

Infused with *impact*

Sustainability Report 2025





Welcome to our Sustainability Report 2025



A good cup of tea needs three things: good tea, good water and good company. From the hands that pick the leaves, to those who grow, pack and transport them, to the moments shared when a cup is poured, tea is shaped by people at every stage. It is their skill, care and time that give tea its quality and meaning.

As a family business whose tea is enjoyed in more than 90 markets, we believe this brings responsibility. Climate pressures, economic uncertainty and inequality continue to challenge the tea industry, making it more important than ever to value tea properly and to care for the people who make it possible.

In 2025, we focused on scaling up projects that are already making a difference. From sharing value more fairly with tea workers to investing in climate resilience and community partnerships, we are proud of the practical, people-led progress we continue to make.

None of this would be possible without the commitment of our partners, suppliers and colleagues, and most importantly, our tea drinkers.

Thank you for being part of our journey.

A handwritten signature in black ink, appearing to read "R. Afshar".

Rahim Afshar,
Chairman



Contents

From the tea gardens to our production facilities and beyond, we are committed to making measurable progress towards a more sustainable tea industry.

Our sustainability work in 2025 is shaped by three pillars:



04 In the *tea garden*

FAIRER & STRONGER TEA COMMUNITIES



12 Sustainable *tea production*

PRESERVING QUALITY FOR FUTURE GENERATIONS



17 Supplying *more than tea*

OUR IMPACT BEYOND TEA



In the *tea garden*

Our vision is a more balanced tea chain, where tea growers and tea workers enjoy a greater share in the value of tea.

In 2025, our work in the tea gardens focused on addressing systemic challenges:

- Closing the living wage gap
- Promoting financial inclusion
- Improving access to health, education and sanitation
- Empowering women and adolescents
- Strengthening long-term community resilience

Through collaboration with suppliers, local partners, and global initiatives, we are working towards...

FAIRER & STRONGER TEA COMMUNITIES





FAIRER TEA COMMUNITIES

Hand Picked Profit Shared

Those who work the hardest in the tea value chain, often receive the smallest share of its value.

Hand Picked Profit Shared is the most direct way we can support uplifting wages and rebalance this inequity.



By sharing profits through a digitally paid bonus with tea workers who hand pick our tea, we aim to contribute towards closing the living wage gap and progress financial inclusion away from the limitations of a cash based system.



Our Hand Picked Profit Shared initiative creates visibility and ensures value is shared directly with those at the foundation of our supply chain, particularly women, who make up the majority of the tea-picking workforce.



FAIRER TEA COMMUNITIES

Hand Picked Profit Shared: **India and Kenya**

Where digital payments are available, we can share profits directly with tea workers in a clear and transparent way.



2025 HIGHLIGHTS

12,242

tea workers

received profit-share bonuses

Payments made directly to bank accounts

Financial inclusion strengthened through digital payments

Majority of recipients were women tea pickers

What's next?

Aiming to widening the project's reach to 18,000 tea workers in 2026.



FAIRER TEA COMMUNITIES

Hand Picked Profit Shared: Sri Lanka & IDH



In Sri Lanka, where digital payments are less accessible, we partnered with IDH, The Sustainable Trade Initiative, to measure and address the living wage gap. In addition, we worked with one of our largest suppliers, BPL plantations, to reduce the living wage gap for their workers.



2025 HIGHLIGHTS

75%

reduction

in the living wage gap
with BPL Plantations

Completion
of Phase One and
Phase Two of the IDH
pilot

Transparent wage
measurement embedded
as a benchmark

What's next?

The learnings from this collaborative pilot are shaping our understanding of how to close the living wage gap across our wider supply chain.



STRONGER TEA COMMUNITIES

Creating Child Friendly Communities in Assam

In Assam, India, we continue our long-standing partnership with Child in Need Institute, supporting health, nutrition, education, child protection and adolescent empowerment in tea garden communities.



In 2025, the programme expanded significantly, strengthening community-led systems and increasing reach.





STRONGER TEA COMMUNITIES

2025 HIGHLIGHTS

16

more tea gardens
engaged

over

6,000

children
reached

over

5,000

women
reached

+6

learning centres
established, supporting
150 children

2,501

children
assessed for
education access

96

at-risk children
linked to government
services

282

adolescents
engaged in leadership
activities

Measurable improvements were recorded in maternal health, learning outcomes, and early identification of vulnerability.

What's next?

