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**CREATE A GARDEN OF GOODNESS: RECYCLE YOUR BABYBEL®
PACKAGING FOR A CHANCE TO WIN
A GARDEN BUNDLE FOR YOUR COMMUNITY**

Babybel® and TerraCycle® Partner to Award a New Garden to a Local Community

TORONTO, May 11, 2021– Bel Group today announced the Babybel® Garden of Goodness Contest in partnership with international recycling leader, TerraCycle®. The national recycling initiative calls upon Babybel customers to recycle their Babybel® cheese wrappers and help win a garden bundle for a local community.

How to enter the Babybel® Garden of Goodness Contest:

1. Sign up to join the Babybel Recycling Program at <https://www.terracycle.com/en-CA/brigades/babybel-en-ca>.
2. Collect Babybel® cheese wrappers.
3. Ship the collected packaging to TerraCycle using a free, prepaid shipping label.
4. Earn recycling credits for each unit[†] of eligible Babybel packaging sent to TerraCycle.
5. Encourage friends and family to vote for your community to earn additional contest credits.

The top two participants who receive the most recycling credits and votes by the end of the contest period will win a community garden bundle including a bird feeding table, large flower planters, planter boxes, bird nest boxes and a composting bin.

“Through our partnership with Babybel, we are providing a free, easy way for consumers to enjoy their favorite snacks while responsibly disposing of their wrappers,” said Tom Szaky, CEO, TerraCycle. “By participating in the Babybel Garden of Goodness Contest, consumers have the unique opportunity to spread some joy in their community and teach future generations about the importance of being good to the planet.”

Concluding on August 2, each unit[†] of Babybel® packaging sent to TerraCycle will earn five recycling credits. Participants can also invite their network to vote for them once per day per person. Each vote will earn one garden credit for the participant. The top two participants with the highest combined totals of recycling and garden credits will be named the winners and each will receive a garden bundle made from recycled waste.

The [Babybel® Recycling Program](#) is open to any interested individual, school, office, or community organization. For each piece of packaging sent in using a pre-paid shipping label, participants earn

points that can be translated into charitable prizes or cash donations to the school or charity of their choice. For more information on TerraCycle's recycling programs, visit www.terracycle.ca.

† A unit is defined as 4.5 grams of used, post-consumer Babybel® packaging.

About Bel Group and Bel Canada

Bel is a global family-run company piloted by its fifth generation of family leadership. Now over 150 years old, Bel is the world's top player in the cheese portions category and a major player in the healthy snacking market. Bel wishes to contribute to building a positive agro-industrial model with all its stakeholders, one that favours healthy, sustainable and inclusive eating. Through its portfolio of iconic and international brands, such as The Laughing Cow®, Mini Babybel®, Boursin® and more than 20 other brands that are leaders in their local markets, Bel offers consumers in more than 120 countries a range of healthy snacks and culinary solutions, enabling everyone to enjoy the benefits of dairy and fruit products.

The Bel Canada subsidiary was established in 2005 to promote the development of the Group's activities in Canada. Two of its main brands—Boursin® and The Laughing Cow®—are produced in Canada through subcontracting partnership agreements with local dairy processors. The Mini Babybel® plant in Sorel-Tracy is the first production facility operated directly by Bel in Canada. For more information, visit www.bel-canada.ca.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.ca.

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