Doing the right thing

For pets, people, and our planet.

2025 Sustainability impact report

petcurean

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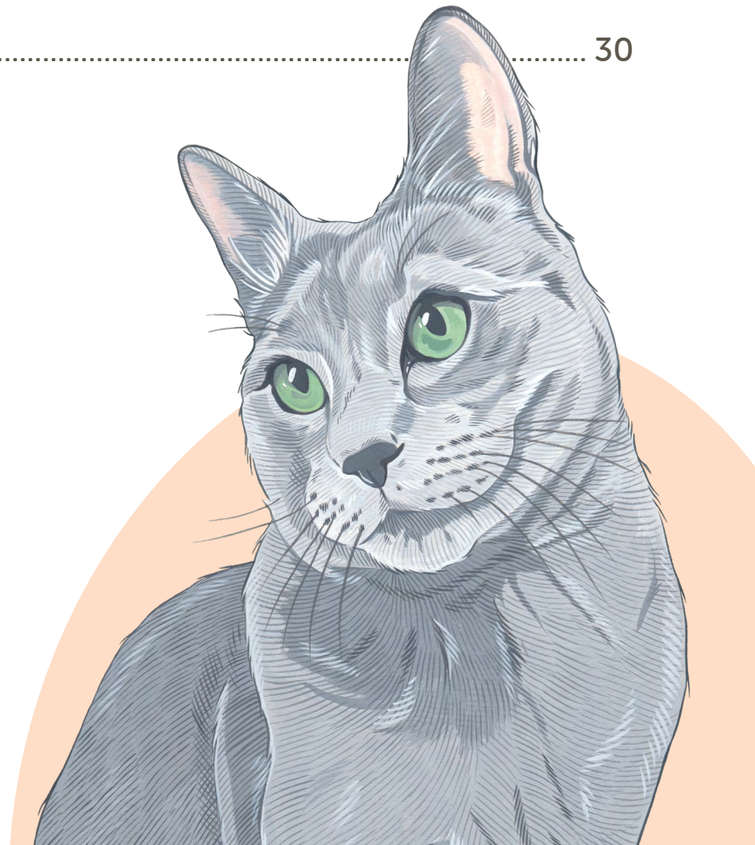


Progress Through Purposeful Action

In 2025, Petcurean continued to move forward with intention – grounded in our purpose and guided by the belief that sustainability progress is built through thoughtful, everyday decisions. This Sustainability Impact Report highlights how we are translating our values into action across our business - from how we nourish pets, to how we support our team, engage our communities, and strengthen accountability. Organized around our four pillars – **Protecting Our Planet, Empowering Our Team, Uplifting Our Community, and Commitment to Governance** – this report reflects both the progress we've made and the priorities shaping our path ahead.

In **Protecting Our Planet**, we focused on reducing our environmental footprint through thoughtful, practical action. This included continued progress on recyclable packaging, addressing waste across our operations and value chain, and advancing responsible climate practices, alongside our ongoing commitment to carbon neutrality. By staying disciplined, transparent, and focused on where we can make the greatest impact, we're supporting a healthier planet for pets and people.

Empowering Our Team highlights the people at the heart of Petcurean. In 2025, we supported growth through the launch of LinkedIn Learning, created moments of connection through team events, and continued prioritizing health, safety, and well-being. Our annual employee engagement survey also reaffirmed strong belonging, trust, and alignment with our values – reflecting a culture where people feel supported and inspired.

Through **Uplifting Our Community,** we continued to lead with heart. Our team showed up through volunteerism, local partnerships, and compassionate response during times of need – from habitat restoration and community giving, to emergency food donations during wildfires and support for First Nations communities. In 2025 alone, we donated almost 1 million meals to pets in need, while also supporting pet parents facing food insecurity – because caring for pets means caring for the people and communities who love them too.

Our **Commitment to Governance** reflects how we build trust through accountability and transparency. In 2025, we completed our first Materiality Assessment to help shape our next two-year sustainability strategy, strengthened supply chain due diligence, and met new reporting requirements – including Canada's Federal Plastics Registry.

As we reflect on 2025, we're proud of what our team, partners, and pet parents helped make possible this year. Together, we are making steady progress – learning, adapting, and choosing better wherever we can. This report represents not a finish line, but a shared commitment to moving forward with care, purpose, and responsibility for the world pets and people share. We remain committed to doing what we do best: putting pets first, staying open and transparent, and working to be better – year after year.

Advancing the United Nations SDGs

Connecting our mission to global goals for pets, people, and our planet.

