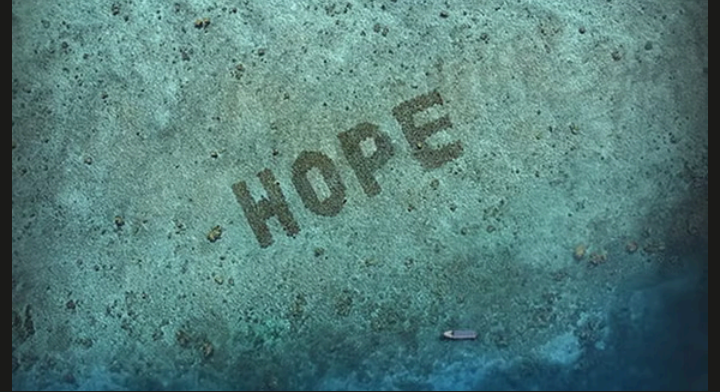


About Sheba Hope Grows™

Today, the world's coral reefs, often called the 'rainforests of the sea,' are in critical danger. Scientists estimate 90% of the world's tropical reefs will be gone by 2043 if the world does nothing (ICRI), potentially threatening 25% of all the world's marine life (EPA) and impacting the nearly one billion people worldwide that benefit either directly or indirectly from the ecosystem services coral reefs provide (NOAA).

Since restoration efforts began in 2011, Mars Sustainable Solutions (MSS), which the SHEBA Hope Grows™ program supports has established 72 reef restoration sites in 12 countries including Indonesia (Hope Reef), Hawai'i, The Maldives, and Australia, as well as 60 coral reef restoration partnerships around the globe (data monitored by the MSS team and MSS partner network, MSS Impact Report, 2024, p16).



SHEBA® 24 Count Hope Multipack

This 24-count multipack featuring artwork of a healthy coral reef on the box and a QR code to learn more about the brand's commitment to coral restoration. This multipack made of SHEBA® PERFECT PORTION™ tubs contain sustainably and responsibly sourced fish.

Our cardboard can be flattened and recycled. After opening a SHEBA® PERFECT PORTION™ tub, discard lid and serve. The plastic tubs are a #5 plastic and can be rinsed and recycled in certain localities (*check locally*). Please visit www.how2recycle.info for more information on how to clean and recycle plastic containers.

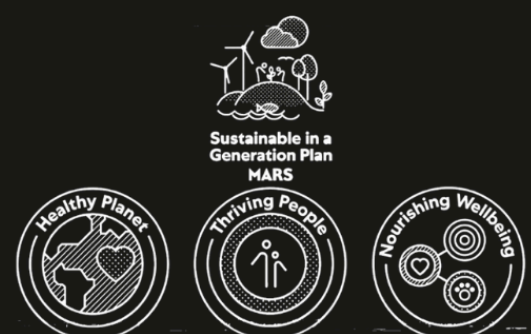




Our Sourcing Commitments

The SHEBA® brand is committed to sustainably and responsibly sourcing fish in our products. We prioritize our sourcing from the well-known certifications, MSC and ASC.

- MSC (Marine Stewardship Council) sets standards for all wild caught fish and define the best practices as being “sustainable”. This is what we call “sustainably sourced fish”.
Learn more here.
- ASC (Aquaculture Stewardship Council) sets standards for all farmed fish and define the best practices as being “responsible”. This is what we call “responsibly sourced fish”.



Proudly part of **MARS**

We're taking actions like this so you can be confident that the seafood in our recipes is fished or farmed in ways that help support the health of our oceans now and for future generations.

Krill Commitment

Since 2024, at least 90% of the fish used in our SHEBA recipes globally is sustainably or responsibly sourced, certified by the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC). This commitment supports responsible fishing practices and plays a vital role in protecting our oceans for future generations.

In 2024, the brand took this commitment a step further by pledging to not directly source krill for our products. Krill are a critical species in the marine ecosystem, serving as a vital food source for many sea animals and threatened species, including whales, penguins, and seals in the Antarctic. However, krill faces increased threats from the impacts of ocean warming and the loss of sea ice. By making this new commitment, we aim to protect the species and the marine life they support.