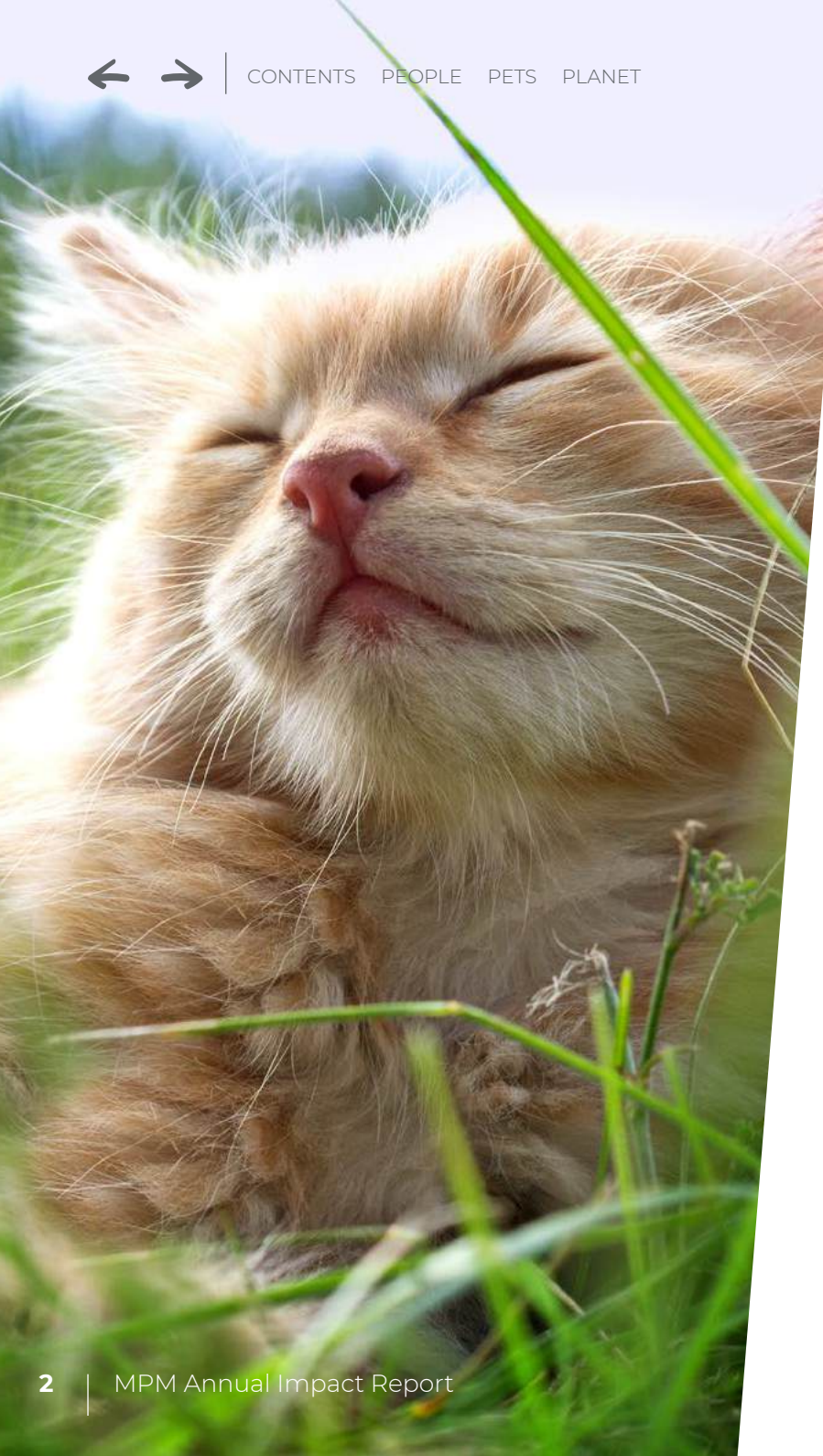


Paws For Thought





Paws for thought

When we first embarked on the rigorous certification process that brought us into the B Corp family, we understood that this independent, in-depth review of every aspect of our business would allow us to remain true to our purpose and continue to evolve alongside our partners and stakeholders. Now, having successfully recertified, we are proud to demonstrate the tangible progress we've made while remaining committed to continuous improvement.

Over the past three years, we have worked diligently to build upon our initial certification, striving to enhance our impact across all areas of our business. This year (2024), our recertification process has reinforced our focus on accountability, transparency, and responsibility – values that remain at the heart of both our mission and our B Corp journey.

In 2024, like many businesses, we have continued to navigate complex global supply chain challenges and shifting market conditions. However, our resilience has enabled us to not only overcome these obstacles but also achieve significant milestones:

- Successfully completing our first B Corp recertification, reaffirming our commitment to ongoing improvement.
- Maintaining double-digit year-on-year growth, demonstrating our ability to thrive in a dynamic landscape.

As we move forward, we remain deeply aware that being a B Corp is not just a certification – it is a commitment to pushing ourselves further every day. The challenges of an ever-changing world provide us with even greater opportunities to lead with purpose.

It is an honour to lead a B Corp business, and with that comes the responsibility to uphold the high standards that certification represents.

The entire MPM team remains dedicated to that journey, ensuring that we continue to make a meaningful impact on our people, our communities, and our planet.



Julian Bambridge
Chief Executive Officer

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Our brand values

Our Proposition

Simply better pet food made with natural ingredients you can see

Our Belief

There's got to be a better way

Our Values

Transparency
Simplicity
Responsibility

Our Soul

Seeing is believing



Our mission

To enrich the lives of pets and their owners through visibly better pet food





Our story

Our brands are now sold in over **50 countries around the globe.**
We have offices in the UK, the USA, Australia and China.

2002
MPM PRODUCTS FORMED

2006
APPLAWS LAUNCHED IN UK SPECIALITY STORES

2008
ENCORE LAUNCHED IN UK GROCERY STORES

2010
MPM LAUNCHED THE WORLD'S FIRST SEE-THROUGH POUCH

2012
APPLAWS LAUNCHED IN AUSTRALIA AND CHINA

2014
APPLAWS LAUNCHED IN USA

2016
MPM SOLD TO ECI

2017
REVEAL LAUNCHED IN USA GROCERY STORES

2019
ENCORE REBRANDED AND RELAUNCHED

2020
MPM SOLD TO 3i

2020
TASTE TOPPERS LAUNCHED IN USA & UK

2021
A PROUD B CORP™

2022
PSC ACCREDITED

2024
B CORP™ RECERTIFICATION



Certified

 Corporation

What is a B Corp?
 Click here to find out more

A proud B Corp

We know that a B Corp has to be committed to continuous improvement. Since receiving our accreditation in 2021, we've worked hard to embed the B Corp Impact Assessment into our business, evaluating our practices in relation to governance, our people, our community, the environment and our customers. It may sound dry, but what that means in practice is amazing.

In short we're committed to earning the trust of all of our partners – suppliers, customers, and our own people – because we know using business as a force for good has the power to change the world for the better. Not just for us, but for the pets we love too.



B Corps are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers community, and the environment.



B Corps have a framework to measure progress against. The standards are reviewed every three years.



B Corps join a community of leaders using business as a force for good.

Commitment in action...

2024 was all about our focus on B Corp recertification. We dedicated our efforts to gathering data, measuring our progress, and ensuring that we continued to make a meaningful impact in everything we do.

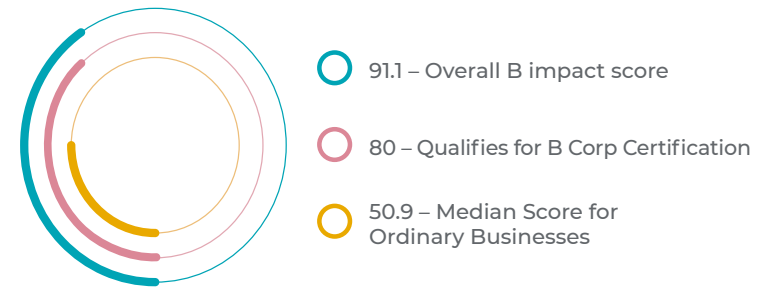
Stretch goal: Reach a score of 100 by 2024

We set ourselves an ambitious target of 100 points. Although we did not fully reach this goal, the MPM company-wide culture, driven by a competitive 'can-do' attitude, has led to an impressive improvement of 9.9 points, taking our score from 81.8 to 91.1.

This significant progress reflects our collective effort and commitment to continuous improvement.



2024 B impact recert score



Based on the B Impact assessment, MPM Products Ltd earned an overall score of 91.1. The median score for ordinary businesses who complete the assessment is currently 50.9.

	Impact Areas	2021		2024
	Governance	16.6	↓	16.3
	Workers	28	↑	32.4
	Community	15.9	↑	16.9
	Environment	17.5	↑	21.6
	Customers	3.7	↑	3.8



Pet Sustainability Coalition (PSC)

Industry Impact

PSC is dedicated to creating a more sustainable pet industry, pioneering systemic change in the global pet industry. We advance thought leadership and strategic support to the industry.

Our Commitments

Since 2021 we continue to actively engage, collaborate & share knowledge with PSC and its members. That is why we have been recognised as a “Top Performer” during 2024/2025.

Who are PSC?



