda® executed a comprehensive media strategy across national television and digital platforms, ensuring broad and organic reach. This coordinated effort delivered vibrant brand experiences across the country and reached more than one million people by the end of November.

With more than 25 years of expertise, Splenda® continues to expand into new beverage markets, reinforcing its leadership in sugar-free innovation and strengthening its footprint throughout Latin America.

In parallel, the brand is deepening its connection with Mexican consumers through the introduction of two new flavors developed specifically for the local market: Lychee and Mango-Mint. These bold, refreshing combinations reflect regional preferences and are positioned to become fast fan favorites.





Heartland manages a dynamic and diverse portfolio of businesses, spanning multiple industries. These include the manufacturing of Splenda® food products and ingredient farming, Java House® beverages and café operations, ECR® in the NTT IndyCar Series, and, as of late 2025, the newly acquired SlimFast® brand.

Each of these business units is powered by cutting-edge technology and exceptional talent, united by a shared commitment to excellence and innovation in their respective fields.

In the following pages of this report, we'll showcase how Heartland companies continue to lead and shape the future of their industries.

Splenda®



For over 26 years, Splenda® has been your trusted choice for reducing sugar. Our products are available at online retailers, restaurants, convenience stores, and in various sections of your local grocery store or pharmacy.

While shopping at your local grocery store's soft drink aisle, you'll discover our Liquid Water Enhancement flavors. In the coffee and tea sections, you'll find our Bag-in-Box teas, Creamers, and Syrups. As you explore the baking and spices aisle, you'll find cans of our Sweetened Condensed Milk, as well as both dry and liquid Original, Monk Fruit, Allulose, and Stevia sweeteners. Additionally, our Diabetic Nutrition Shakes are available on the dietary shelves. Wherever you are in your day, Splenda is there to enhance your quality of life by helping to reduce sugar in your diet with a variety of high-quality products.

If you can't find Splenda in these locations, please let your grocer know that you would like to reduce your sugar consumption with our products. You can also use the following link to locate Splenda products near you: <https://www.splenda.com/where-to-buy/>.

I USE Splenda DO YOU?

Our customers inspire us to innovate and enhance our products. By listening to consumer feedback, we develop new offerings that aim to improve the quality of life for those living with diabetes and those looking to reduce their sugar intake. Diabetes and obesity are hidden epidemics affecting millions of people in North America. In the United States, one in two citizens is either diabetic or prediabetic, while in Canada, one in four faces similar challenges.

For the past 26 years, we have partnered with healthcare providers who support many individuals managing diabetes, prediabetes, and weight-related issues. As a result, Splenda has become the #1 recommended brand among doctors and dietitians.

Since 1999 and through 2025, 1,250,000,000,000 (one trillion two hundred fifty billion) calories have been saved by consumers, establishing it as the low-calorie sweetener of choice in the food service industry.

Also in 2025, we introduced two new water enhancing products. If you're looking for a refreshing beverage, try Splenda's 1:1 Tea Concentrate.



Simply mix equal parts of the concentrate with water, whether over ice or hot, for a delicious drink with zero calories and no sugar. These teas are naturally flavored, gluten-free, and keto-friendly, available in three delightful varieties: Original Sweet, Hibiscus, and White Peach.

Sometimes consumers want an on-the-go refreshing water additive, and Splenda has them covered with Liquid Water Enhancers (LWE). These products come in new convenient 92 ml and 48 ml PET (polyethylene terephthalate) recyclable squeeze bottles for single use.

To cater to the enthusiasm for the squeeze bottle LWE portfolio, Splenda has introduced a new category of "benefits" products. These enhancements focus on Hydration, Metabolism, and Satiety, while being offered in the flavors of Wild Cherry, Grape, and Orange. These new products provide three different ways to enjoy water refreshment in a variety of delicious flavors.

The Consumer Packaged Goods (CPG) industry is a fast-paced, ever-changing environment where people with vision, energy, and imagination are welcome and needed. Think of Splenda the next time you are looking for an exciting way to pursue a career.

