

KEPT



Our Sustainability Journey

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Great Swag. Better Service. Unmatched Passion.

At Kept, we believe the products we create should make a lasting impact, not a lasting footprint. That means prioritizing ethically made, eco-conscious products and working with partners who share our commitment to a better future.

We stay ahead of trends while making responsible choices—proving that great swag can be both forward-thinking, on-trend and conscious. Whether it's reducing waste, rethinking materials, or championing diverse suppliers, we push for progress at every step. Great swag should do more than promote your brand—it should reflect your values.

Now, we're focused on building on decades of expertise and bringing a fresh approach to merchandising, technology, and sustainability to take our swag service to the next level.

This is a journey, and we're in it together. With our customers, employees, and partners by our side, we're championing a smarter, more sustainable industry—one thoughtful decision at a time.

Thank you for being here with us.

Tera Roeker van As

KEPT



Company History

Founded in 1994, Kept has grown into a trusted promotional marketing partner for companies of all sizes—including Fortune 100 and Fortune 500 brands. For three decades, we've been more than just a swag supplier—we're strategists, creators, and problem-solvers, dedicated to helping businesses make lasting brand impressions as a trusted swag service and partner.



Locations

Headquartered in Hartland, WI, Kept has team members located across the U.S. This distributed approach allows us to stay agile, support clients seamlessly, and bring innovative solutions to businesses across industries. No matter where you are, our team is ready to support you and your company.

Business Model

At Kept, we don't just deliver great swag—on time, on budget, every time. We create the kind of products that turn heads, spark conversations, and make people say, "I need one of those."

That means ethical, sustainable, and local sourcing. Top-quality materials. Brands you get excited about. Personalized details. And maybe most importantly, thoughtful ideas that create memorable brand moments and make your people feel seen.

Core Values

Our decades of industry experience have taught us what works—and what doesn't. We curate high-quality, responsibly sourced products, always prioritizing ethical, sustainable, and local options. More than just a swag provider, we're a true partner



Our team's passion is your greatest advantage. We've built a best-in-class network, from suppliers and brand partners to designers and logistics experts. We bring deep industry knowledge, fresh concepts, and dedication to every project, always pushing for what's new, what's better, and what will make the biggest impact—far beyond the product itself.

dedicated to unmatched service and attention to detail. We believe in fostering a culture of collaboration, excellence, and sustainability to create lasting impact, both within our company and with the clients we serve.



Environmental Goals and Progress

At Kept, we are firmly committed to environmental stewardship through several ambitious goals and initiatives.

We aim to further increase the use of renewable energy and reduce operational emissions by working with utility providers and evaluating lower-impact energy solutions where feasible.

We are committed to supporting lower-carbon logistics practices by offering carbon-neutral shipping options and partnering with logistics providers that invest in verified emissions reduction and carbon offset programs.

We will continue expanding and strengthening our network of sustainability-focused supplier partners, including organizations with certifications such as EcoVadis, B Corp, FSC, and Repreve, while also prioritizing minority-owned and socially responsible businesses throughout our supply chain.

Additionally, we aim to increase the availability and promotion of eco-conscious product options, recycled materials, and lower-impact packaging solutions to help customers make more sustainable purchasing decisions.

Greenhouse Gas Inventory

Kept is committed to measuring and reducing our greenhouse gas (GHG) emissions as part of our broader sustainability efforts. Our GHG inventory is conducted by our sustainability partner, Green Project Technologies, in accordance with the Greenhouse Gas Protocol.