- Strengthen community empowerment by deepening local ownership among adolescents, women's groups and community workers across all 16 tea gardens.
- Further develop the newly integrated financial literacy training alongside health, education and child protection.



STRONGER TEA COMMUNITIES

Safeguarding Women’s Health & Safety in Kenya

In Kenya, we worked with Ruby Cup, who produce sustainable period products, and Alstar, a locally led women’s organisation, to address menstrual health, reproductive rights, safety and dignity in tea-growing communities.



2025 HIGHLIGHTS

The programme improved confidence, school participation, and dignity for girls while supporting community dialogue and putting the health needs of the female workforce at the forefront.

601 & 69

boys men
engaged to address stigma and gender-based violence

1,324

schoolgirls
reached

Female factory workers included alongside continued support of women working in the gardens.

Reusable menstrual products distributed, reducing waste

What’s next?

- Work with local government and community partners to bring menstrual health support into schools and health services.
- Better access to clean water in order to support sanitation for women and their children.
- Supporting women to build new sources of income and stronger livelihoods.





STRONGER TEA COMMUNITIES

Opening Access to Digital Learning for Tea Estate Children in Sri Lanka



In 2025, we supported the launch of a fully-fledged E-Bridge Learning Centre at Horana Plantations in Sri Lanka, serving children within estate communities.

Access to digital education remains a challenge in many rural parts of Sri Lanka. The new centre is expected to support the development of English language skills and ICT education, helping children build skills that are increasingly essential for further study and employment.

By investing in education within tea estate communities, we aim to contribute to long-term opportunity beyond the tea garden.





Sustainable *tea production*

Sustainable tea production lies at the heart of protecting the planet while delivering quality tea.

Our focus areas in 2025 included:

- The Green Standard
- Efficient production
- Sustainable packaging
- Biodiversity and climate resilience

PRESERVING QUALITY
FOR FUTURE GENERATIONS





THE GREEN STANDARD

The Green Standard is Ahmad Tea’s tea sourcing standard. It is a digital framework designed to promote transparency and visibility within our supply chain while protecting the quality of our tea.

It provides a fully traceable way of engaging with our supplies and sharing responsibility for social and environmental standards.

The framework is built around three core areas.



2025 HIGHLIGHTS

17

supplier audits

conducted across key sourcing regions

Digital Green Standard platform developed

Introducing traffic light system to monitor performance

Rewarding key suppliers with Hand Picked Profit Shared initiative

What's next?

- Roll out the digital platform to 75% of suppliers in 2026
- Increase number of key suppliers who qualify for Hand Picked Profit Shared
- Use insights from the platform to support continuous improvement



EFFICIENT PRODUCTION

At our main production facility in the Emirates, we worked to use less energy and water and to reduce waste, while continuing to produce tea to high quality and safety standards.



2025 HIGHLIGHTS

Achieved EcoVadis Gold, putting us in the top 5% of companies audited by the sustainability platform and top 1% of food manufacturing companies.

40%
of energy
from solar power

1,075
tonnes of CO₂
emissions prevented

8.6%
reduction in energy
intensity year on year

2.4%
reduction in water
consumption per
employee

1,800
kilolitres of water
reused

What's next?

- Further increase renewable energy
- Identify additional efficiency improvements across operations



SUSTAINABLE PACKAGING

In 2025, we continued to reduce plastic and improve the environmental performance of our packaging, while ensuring our tea remains fresh and protected.



2025 HIGHLIGHTS

Rolled out home compostable teabags made from Manila hemp, derived from banana leaf.

Recyclable pouches launched for caddy and packet teas



95%

of packaging

is now either recyclable or biodegradable

26%

recycled content

used in packaging materials

81%

of products

designed with minimal packaging*

* with additional materials used only where needed to protect quality, ensure safety, support reuse, or meet consumer needs

What's next?

- Further increase renewable energy
- Identify additional efficiency improvements across operations



BIODIVERSITY & CLIMATE RESILIENCE

Protecting biodiversity and building climate resilience are essential to the future of tea. Climate change is already affecting tea gardens through rising temperatures, unpredictable rainfall, and worsening impact of pests and diseases.

In 2025, we continued to support research that helps the tea industry respond to these challenges. Our Climate Resilience PhD, led by Thamali Kariyawasam at the University of Bristol, is delivered in collaboration with the University of Peradeniya, Kew Gardens, and the Tea Research Institute of Sri Lanka.



2025 HIGHLIGHTS

Thamali is analysing how tea plants respond to heat and drought stress

Field observations in Sri Lanka identifying stress from prolonged dry periods

Research focused on identifying tea cultivars more tolerant to heat and drought

What's next?