Career Fields

- Brand Marketing
- eCommerce
- Finance
- Engineering
- Information Technology
- Sales

You'll find opportunities with Splenda at: <https://heartlandfpg.com/careers/>





Splenda Stevia Farms
A DIVISION OF HEARTLAND AGRO - U.S. LLC | A SUBSIDIARY OF TC HEARTLAND LLC

In 2025, Splenda® Stevia Farm completed its second year of production with two successful harvests, further advancing Heartland’s commitment to sustainable sourcing. By growing stevia domestically in Florida, the farm has **avoided 38 metric tons of CO2 emissions** that would have resulted from importing the ingredient from China. The crop thrives in Florida’s warm, humid climate, benefiting from abundant sunshine and groundwater, demonstrating how local cultivation can reduce environmental impact while supporting resilient, resource-efficient agriculture.

Stevia is an environmentally efficient sweetener, being 250 to 300 times sweeter than sucrose¹ (a sugar derivative). This robust crop requires a smaller footprint in terms of land, water, and energy to produce the same level of sweetness found in other natural sweeteners. When comparing sweetness equivalence, stevia demonstrates an 82% reduction in carbon footprint compared to beet sugar and a 64% reduction compared to cane sugar. Additionally, the water footprint for stevia is 92% lower than that of beet sugar and 95% lower than cane sugar².

Another factor contributing to the lower carbon footprint of stevia grown at Heartland Agro Farms in Florida, compared to crops grown in other countries, is that all diesel-powered machinery used here is Tier 4 compliant. In contrast, other countries often operate under Tier 3 (or lower) emissions regulations³.

¹ Prakash I, Markosyan A, Bunders C. Development of next generation stevia sweetener: rebaudioside M. Foods. 2014; 3(2) 162-175

² Nutrition Today, Volume 50, Number 3, May/June 2015; 2(3) 130

³ ChatGPT, Generated report to compare Tier 4 vs. Tier 3 emissions requirements for Off-road diesel powered implements, October 16, 2025 (Tier 3: mostly invisible but still contains fine soot and NOx gases, **Tier 4**: exhaust is almost clear — soot trapped in DPF, NOx chemically converted to nitrogen and water.)

Splenda Stevia Farms

A DIVISION OF HEARTLAND AGRO - U.S. LLC | A SUBSIDIARY OF TC HEARTLAND LLC



Splenda Stevia Farms: Redefining Sustainable Sweetener Production

Heartland's Splenda Stevia Farms, established in 2021 in Central Florida, is the first fully integrated, successful U.S.-based stevia farm. Building on over 20 years of naturally cultivating and selecting the best-tasting stevia plants, our 1,465-acre farm produces superior-quality stevia while significantly reducing environmental impact. By domestic production, we lower CO2 emissions associated with overseas supply chains and gain greater control over quality and traceability.

Our consistent sweetness across all crops is achieved through an all-natural, non-GMO propagation process, selecting mother plants with optimal steviol glycoside profiles. From planting to extraction, our stevia is grown, harvested, and processed using sustainable methods that reduce the environmental footprint of stevia production.

Sustainable Farming Practices

- **On-site seasonal harvesting and processing**, minimizing transportation and associated emissions.
- **Cold-water extraction process**, preserving quality while reducing energy consumption.
- **Carbon Robotics Laser Weeder**, eliminating the need for herbicides.
- **John Deere Operations Center integration**, optimizing fuel use, maintenance, and operating efficiency.
- **Soil moisture monitoring**, reducing irrigation needs.
- **Water recycling, with 91% of processing water recovered and reused**, dramatically reducing consumption.

Our integrated extraction facility further reduces environmental impact by eliminating the need to ship stevia leaves from overseas. Leaves are dried and brewed into syrup, then refined through a multi-step filtration and extraction process to isolate steviol glycosides for Reb A, Reb M95, and our proprietary stevia blend.

Growing stevia with state-of-the-art methods presents both innovation and challenge. Our team addresses daily operational and environmental complexities—from weather fluctuations to mechanical and system-based issues—ensuring consistent quality and efficiency.

Heartland's Splenda Stevia Farms exemplifies our commitment to sustainable innovation, reducing carbon footprint, conserving resources, and enhancing supply chain resilience.

For career opportunities in agriculture technology, innovation, and management, visit: <https://heartlandfpg.com/careers/>

JAVA HOUSE



Now in its sixth year, Java House is establishing itself as both a regionally recognized café brand and a nationally distributed retail product. We are proud to be a Top 5 Cold Brew brand on Amazon, with more than 4,000 customer reviews with a 4+ star rating. Our primary online sales channels include Amazon, JavaHouse.com, and Walmart. Our cafés are currently located in Central Indiana, but as the brand continues to grow in popularity, a Java House location may be coming to your area soon.