We track and report emissions across the following scopes:

SCOPE 1

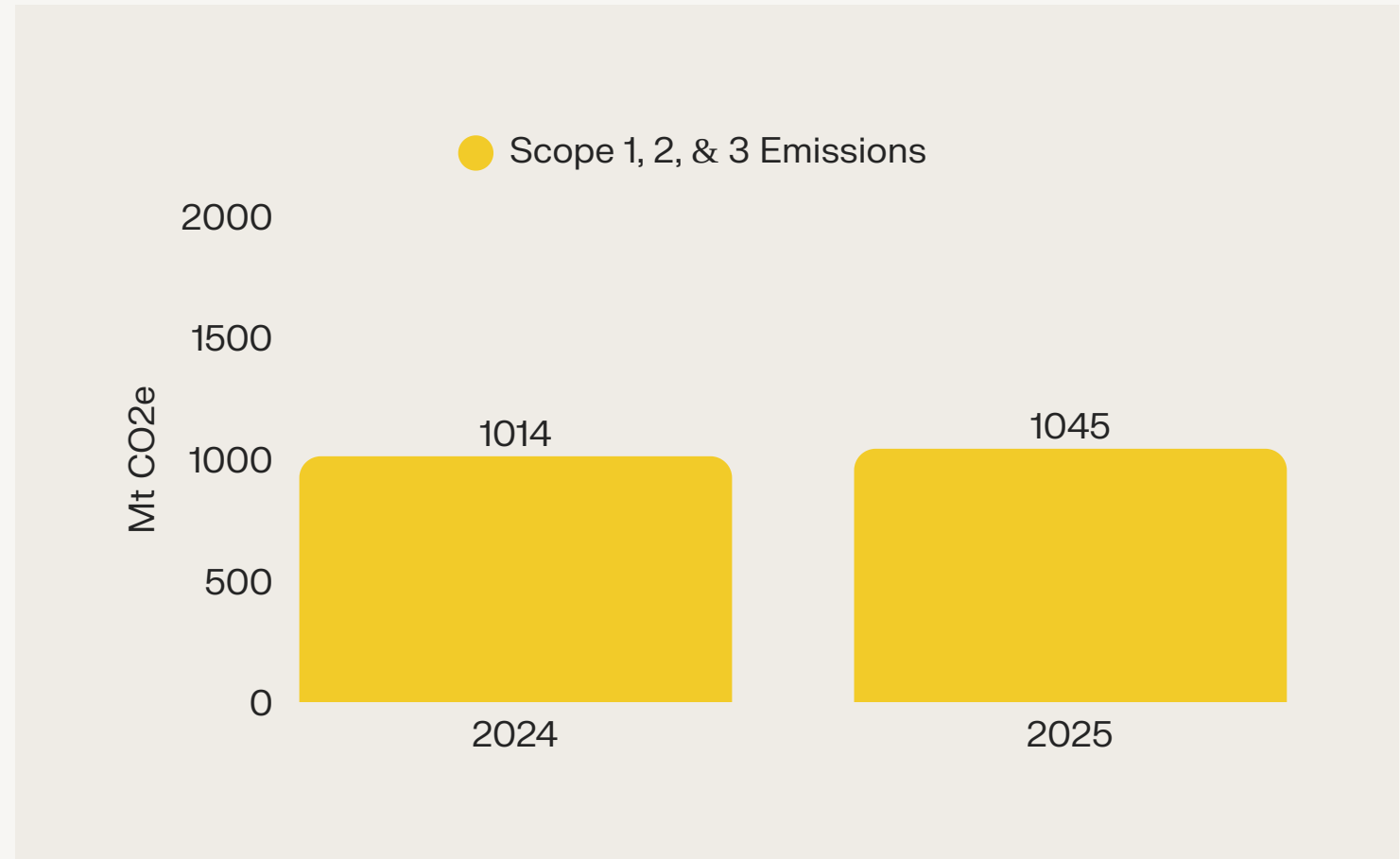
Direct emissions from company operations, including facility fuel usage.

SCOPE 2

Indirect emissions from purchased electricity, steam, heating, and cooling.

SCOPE 3

Indirect emissions from our value chain, including purchased goods & services, waste, transportation & distribution, and employee travel & commuting.