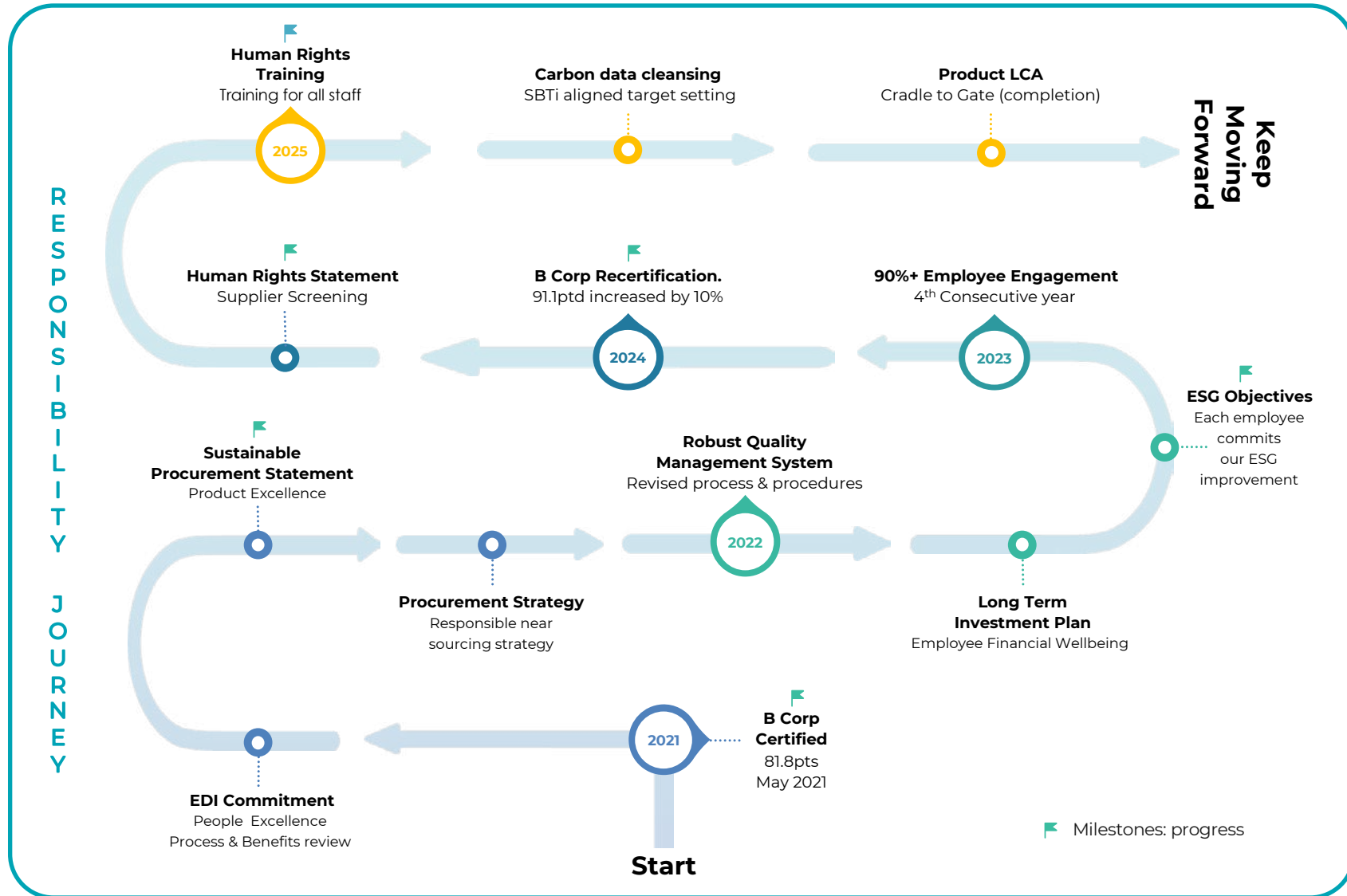
[Click here to find out more](#)



Icon member



ESG key milestones - since 2021





Commitments, recognition & awards

At MPM, we are committed to making a positive impact on the pet food industry. Our purpose centres around sustainability, business practices, and social responsibility.

As a certified B Corp, a partner of the Pet Sustainability Coalition (PSC), and a global living wage employer, we continuously strive to create a better future for people, pets and the planet.

Our Commitments



Recognition



Awards



Meet our investors...

Being transparent about our investors is important to us and we're proud to be backed by 3i. Founded in 1945, 3i's original purpose was to contribute to rebuilding post-war Britain by providing growth capital to small businesses. The responsibility that came with that original purpose still guides their behaviour today.

3i itself is a small organisation with a limited direct impact on the environment and sustainability. But their impact on the environment and society is amplified through 3i's portfolio of investee companies. 3i invests selectively in a few businesses each year, carefully considering the environmental and social impact of investee companies' activities, and the consequences of its actions on stakeholders.

3i has built a strong reputation by investing responsibly, and by operating according to high standards of conduct and behaviour. This has been achieved through a focus on strong governance both at 3i and its investee companies, and through the implementation of 3i's approach to Responsible Investment.

[Sustainability - 3i Group - 3i Group plc](#)

Investing in our people

In 2022 we introduced a Long-Term Investment Plan (LTIP) scheme across the business for our people. All full or part time employees who've been with the business for at least 12 months can benefit from the equity value of MPM, helping us attract, reward and motivate our people.

Meet our senior team...



Julian Bambridge
**Chief Executive Officer
(Global)**



Kim Sines
**Chief Executive Officer
(USA)**



David Millward
Chief Financial Officer



Samantha Greenwood
Chief Marketing Officer



James Bracewell
Chief Operations Officer





Our recipe for success

We are proud to continue the legacy of our co-founders, who believed pet food should be free from artificial additives and fillers. They knew there had to be a better way - and we do too.

In 2024, we continued our strong track record of bringing exciting innovation to market. Our incredible teams, who work cross-functionally in bringing new products to pet parents all over the world, made it a record year for ensuring their beloved pets could enjoy MPM's signature high quality, natural products in a variety of new ways.

The expansion of our range included not just new flavours, but also entry into new categories, expanding our appeal by including new offerings across life-stages, cat hydration (broths) and a variety of treat formats.

2024 also marked a major milestone with the successful execution of the Applaws rebrand across all our markets, reinforcing our leadership in the natural premium cat food

segment. Our new look delighted both our loyal shopper base and continues to attract new shoppers into the brand.

As a proud B Corp, sustainability remains a top priority for our team and this year's recertification reaffirmed our commitment to responsible business practices. We consider everything from design to potential supply chain efficiencies across all our projects so that we can continue our efforts to reduce packaging and further minimise our impact on the environment.



Samantha

Samantha Greenwood
Chief Marketing Officer

Innovation at the core...



Our financial statement

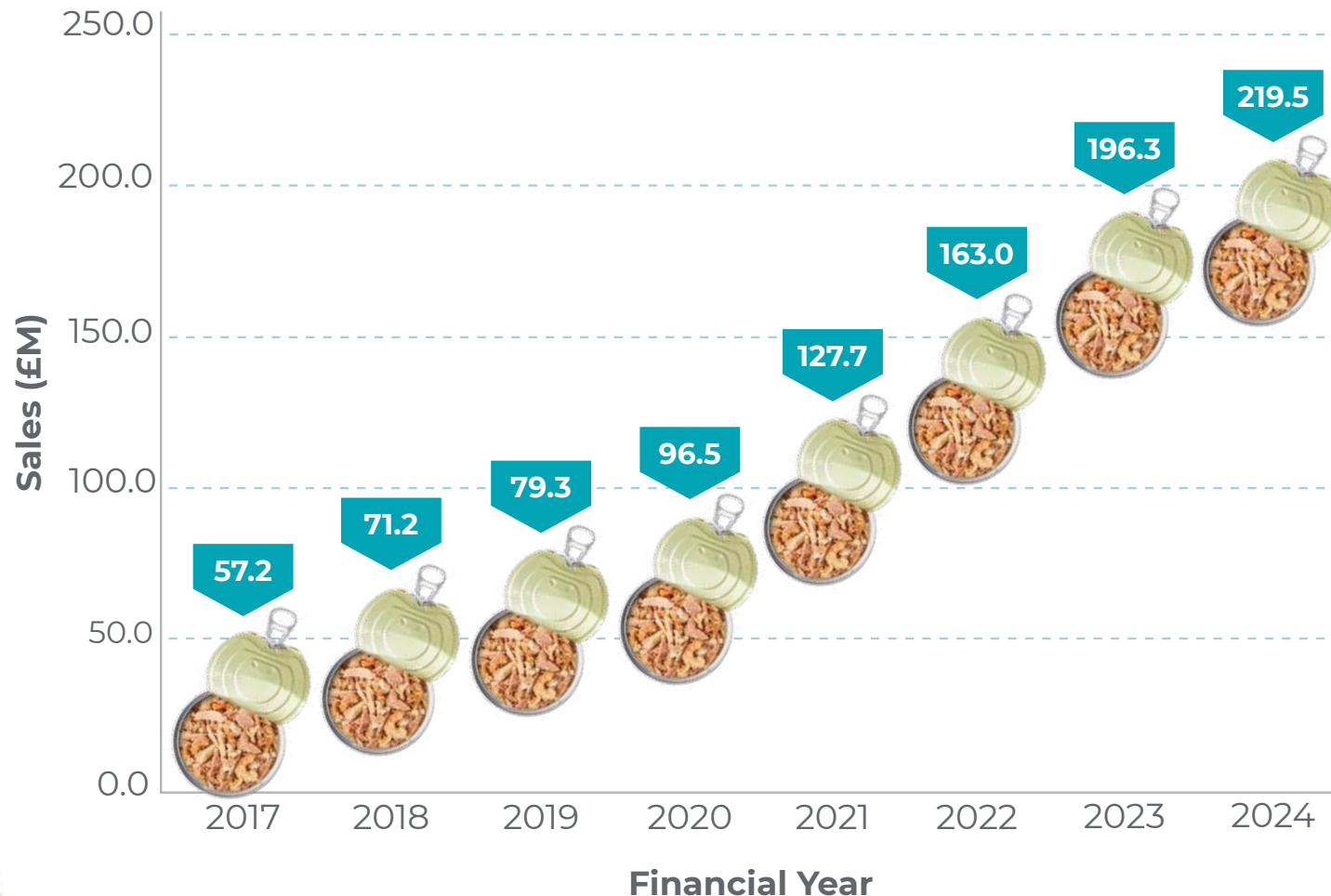
2024 has been another year of strong financial performance, marked by substantial revenue and profit growth. Our double-digit growth has been driven by our diverse portfolio and our ability to rapidly bring innovation to market, ensuring we continue to meet the evolving needs of pet parents worldwide.