At Petcurean, we support the United Nations Sustainable Development Goals (SDGs) as a shared framework for addressing global challenges and creating a more sustainable, equitable future. We address this through all aspects of our business – in the ways we formulate our pet nutrition, lessen our impact on our planet, and engage our team and communities.

While all 17 SDGs are important, we focus our efforts where we believe we can have the greatest influence: **SDG 3** (Good Health and Well-Being), **SDG 8** (Decent Work and Economic Growth), **SDG 12** (Responsible Consumption and Production), and **SDG 13** (Climate Action).

SDG 3 aligns with our purpose of supporting pet health through premium nutrition, while also prioritizing the physical and mental well-being of our team. SDG 8 guides our commitment to creating a supportive workplace where employees can grow, while contributing positively to the communities in which we operate.

Through SDG 12, we focus on responsible sourcing, production, and waste reduction across our value chain. SDG 13 reflects our responsibility to address climate change by reducing emissions and advancing more sustainable practices throughout our operations.

We believe our role extends beyond premium pet food. By embedding sustainability into our decisions, partnerships, and practices, we aim to care for pets and people today – while helping protect our planet for future generations.

13 Climate action | 12 Responsible consumption and production

Protecting our Planet

Driving operational change to support a healthier planet for pets and people.

Advancing our Transition to Recyclable Packaging

In 2022, we reaffirmed our commitment to more sustainable packaging by signing the Pet Sustainability Coalition Packaging Pledge – an ambitious, three-year initiative to transition the majority of our packaging to recyclable materials by 2025 across our global markets.

We are proud to share meaningful progress. As of 2025, **68% of our kibble bags have transitioned to recyclable packaging**, and **all new recipes are now launched in fully recyclable bags** that bear the How2Recycle logo. This reflects years of testing, evaluation, and investment to ensure our packaging meets performance, quality, and recyclability standards.

During the year, our transition pace was temporarily impacted while we awaited the finalization of packaging-labeling legislation in key markets. With regulatory clarity now in place and all internal processes established, we are positioned to continue advancing our transition with momentum.

By taking a thoughtful, phased approach – transitioning packaging as bags come up for reorder – we avoid unnecessary waste while making steady progress toward our goals. At Petcurean, we are proud to lead by example, advancing practical solutions that support a healthier planet.

Reducing Food Waste, One Treat at a Time – with Go! Solutions

Food loss remains a significant challenge across North America, and we continue to focus on practical solutions that turn waste into value.

Through **Go! Solutions Benefit Chews**, we upcycle ingredients from the human food supply – such as carrots, apples, sweet potatoes, chickpeas, barley, oats, and flaxseed – that may be surplus or cosmetically imperfect but still rich in nutrition.

In 2025 alone, we upcycled 10.4 metric tonnes of food – roughly the weight of **seven full-size pickup trucks.** Since launching Benefit Chews in 2024, we have **upcycled more than 16 metric tonnes of food in total**, transforming these ingredients into nutritious, functional treats for dogs while helping keep valuable food out of the waste stream.

All Benefit Chews are packaged in recyclable bags that feature the How2Recycle logo, supporting responsible disposal and our broader commitment to protecting our planet.

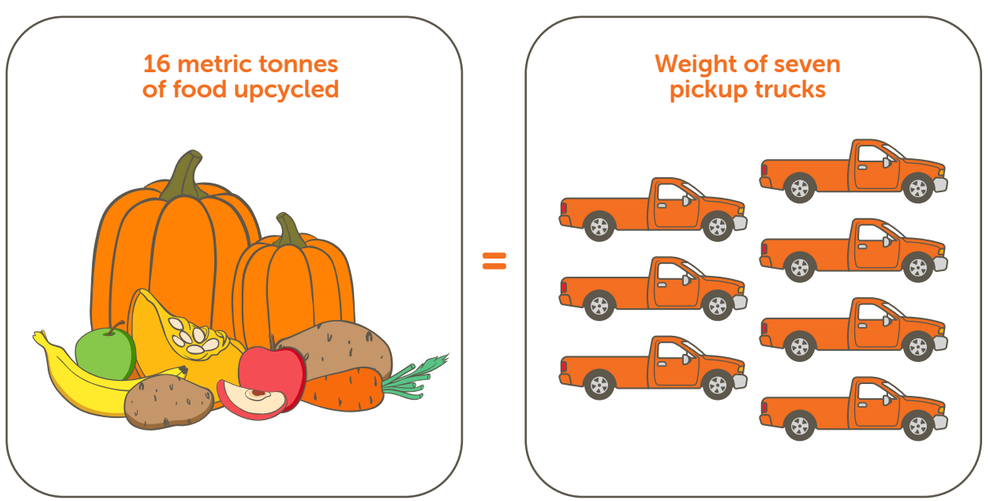
Managing Waste with Accountability and Global Action

Staying Accountable on Zero Waste

Managing waste responsibly remains a meaningful way we reduce our environmental impact and deliver on our commitment to zero waste operations.