GHG INVENTORY RESULTS

SCOPE	CATEGORY	MT CO2E (LOCATION-BASED)	MT CO2E (MARKET-BASED)	DATA TYPE
1	Stationary combustion	4.02	4,02	Activity
1	Mobile combustion	0	0	Not material
1	Fugitive and processed emissions	0	0	Not material
2	Utilities	3.97	3.97	Activity
3.1	Purchased goods and services	924.06	924.06	Expenditure
3.2	Capital goods	0	0	Not material
3.3	Fuel and energy-related activities	0	0	Not material
3.4	Upstream transportation & distribution	2.71	2.71	Expenditure
3.5	Waste generated in operations*	.77	.77	Estimation
3.6	Business travel	13.23	13.23	Expenditure
3.7	Employee commuting*	5.82	5.82	Activity
3.8	Upstream leased assets	0	0	Not material
3.9	Downstream transportation & distribution	91.12	91.12	Expenditure
3.10	Processing of sold products	0	0	Not material
3.11	Use of sold products	0	0	Not material
3.12	End-of-life treatment of sold products	0	0	Not material
3.13	Downstream leased assets	0	0	Not material
3.14	Franchises	0	0	Not material
3.15	Investments	0	0	Not material
2025 Total		1045.70	1045.70	

Our methodology prioritizes primary activity data while leveraging expenditure data and estimates where needed. Starred (*) categories were calculated for the first time in 2024. We will continue to build on this foundation by improving our data collection and calculation approach to ensure our inventories are as accurate and complete as possible.



Renewable Energy

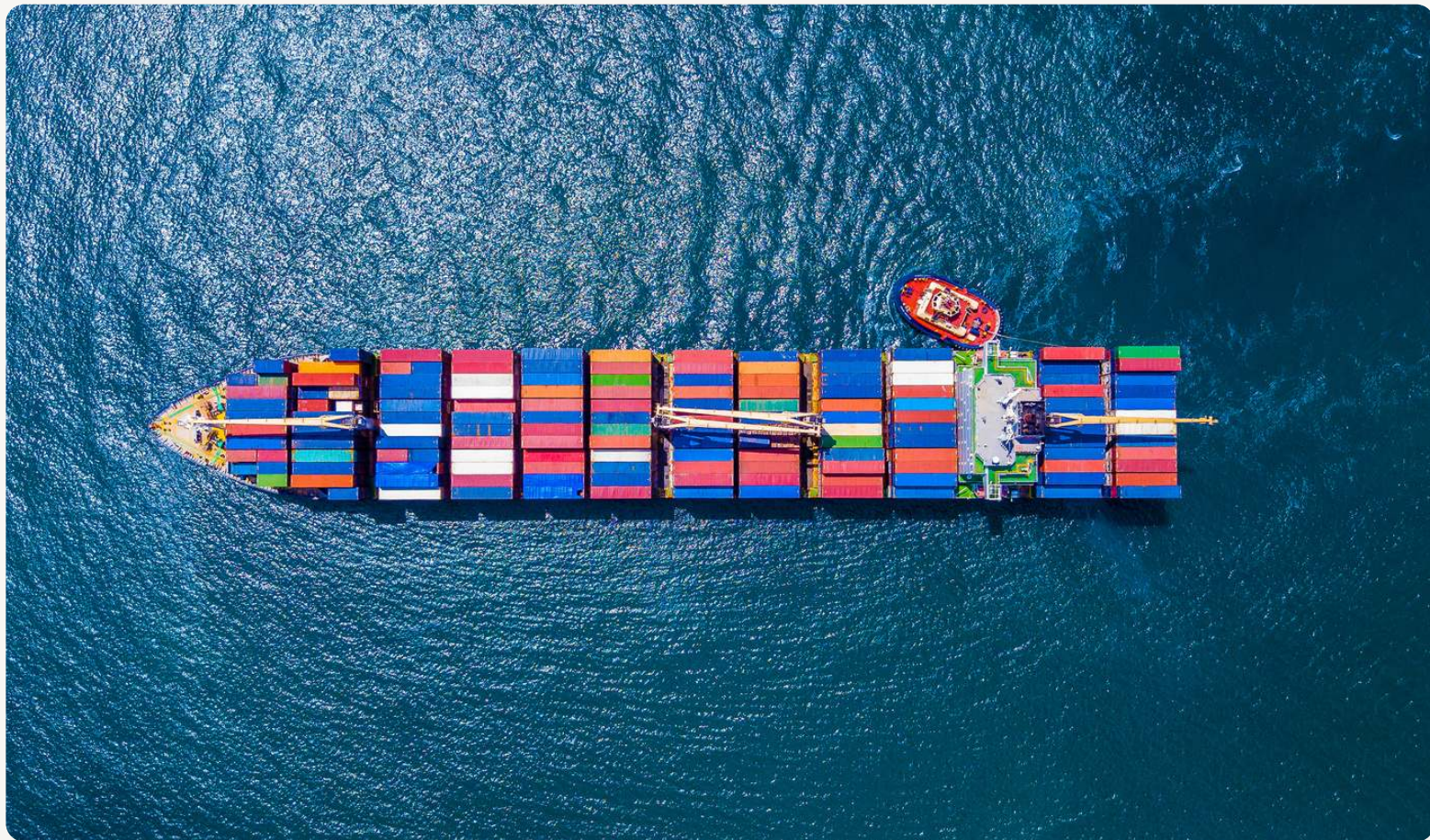
Transitioning to renewable energy is a key pillar of our sustainability strategy. Kept has embraced this responsibility through participation in We Energies' Energy for Tomorrow program, utilizing 100% renewable energy procurement for our office operations in 2025.