Dave

David Millward
Chief Finance Officer

Group revenue from 2017 to 2024 (£'m)



People, pets and planet at the heart of everything we do

People

Our people – employees, customers, suppliers and distributors – make us the company we are. We know that treating them well will allow our brands to flourish.



Pets

Pets are precious to us. We're here to enrich their lives (and their owners' lives) by providing visibly better pet food. They are the heart of our mission.



Planet

What could be more precious than the planet we share? We know we have to be conscious of our impact on it – and strive to make that impact positive.



People

We believe that if we look after our people – and that means everyone from our customers to our employees, suppliers and distributors – then the brands will look after themselves.



Our employee rewards & recognition

At MPM, **we care about our employees**, how we train and develop our teams, and how we get the best from everyone. We **value their well-being** and we always strive to make sure that we look after their needs.



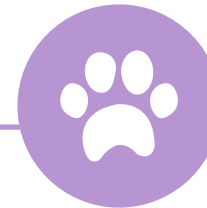
LTIP

All eligible employees now get access to a Long-Term Incentive Plan (LTIP) giving them a stake in our business. That's equity in action.



Pension

All employees will be auto-enrolled after 3 months into our pension scheme, in order to prepare for their future.



Discount

At least 40% discount across all of our products, up to the value of £100 per month.



Salary

We offer competitive salaries, as well as an annual salary review.



Bonus

We have a discretionary annual bonus, dependent on the level of company and employee success.

Investing in our people...

At MPM, **we care about our employees**, how we train and develop our teams, and how we get the best from everyone.



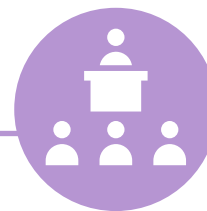
Learning & development

- Sponsorships
- Professional qualifications
- Apprenticeships



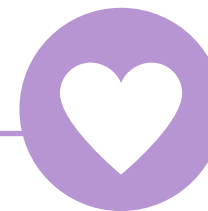
International travel opportunities

- 4 global offices
- Supplier visits
- Customer visits
- Global trade shows



On demand training

- Job upskilling
- Life skills
- Expert industry training
- Legal compliance



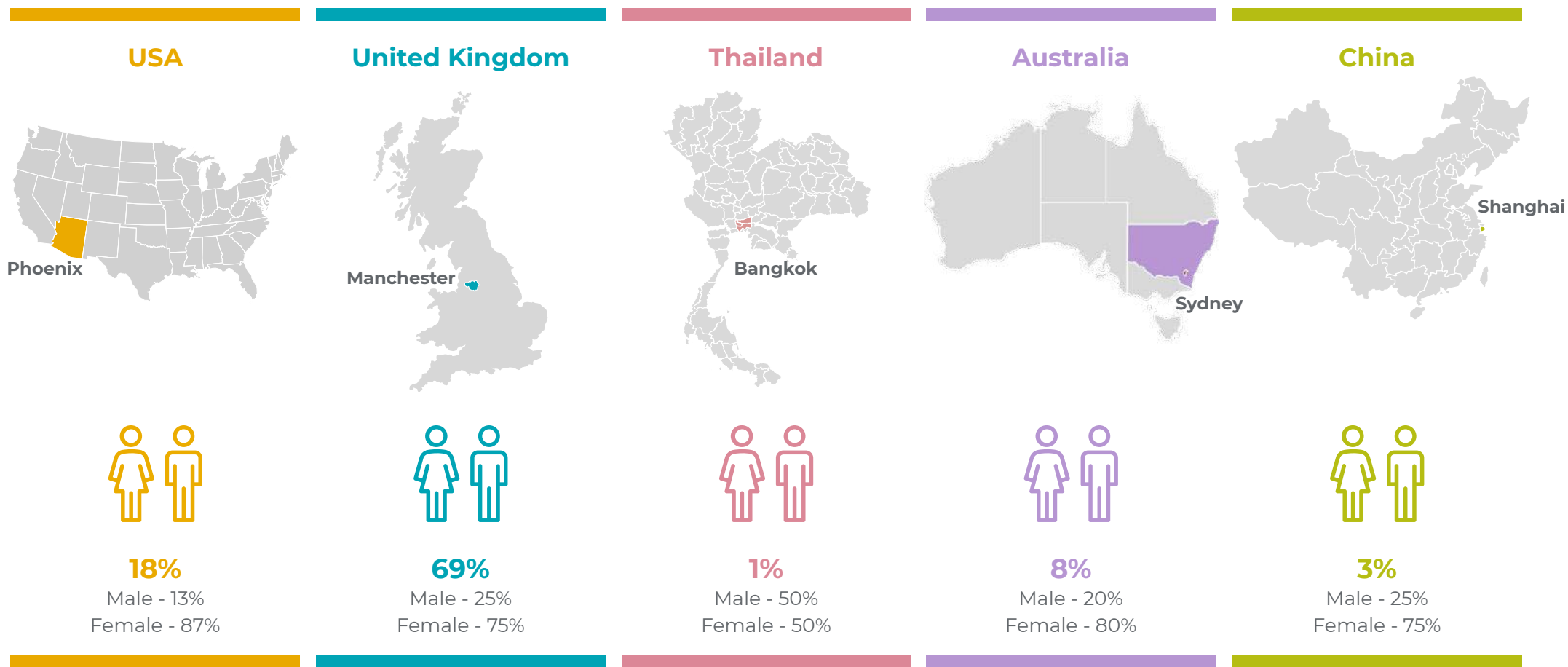
Ways of working

- Career Break
- Secondments
- Mentoring
- Flexible working requests
- Work from anywhere
- Mental health first aiders

We **value their well-being** and we always strive to make sure that we look after their needs.

A great place to work

Overall, our goal is to create a work environment where our employees are happy, engaged, and inspired to do their best work. We believe that when our employees thrive, our company thrives, and we are committed to creating a workplace culture that supports this vision.



**total overall headcount split including full time, part time and contractors.*

People, engagement and culture

Equality. Diversity. Inclusion.

These are more than ideals - they are the foundation of a thriving, engaged workplace.

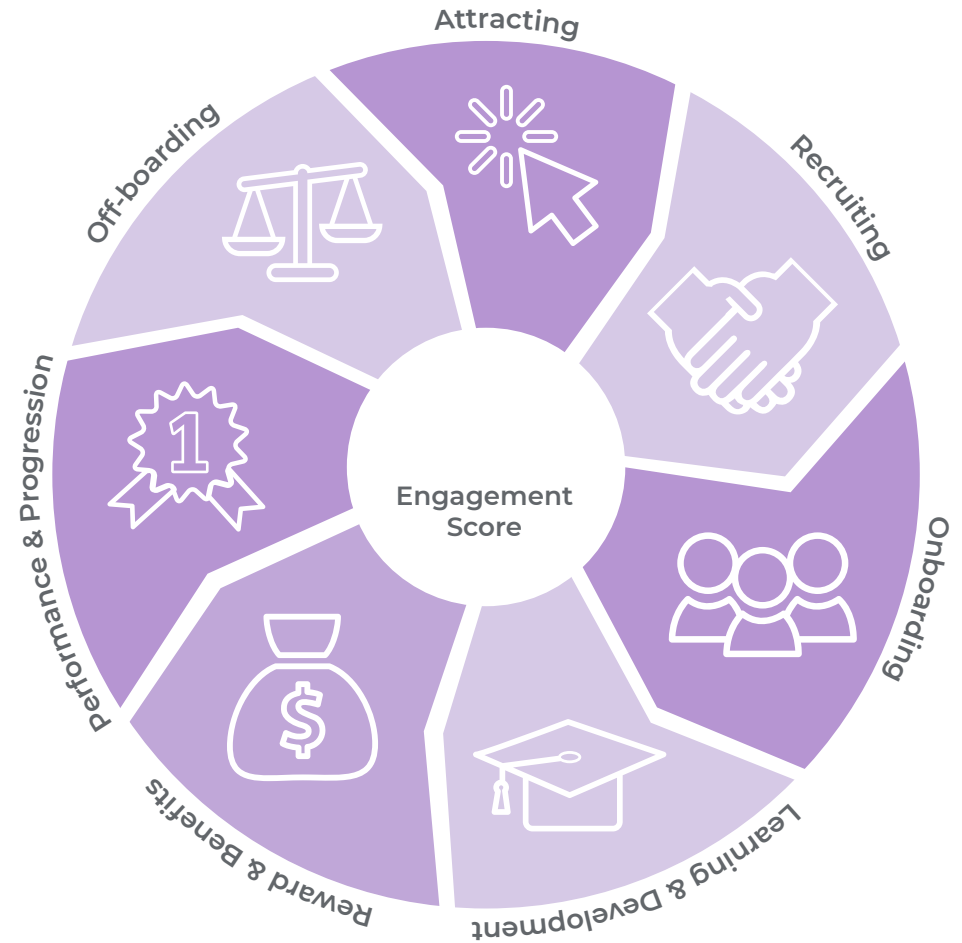
At MPM, we know that listening to our employees is essential for continuous growth and success. For four consecutive years, we have achieved an exceptional 98%+ survey response rate, demonstrating our team's strong engagement. Coupled with a consistent 90%+ overall engagement score and 95% of employees recommending MPM as a great place to work, these results underscore our commitment to fostering an inclusive, supportive culture where everyone can thrive.

