



Climate action plan

Executive summary

Pure's Climate Action Plan outlines the specific actions we will take to proactively reduce our Greenhouse Gas (GHG) emissions and contribute to the global ambition of limiting warming to 1.5°C.

We have included an overview of our FY25 Carbon Footprint results in this document and commit to reporting this data annually.

This action plan will be reviewed and updated at least every three years, or sooner should significant business changes occur.

We are firmly committed to supporting the global ambition to limit global warming to 1.5°C. Person/s responsible for updating and tracking progress against this Climate Action Plan:

This Climate Action Plan is approved by Roz Cuschieri, CEO of Pure Pet Food.

Category	Targets	Actions	Timeframe	Resource allocation	Stakeholders
Operations: Factory and Offices	1. Maintain 100% renewable electricity at all UK sites 2. Prioritise 100% renewable contracts for any new sites we acquire 3. Reduce natural gas consumption at all sites by 3% per employee annually from an FY25 baseline	1. Energy Efficiency e.g. implementing LED's, sensor lighting, boiler upgrades, central heating system 2. Energy Sources e.g. transition heating systems to 100% renewable electric heating by FY30 3. Track progress in EMS Data Tool	Short term - by FY30		Employees Utilities partners
	Reduce water consumption at all sites by 3% per employee annually from a FY25 baseline.	1. Install water meters to ensure actual water consumption data is collected 2. Implement water management systems, automation & low flow taps etc 3. Track progress in EMS tool	Short term - by FY30		Employees Utilities partners
	Continue to divert 100% of all factory and office waste from landfill at all sites.	1. Engage with B&M, our waste management partners, to collect more granular data on waste types and specific disposal route 2. Engage with procurement team to purchase materials with minimal waste or recyclable waste 3. Engage with employees to recycle waste where possible 4. Engage with B&M and internal teams to divert waste to other disposal routes or uses where possible 5. Track progress in EMS Data Tool	Short term - by FY30		Employees Utilities partners

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Suppliers	Engage with key product and packaging suppliers by spend to calculate their carbon footprints, and ultimately reduce their environmental impact	We want to meet our suppliers where they are, and will work with them in the following ways: 1. Encourage our suppliers to calculate their own carbon footprint by discussing the benefits, and providing education/resources to facilitate carbon footprint calculation. 2. Work with key suppliers to implement carbon reduction measures.	Medium term - we have already started engaging with significant suppliers but aim to expand this over time		Suppliers
Transportation	Reduce emissions from transportation & distribution	1. Improve data quality by collecting emissions reports from all our distribution partners 2. Prioritise working with distribution partners who provide low-impact options, or who have their own carbon reduction targets 3. Engage with suppliers to transition to EV's	Short term - by FY30		Distribution partners
Employee Travel	Reduce emissions from Business Travel Increase employee engagement in carbon reductions	Most of our travel emissions come from brand ambassador travel. 1. We are working on improving data quality so we can more accurately target high impact areas. 2. We will embed a travel minimisation policy to limit high impact modes of transport, and encourage lower-emitting modes of travel (e.g. rail instead of plane) In 2025 we conducted our first employee commuting and home-working survey. 1. In future years, we will aim to increase participation rate to 100%. 2. Incentivise workers to use public transit, bicycling, carpooling, etc and we have a cycle to work scheme for employees 3. Maintain hybrid / remote working programs	Short term - by FY30		Employees Brand Ambassadors

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Product	1. Gain better insights into the impact of our products and business model	We know our subscription-based model has many environmental benefits compared to traditional retail models through: 1. Optimised delivery routing, reduced transit time with a single vehicle delivering multiple orders (more efficient than numerous individual car trips to the supermarket) 2. Being in direct contact with our customers means we can more accurately forecast sales, therefore minimising food waste. 3. Low-processing and zero-refrigeration required means our production and customer storage energy use is very low We aim to conduct a full Comparative Life Cycle Assessment (LCA) for the top 3 selling products, quantifying our impact across at least 3 impact metrics - Emissions, Water and Waste.	Medium-term		Leadership team Product teams
	2. Once we have more granular data on our product impacts, make changes to reduce impact where it is material	We will continue to look at where there are opportunities for circularity in our business model, particularly focusing first on our packaging, then prioritising actions per materiality	Short - Medium term		Leadership team Product teams
	3. Where there are unique benefits to our model, promote and share these insights to educate others	Publish a comprehensive public report detailing the LCA methodology and findings, specifically highlighting the quantified environmental benefits of the subscription model versus traditional retail, ensuring the report is released within six months of the LCA completion.	Long term		Leadership team Product teams