This Green-e® Energy Certified program allows us to purchase electricity generated from renewable resources, primarily wind (95%) and solar (5%) facilities located in Wisconsin. While

this choice comes at a premium of 1.158 cents per kilowatt-hour above standard energy rates, it represents a strategic investment in our sustainability goals and provides the added benefit of complete exemption from fuel-cost adjustments.

Additionally, remote employees are incentivized to utilize renewable energy in their home offices and workspaces.

Our participation supports the expansion of renewable energy infrastructure in our region, demonstrating our dedication to environmental stewardship and contributing to a cleaner energy grid for our community.



Carbon Neutral Shipping

As part of our ongoing commitment to environmental sustainability, Kept has implemented carbon neutral shipping through UPS's certified program, allowing us to offset the carbon emissions generated by our package deliveries. This initiative enables us to ship carbon neutral from dozens of destinations worldwide while supporting vital carbon-reducing projects including reforestation, renewable energy development, methane capture, and wastewater treatment

facilities. For a nominal fee per shipment, we ensure that the environmental impact of our logistics operations is minimized without compromising service quality or delivery times.

We are actively exploring similar carbon offset programs with our other logistics partners to further reduce our transportation footprint across our entire supply chain, reinforcing our dedication to responsible business practices and environmental stewardship.



Sustainable Supply Chains

For us, a values-aligned supply chain isn't a trend—it's a baseline. We bring thoughtfulness to every aspects of our offering, from carbon footprint, sustainable materials, eco-friendly packaging to our patented sustainable decorating methods.

SUSTAINABLE AND DIVERSE SUPPLIER NETWORK

Our impact on the environment starts with factory selection and a carefully curated supplier network. That's why we partner with a hand-selected number of certified companies around the world that carry meaningful certifications, including EcoVadis, B Corp, Fair Trade, 1% for the Planet and Carbon Neutral manufacturers whose values reflect our own. These third-party validations reflect our broader commitment to environmental, social responsibility and ethical labor practices.

Our supplier network isn't just a list of vendors, they're our allies in building a better industry.

In addition, we actively seek suppliers that empower minority-owned businesses. This approach not only aligns with our core values, but also helps us foster a meaningful and positive impact on both the community and the planet. It's a reflection of our belief in the power of collective action to drive change.



ECO-FRIENDLY PRODUCT OFFERINGS & DECORATION METHODS

We're constantly expanding our product catalog to include more sustainable options. We are constantly sourcing products that use creative, lower-impact materials—from notebooks made with repurposed waste to packaging crafted from certified organic or responsibly harvested fibers. Certifications like GOTS, FSC, OEKO-TEX, Bluesign, Repreve and USDA Organic help guide these choices, ensuring quality and traceability.