Following our successful "Watch Your Waste" campaign in 2023, we achieved zero waste status and maintained it through 2024, with landfill representing just 9% of our total waste. Zero waste means sending less than 10% of total waste to landfill across all waste streams – a standard we are committed to meeting and maintaining.

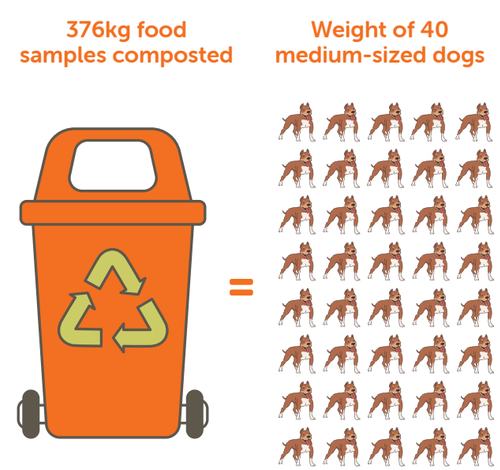
In 2025, we did not meet this threshold. A large-scale clean-out of our Head Office warehouse – focused on resetting and improving long-term space use – resulted in higher-than-planned landfill disposal, despite significant recycling and donation efforts. As a result, more than 10% of our total waste for the year went to landfill.



While this temporarily set us back, it reinforced the importance of planning, diversion capacity, and waste tracking at every stage. With improved processes now in place, we are committed to regaining zero waste status by the end of 2026 and to continuing to reduce landfill waste over the long term.

Giving Kibble Samples a Better End

To further reduce waste, all retained pet food samples – kept from every batch of pet food we make, for quality control – are composted rather than sent to landfill once they are no longer needed. In 2025, this resulted in **376 kg of pet food samples diverted to compost**, supporting responsible end-of-life management and reducing overall waste – roughly the weight of 40 medium-sized dogs.



Reducing Waste Across our Global Network

Waste reduction efforts extend beyond our own operations and into our international distribution network. We work closely with partners who share our commitment to minimizing waste and improving material recovery.

In Japan, for example, our distributor has implemented a structured approach to waste diversion. Cardboard and plastic pallet wrap are collected by a recycling contractor and processed for reuse, wooden pallets are recovered and reused, and damaged plastic pallets are recycled into regenerated plastic. These practices help keep valuable materials in circulation and reduce reliance on landfill disposal.

By partnering with distributors who prioritize responsible waste management, we strengthen our collective impact and support more circular operations across our global footprint.

Thoughtful Choices: Introducing Beef into Now Fresh Good Gravy

Sustainability guides every decision we make, including when those choices involve trade-offs. Beef has a higher environmental impact than some other protein sources, and introducing it into our recipes was a careful and considered decision.

Grass-fed beef can be a great option for pets with specific nutritional needs or preferences. When we chose to include it in select Now Fresh Good Gravy recipes, we focused on responsible sourcing and balanced formulation.

All of our beef is grass-fed and free-range, sourced exclusively from New Zealand, where pasture-based farming systems support efficient land use. Our supplier uses rotational grazing, and New Zealand beef farms have reduced total greenhouse gas emissions by approximately 30% since 1990, with emissions per kilogram among the lowest globally due to rain-fed pastures, efficient land use, and low reliance on synthetic inputs.

All of our recipes are sustainably formulated with moderate, carefully calibrated protein levels, with a focus on nutrient bioavailability, and balanced with nutrient-rich, lower-impact ingredients such as lentils, peas, sweet potatoes, and whole grains.

Powering Our Operations with Clean Energy

Using renewable and clean energy is a key part of reducing our environmental footprint. By operating in regions with low-carbon electricity grids and partnering with energy-conscious manufacturers, we are able to limit greenhouse gas emissions and conserve natural resources across our value chain.

Our Head Office is located in British Columbia, where approximately **97% of purchased electricity (Scope 2 emissions) comes from renewable sources,** primarily hydroelectric power. This clean energy mix plays an important role in supporting our operational sustainability goals.