Inclusion isn't just the right thing to do - it's smart business. A diverse and equitable workplace attracts top talent, fuels innovation, and drives creativity.

Our people are our greatest assets, and we back our words with action. By continuously listening, adapting, and evolving, we create an environment where everyone feels valued and empowered to succeed.



Sarah Gooch
People Director



Engagement in numbers 2024

As a global business, with regional offices around the world, we believe in transparency and accountability - starting with our people. Sharing our employee engagement results helps us track progress, build trust, and stay aligned with our mission to foster a workplace where everyone feels valued and empowered to their best work.



We share diversity, inclusion and engagement metrics across our global workforce with our Board of Directors and senior leadership team. This ensures transparency, drives accountability, and helps us measure progress toward a more inclusive and engaged workplace.



AUSTRALIA

“ I’m so proud to be part of a BCorp organisation where we use business as a force for good benefiting people, planet and our pets. Our products are genuinely innovative and are of high quality. Our culture is open, diverse and inclusive. ”

Anonymous Employee



Building a culture of belonging

The numbers matter when it comes to our EDI progress. What gets measured, gets managed. And through this management we can make it better.

Our objective is an inclusive and diverse workplace where everyone is engaged and happy.

We'll continue to measure the diversity of our workforce so that we can track our progress. And we're taking practical steps to improve diversity and inclusion in our business. Although we think and act as one company, we must value different lived experiences, backgrounds and cultures. This strengthens our business and benefits our customers and consumers.

Diversity Surveys

We paused our 2024 diversity survey, in order to expand the scope that goes beyond our headquarters - reviewing the language for inclusivity, and ensuring global compliance with employee and data privacy legislation. We aim to launch a refreshed version during Q4 2025.

Our objective is an inclusive and diverse workplace where everyone is engaged and happy.



Gender pay gap

Mean gender pay gap

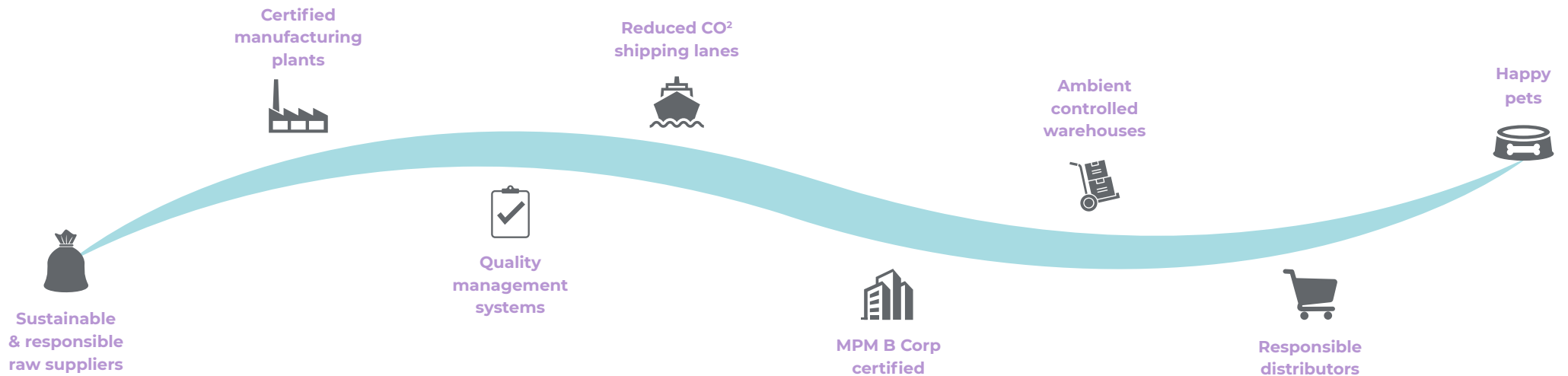
Upper quartile:	68% male : 32% female	+19.4%
Upper middle quartile:	30% male : 70% female	-7.8%
Lower middle quartile:	22% male : 78% female	+0.9%
Lower quartile:	23% male : 77% female	0%



Product & supplier excellence

Our Quality Management System provides a transparent and accountable system that gives both MPM and pet parents confidence in knowing where their products come from, how they were produced, and who was involved in their production.

Throughout our supply chain, from production to pet bowl, our suppliers can trace ingredients back to their source within 2 to 4hrs*.



MPM has long-term relationships with suppliers and dual supply options available on all products increasing resilience and reducing risks within the value chain.

**dependent on time zones*



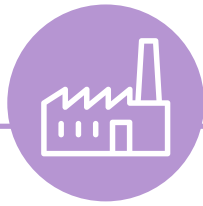
Supplier engagement

MPM (Making Pet Food Matters) approach to taking responsibility for their continuous supplier relationships improvements is integral to their mission: “enrich the lives of pets and their owners”.



Supplier code of conduct

100% of our manufacturers have committed to our ethical and quality standards.



Bi-annual supplier visits

Monitoring ethical, safety, and quality standards while strengthening partnerships.



Social responsibilities

Encouraging fair employment practices & working conditions across our value chain.



Continuous collaborations

Knowledge-sharing drives continuous innovation & improvement in our operations.



Long term relationships

Strong supplier partnerships ranging from 9 to 18 years, fostering trust & sustainability.

Collaborating with suppliers for resilient & ethical sourcing is key.

Our communities

Our communities make us who we are – and giving back to them has always been part of our core DNA at MPM. We're proud of the impactful ways our people show they care for the places they live and work.



Every year, each MPM employee is entitled to use one fully paid work day to take part in charity activities, allowing employees to give back during work hours.

Get out & give back

Combined donations FY24

£15,687.21

Giving back days - total charity hours

825 hrs

Giving back days increased by

14.68%*

We didn't reach our donating target of 70% of our FY24 giving back fund

£21,000

**compared to 2023.*

In total our cash donations for 2024 were £15,687.21, no donations were made to political parties or lobby groups.





Pets

We're here to enrich the lives of pets and their owners through visibly better pet food.

We love what pets bring to our lives – they mean the world to us and we're totally dedicated to them and their wellbeing.



Simply better pet food made with natural ingredients you can see

Our commitment to transparency means so much more to us than a word on a page.

It's at the very heart of how we make our pet food. We use the highest quality ingredients – we strive for what we call 'natural simplicity'.

**Nothing artificial added or hidden.
No colours. No flavours. No preservatives.**

Just ingredients sourced with the highest quality of environmentally friendly products, so we earn the trust of pets (and their parents).



In 2024, we sold:

UK Europe & Asia Pacific

263,428,794

pet meals

US

157,903,506

pet meals



That's a tail wagging

bowls filled with our nutritious, healthy food.



Charity partnership

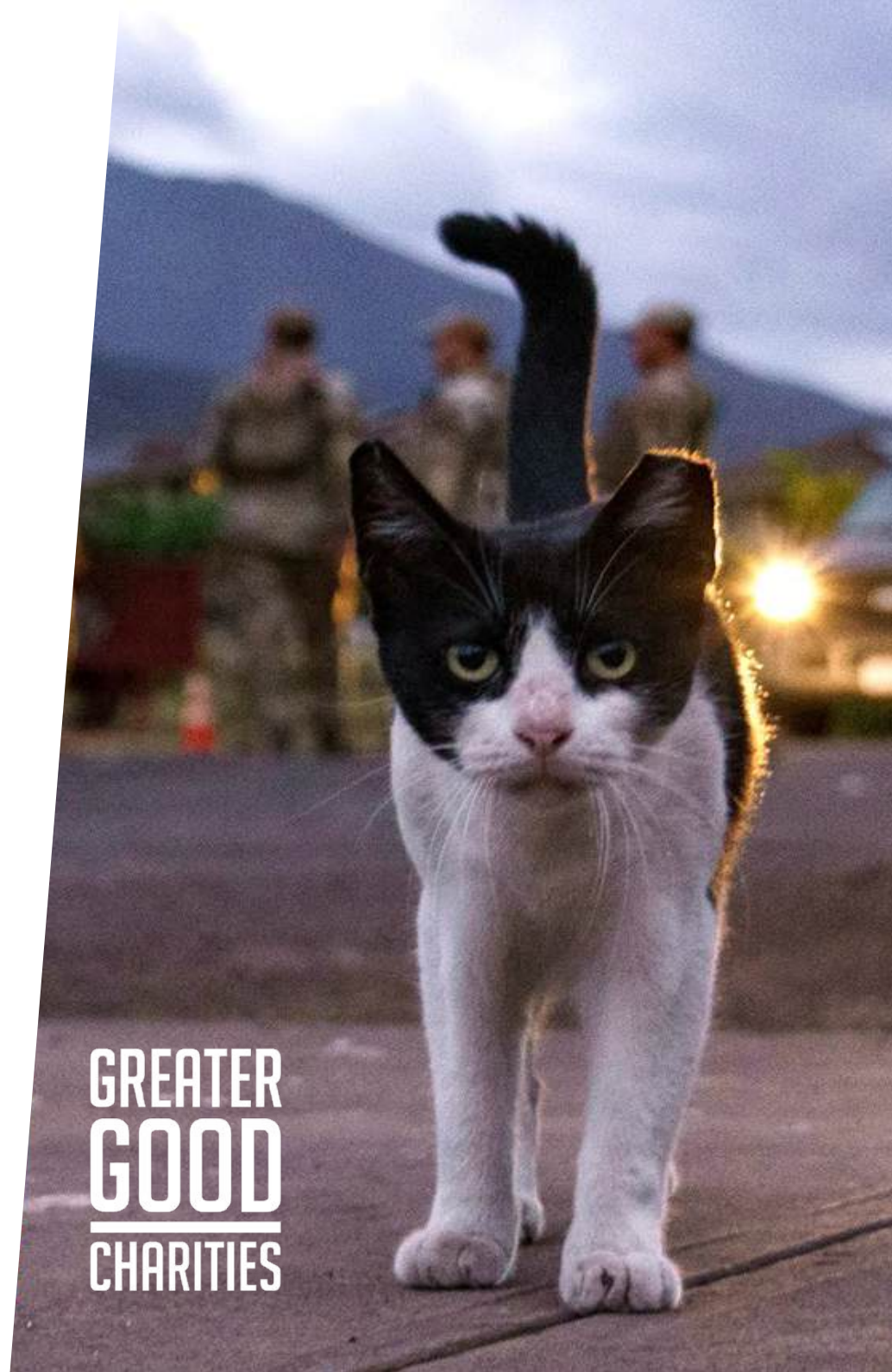
We are thrilled to announce our partnership with Greater Good Charities, which operates globally.