In late 2024, we launched the Java House Office Beverage System, which has quickly gained widespread adoption as a modern alternative to traditional office coffee machines. Customers appreciate that multiple associates can use the system at the same time, with no mess, no machine maintenance, and a simple, satisfying experience: choose a hot or cold beverage, fill your cup with water, peel and pour, and recycle the pod.



Available at JavaHouse.com and Amazon.com

Founded in Indianapolis in 2019, Java House is on an exciting journey of rapid expansion across the nation. Locally, in 2026, we'll open our 13th café and have established a thriving eCommerce presence on Amazon, where we proudly offer 3 of the top 20 cold brew products. Our reach extends to over 1,000 schools and restaurants, and since 2024, our products have become available in nearly 1,000 offices and businesses.

What truly sets us apart is our exceptional cold brew process. Unlike standard iced coffee, Java House Cold Brew is crafted using a proprietary method that eliminates acidity and bitterness, delivering a consistently delicious taste that coffee lovers crave.

When you step into Java House, you're greeted by an inviting atmosphere that's perfect for studying, working, or enjoying time with friends. Our friendly baristas elevate the experience, ensuring prompt service with a smile. The coffee is not just good; it's fantastic and affordably priced, making it accessible to everyone.

Our cafés are always spotlessly clean and designed to create a warm, welcoming environment with plenty of natural light and cozy décor. Java House is more than just a coffee shop—it's a community hub for those looking to unwind or tackle their to-do lists.

With a creative menu that features unique flavor combinations and a vibrant atmosphere, Java House is the ideal spot to gather with friends or focus on your tasks. Join us and experience the quality and commitment that defines Java House. Support your local coffee shop today—your taste buds will thank you!





&

Sustainability



Sustainable Operating Practices

When you spot our products in your favorite retail stores, you'll see that Java House is committed to sustainability. We use environmentally friendly Polyethylene Terephthalate (PET) pods packaged in recyclable paperboard. Simply open a pod, pour out the contents, and enjoy your coffee without the hassle of messy grounds. Once finished, both the pod and the paperboard box can be easily recycled. Even the spent coffee grounds are given a second life—dried and upcycled into animal bedding. In 2025 alone, we transformed 2,321 U.S. tons of spent grounds into bedding for retail sale.

At our cafés, that same commitment continues. We use clear PET plastic cups and lids, along with cups and napkins made from recycled paper. For those who prefer to sip in-house, we provide washable glass and porcelain cups, saucers, and plates—reducing single-use waste and minimizing our environmental impact. Our coffee beans are responsibly sourced from farms in Colombia, Ethiopia, and Sumatra, where sustainable and ethical farming practices are at the heart of production.

Finally, all of our coffees and teas are cold brewed.

This method produces a smooth, less acidic taste without requiring heat—unlocking the natural flavors you love in every Java House coffee and tea.

Sustainable Commerce

When thinking of sustainability we often look to the environment, however sustainability also takes on other forms, such as providing jobs, careers for both café associates and professional associates, and tax revenues to provide local, state, and federal services and infrastructure.

In just six years, Java House has grown from one café to twelve Indiana regional locations and a retail product presence coast to coast.

Sustainable Careers

Java House is a growing brand and company, with several career opportunities becoming available each day. An example is the newly launched Java House Beverage System. This product provides coffee and tea beverages without brewing and includes water enhancement pods, offering a recyclable single-use solution for convenient, fresh flavoring.

By the end of 2025, the Java House Beverage System served over one thousand offices and is poised to expand to thousands more locations. This growth will be driven by a new career field: Direct Sales Representative.

The Direct Sales Representatives will provide access to Java House products for office customers without café access in 15 states across the USA.

If you are looking to launch your entrance into the workforce or a career change as café barista or professional, use the link to see opportunities in the career fields shown below.

