



KEY FACTS

- > Founded: 1981
- > IPO: 1993
- > Ticker: (NASDAQ) GMCR
- > Headquarters: Waterbury, Vermont
- > FY 2014 Employees: 6,600
- > FY 2014 Revenue: \$4.7 billion

EXECUTIVE OFFICERS

Brian Kelley
President and Chief Executive Officer

Michael Degnan
Chief Legal Officer, Corporate General Counsel and Secretary

Stephen Gibbs
Chief Accounting Officer

Linda Longo-Kazanava
Chief Human Resources Officer

Robert Ostryniec
Chief Product Supply Officer

Frances Rathke
Chief Financial Officer and Treasurer

Stéphane Glorieux
President, Keurig Canada

John Whoriskey
President, U.S. Sales and Marketing

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KeurigGreenMountain.com

Investor Inquires
investor.services@keurig.com

Press Inquiries
pr@keurig.com

Career Inquiries
jobs@keurig.com

OUR COMPANY

As a leader in specialty coffee, coffee makers, teas, and other beverages, Keurig Green Mountain, Inc. (Keurig) is recognized for our award-winning beverages, innovative brewing technology, and socially responsible business practices. Our company has inspired consumer passion for our products by revolutionizing beverage preparation at home and in the workplace. We support local and global communities by investing in sustainably-grown coffee and by our active involvement in a variety of social and environmental projects. By helping consumers drink for themselves, we believe we can brew a better world.

OUR MISSION

A Keurig® brewer on every counter and a beverage for every occasion.

OUR PURPOSE

We create the ultimate beverage experience in every life we touch from source to cup – transforming the way the world understands business.

OUR VALUES

We partner for mutual success.

- > Our boundaryless approach to collaboration creates benefits for all.

We innovate with passion.

- > With courage and curiosity, we are shaping the future by redefining the consumer experience.

We play to win.

- > Our team sets ambitious goals and meets each challenge with unified purpose and character.

We brew a better world.

- > We use the power of business to make the world a better place.

MARKETPLACE SUCCESS

- > 30+ billion packs sold
- > 45+ million Keurig® brewers sold
- > Top four coffeemakers by dollar value*
- > 60 brands and 400 beverage varieties in the Keurig® system

SUSTAINABILITY

Resilient Supply Chain

- > 64% of coffee purchases were traceable to source in fiscal 2014
- > More than 380K individuals within our supply chain impacted through Keurig Green Mountain-funded partner projects.

Sustainable Products

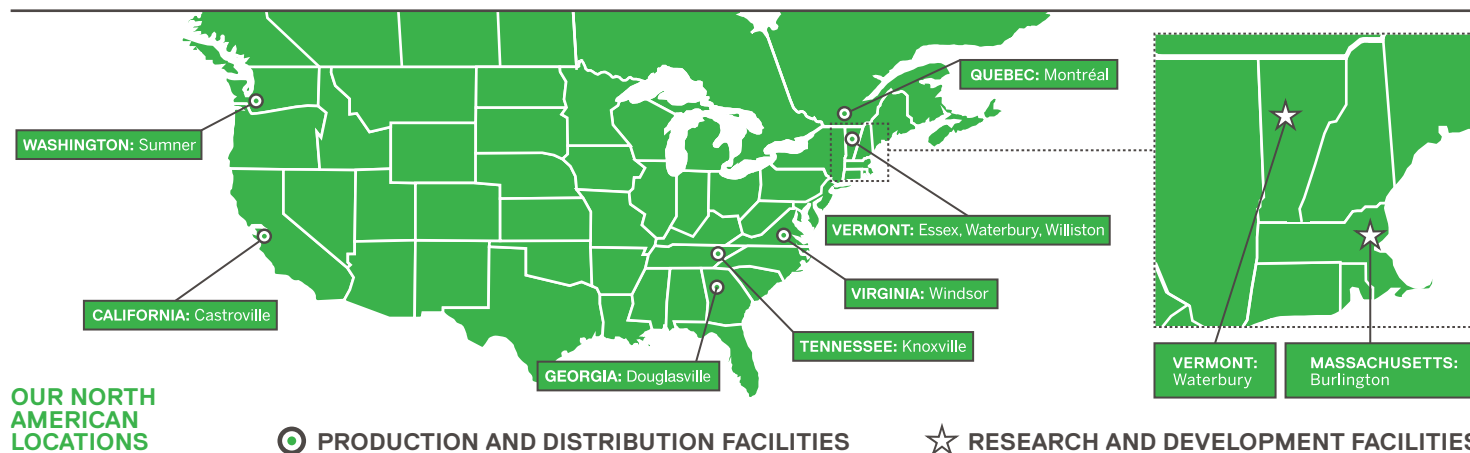
- > 86% of waste diverted from landfills at our manufacturing sites
- > In fiscal 2014 we announced our target for 100% of K-Cup® packs to be recyclable by 2020.

Thriving People and Communities

- > 90% employee retention rate for fiscal 2014
- > 51% of employees volunteered through one of our volunteerism programs, resulting in over 57K volunteer hours

Water Stewardship

- > In fiscal 2014, we invested more than \$11 million in water partnerships with leading nonprofit organizations that are working in the U.S. and globally to promote water security.



*NPD Data All Channels as of September 2014