Greater Good Charities
works to help people, pets and the planet.

In partnership, we've delivered over
1,126,826 million pet meals
to animal welfare initiatives and
global crisis areas in 2024.

Our partnership underscores our belief that,
"there has to be a better way".

**GREATER
GOOD
CHARITIES**



Charity partnerships with purpose...

At MPM, we're driven by purpose - delivering high-quality, nutritious pet food to pets worldwide.

We're committed to doing more, giving more, and making a bigger impact than ever before. Through strong partnerships with suppliers and customer relationships, charities, and local communities, we've proudly provided **5,761,019** pet meals to shelters and global crisis areas since 2021 - and we're just getting started.

Food for thought

As part of our commitment to enriching the lives of pets, we're spreading the love by donating hundreds of thousands of meals globally. With our visibly better food, pets around the world can enjoy nourishment that truly makes a difference.

Our commitment is to donate a minimum of 200k pet meals per year.

Gizmo's Law microchipping

Through our Encore brand, we are proud to support "Gizmo's Legacy" in advocating for the compulsory scanning of deceased cats. As we await the law's approval, we have committed to donating £15,000 for scanners to help reunite lost pets with their owners.



Pet meals donated in 2024:

UK, Europe Middle East & Africa

1,100,252

USA

2,120,434

China & Thailand

1,944

Australia & New Zealand

13,354

That's a tail-wagging



pet meals donated*

*total meals across all charity avenues



Planet

We act with transparency and take total responsibility for the impact we have on our planet, actively working towards having a positive effect on the world.



Responsible packaging commitment

We're making real progress in reducing waste and increasing recyclability across our packaging. Since joining the Pet Sustainability Coalition Packaging Pledge, we continue to work with top manufacturers, employed our first ever Packaging Technologist and EPR Packaging Regulations assistant supporting MPM's transition towards more planet-conscious solutions.

Completed projects

Cardboard SRPs & Multipacks

Eliminated over 201kg of unnecessary cardboard in 2024 across our portfolio



Can packaging

100% recyclable cans across our portfolio



Lickable bumper pack

Successfully designed new 100% recyclable variety tub launching in Q1 2025



Alu trays

100% recyclable alu trays across our portfolio



Litter packaging

Collaborated with our long-serving partner to design our first pouch with 30% recycled content for launch in Q1 2025



Responsible packaging continued...

Ongoing projects

We are actively exploring recyclable solutions for the following packaging categories that require a retort cooking process - which ensures food safety and shelf stability without preservatives. While recyclability for these materials remains a global challenge, we're committed to finding sustainable alternatives.



Pots/cups

Pot & sleeve 100% recyclable.
Peelable lid in testing phase.

Retortable packaging

Introduced lightweight & generic pouches. Testing phase of 100% mono substrate retort pouches.



Puréed sachets

Introduced foil sachets. Gathering samples on mono substrate solutions.



We've been working with top packaging manufacturers since August 2023 and initiated our first testing phase in January 2024. If successful, we aim to introduce new recyclable retort solutions during 2026. We will continue to monitor packaging innovations, regulations, and shopper requirements - innovating responsibly to reduce waste while maintaining product quality and safety for pets.

Responsible packaging continued...

Scoping projects

As part of our ongoing commitment to sustainability and waste reduction, we recognise the need for innovative packaging solutions. While we transition towards more recyclable materials, our initial commitment to high-volume packaging requires us to responsibly deplete existing stocks. This ensures minimal waste and prevents unnecessary landfill disposal.

Freeze-dried treats

Not currently recyclable - mixed plastic materials.



Dry packaging

Not currently recyclable - mixed plastic materials.



Puree variety pack

Not currently recyclable - mixed plastic materials.



We are dedicated to implementing more sustainable options as soon as feasible, balancing environmental responsibility with mindful resource management - ensuring a more sustainable future without compromising product quality, safety and nutritional values for pets.

Corporate responsibility focus areas (ESG)

As a global company, we prioritise fostering in-person connections while also addressing climate change and protecting biodiversity. Despite business growth challenges, we remain committed to minimising emissions.

We continue to enhance our measurement and monitoring capabilities, setting carbon goals aligned with science-based targets and collaborating with suppliers to reduce our carbon footprint.

Challenges we faced

- **Supply chain issues:** increased global shipping complexities, leading to higher air freight usage in 2024.
- **Tariff increases:** potential cost impacts for both our company and consumers.

Our key focus areas

- **Ingredient traceability:** ensuring transparency in sourcing and country of origin for all 161 tier-one ingredients.
- **Data optimisation:** investing in an in-house data team to improve data accuracy and support STBi aligned target setting.
- **Climate risk analysis:** partnered with our investors and PwC to assess and mitigate risks.
- **Human rights review:** conducting deep-dive assessment based on our manufacturing locations with 3rd party consultants.



Our ESG progress:

At MPM, we remain committed to transparency in our ESG journey, ensuring that we hold ourselves accountable to the goals and targets we set. While some initiatives take longer than expected, we stay focused on resolving challenges and continuously improving our approach.

Every barrier we encounter provides valuable learnings, and we remain positive and adaptable as we work together to drive meaningful progress. This update reflects our achievements, ongoing efforts, and the steps we are taking to create a more sustainable and responsible future.

What we said...	What we did...	Running comment...
Commit to STBi's	Cleansed 2021-2024 datasets to build on our carbon tracking	Data verification took longer than expected, but it was essential before we align with SBTi's
Evolve carbon data tracker	Internal team prepared clean data sheets for 2021-2024, including upstream transport data	Data validation will continue into 2025
Life cycle assessment	Partnered with Ecomatters for verification	Delayed due to an ERP system failure; final results expected in 2025
Improve recyclability rate (90%)	Achieved 92% average recyclability rate based on 2024 sales	Hired an in-house Packaging Technologist to drive further improvements
R&D support & collaborations on new and upcoming packaging	Innovation and Technical teams have successfully developed "complete & balance" products	Positive test results for mono-structure retort pouches; further development in progress
Human rights deep dive	Conducted first third-party assessment and released a Human Rights Statement	Internal staff training planned for 2025 alongside risk tracking
Corporate policies & procedures review	Improved ESG-related corporate policies as part of B Corp recertification	ESG review in 2025 to align policies across operations, legal, and governance teams
Business continuity plan – review	Overhauled BCP and assigned clear responsibilities within MPM	In H2 2025, we aim to refine BCP, implement risk monitoring, and integrate lessons learned
Track, implement and collaborate on global directives & regulations	Expanded the team to include dedicated EPR expertise and horizon scanning responsibilities	Ongoing horizon scanning for regulatory updates are share internally once a month



Supply chain transparency - human rights

At MPM, we are committed to responsible sourcing and human rights. In 2024, we reviewed our supply chain to ensure fair labour practices, environmental responsibility, and compliance with global standards. We have strengthened our policies, increased supplier engagement, and committed to employee training and awareness.



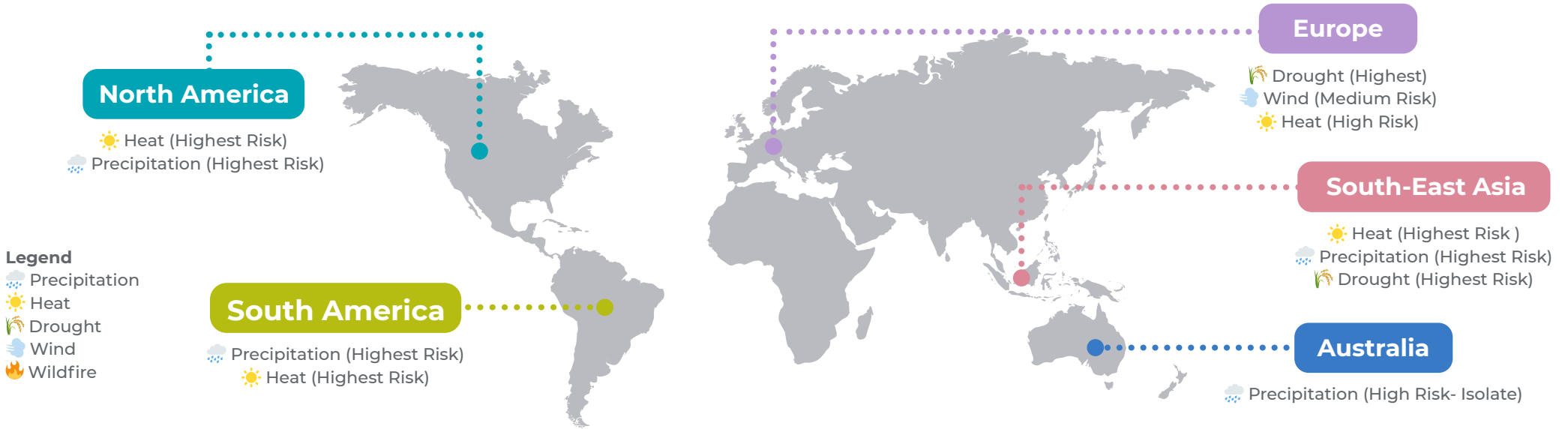
Additionally, we have introduced a risk identification tracker to measure, monitor, and address potential issues. While we are not aware of any human rights violations in our operations, we continue to improve our practices to ensure ethical and sustainable pet food for you and your pets.