Clean energy use also extends to our manufacturing partners. In North America, Elmira Pet Products operates with **75% clean energy**, while in Europe, **United Pet** uses **68% clean energy** – drawing from a mix of nuclear, hydro, wind, solar, biofuel, and natural gas across both regions.

By choosing to operate and partner in regions with cleaner energy systems, we continue to reduce the environmental footprint of our operations while advancing practical, measurable climate progress.

Carbon Pawprint

Measuring Emissions to Manage our Impact
At Petcurean, we take a disciplined, transparent approach to managing our greenhouse gas (GHG) emissions. We measure and manage our GHG emissions using methodologies aligned with the GHG Protocol and calculate our inventory using Persefoni, a third-party GHG accounting platform used by organizations globally.

Our emissions tracking covers key operational and value-chain sources, including energy use, fleet, ingredients (and their transportation), pet food manufacturing, packaging, distribution, employee travel and commuting, and Head Office waste.

We established our GHG baseline in 2022, calculate our emissions annually, and have achieved a 41.4% reduction in our Scope 1 and Scope 2 emissions to date. This ongoing measurement helps us understand our emissions profile and take informed action to responsibly manage our environmental footprint.

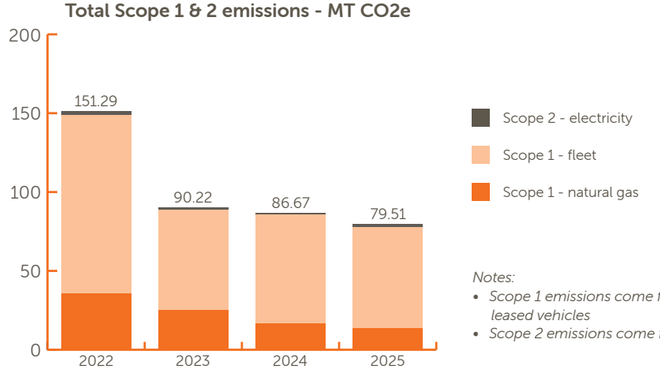
As we look ahead, we will continue seeking opportunities for further reduction, recognizing that any remaining gains – potentially in the range of 5-7% over the next two years – may be achievable through targeted efficiency improvements, even as our Scope 1 and Scope 2 footprint is already near its practical lower limit.

Scope 1 & Scope 2 emissions

Our total Scope 1 & Scope 2 emissions for 2025 amount to 79.51 MT CO2e, representing an absolute reduction of 8.3% from 2024.

The 2025 reduction is mainly attributable to lower energy use, fewer fleet vehicles, and the elimination of our Ontario office space.

Total Scope 1 & 2 emissions - MT CO2e



Notes:
- *Scope 1 emissions come from our HVAC usage, plus gas from our leased vehicles*
- *Scope 2 emissions come from our purchased electricity*

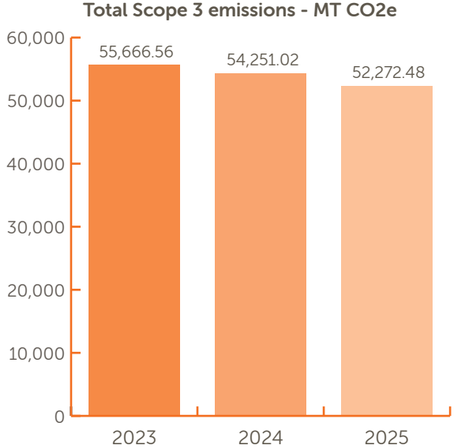
Scope 3 emissions

Scope 3 emissions represent the largest share of a company's greenhouse gas footprint, capturing indirect emissions across the value chain. As a result, our team prioritizes robust calculation and ongoing analysis of these emissions.

Scope 3 emissions are the most challenging to reduce and influence, as they extend beyond our direct control. Even so, we see them as an important opportunity for progress. By working closely with suppliers, logistics partners, and employees, we aim to encourage more sustainable practices over time and drive meaningful reductions across our value chain. While this work requires patience and collaboration, we remain committed to advancing solutions that help embed sustainability throughout our operations.