Java House Talent Community Link: https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=a9d8429a-5356-4228-86f5-cd2dac5863b5&cclid=9202648199836_2&lang=en_US

Career Fields

Sales

- ◆ Direct Sales Representative (Most major large cities)
- ◆ Area Sales Manager
- ◆ Regional Manager

Marketing Design

- ◆ Brand Assistant
- ◆ Assistant Brand Manager
- ◆ Brand Manager
- ◆ Senior Brand Manager
- ◆ Graphics Designer
- ◆ Digital Marketing Specialist





Advancing Health Awareness Through NTT IndyCar Series

In September 2024, Heartland Food Products Group, LLC expanded its health-focused mission—*Helping people live happier, healthier, and longer lives by making it easier to reduce sugar*—through the acquisition and sponsorship of the NTT IndyCar ECR® Motorsports Team. This strategic investment strengthens Heartland’s ability to connect its flagship brands, Splenda® and Java House®, with new communities in a space where better-for-you food and beverage brands have historically had limited representation.

The partnership aligns with Heartland’s broader Corporate Responsibility priorities by leveraging high-visibility platforms to promote health awareness, broaden consumer education, developing its hybrid racing program, and support family-friendly events across the country. In its first year, the team delivered several notable performance outcomes, including:

- 11 top-ten finishes, reflecting strong competitive engagement
- Winning the Snap-on Milwaukee Mile 250, achieved by Christian Rasmussen
- Expansion of community-focused race activation, including Java House’s role as Title Sponsor of the *JAVA HOUSE Grand Prix of Monterey*

Looking ahead, Java House will continue to deepen its community presence as the Title Sponsor of the *JAVA HOUSE Grand Prix of Arlington*, IndyCar’s newest track (developed in partnership with the Dallas Cowboys and Texas Rangers). Scheduled for March 13–15, 2026, the event will further elevate Heartland’s ability to engage fans, promote healthier lifestyle choices, and amplify its mission in new and growing markets.





SlimFast remains one of the most recognizable meal-replacement and weight-management brands in the United States. Its portfolio includes ready-to-drink shakes, powder mixes, high-protein and keto lines, and a variety of meal bars and snacks. The brand continues to evolve in response to consumer demand for convenient, protein-rich, and low-sugar nutrition.

Introduced in 1977, SlimFast pioneered a simple, accessible meal-replacement approach designed to support healthier lifestyle choices. Over the decades, the brand has expanded its offerings to provide convenient and affordable nutrition solutions for millions of consumers.

In 2024, SlimFast joined Heartland Food Products Group, aligning with a company committed to sustainable operations, responsible sourcing, and continuous improvement in environmental performance. Today, SlimFast delivers low-sugar, high-protein, and specialty-diet options that support consumer health while reflecting the growing demand for sustainable, mindful nutrition.

As part of Heartland, SlimFast contributes to our Corporate Responsibility priorities by:

Promoting well-being: Offering products that support balanced diets and healthier lifestyles.

Reducing environmental impact: Advancing manufacturing efficiencies and responsible sourcing practices.

Ensuring quality and safety: Upholding rigorous standards across all products.

The addition of SLIMFAST® to the Heartland family—alongside the SPLENDA® brand—reinforces our shared commitment to helping consumers live healthier, more balanced lives. Together, Splenda and SlimFast provide trusted solutions in weight management and sugar reduction, two of the most significant consumer needs shaping the future of nutrition.



Sustainable Business Practice Results

Sustainability is an integral part of the way we conduct business at Heartland FPG. Many of our products are made using sustainable methods. This includes using cold water brewing for tea and coffee, drying coffee grounds for animal bedding, utilizing storage silos for blending, employing farm field moisture monitors, laser weeding, and vertically integrating stevia production *"From our Farm to your Home"*. Our team of associates, scientists, engineers, and administration specialists are continuously exploring ways to have a positive impact on our customers and the communities where we live and work.

	Scope 1 Emissions	Scope 2 Emissions	Production Waste to landfill	Renewable sources of Electricity	Coffee Grounds repurposed for resale	Community Engagement Hours
2025 Results	6%	5%	7%	8%	177%	15%
Increase/ Decrease to 2021 Baseline	Increase	Increase	Decrease	N/A	Increase	Increase





Corporate Responsibility

At Heartland, helping people live “Happier, Healthier, Longer Lives” (H2L2) is at the core of everything we do. Whether developing the next Splenda® product, manufacturing and delivering to customers, training our teams, or volunteering in our communities, H2L2 is the purpose that drives us forward.

Our Corporate Responsibility (CR) program takes a strategic approach by focusing on five key priorities: Environment, Associates, Customers, Sourcing & Suppliers, and Community Viability. Through these commitments, we strive to create lasting value for people and the communities we serve.