GREEN PACKAGING

Wherever possible, we encourage thoughtful alternatives to single-use packaging—without compromising the unboxing experience. Clients love our creative kitting options, like packing gifts inside a branded backpack or using low-impact packaging materials such as compostable mailers, recycled crinkle fill, and

Logo treatments and decoration methods can attribute to much of our company's environmental footprint, so we take innovating decoration methods seriously. Kept invented and patented a revolutionary sustainable technique for decorating performance fabric called PolyHD in 2011. PolyHD uses 20% less water and 10% less utilities as compared to conventional garment dyeing.

upcycled tape. These small shifts make a big statement. Eco-friendly packaging choices set the tone from the very first impression, reinforcing a brand's commitment to sustainability in a way that's both visible and tangible.



Tiered Supplier Framework

Our impact starts with the company we keep. With a global sourcing network of over 5,000 suppliers, brands, and factories, we've built a tiered supplier framework that helps us focus on what matters most—working with partners who share our values around quality, innovation, sustainability, and social responsibility.

We're shifting more of our purchasing to Tier 1 suppliers—the ones doing things right from the ground up. By prioritizing these partnerships,

we're able to make more intentional choices and deepen our investment in the kind of change we want to see in the world.

We aim to have at least 50% of our spend be with Tier 1 companies in the next 5 years. Tier 1 suppliers have demonstrated tangible commitment to ethical and sustainable business practice through 3rd party certifications (B Corp or EcoVadis Bronze Certifications, at minimum).

Diversity, Equity & Inclusion

Kept proudly supports Diversity. Kept proudly supports Equity. Kept proudly supports Inclusion. We do not shy away from these words—each one is crucially important to who we are and how we grow.

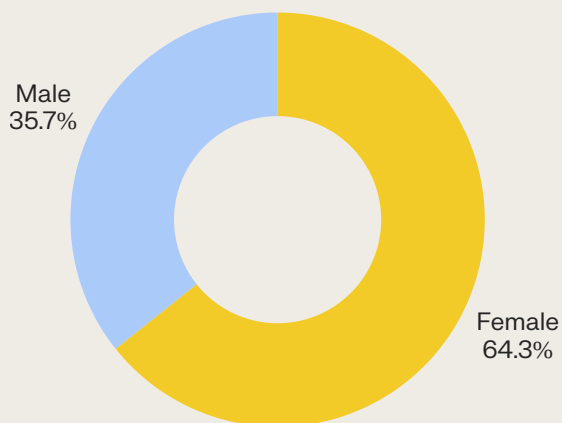
Diversity in thought, experience, and background fuels creativity and innovation. Equity ensures that every team member has access to the resources and opportunities they need to thrive. Inclusion creates a culture where every voice is heard, every person feels a sense of belonging, and all are empowered to be their most authentic selves.

We believe that embedding these principles into every aspect of our business—from hiring

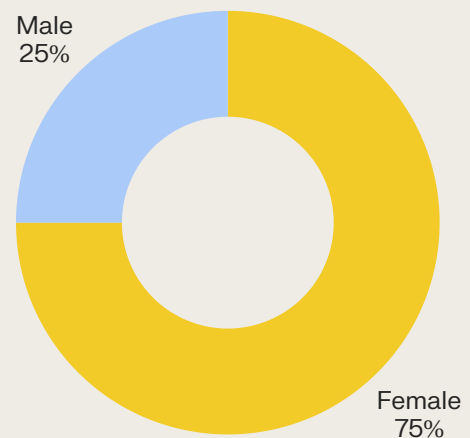
and professional development to supplier partnerships and community engagement—creates a stronger, more sustainable organization. Our inclusive culture is built on respect, collaboration, and the unwavering belief that different perspectives make us better.

Kept is committed to equal opportunity and prohibits discrimination in any form. We welcome and celebrate people of all races, genders, identities, backgrounds, and abilities. As we continue to grow, we are intentional about fostering a workplace that reflects the diverse world around us and propels our mission to do better, be better, and inspire positive change.

