PURE

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.

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:

Andras - Head of Compliance

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

Category	Targets	Actions	Timeframe	Resource allocation	Stakeholders
Factory and Offices	**Electricity** *Target*: Procure 100% renewable electricity, backed by certificates, at all current and new UK sites, reported annually	1. Check certificates for every site each year. 2. Add a renewable tariff clause to the new site acquisition checklist, so every new site is on a renewable contract from day one 3. Review green tariff cost at each contract renewal	1. Annually 2. By end of FY27 3. At renewal	Internal resource required from Supply Chain & Compliance Teams	Employees Utilities Partners
	Natural Gas *Target*: Reduce natural gas consumption across all sites by at least 3% per employee annually from an FY25 baseline	1. Upgrade boilers and move to electric heating 2. Continue to track gas usage using the EMS Data Tool	1. By end of FY29 2. Quarterly	Both internal resource required from Supply Chain & Compliance Teams. Investment will be required for system upgrades	Employees Utilities Partners
	Water *Target*: 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	1. By end of FY28 2. By end FY29 3. Quarterly	Internal resource required from Supply Chain & Compliance Teams Investment will be required for system upgrades	Employees Utilities Partners
	Waste *Target*: 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. Track progress in EMS Data Tool	1. By end of FY27 2. By end of FY27 3. By end of FY27 4. Quarterly	Internal resource required from Supply Chain & Compliance Teams	Employees Utilities Partners

Category	Targets	Actions	Timeframe	Resource allocation	Stakeholders
Suppliers	*Target*: Support our core product and packaging suppliers (80% by spend) to reduce their environmental impact	1. Create a supplier sustainability questionnaire, and roll out to 100% of product and packaging suppliers 2. Share guidance with all product and packaging suppliers to help them calculate their footprint 3. Agree reduction targets with top 3 suppliers by spend	1. By end of FY27 2. By end of FY28 3. By end of FY29	Internal resource required from Supply Chain & Compliance Teams supported through external third-party consultants	Suppliers
Transportation	*Target*: Build a clear picture of our distribution emissions and use it to favour lower-emission delivery partners	1. Improve data quality by requesting 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 by adding emissions reporting to partner contracts at renewal 3. Ask partners about their EV transition plans and review progress once a year	1. By end of FY27 2. At each renewal 3. Annually from FY28	Internal resource required from Supply Chain & Compliance Teams	Distribution Partners
Employee Travel	*Target*: Embed lower-carbon travel choices across the business, starting with brand ambassador travel	Most of our travel emissions come from brand ambassador travel. 1. Capture travel mode and distance through expenses to improve data quality 2. Introduce a travel policy that makes rail the default over flights where practical 3. Brief all brand ambassadors on the policy 4. Review travel patterns once a year and update the policy where needed In 2025 we conducted our first employee commuting and home-working survey. 5. In future years, we will aim to increase participation rate to 100% and incentivise workers to use public transit, cycling, carpooling, etc 6. Maintain hybrid / remote working programs	1. By end of FY27 2. By end of FY27 3. Within 3 months of policy launch 4. Annually 5. By end of FY27 6. Continuous	Internal resource required from Supply Chain & Compliance Teams	Employees Brand Ambassadors

Category	Targets	Actions	Timeframe	Resource allocation	Stakeholders
Product	*Target*: Conduct an LCA on our core product range to better understand our impact hotspots	1. Appoint an external LCA expert to support 2. Conduct at Life Cycle Assessment (LCA)/Product Environmental Footprint for at least our top product by sales	1. By end of FY26 2. By end of FY27	Both internal resource required from Supply Chain & Compliance Teams and external resource from third party consultants which will require investment	Leadership Team Product Team
	Target: Set a quantitative product and/or packaging reduction target within 6 months of the LCA results	1. Use LCA/PEF results to set product reduction targets 2. Refresh action plan with quantitative targets	1. By end of FY27 2. By end of FY27	Both internal resource required from Supply Chain & Compliance Teams and external resource from third party consultants which will require investment	Leadership Team Product Team
	Target: Publish the LCA method and findings within 6 months of completing the LCA	1. Publish a 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	1. By end of FY28	Both internal resource required from Supply Chain Team, Compliance Team and Brand & Marketing Team	Leadership Team Product Team