Since launching our Volunteer Time Off (VTO) program in 2021, employee participation has grown steadily, with more than 3,000 hours contributed to local partners. Our teams not only give generously of their time but also rally around organizations aligned with our mission—such as the Diabetes Youth Foundation, Breakthrough T1D, the American Diabetes Association, Nutrition Secure Indianapolis, and Second Helpings.

We are inspired by the difference our associates continue to make and energized by the opportunities ahead. As they deepen their volunteer journeys, they are not only contributing more time but also applying their unique skills and talents to strengthen organizations, uplift communities, and improve the lives of those most in need.

Corporate Responsibility

Social Compliance

Statement of Principles

Heartland strives to make our facilities a special place to work, with an atmosphere of mutual respect and professionalism. Heartland and our Partners all have a responsibility to uphold these principles by creating an atmosphere in which each employee knows they are valued as an individual and treated with respect and professionalism. Heartland's Code of Conduct enables us to conduct our business and to source production in a manner that is both profitable and socially responsible.

Implementation of this Code of Conduct enables Heartland and our Partners to continually improve performance on worker's rights, labor standards, and other human rights issues integral to the production process.

Compliance with this Code of Conduct is mandatory for all Heartland partners. Heartland reserves the right to immediately terminate its business relationship and cancel all orders with any partner who does not comply with this Code of Conduct.

Work Environment

We are committed to treating all of our associates with dignity and respect and providing our associates with a safe, healthy, clean work environment including appropriate and adequate facilities and protection from hazardous materials or conditions. We expect our Partners to maintain the same standards in their factories. All Heartland entities and Partners must comply with all applicable local laws and regulations governing working conditions.

Engage in Fair and Ethical Employment Practices

Fair Wages and Reasonable Working Hours: All Heartland locations and Partners must fairly compensate their associates by providing wages, benefits, and reasonable work hours in compliance with local standards and applicable laws of the countries in which we are doing business. Heartland and our Partners must compensate their associates at a rate equal to, or greater than, the prevailing local minimum wage, including piece rate workers. Heartland and our Partners must not require associates to work more hours than the limits on regular and overtime hours prescribed by applicable law.

Child Labor: We will not accept the use of child labor in our operations under any circumstances and will not purchase product(s) from any Partner that uses child labor. In determining whether a laborer is a "child," we will refer to the local legal minimum age for employment or the age for completing compulsory education in the country of manufacture.



Corporate Responsibility

Social Compliance

Forced or Compulsory Labor : We will not accept forced or compulsory labor in our operations under any circumstances and will not purchase product(s) from any Partner that utilizes forced or compulsory labor. Every employee must be a voluntary worker. Forced prison labor, or work against the will of an employee, including work required as a means of political coercion or punishment for expression or political views is strictly forbidden.

Our Associates: Heartland believes hiring decisions are based on selecting the most qualified candidate following the Equal Employment Opportunity principle that all people should have the right to work and advance on the bases of merit and ability, regardless of their race, sex, color, religion, disability, national origin, or age.

Heartland associates treat each other with dignity and respect across various cultural dimensions guided by the servant leadership model of Friendly, Competent, and Available.

Legal Compliance: Heartland and our Partners shall comply with the legal requirements and standards of their industry and the laws of the countries in which Heartland and/or our Partners are doing business. Heartland and our Partners shall comply with all applicable export and import requirements. Necessary invoices and required documentation must be provided in compliance with applicable law. All merchandise shall be accurately and clearly marked with its country of origin in compliance with applicable law.



Environment, Health and Safety

Heartland has maintained a long-standing commitment to protect the environment and safeguard the health and welfare of its associates, neighbors and consumers. We recognize nearly every aspect of a manufacturing business has a potential to impact the environment, human health or safety. It is Heartland's responsibility to minimize those impacts and develop solutions to protect people and the environment and allow Heartland to maintain the product quality and value consumers demand. Heartland's approach is to collaborate with its associates, suppliers, customers and consumers to identify, assess and minimize the environmental, health and safety impacts resulting from our manufacturing operations and the manufacturing operations of our Partners.

Monitor Compliance

Heartland conducts regular assessments of its facilities and the facilities of our Partners to ensure compliance with this Code of Conduct.



