



### Fiscal 2015 Stakeholder Engagement Table

Stakeholder	How We Engage	Sample Initiatives and Outcomes in Fiscal 2015
<p>Employees</p> <ul style="list-style-type: none"> <li>Approximately 6,300</li> </ul>	<ul style="list-style-type: none"> <li>Employee satisfaction surveys</li> <li>Quarterly Town Hall meetings</li> <li>“Source trips” to coffee-growing and brewer-manufacturing communities</li> <li>CEO location visits</li> <li>Employee volunteerism</li> <li>Peer-to-peer behavioral safety observation programs in manufacturing facilities</li> </ul>	<ul style="list-style-type: none"> <li>74% of employees surveyed affirmed they “understand and contribute to the achievement of the Company’s sustainability vision and targets.”</li> <li>71 employees participated in origin trips in five countries in fiscal 2015.</li> <li>55% of employees volunteered through Company programs.</li> </ul>
<p>Communities</p> <p>We have the following significant facilities in 6 U.S. states and 4 Canadian provinces:</p> <ul style="list-style-type: none"> <li>Nine production facilities</li> <li>Two research and development centers</li> </ul> <p>We support projects in agricultural communities in 13 countries where we source coffee.</p>	<ul style="list-style-type: none"> <li>Ongoing dialogue with NGO grant recipients</li> <li>Employee volunteerism</li> <li>Partner with organizations on issues of water security</li> </ul>	<ul style="list-style-type: none"> <li>Targeted our grantmaking in three areas to holistically address challenges: improving farming techniques, addressing local water scarcity and planning for changes in climate, and strengthening farmer organizations.</li> <li>Since fiscal 2013, invested more than \$15 million in water partnerships with leading nonprofits.</li> <li>Conducted six Keurig employee water restoration events involving 460 employees.</li> </ul>
<p>Investors<sup>1</sup></p> <ul style="list-style-type: none"> <li>In fiscal 2015, more than 90% of Keurig Green</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly earnings announcements and press releases</li> </ul>	<ul style="list-style-type: none"> <li>Our annual sustainability reports provide insight into the business value of our</li> </ul>

<sup>1</sup> On March 3, 2016, Keurig and JAB Holding Company (JAB) announced the successful completion of the acquisition of Keurig by a JAB-led investor group. With the transaction complete, Keurig became a private company and an independent part of the JAB family and its leading global coffee platform. These investor engagement examples were from fiscal 2015, prior to the acquisition.

<p><i>Mountain's shares were held by institutional investors.</i></p>	<ul style="list-style-type: none"> <li>• Analyst/investor presentations and meetings</li> <li>• Webcasts and conference calls</li> <li>• Annual meetings</li> <li>• Participation in investor conferences; road shows, one-on-one meetings and investor visits to Keurig Green Mountain</li> <li>• Socially responsible investment surveys</li> </ul>	<p>sustainability strategy and approach.</p>
<p>Suppliers</p> <ul style="list-style-type: none"> <li>• <i>5,000+ suppliers</i></li> </ul>	<ul style="list-style-type: none"> <li>• Summits</li> <li>• Outreach and communication about Keurig Green Mountain Responsible Sourcing Supplier Guidelines</li> <li>• Supplier assessments and follow-up dialogue</li> </ul>	<ul style="list-style-type: none"> <li>• Held International Manufacturing Summit in Asia with Keurig and brewer manufacturers facilitated by Center for Child Rights and Corporate Social Responsibility, a Chinese firm that helps companies improve the lives of migrant workers and children of factory workers.</li> <li>• Introduced top 100 suppliers event based on dollar amount of spend, how critical suppliers are to our business, and their compatibility with our future strategy.</li> <li>• Have shared the guidelines with our most important direct manufacturing and agricultural suppliers; these suppliers have begun to cascade guidelines down to their employees and their own supply chains.</li> </ul>
<p>Consumers/Customers</p> <ul style="list-style-type: none"> <li>• <i>At-home and away-from-home coffee and other beverage consumers</i></li> <li>• <i>Retailers, grocers, etc. that sell our products to consumers</i></li> </ul>	<ul style="list-style-type: none"> <li>• Direct engagement with consumers for education and awareness-raising on sustainability issues, including recyclability</li> <li>• Fundraising campaigns that encourage consumers to support important causes and share them with their communities</li> <li>• Completion of customer surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted extensive testing of K-Cup® pods with recycling partners to further understand small-item recovery; production of our first recyclable K-Cup® pods began in 2016.</li> <li>• Continued Grounds to Grow On™ program for recovery of used K-Cup® pods.</li> <li>• Began our Pods to Power pilot program in two U.S. regions to convert K-Cup® pod waste to energy.</li> </ul>

		<ul style="list-style-type: none"> <li>Continued to expand our K-Cup® pod recovery program for coffee service customers in Canada.</li> </ul>
<p>NGOs</p> <ul style="list-style-type: none"> <li><i>We work with a number of NGO partners in our agricultural community development work and domestic operations.</i></li> </ul>	<ul style="list-style-type: none"> <li>Regular consultations with NGOs that we partner with to improve conditions in agricultural supply chain communities and communities that host our facilities</li> <li>Gather feedback from NGO partners through our Monitoring and Evaluation (M&amp;E) Guide for Funded Projects</li> </ul>	<ul style="list-style-type: none"> <li>Partnered with NGOs, growers, and governments to continue support of farm communities affected by the <i>la roya</i> (coffee rust) crisis.</li> <li>Funded \$4.7 million in projects carried out by NGO partners in fiscal 2015.</li> </ul>
<p>Industry</p>	<ul style="list-style-type: none"> <li>Collaborate with a variety of industry groups to tackle complex challenges, such as waste reduction, recyclability, and end-of-life management</li> <li>Work with partners in other industries in ways that are mutually beneficial</li> </ul>	<ul style="list-style-type: none"> <li>Hosted our second water summit with more than 100 leaders from the private, public and NGO sectors.</li> <li>Partnering with the Closed Loop Fund, an investment fund to help remove obstacles to access and improve investment in, and profitability of, the recycling industry. Keurig is investing \$5 million over five years in the Fund and sits on the Fund's Advisory Board as an initial investor.</li> <li>Joined forces with The Recycling Partnership, a national nonprofit that focuses on expanding and improving curbside recycling at the local level.</li> <li>In 2015, invited experts from the recycling community to attend a roundtable we hosted about small item recovery.</li> <li>We send some of the used K-Cup® pods our Canadian customers return to local cement kilns where they are used as an alternative to fossil fuels.</li> </ul>