



Mars Invests in Launch of New Livelihoods Carbon Fund

McLEAN, VA (June 30, 2021) — The business has joined forces with 13 other companies and investors to help create the 3rd Livelihoods Carbon Fund (LCF3).

The company's investment in the €150m fund through 2044 will support carbon reduction projects coupled with strong social and economic impact for local communities.

LCF3 is aiming to improve the lives of 2 million people and will invest in large-scale projects to promote sustainable farming practices and restore natural ecosystems. In return, those involved - including Danone, Chanel, McCain Foods, and L'OCCITANE Group - will receive an estimated 30 million carbon credits over the duration of the fund.

Mars, through its Sustainable in a Generation Plan, is actively engaged in reducing carbon emissions in our value chain and will use credits like those from LCF3 to help neutralize the impact of any residual emissions it cannot remove.

For more details on the LCF3 project click [here](#).

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About Mars, Incorporated

For more than a century, Mars, Incorporated has been driven by the belief that the world we want tomorrow starts with how we do business today. This idea is at the center of who we have always been as a global, family-owned business. Today, Mars is transforming, innovating and evolving in ways that affirm our commitment to making a positive impact on the world around us.

Across our diverse and expanding portfolio of confectionery, food, and petcare products and services, we employ 133,000 dedicated Associates who are all moving in the same direction: forward. With \$40 billion in annual sales, we produce some of the world's best-loved brands including DOVE®, EXTRA®, M&M's®, MILKY WAY®, SNICKERS®, TWIX®, ORBIT®, PEDIGREE®, ROYAL CANIN®, SKITTLES®, BEN'S ORIGINAL™, WHISKAS®, COCOAVIA®, and 5™; and take care of half of the world's pets through our pet health services AniCura, Banfield Pet Hospitals™, BluePearl®, Linnaeus, Pet Partners™, and VCA™.

We know we can only be truly successful if our partners and the communities in which we operate prosper as well. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire our Associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive.

For more information about Mars, please visit www.mars.com. Join us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

**The world we
want tomorrow
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do business today**

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