North America Partnerships

Heartland Strengthens Commitment to Diabetes Awareness & Community Health

Diabetes continues to be one of the world’s most pressing health challenges. As of 2025, an estimated 589 million adults aged 20–79, about 11% of the global population are living with diabetes. Without action, that number is expected to rise to 853 million by 2050, or roughly 1 in 8 adults. Alarmingly, more than 40% of those affected remain unaware of their condition, and in 2024 alone, the disease claimed 3.4 million lives, or one every nine seconds.

In the United States, nearly 38.4 million people are living with diabetes, including 29.7 million diagnosed and another 8.7 million undiagnosed. An additional 97.6 million adults, about 38% of the population have prediabetes. Among youth, Type 1 diabetes remains the most common form, affecting roughly 1 in 400–500 children and adolescents. Type 2 diabetes, once rare among youth, is now on the rise, particularly among adolescents with obesity and in minority communities.

Turning Awareness Into Action

At Heartland, we believe good health is foundational to thriving communities. In 2025, we sharpened our focus to create deeper, more measurable impact in the fight against obesity and diabetes. This meant narrowing our partnerships to organizations that share our mission to educate, prevent, and empower.

Through these efforts, Heartland proudly partnered with the American Diabetes Association, Breakthrough T1D, and the Diabetes Youth Foundation, while also supporting professional education through events hosted by the American Academy of Family Physicians and the Academy of Nutrition and Dietetics (eatright.org).

These collaborations are part of our broader philanthropic efforts, complemented by countless hours of employee volunteer engagement—all dedicated to promoting early detection, enhancing health education, and supporting families affected by diabetes.

A Shared Vision for a Healthier Future

Heartland’s commitment extends beyond charitable giving. It’s about using our voice, resources, and partnerships to inspire healthier lifestyles and create meaningful, lasting change. By investing in awareness, education and prevention, we’re working to help reduce the burden of diabetes and build a healthier future for communities everywhere.



Latin America Partnerships

Diabetes in Latin America: A Growing Public Health Challenge

Diabetes is rapidly emerging as one of Latin America's most urgent health challenges. Rising rates are driven by urbanization, greater consumption of processed and sugary foods, increasing obesity, and more sedentary lifestyles.

The impact is substantial across the region. In Mexico, roughly 14 million adults—about one in six—live with diabetes. Brazil has 16.6 million affected, Argentina 4.3 million, and Colombia around 3 million. Beyond the health consequences, diabetes imposes significant social and economic costs on families, healthcare systems, and national economies.

These trends highlight the need for coordinated action to raise awareness, encourage early detection, and promote sustainable lifestyle changes across the region.

“Dulce Gesto”: A Sweet Gesture of Care

In recognition of World Diabetes Day, Splenda® is partnering with diabetes associations across Latin America throughout November to launch:

“Dulce Gesto” — A Sweet Gesture.

Built on the idea that caring for yourself is one of the sweetest gestures you can make, the campaign encourages individuals to assess their diabetes risk through the FINDRISC test, adopt small, meaningful lifestyle changes, and inspire others to do the same.

By bridging science, empathy, and action, “Dulce Gesto” transforms awareness into empowerment while supporting diabetes education, prevention, and assistance programs across Latin America.

“LATAM 2025 Activities”

Puerto Rico | November 12 & 22

In collaboration with the Puerto Rico Diabetes Association, Splenda® hosted a press conference on November 12 and participate in the Association's annual 5K race on November 22 to promote awareness and healthy activity.

Colombia | November 20

Partnering with the Colombian Diabetes Association, Splenda® held a press conference and present a philanthropic donation to support educational programs, while promoting the FINDRISC test through the *Dulce Gesto* campaign.

Uruguay | November 19

Alongside the Uruguayan Diabetes Association, Splenda® held a press event and donation ceremony to expand public education and strengthen support services for people living with diabetes.

Mexico | November Highlights

Nov 9: Local influencers joined a Mexico City race, sharing **Dulce Gesto** content and encouraging participation in the diabetes risk test.

Nov 18: Splenda® hosted internal training for Heartland LATAM employees, reinforcing science-based diabetes education.

Nov 20: Contributed to the Diabetes Educators Diploma Program with a module on non-caloric sweeteners, showcasing Heartland's leadership in evidence-based nutrition.