Link to our Modern Slavery – Protecting Human Rights statement:
[Modern-Slavery-Act-Statement-Protecting-Human-Rights-30.9.2024.pdf](#)



Supply chain transparency - climate risk

As we progress our corporate responsibility journey in collaboration our investors and PwC, we conducted a climate risk assessment to understand the potential risk hotspots particularly in our supply chain and continue build our operational resilience.



This analysis helps MPM safeguard ingredient availability and respond to growing shopper expectations around sustainability.

MPM's climate risk assessment found low transitional risk, with only minor changes expected from evolving regulations and growing demand for sustainable products. We're already acting - reducing waste and improving ingredient sustainability.

Some supply sites - particularly in South East Asia - face higher physical risks, including heat, drought, and heavy rainfall. In response, we're strengthening supplier partnerships, increasing oversight, revising business continuity plans, and using dual sourcing to reduce disruption.

A medium opportunity has been identified to improve resilience by advancing our near-sourcing strategy - projects to increase local and regional sourcing are already underway.



GHG emissions (CO2e) overview

A decarbonised society

In 2024, MPM Products began collecting GHG Emissions (CO2e) under Scope 1, 2 & 3, relative to their operational model.

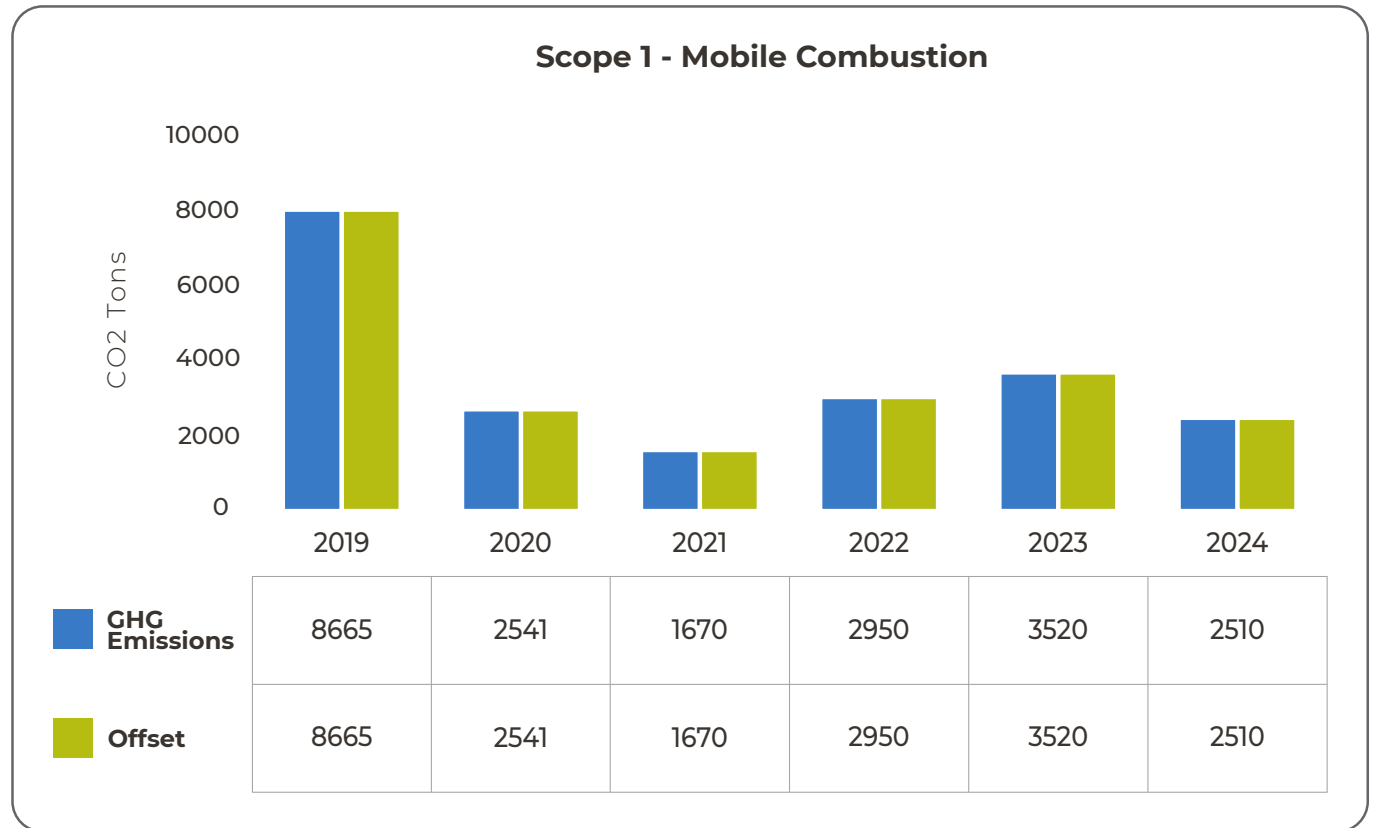
Mobile combustion

Data is based on MPM Products Ltd HQ location (UK). The data that falls under our Scope 1 Emissions is that of “leased vehicles”.

Using our base line year 2022 a reduction of **15%** can be seen. However, once we incorporate our Scope 3 emissions within our SBTi we expect to see an increase.

Offsetting

100% of Scope 1 emissions have been fully offset through a range of verified carbon credit programs.



GHG emissions (CO2e) overview

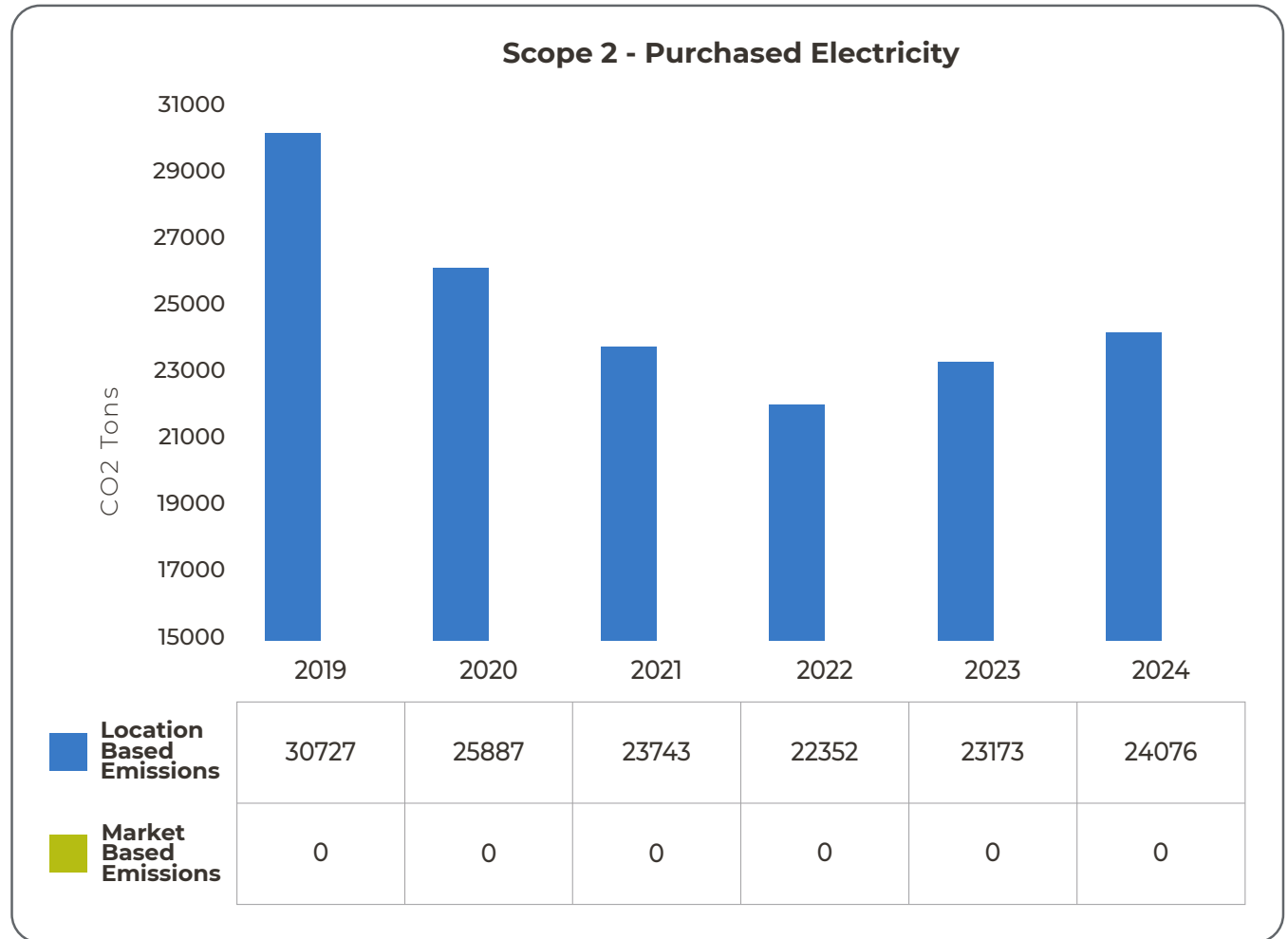
Purchased electricity

Data relates to MPM Products Ltd's UK headquarters. The electricity used at our HQ, is classified under Scope 2 emissions, is 100% sourced from renewable energy.

