

Responsible Engagement and Lobbying Policy

At present, Pure Pet Food is not engaged in any direct or indirect lobbying activities with governmental bodies or other influential organisations. Should Pure Pet Food decide to engage in lobbying activities in the future, our approach will be guided by the principles of responsible engagement and lobbying.

Principles of Responsible Engagement and Lobbying

(Should Pure Pet Food Engage in the Future)

Positive impact focus



We will only engage in lobbying to contribute to a positive impact on society or the environment

Data-driven approach



Our lobbying approach will be based on reliable and/or scientific data.

Financial and in-kind political contributions



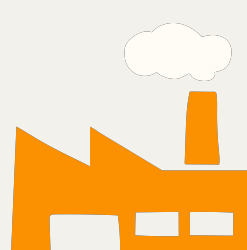
Pure Pet Food will maintain a clear and transparent approach to any financial or in-kind political contributions.

Anti-corruption and bribery



We maintain a zero-tolerance policy towards corruption and bribery. All lobbying activities will be conducted in adherence to all anti-corruption and anti-bribery laws. No payments or benefits will be offered or given to influence decisions improperly.

Responsible lobbying with intermediary organisations



Should we engage with intermediary organisations (e.g., industry associations, trade bodies) for lobbying purposes, we will implement controls to ensure their activities are consistent with this policy.

Policy review and approval



This Responsible Engagement and Lobbying Policy will be formally reviewed and approved by the Pure Pet Food Board on an annual basis, or more frequently as circumstances require.

Accountability



The executive management team (Performance Board) is accountable for enforcing Pure Pet Food's Responsible Engagement and Lobbying Policy.

Progressing our Approach

As part of our commitment to continuous improvement and being a force for good, we are keen to progress our advocacy efforts in time. When we do so, we are committed to:



Further developing this policy to show how lobbying and advocacy efforts are embedded across the business



Sharing how we identify, manage, and monitor risks of non-compliance against our lobbying and advocacy commitments



Sharing how we evaluate compliance with the specific governance and control framework of said lobbying and advocacy effort



Communicating how stakeholders can raise concerns about the company's business conduct and lobbying practices, including reference to the company's grievance procedure