Nov 27: Press conference with the Mexican Diabetes Federation, including a donation to support national diabetes programs.

Nov 30: Employee walk/ride event closed the month, celebrating Heartland LATAM's commitment to health, prevention, and community care.



Associates

Heartland Career Path Program (CPP) for all hourly production employees

- 2025: Greater than 50% of positions filled through CPP

Heartland Compliance Wire Learning Management System

- 2025: Total hours of training : 25,700 hours

Heartland U.S. Manufacturing associates average tenure:

- 2025: 31% with 5 or more years of service

Heartland U.S. Manufacturing a welcoming place to work:

- 2025 Associates from 41 countries.



Environment

Sustainability is an integral part of the way we conduct business at Heartland FPG. Many of our products are made using sustainable methods. This includes using cold water brewing for tea and coffee, drying coffee grounds for animal bedding, utilizing storage silos for blending, employing farm field moisture monitors, laser weeding, and vertically integrating stevia production "*From our Farm to your Home*". Our team of associates, scientists, engineers, and administration specialists are continuously exploring ways to have a positive impact on our customers and the communities where we live and work.

Working toward 100% recyclable product packaging

- **2025: 57% of our packaging is recyclable an 8% improvement vs. 2023**
 - ◆ Liquid Water Enhancer bottles (92 ml and 48 ml) have transitioned from HDPE to PET, improving recyclability from limited reuse to unlimited cycles and reducing weight by 33%. Shrink were upgraded to CPET, enabling full bottle-and-sleeve recycling.
 - ◆ 9.7 oz pouch changed from a non-recyclable multi-layer structure to a recyclable polyethylene material. The new design can be recycled up to two times, diverting an estimated 267 tons (242 metric tons) of waste from landfills per recycling cycle.

Reduction of nonvalue added movement of material

- **2025: Four silos are fully operational with the reduction of 13 metric tons of CO2 annually (carbon footprint)**

Reduction of plastic totes

- **Installation of manufacturing plant on-demand blending removed 79% (395) totes from in-process inventory**

Distribution Center CHEP® process pallets

- **Use of CHEP "Block Pallets" in place of "Whitewood Pallets" provides the following annual benefits:**
 - ◆ Emissions reduction of 2,510 tons
 - ◆ Wood use reduced by 183,098 board ft.
 - ◆ Waste reduced by 203 tons

Sourcing/Suppliers

Becoming Less Dependent on Overseas Suppliers (Made in America)

- 19 mt CO2e annual carbon emissions reduction from the import of raw materials - Replacing stevia product grown in the United States has saved approximately 38 mt CO2e in shipping product from China to Indianapolis through 2025
- 2025: Heartland uses 135 ingredients to make its products - 91 domestically sourced

Sustainable Farming: Invest in sustainable Stevia Farming in the USA

- Goal: To be the sole source of Stevia for Heartland provided by the Lake Panasoffkee and Gainesville, Florida, Farms
 - 2025: Elements of sustainable farming in place
 - Stevia in production on 1,465 acres in Florida
 - Stevia crops seasonally harvested and converted to product on-site
 - Use of cold-water extraction process
 - Use of a Carbon Robotics Laser Weeder (removing weeds without herbicides)
 - Use of the John Deere Operations Center to maximize resources and reduce waste (operating hours, fuel, etc.)
 - Use of soil moisture monitoring to minimize the use of irrigation
 - Recycle of 91% of the water for processing
 - Employment grew to 20 associates including 16 Florida residents
 - Promoting partnerships with local and regional farmers to grow stevia
 - Regenerative farming practice of spent stevia product tilled into the soil



Sourcing/Suppliers

Heartland Hosts Strategic Supplier Summit to Advance Collaborative Growth

In May, Heartland convened a select group of strategic suppliers for a two-day Supplier Summit focused on strengthening partnerships and fostering innovation across the value chain. Guided by the theme “*Let’s Grow Together,*” the summit reinforced Heartland’s commitment to transparent collaboration and shared success.

The event featured a curated showcase of Heartland’s product portfolio, providing a foundation for open dialogue and alignment. Leaders from Sourcing, Sales, Marketing, and Research & Development shared perspectives on the company’s strategic priorities, growth objectives, and evolving customer needs.

Suppliers were invited to present their capabilities and engage in forward-looking discussions on opportunities for collaboration. Key topics included alternative and more efficient packaging solutions, operational efficiencies, and innovative approaches to support market expansion and long-term competitiveness.