Since establishing 2022 as our post-COVID baseline, we've continued to promote agile working policies and implement energy efficiency measures such as LED lighting and automated, time-sensitive controls. A **3.89%** increase in electricity usage was recorded in 2024, driven by both increased headcount and higher office occupancy.

Offsetting

0% of Scope 2 emission have been offset, as energy used is entirely sourced from renewable resources.



GHG emissions (CO2e) overview

Business travel (off site)

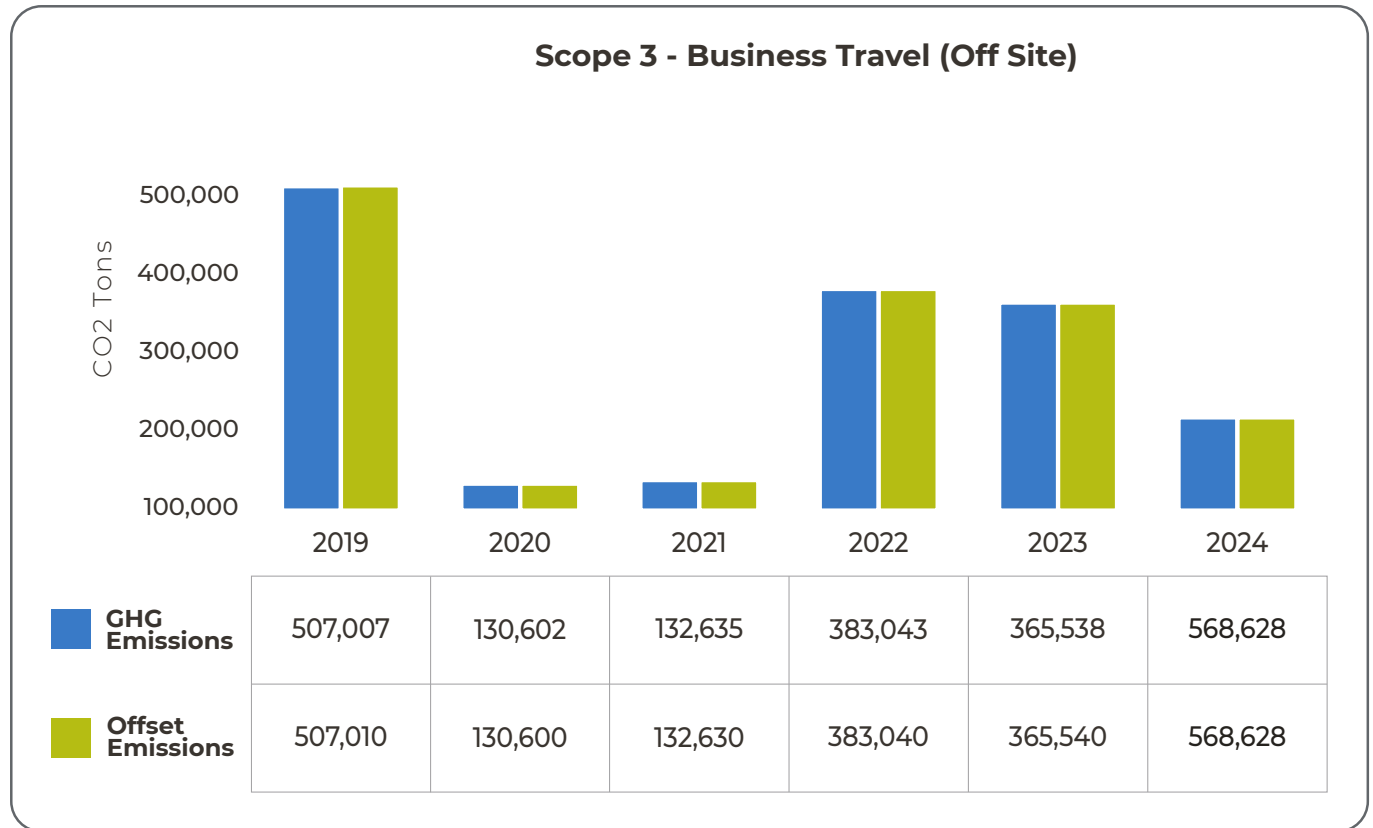
This data reflects any travel (air, rail, car) and hotel bookings made by MPM Products Ltd employees through our UK travel partner.

As a global business, face-to-face meetings with suppliers and regional offices are essential to fostering our culture and building brand trust. In 2024, these visits increased, resulting in a **53% rise in air travel emissions** compared to the base line year 2022.

Offsetting

100% of Scope 3 emissions have been offset through our travel partner's portfolio of verified carbon credit programs.

We specifically selected the **Duich Moss** project - an initiative that protects local peatlands near our HQ - enabling us to visit and verify the impact of the program firsthand.



Offsetting emissions

Duich Moss is a significant peatland restoration project on Islay, situated between the River Laggan and north of the Duich River.

Restoration efforts here are crucial to rewetting the area, reversing erosion, and safeguarding its designation as a Site of Special Scientific Interest (SSSI).

Sustainable development goals



Our commitment to sustainability includes continuously measuring and monitoring our emissions. We recognise that Business Travel currently accounts for all our Scope 3 emissions, which is why we support Duich Moss as part of our carbon offset strategy.

Since 2018, we have worked with our long-term global travel partner to enhance travel data and promote more sustainable choices. For emissions we cannot eliminate, we carefully selected the Duich Moss carbon credit program in 2023, accredited by the [IUCN Peatland Code](#).

This initiative allows us to offset our impact while contributing to cleaner water, flood prevention, and a healthier ecosystem within our region.

Additional Benefits



Improved water quality



Flood mitigation



Biodiversity uplift

Sustainability Development Goals (SDG's)

Whilst we will continue to track all 17 SDG's we will focus our efforts where we believe we can make the most impact.

People are our driving force for our mission, purpose and values as we engage with them daily to share and refine these principles with all our stakeholders.

“ESG annual objectives for all employees.”

We are committed to fostering sustainable innovation, resilient sourcing and responsible practices that prioritises people & animal welfare within the communities that we operate.

“Transparency and collaboration is key.”

Key focus goals	Key focus goals			
	3 GOOD HEALTH AND WELL-BEING	8 DECENT WORK AND ECONOMIC GROWTH	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	17 PARTNERSHIPS FOR THE GOALS
Purpose driven partnerships	●			●
Shared knowledge		●	●	●
Professional excellence		●		●
Executive compensation				
Product safety & nutrition	●			
People & animal welfare	●	●		
Resilient sourcing		●	●	●
Inclusive sustainable growth	●	●	●	●

The final word

Sustainable growth is essential for any business, but as a proud B Corp, we know that true progress goes beyond financial performance. In 2024, MPM achieved remarkable milestones, including a 10% increase on our first B Corp recertification, multiple brand refreshes, and the successful global launch of numerous NPD lines - all while navigating the complexities of evolving market regulations, from on-pack claims to EPR packaging and pet food compliance.

Our commitment to B Corp principles remains central to our strategy. Each improvement we make strengthens our ability to balance business success with positive impact - on pets, people, and the planet. This recertification is more than a score; it's a reflection of our ongoing efforts to raise the bar across all areas of our business.

None of this would be possible without the dedication of our MPM team. Their hard work, passion, and relentless drive continue to shape us into the business we aspire to be, one that leads with purpose and acts as a force for good.



James

James Bracewell
Chief Operating Officer





Appendix

Impact metrics – in detail

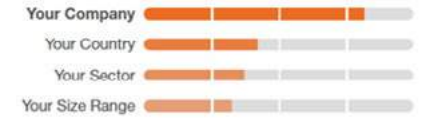
Overarching **governance** metrics (year-on-year)



Governance

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

QUESTIONS ANSWERED **32/32** OVERALL SCORE **16.3**



↑ Improvement from 2023 ✓ Target achieved ✗ Target not achieved

Measure	FY2021	FY2022	FY2023	FY2024	FY2023 v FY2024	FY2024 Target	FY2025 Action / Target
Revenue growth	£127,700,000	£163,000,000	£196,320,000	£219,500,000	↑ 11.8%	✓ Continued growth above market expectations - achieved double digit growth.	➤ Continued sustainable growth above market expectations
Code of ethics In-kind contributions to political parties, politician lobby groups, charitable organisations and advocacy groups	£0	£0	£0	£0	→ ←	✓ Maintain and closely monitor all contributions	➤ Reported as part of monthly board meetings under ESG updates
ESG performance review (at least once a year)	Yes	Yes	Yes	Yes	→ ←	✓ Track and implement changes against net zero target by 2023 ✓ Full review with investors and 3rd party auditors	➤ Continue to evolve ESG journey in line with growth, legal reporting and customer requirements
% Managers with social or environmental responsibilities	1%	100%	100%	100%	→ ←	✗ Set SBTi ensure all managers have environmental and/or social responsibilities ✗ Assign owner to CFO	➤ SBTi project is on hold as we cleanse our 3rd party and internal data to ensure realistic targets can be achieved ➤ Partner with a carbon emissions platform in 2025

Impact metrics – in detail

Overarching **workers** metrics (year-on-year)