In 2025, our Scope 3 emissions were estimated at 52,272.48 MT CO2e, and are broken down as follows:

Total Scope 3 emissions - MT CO2e



Scope 3 emissions breakdown

88% Ingredients, packaging,and manufacturing *(Category 1)*	**6.5%** Transportation of food to distributors *(Category 9)*	**4.7%** Transportation of ingredients & bags to manufacturing *(Category 4)*
0.42% Business travel *(Category 6)*	**0.16%** Employee commuting & telework *(Category 7)*	**<0.01%** Head office waste *(Category 5)*

Sustaining our Commitment to Carbon Neutrality

Reducing GHG emissions remains our highest priority. At the same time, we recognize that not all Scope 1 and Scope 2 emissions can be eliminated. To responsibly address the remaining impact, we continue to maintain carbon neutrality – first achieved in 2022 – by investing in third-party verified carbon offsets.

We partner with Will Solutions, a certified B Corp based in Canada, to purchase high-quality carbon offsets that are **independently, 3rd party verified and support credible Canadian environmental projects**. These initiatives focus on measurable outcomes and generate meaningful local and regional benefits, reinforcing our commitment to transparency and integrity in climate action.

In January 2026, we purchased carbon offsets to neutralize 79.51 metric tonnes of Scope 1 and Scope 2 GHG emissions generated across our organization between January 1 and December 31, 2025. This approach ensures that while we continue working to reduce emissions at the source, we also take responsibility for our remaining footprint – upholding our carbon neutral status and our broader commitment to environmental stewardship.

3 Good health and well-being

8 Decent work and economic growth

Empowering our Team

Supporting the well-being and growth of our team

Supporting Growth Through LinkedIn Learning

In 2025, we introduced **LinkedIn Learning** to support our team's ongoing professional growth and skill development. This platform gives employees access to a wide range of courses and tools designed to help build new capabilities, explore interests, and support career development at every stage.

To encourage participation, HR also launched our first-ever LinkedIn Learning Challenge – a four-week, flexible initiative that invited team members to dive into learning, explore practical topics, and apply new ideas in their day-to-day work. Together, these efforts reflect our commitment to creating opportunities for continuous learning and helping our team grow with confidence.

A Workplace That Reflects Diverse Voices

At Petcurean, we believe that diversity makes our teams stronger, our culture richer, and our work more impactful. We are committed to fostering an inclusive workplace where people of different backgrounds, experiences, and life stages feel valued and supported.

Women in Leadership
Women continue to play a strong role in leadership at Petcurean, with **24%** of our managers identifying as women. This reflects our ongoing commitment to supporting gender diversity across leadership roles.

A Multigenerational Team
Our workforce benefits from a wide range of perspectives and lived experience. **21%** of our employees are over the age of 50, creating opportunities for mentorship, collaboration, and shared learning across generations.

Women Across Our Workforce
Women are represented across all areas of our organization, with **38%** of our non-managerial team members identifying as women, contributing their skills, ideas, and expertise every day.

Together, these perspectives help shape a workplace where people can grow, contribute meaningfully, and feel a true sense of belonging.

A Culture of Connection, Trust, and Purpose: Employee Survey Highlights

In 2025, our annual Employee Engagement Survey reaffirmed the strength of Petcurean's culture and the deep connection our team feels to one another and to our purpose. Results show that **employees feel valued, inspired by our mission, and strongly connected to the culture** we continue to build together.

Engagement, belonging, and trust in leadership were overwhelmingly positive, reflecting the strength of our community and the way we work collaboratively across teams. The survey also highlighted meaningful alignment with our values – principles that guide decisions and inspire everyday actions throughout the organization.

Together, these insights reinforce our commitment to fostering a workplace where people feel supported, aligned, and proud to be part of Petcurean. Here are some key findings from our 2025 survey:

94%
I feel like I belong at Petcurean

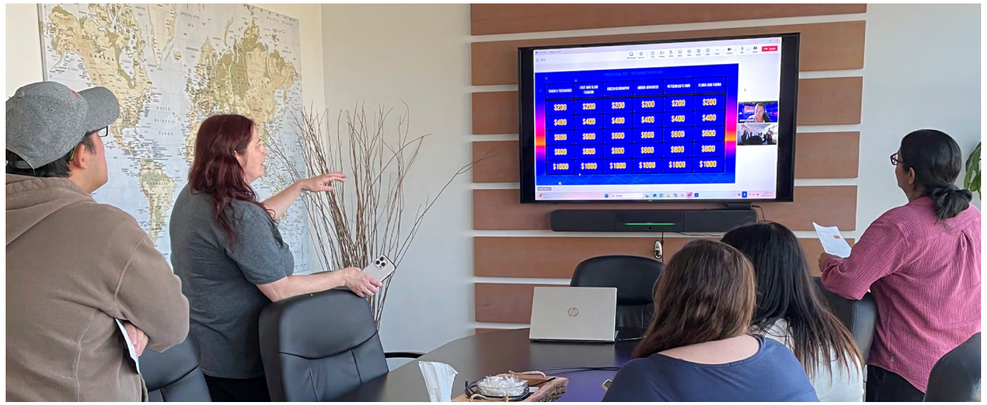
94%
I would refer a friend or a family member to Petcurean as a great place to work

