

# BlueTriton VIDEO SCRIPT

**Title slide:** Ed Ferguson  
Chief Sustainability Officer  
[BlueTriton Brands](#) (now [NewCo](#))

## Opener/Attention grabber

(Audio only – Ed’s voice with watery sound effects)

**It's not about the bottle, it's about what's inside.**

## Personal story

**Hi, I'm Ed Ferguson. Chief Sustainability Officer over at BlueTriton Brands. Healthy hydration for us begins at the source.** I grew up in a highland desert, so I've always been aware of the water I drink. This is my water bottle I carry everywhere with me. I love experiencing the taste differences and seeing the stewardship that comes to life in each region that we operate.

## What makes BlueTriton unique and visionary?

What's unique about BlueTriton is the fact that **we are integrated** all the way from the spring to people's doors. **It starts with water stewardship**, which includes land conservation and protecting water quality. We manage everything up from the source water all the way through the package at its end of life, whether that package goes into recycling streams or back as a reusable, our goal span that entire value chain. **Our supply chain includes items like carbon footprint, managing our footprint and setting a science-based target.** And then it's end-of-life maturing. **The materials used for packaging and distribution are circular.** So those materials don't become waste. They have a second life.

## Sustainability is core to the business

**Sustainability is part of the business.** We had a chance to re-baseline how we monitored and tracked progress on sustainability initiatives. **We overhauled our entire ERP system**, and it gave us an opportunity to reflect on what does the **future of sustainability and ESG disclosures** look like and how do we best prepare ourselves for it. The more informed consumers are, the more they will push and pull for sustainability advancements.

## Enter SAP Sustainability solutions

Compliance is the first checkbox that SAP meets. SAP plays the role of aggregating our information for reporting top-down. The first product that we integrated from a sustainable data management system from SAP was **sustainability control tower**. It really helped to deliver the fundamentals of understanding organizational wide greenhouse gas emissions, which we had never done before.

That was a **strong foundation** for us to understand our top-down **footprint from our greenhouse gas emissions** as well as some of our safety and compliance monitoring efforts.

The system has given us the ability to not just measure for the first time but **take those insights down to the site level** so we can communicate back to factory managers how they are doing individually as a site versus the corporate on itself or the corporate as a whole. **Carbon footprint accounting mirrors and builds upon so much of financial accounting** that they need to be integrated. It's not too different of how you calculate your financial performance versus how you account for your carbon and greenhouse gas footprint. You need to be able to pivot to look at long-term forecasts and use your baseline data to track historical trends and simulate different extrapolations of what the future may look like. The next big step for us is to understand, from a sustainability standpoint, **impact metrics at the product level**. To communicate that information and feedback to our customers and then people who enjoy our products is gonna be paramount for the future.

## What does the future hold?

AI plays a more active role in some of the scenario analyses, whether it's creating a company model and simulating what may happen in the future with temperatures, consumer preferences, even economic variables. Running these different aggressions and really measuring some of these uncertainties. AI is a **tool to drive human creativity and efficiencies**. Understanding the product level attributes of what the impact of someone consuming is gonna be paramount. So, getting those tools into individuals' hands can really **unlock human potential** behind what we do as a business.

Healthy hydration is not just the product people are consuming, but ultimately where it comes from and the **conservation efforts** that help protect the long-term viability of quality and access to water in those regions. Our vision is healthy hydration for everyone everywhere, always.