Workers

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

QUESTIONS ANSWERED **56/56** OVERALL SCORE **32.4**



↑ Improvement from 2023

✓ Target achieved

✗ Target not achieved

Measure	FY2021	FY2022	FY2023	FY2024	FY2023 v FY2024	FY2024 Target	FY2025 Action / Target
Staff engagement	96%	96%	91%	96%	↑ 5%	✓ Maintain above industry standard of 71%	➤ Review staff feedback and implement changes where necessary
Engagement response rate	99%	100%	99%	98%	↓ 1%	✓ No set target - 4th consecutive year of 90%+ engagement	➤ Continue to action feedback & restart the People & Culture team
Living wage	100%	100%	99%	100%	100%	✓ Maintained 100%	➤ Continue to review in line with staff growth and/or requests
Learning & development	5%	5%	3%	3%	↔	✗ 5% of employees with professional qualifications	➤ Review staff feedback and implement changes where necessary
Voluntary staff turnover (organic only)	13%	13.32%*	17.21%*	6.47%	↓ -62.4%	✓ Continue to address staff turn over % Internal data cleanse resulted in some changed across 2022 & 23. 62.4% reduction in turn largely due to the staff LTIP	➤ Maintain reliable data through our new HR platform along with actioning feedback through staff survey where possible.
% of our employees with a disability	15%	15%	18%	Not tracked	✗	✗ Roll out employee health check survey globally and support staff as changes aside – due to roll of our global HR platform survey was suspended	➤ Implement health check surveys globally for all by 2026
% of our employees from under-represented ethnicities	20%	15%	15%	Not tracked	✗	✓ Commit to eliminating pay disparities, promoting blind CVs and using recruiters that are aligned to our ethos ✗ % not tracked as health survey was suspended	➤ Continue to partner with recruiters who share our values
Total number of full-time employees	75	112	126	145	↑ 12.5%	✓ Increase head office growth to an estimated 120 in 2023	➤ Increase head count in line with business growth
Total number of female employees	49	82	95	114	↑ 20%	✓ Essential continued tracking to promote gender equality, identifying barriers, attracting and retaining talent	➤ Continued tracking to promote gender equality
Year on year % change in employee numbers	9%	20.93%	23.47%	10.78%	↓ -12.79%	✓ Persist in tracking activities in alignment with ESG requirements, performance evaluation and industry benchmarking	➤ Persist in tracking under performance evaluation and industry benchmarking

Impact metrics – in detail

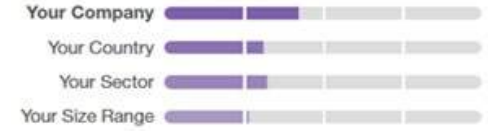
Overarching **community** metrics (year-on-year)



Community

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

QUESTIONS ANSWERED: 51/51
OVERALL SCORE: 16.9



↑ Improvement from 2023

✓ Target achieved

✗ Target not achieved

Measure	FY2021	FY2022	FY2023	FY2024	FY2023 v FY2024	FY2024 Target	FY2025 Action / Target
Pet meal donations	337,188	550,123	1,669,092	3,235,984	↑ 93.87%	✓ Continue to donate a minimum of 200,000 meals	<ul style="list-style-type: none"> ▶ Continue to donate a minimum of 200,000 meals ▶ Partner with local shelters where possible
Charity donations	£722	£22,372.65	£20,862.85	£15,687.21	↓ 24.8%	<ul style="list-style-type: none"> ✓ Support staff on how to use their “giving back fund” ✗ Donate 100% of charity funds – 44% allocated 	<ul style="list-style-type: none"> ▶ Support staff on how to use their “giving back fund”
Giving back days	5	69	109	125	↑ 14.67%	<ul style="list-style-type: none"> ✗ Encourage 100% of staff to use “giving back day” - based on estimated head count 142 - 88% of staff used their day in 2024 	<ul style="list-style-type: none"> ▶ Encourage 90% of staff to use “giving back day” based on estimated head count 161
Median PAY gap	+2.6%	-1.9%	+10.1%	+8.3%	↓ 1.78%	<ul style="list-style-type: none"> ✓ Persist in equitable recruitment practices and introduce line manager training encompassing recruitment methods, support tools and processes 	<ul style="list-style-type: none"> ▶ Work towards a median pay gap between -5% and +5% over the next 3 years <ul style="list-style-type: none"> ▶ Conduct internal pay benchmarking and share findings across the business ▶ Embed pay benchmarking principles into promotion and compensation reviews



Impact metrics – in detail

Overarching customer metrics (year-on-year)



Customers

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.



↑ Improvement from 2023

✓ Target achieved

✗ Target not achieved

Measure	FY2021	FY2022	FY2023	FY2024	FY2023 v FY2024	FY2024 Target	FY2025 Action / Target
Product guarantee	100%	100%	100%	100%	↔	<ul style="list-style-type: none"> ✓ Continue to enhance our robust quality management system providing global product guarantee and satisfaction ✓ Set global standards of quality & food parameters 	<ul style="list-style-type: none"> ➤ Global testing plan rolled out and implement across all products/ranges
Product quality & assurance	42* Complaints per million	2.75 Complaints per million	2.4 Complaints per million	2.08 Complaints per million	↓ 12.91%	<ul style="list-style-type: none"> ✗ Reach a target of 2 complaints per million during 2024 – 10months of the 12 CPMU reached 2.0 or less 	<ul style="list-style-type: none"> ➤ Reach a target of 2 CPMU during 2025
Manufacturing supplier quality audits	100%	100%	100%	Yes	↔	<ul style="list-style-type: none"> ✓ Maintain a rigorous approach to suppliers review, audits and onboarding procedures to ensure the consistent guarantee of high-quality products ✓ CMS completion, suppliers notified of MPM guidelines and audit against them in Q1 2025 	<ul style="list-style-type: none"> ➤ All suppliers remote audited against MPM QMS

*Dry recall complaints



Impact metrics – in detail

Overarching environment metrics (year-on-year)



Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.



↑ Improvement from 2023 ✓ Target achieved ✗ Target not achieved

Measure	FY2021	FY2022	FY2023	FY2024	FY2022 v FY2023	FY2024 Target	FY2025 Action / Target
Scope 1 - Carbon emission (mobile combustion)	1.67 Metric tons CO ₂	2.95 Metric tons CO ₂	3.52 Metric tons CO ₂	2.51 Metric tons CO ₂	↓ 28.69%		
Scope 2 - Carbon emission (purchased electricity)	237.43 Metric tons CO ₂	223.52 Metric tons CO ₂	231.73 Metric tons CO ₂	240.76 Metric tons CO ₂	↑ 3.89%	✗ Establish achievable science-based targets once our comprehensive tracking system is fully implemented in 2024	<ul style="list-style-type: none"> ▶ Centralise all carbon data, cleanse data in order to set STBi by Q4 2025 which are realistic and achievable ▶ Partner with a Carbon Emissions Platform in 2025
Scope 3 - Carbon emissions (business travel)	132.64 Metric tons CO ₂	383.04 Metric tons CO ₂	365.54 Metric tons CO ₂	568.61 Metric tons CO ₂	↑ 55.55%		
Head office energy reduction (2022 BLY)	N/A	-6% Metric tons CO ₂	-20% Metric tons CO ₂	0% Metric tons CO ₂	↑ 3.89%	✗ A 3.89% increase in electricity usage was recorded in 2024, driven by both increased headcount and higher office occupancy	<ul style="list-style-type: none"> ▶ Continue to measure and set target in line with growth under SBTi project Q4 2025
Increase packaging recycling rate	90.0%	90.0%	90.0%	92%	↑ 2%	<ul style="list-style-type: none"> ? Hitting a target of 100% recyclable or increased recycled content remains difficult without leading packaging manufacturers developing suitable packaging components 	<ul style="list-style-type: none"> ▶ We will continue to collaborate with all stakeholders

Round to the nearest second decimal point. Scope by tonnage can be seen on the individual pages.



Pay gap overview

Overarching mean and median metrics (year-on-year)

Measure	FY2021	FY2022	FY2023	FY2024	FY2023 v FY2024
Mean pay gap	23.2%	24.1%	22.1%	↓ 19.4%	2.1 ppt
Median pay gap	2.6%	-1.9%	10%	↓ 8.3%	10.2 ppt

Overarching quartiles metrics (current-verse-previous)

Measure	FY2023 Report	Mean Gender Pay GAP 2023	FY2024 Report	Mean Gender Pay GAP 2024	Change from FY2023
Upper	39% Male 61% Female	22.1%	68% Male 32% Female	19.4%	↓ 2.7 ppt
Middle	27% Male 73% Female	-11.8%	30% Male 70% Female	-7.8%	↓ 3.0 ppt
Lower middle	24% Male 76% Female	-0.5%	22% Male 78% Female	-0.9%	↑ 1.4 ppt
Lower	21% Male 79% Female	7.0%	23% Male 77% Female	0%	↓ 7.0 ppt

Fair wage statement:

MPM are dedicated to upholding the principles of fairness, equity, and respect in all aspects of our operations, including employee compensation.

We firmly believe that every individual deserves a fair and liveable wage for their work and contributions.

We commit to:

Living wage:

Paying all our colleagues across our global offices a living wage and regularly reviewing our wage scales to ensure they align with the cost of living.

Bi-annual appraisals:

Recognising and rewarding colleagues based on their skills, experience, and performance. We strive to provide competitive compensation packages that attract and retain top talent while fostering a culture of continuous growth and development.

Regular pay gap review:

Conducting regular evaluations of our compensation practices to ensure they remain fair, competitive, and aligned with industry standards.

Recruitment process / policies:

We are committed to eliminating pay disparities, promoting blind CVs and using recruiters that are aligned to our ethos. Continue to add wage brackets when advertising external jobs.

