



OCEANA Protecting the
World's Oceans



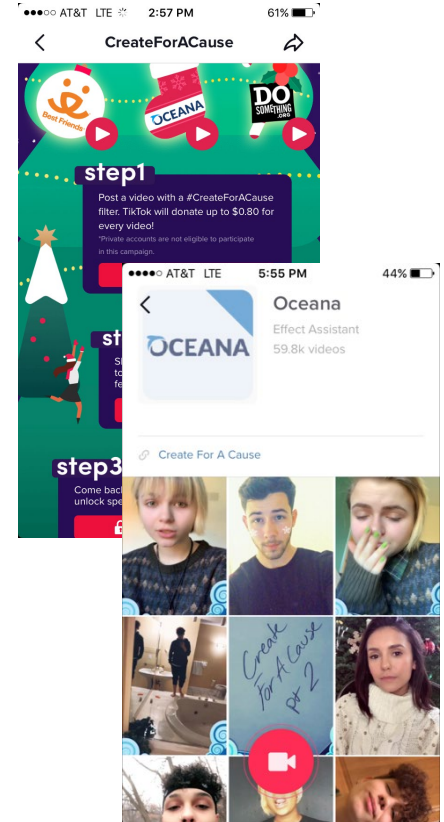
Demonstrating Purpose is Good for Business

Did you know there's a significant correlation between a company's Purpose score and consumers' spending behavior and attitude towards that company?*

- 71% correlation between Purpose and consumer willingness to try new products.
- 71% correlation between Purpose and consumer willingness to switch to a Purpose-led company's products.
- 68% correlation between Purpose and consumer willingness to forgive a company for its missteps.

We work collaboratively on purpose-driven partnerships that meet our partners' goals across marketing, events, PR, CSR, internal communications, and more.

*Source: Porter Novelli, *The Purpose Priorities Report*, October 2022



Oceana Signature Events: BMW at the SeaChange Summer Party

BMW of Southern California's multi-year support for the SeaChange Summer Party highlighted BMW's hybrid series vehicles and allowed the brand to generate interest and consideration among its target audience.

Partnership activities included:

- VIP table
- Vehicle displayed at event
- Vehicles used for VIP transportation
- Vehicle featured in event auction and associated email promotion
- 2-page full color spread in event program book
- Logo on step and repeat
- Acknowledgement from stage and screen
- Spotlight in pre- and post-event press



Anker is Oceana's Recharge Partner

In April 2023, Anker became Oceana's Recharge Partner, supporting Oceana campaigns to reduce plastic pollution, protect marine life and habitats, and more.

Partnership activities include:

- Oceana integration into Anker's ["Recharge the Future" ESG page](#)
- Recording a welcome video to Anker stakeholders
- Attending a press event in support of Anker's ESG work
- Creating custom virtual adoption certificates - print and digital - for distribution to Anker stakeholders and key customers
- Use of Oceana marks in marketing and advertising
- Use of Anker product - including power stations and solar panels - for Oceana outreach activities
- Social media acknowledgment

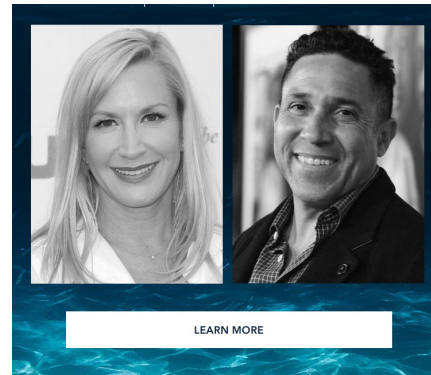
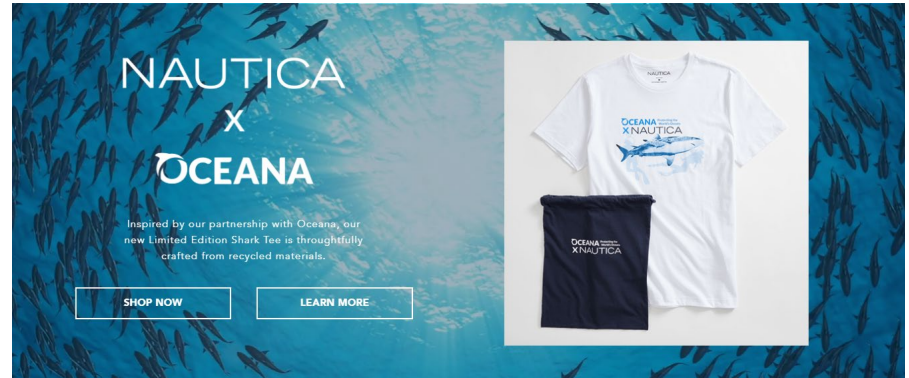