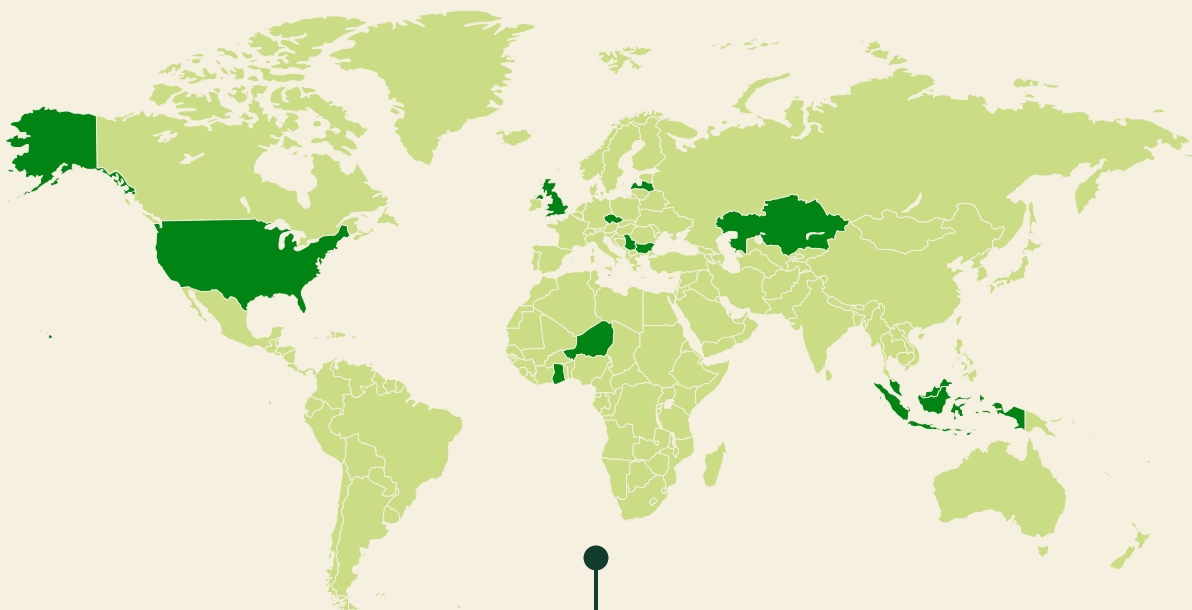
- Continue field research and data collection
- Publish findings and share insights with producers and plant breeders
- Support the adoption of more climate-resilient tea cultivars



Supplying *more than tea*

We work exclusively with one distribution partner in each country, enabling us to extend our impact beyond tea through locally led charity partnerships. Each distributor is empowered to support charities that fit our mutual sustainability goals, helping ensure our impact goes beyond tea.

OUR IMPACT BEYOND TEA





SUPPLYING MORE THAN TEA

Niger – Water is Life Project

For over 15 years, Ahmad Tea has partnered with Oxfam to provide improved access to safe water for over 500,000 people living in rural Niger.

Building on this foundation, our school-focused WASH project is now in its third year, addressing the lack of clean water, sanitation and menstrual hygiene facilities in some of Niger's most vulnerable regions.

In 2025, the project supported four schools, providing sustainable access to clean water and sanitation and improving menstrual hygiene management for girls.

The programme reached 1,600 students directly and an estimated 3,000 people indirectly through families and wider school communities.



1,600

students
directly

3,000

people
indirectly



Czech Republic – Protecting Local Biodiversity

In Czech Republic, Ahmad Tea supported local biodiversity conservation through a partnership with Prague Botanical Garden, contributing \$23,159 to protect endangered native plant species. The funding supports conservation work for sand fescue and sticky catchfly, two critically endangered plants on the Czech Red List. Activities include habitat mapping, seed collection, cultivation and replanting, helping preserve fragile ecosystems and raise awareness of local biodiversity.



SUPPLYING MORE THAN TEA

UK – Medical Scholarship

For the past five years, Ahmad Tea has supported a medical scholarship at the University of Bristol as part of a programme to help address the under representation of those from lower social economic backgrounds. The scholarship has supported a talented medical student, now in her final year, by covering tuition fees and living costs and enabling her to fully engage in her studies and wider professional development. With this support, the student has been able to focus on her training and explore future specialisation in obstetrics.