The summit concluded with a renewed commitment to partnership, innovation, and continuous improvement. By aligning strategies and leveraging collective expertise, Heartland and its suppliers are strengthening the resilience of the supply chain, enhancing customer value, and supporting sustainable growth over the long term.



Customers



I'm Winning Every Day

Every cup. Every sip. Every choice.

Sugar wasn't helping me—just adding calories I didn't need. Two teaspoons in my morning coffee. Two more mid-morning. Two more at lunch. That's nearly 100 unnecessary calories a day... 700 a week... almost two extra days of eating every month.

So I made a smarter choice. I chose Splenda®.

Same great taste. Less sugar. Fewer calories.

With Splenda, I'm not just cutting sugar—I'm winning.



Nutrition Reduction of Calories

We are committed to supporting health and wellness through consumer awareness and education programs replacing sugar with Splenda® Brand products. In the past 26 years, consumers using Splenda Brand products have reduced 1,250,000,000,000 (one trillion two hundred fifty billion) calories from their diet and achieved an equivalent weight loss of 357,000,000 plus (357 million) pounds.



Product Quality

- The Splenda Brand is the #1 recommended sweetener brand by doctors and dietitians
- Safe Quality Food Institute: Global food safety and quality certification program, recognized by the Global Food Safety Initiative (GFSI) 16 consecutive years certified SQF (Safe Quality Food) supplier
- Ecocert ICO: #1 inspection and certification body for sustainable development worldwide
- Multiple dietary certifications

Community Viability

2025 marked the fourth year of employee community engagement through use of the VTO (Voluntary Time Off) Program. The program has gained popularity with our employees verified by contributing over 3,000 volunteer hours. As the program matures, and employees identify key non-profit partners, volunteering will evolve from a mobilization phase into a more focused approach. In focusing, employee groups will conduct needs analyses to understand gaps and where employee engagement can create impact.

Non-profit Partners

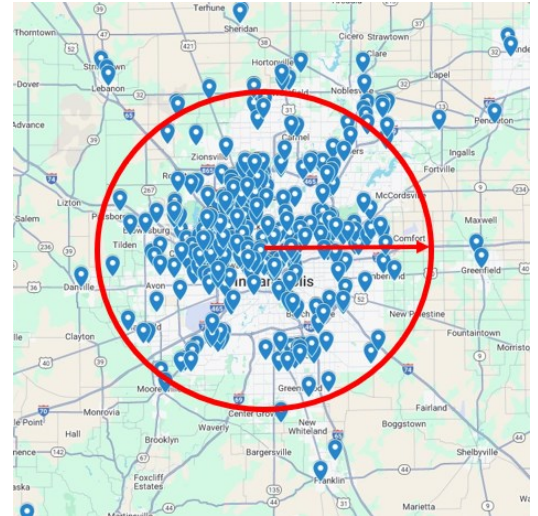
- Diabetes Youth Foundation of Indiana
- American Diabetes Association
- Breakthrough T1D
- Second Helpings
- Pink Ribbon Connection
- Ronald McDonald House
- American Red Cross
- Gleaners Food Banks of Indiana
- Children’s TherAplay
- Carmel Clay Parks & Recreation
- Hoosier Burn Camp
- Habitat for Humanity
- Nutrition Secure Indianapolis



Community Viability

Heartland offers employment opportunities for residents within a township with the lowest family per capita income in the Indianapolis area

- **Goal: Hire hourly production operators within a 15-mile radius of the 84th street manufacturing campus**
 - ◆ **2025: 90% of hourly production operators live within a 15-mile radius of the manufacturing campus**



Heartland purchased our manufacturing facilities to solidify our long-term commitment to the community

- **2025: All United States Heartland manufacturing is performed in Indianapolis, Indiana**
- **2025: Planned 130,000 sq. ft. expansion of the manufacturing campus in 2026**

The Volunteer Time Off (VTO) program is geared towards supporting volunteer activities to enhance and serve the communities in which we live and work

- **2025 volunteer hours: Over 3,000 hours a since introduction in 2021.**

Community sport and charity sponsorships

- **2025: All Heartland philanthropy is aligned to our H2L2 mission statement**





Heartland

FOOD PRODUCTS GROUP

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