Customer Driven Donations with Nautica's Give Change to Make Change Program

Nautica's Give Change to Make Change Round Up program allows customers to round their purchases to the nearest dollar – or make a donation of any amount – when checking out at Nautica.com or at Nautica-owned retail stores in the U.S.

Other partnership activities included:

- Product collaborations
- Videos featuring Oceana Board Members Ted Danson and Maya Gabeira, celebrity supporters Angela Kinsey and Oscar Nunez, and CEO Andy Sharpless
- Giving Tuesday social media video featuring Dylan Efron
- Social media contests featuring Oceana photos and content from Oceana's Marine Animal Encyclopedia
- Social media collaboration with other Oceana corporate partners, including a Discovery Channel promotion leading up to Shark Week
- Use of Oceana messaging and photos to promote the Round Up program in Nautica-owned retail outlets
- In-kind product gifting at Oceana events



Protecting Sharks and Highlighting Squalane with Biossance

Since 2020, Biossance has partnered with Oceana to support our campaigns to protect sharks and other marine species and highlight how sugarcane-based squalane in beauty products is a good alternative to squalene derived from shark liver oil. The partnership is communicated through product collaborations, social media, events, customer rewards and marketing communications.

Partnership activities include:

- Co-branded product kits with gifting to Oceana influencers
- Gifting of Oceana symbolic adoptions to members of The Clean Crew, Biossance's loyalty program
- Virtual Beauty Masterclass with Biossance and Sephora
- Round-up-to-donate on Biossance.com
- Oceana speaker at Biossance events
- Oceana gala integration, including attendance by Biossance staff and influencers
- Instagram livestreams with Oceana staff



Oceana @oceana

Today, our partner @Biossance announced the winners of its Clean Academy Impact Award and @jvn has a special thank you to all of you who participated. Learn more about the winners and follow their journey: bit.ly/2HaJ7C5



Commercial Co-Venture with TOMS

Through its Animal Initiative program, TOMS created two custom collections that raised awareness and funds for Oceana's work to protect sea turtles and whales.

Partnership activities included:

- Collaboration around co-branded product design
- Window displays and in-store execution at retail locations globally
- Acknowledgment across Oceana-owned digital channels, including social media
- Product placement in custom photoshoot
- Press events in Los Angeles, London and Amsterdam
- Launch event co-hosted by Oceana supporters Angela Kinsey and Kate Walsh
 - 93M media impressions earned
- Product inserts and catalogue placement



Discovery Shark Week x Nautica



In 2022, we worked with Nautica and Discovery during Shark Week to record underwater cinematographer & photographer, freediver, and shark diving expert André Musgrove. The goal of this video was to reframe how the world views sharks and support a #FinBanNow in the U.S.

Oceana Victory: In December 2022, the U.S. Senate passed the [James M. Inhofe National Defense Authorization Act for Fiscal Year 2023](#), which includes a ban on the buying and selling of shark fins in the United States.

[Nautica x Shark Week Capsule Collection](#)

[Nautica x Shark Week Video](#)