“The Ahmad Tea Scholarship has alleviated the pressures that come with being a medical student, allowing me to focus on my studies and professional development without worry.”

Ahmad Tea Scholarship Student at University of Bristol



UK

Ahmad Tea donations since 2010 to Southampton Hospitals Charity, reached

£200,000

supporting neonatal care environments and advanced cardiac diagnostics for children.



SUPPLYING MORE THAN TEA

Bulgaria – Supporting Vulnerable Families

Ahmad Tea and our distribution partner collaborated with Concordia Bulgaria, donating tea and essential goods to support children, elderly people, and vulnerable families.



15,000
packs donated

Ghana – Big Street Feast

Together with our local team we donated 15,000 packs of tea to the Big Street Feast in Accra, a initiative begun by Ghanaian food influencer, Chef Abbys, distributing thousands of free meals and addressing food insecurity.

Serbia – Supporting Children at Christmas

During the holiday season, together with our distribution partner, we donated tea to children at the Centre for the Protection of Infants and Children and a children's shelter in Belgrade, bringing warmth and care during a difficult time.

Latvia – Caring for Critically Ill Children

Our partner supported the Children's Clinical University Hospital in Riga, creating tea corners and donating tea for patients, families and medical staff. The hospital treats over 30,000 in-patients and 160,000 out-patients annually, many of them young children.





SUPPLYING MORE THAN TEA



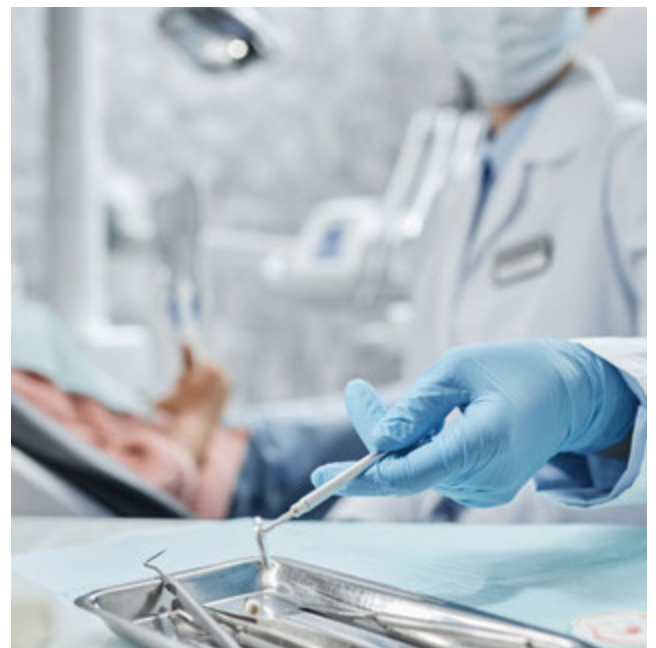
8,000
backpacks donated

USA – Backpack Buddies

With the support of our tea drinkers, we partnered with Backpack Buddies to provide school equipment for underprivileged children. The organisation has donated over 8,000 backpacks, helping children start the school year equipped to learn.

Indonesia

We supported a national programme that provides free health and dental check-ups for students, and distributes healthy lunches for underprivileged children while providing them with school supplies.





SUPPLYING MORE THAN TEA

Kazakhstan

We worked with Bridge of trust, providing assistance to families in need through food distribution, gifts to children in orphanages and assistance to homeless animal shelters.



Malaysia

We partnered with Lotus charity to provide much needed food and education equipment to rural families and included a sponsored run event promoting health and wellbeing.



Malta

Combatting loneliness amongst the elderly, we sponsored village festive celebrations that served dinner and drinks for the community.





SUPPLYING MORE THAN TEA

Infused with *genuine impact*

As we reflect on 2025, we are proud of the progress made across our sustainability work. This year was about building momentum, strengthening programmes that are already delivering impact, and taking practical steps towards a fairer and more sustainable tea industry.

We were proud to see Hand Picked Profit Shared nominated for a Grocer Gold Award, recognising the importance of sharing value more fairly with tea workers. We also continue to build on the foundations set by receiving the King's Award for Enterprise in Sustainable Development in 2024.

In 2026 we will continue to scale what works, deepen partnerships, and further embed sustainability across our business and supply chain, including progressing our work through EcoVadis.

Thank you to our trading partners, suppliers and charity partners for their collaboration and trust.



Most of all, thank you to everyone who has enjoyed a cup of Ahmad Tea. Your support makes this *impact* possible.





Infused with *impact*