EMPLOYEE DEMOGRAPHICS



LEADERSHIP DEMOGRAPHICS





Employee Well-being and Engagement Initiatives

We know that our people are the foundation of our success, and we are committed to supporting their well-being both in and out of the workplace. By creating a culture that prioritizes flexibility, health, and purpose, we aim to foster a workplace where employees feel valued and empowered.

To promote work-life balance, we offer the ability to work from home, providing the flexibility needed to manage personal and professional responsibilities. Our comprehensive benefits package includes health, dental, and vision insurance, short-term disability coverage, and a 401(k) retirement plan to help our team plan for the future with confidence.

We understand the importance of time away from work to recharge and refocus. That's why we offer paid time off, along with Volunteer Paid Time Off—encouraging employees to give back to the causes that matter most to them.

By investing in our employees' well-being and creating meaningful opportunities for engagement, we're building a connected, motivated team that drives lasting impact—for each other, for our customers, and for our communities.



Community Programs and Nonprofit Partnerships

Kept believes that being a responsible business means investing in the communities where we live and work.

To empower our team to give back in meaningful ways, we offer Volunteered Time Off (VTO), encouraging employees to support the causes they care about most. We believe in making space for purpose-driven work both inside and outside of the office.

Each year, we also celebrate our commitment to giving by selecting one employee to choose a nonprofit organization to receive a company donation on their behalf. This annual tradition allows us to amplify the passions of our team and support the causes that matter most to them, reinforcing our belief that community impact starts with individual action.



Governance Policies, Roles and Responsibilities

At the core of our operations is a strong governance structure that prioritizes transparency, ethical behavior, and accountability. Our governance framework is reinforced by a comprehensive Code of Conduct and a robust set of company policies that guide our day-to-day decisions and long-term strategies.

We maintain clear policies around anti-bribery, equality and diversity, workplace and remote harassment prevention, and sustainability. These are outlined in our Company Handbook and supported by mandatory training modules to ensure all team members understand their

responsibilities and uphold our standards across every environment—whether remote or in person.

Roles and responsibilities are clearly defined, with leadership accountable for policy implementation and ongoing risk management. Our leadership team works together to maintain a culture of integrity and continuous learning, ensuring our practices align with evolving regulations and industry best practices. This includes our commitment to ethical sourcing, sustainable supply chains, and meaningful efforts to reduce our carbon footprint.

GOVERNANCE

Our governance policies ensure ethical business practices, compliance, and accountability across all operations. The table below outlines our key policies along with their scope and implementation at Kept.

POLICY / GUIDELINE	WHAT'S INCLUDED	WHO IT AFFECTS	HOW IT'S IMPLEMENTED
COMPANY POLICIES	Covers professional expectations around remote work, communication, video call etiquette, working conditions, and flexible scheduling.	All employees	Communicated during onboarding and reinforced through team leadership and operations.
ANTI-BRIBERY POLICIES	Prohibits offering or accepting bribes, including cash, gifts, or kickbacks. Requires compliance with anti-bribery laws and emphasizes ethical conduct.	All employees, contractors, and agents	Annual training, detailed record-keeping, and confidential reporting protocols.
COMPANY HANDBOOK	Comprehensive guide covering employment policies, benefits, time off, conduct, equal opportunity, safety, and workplace standards.	All employees	Distributed at onboarding; accessible for ongoing reference; updated periodically.
DIVERSITY, EQUITY, & INCLUSION	Promotes an inclusive workplace free of discrimination and fosters diverse hiring, mentorship, and career advancement practices.	All employees and leadership	Enforced through hiring practices, DEI workshops, and mentorship programs.
DATA PRIVACY POLICY	Protects confidential information, ensures secure handling of personal and customer data, and sets expectations for data use and storage.	All employees	Policies embedded in employee conduct standards and reinforced via leadership oversight.
ENVIRONMENTAL SUSTAINABILITY GUIDELINES	Encourages energy conservation, waste reduction, responsible sourcing, and emission reduction across operations and procurement practices.	Employees, suppliers, & operations teams	Promoted through internal best practices, supplier audits, and annual ESG assessments.

THANK YOU FOR READING!

KEPT

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POWERED BY