95%
I find that my values and Petcurean's values are similar

95%
My manager demonstrates an interest in my well-being

94%
Petcurean's mission consistently inspires me to do my best work

98%
When making decisions I consider our company values



Bringing Sustainability and Culture to Life

Empowering our team goes beyond policies and training – it's also about creating meaningful, engaging experiences that bring our values to life. In 2025, our Sustainability and Social Committees hosted events that combined learning, connection, and a shared sense of purpose.

The Amazing Sustainability Race

The Amazing Race: Sustainability Edition brought friendly competition and hands-on learning together in a fast-paced, team-based challenge. Teams raced around the office tackling activities focused on topics including carbon footprints, waste reduction, ergonomics, and sustainability knowledge. The result was an energizing experience that sparked curiosity, collaboration, and plenty of fun along the way.

Bring Your Dog to Work Day

Our annual Bring Your Dog to Work Day celebrated the pets at the heart of our work and the connections they help create. Team members and their dogs enjoyed a pet parade, trick competition, and time together outdoors. To reduce waste, employees brought their own reusable plates and utensils, keeping sustainability top of mind while celebrating our pet-first culture.

Keeping Our Team Safe and Supported

The safety and well-being of our team remain a top priority at Petcurean. We believe a safe, healthy workplace is essential – not only for how we work, but for how our people feel every day. The efforts of our Health & Safety Committee reflect this commitment in action.

In 2025, our health and safety efforts included:

- One workplace incident that required reporting, reinforcing the importance of vigilance and continuous improvement
- Quarterly workplace inspections to proactively identify and address potential risks
- Ongoing safety monitoring and follow-up to ensure issues are addressed and standards are maintained

Beyond physical safety, we also support mental and emotional well-being by promoting healthy, active lifestyles. Our third annual **Steps Challenge** encouraged movement and connection during the winter months, supported by tools and resources that help build balance and resilience year-round.

While 2025 included one reportable incident, it reinforced the value of continuous improvement. Our approach to health and safety goes beyond compliance – it's about learning, prevention, and creating a workplace where people feel safe, supported, and able to do their best work.

3 Good health and well-being

8 Decent work and economic growth

Uplifting our Community

Purposeful, year-round support for the communities we serve

Donations that Lead with Heart

At Petcurean, **compassion is at the heart of how we show up for pets and the people who love them** – especially during moments of urgent need. In 2025, we continued to respond when communities faced hardship, providing food support during wildfires in California, Saskatchewan, and Manitoba, and addressing critical shortages in First Nations communities in Northern Alberta and Northern Manitoba.

We also stepped in during local community tragedies, supported puppy mill rescues, and helped ensure family pets received care when it mattered most.

Our annual Giving Tuesday campaign brought this spirit of care to life in a new way. Through Go! Solutions and Now Fresh, we invited our community to nominate someone in need to receive a $50 gift card and pet food. For every nomination received, we donated five meals to pets in need – creating a meaningful win for both people and animals – resulting in **134,000 meals donated** through this initiative.

None of this work would be possible without the dedication of our frontline partners and rescue organizations, who ensure support reaches those who need it most.

- **In 2025, we donated 940,905 meals to 215 rescues, shelters, and community organizations,** helping pets stay nourished and cared for during times of crisis and recovery.

While much of our giving is directed toward pets, we never lose sight of the people who love and depend on them. For individuals and families facing homelessness or food insecurity, pets are often an essential source of comfort and stability. Helping pet parents feed their animals can ease a meaningful burden, support overall well-being, and keep families together during challenging times.

Food Banks and Pet Food Banks Across Canada

We supported food banks and pet food banks nationwide, including Animal Food Bank, Friends in Need, and the Madawaska Valley Food Bank, helping pets stay fed and with their families while reducing pressure on animal shelters.

RCMP and Community Outreach Programs in Montréal, QC

Through partnerships with Resilience, Open Doors, and Fattal Street Kids, we provided pet food to homeless youth with pets – supporting both animal care and trust-building efforts that enabled access to critical services.

Donations that Lead with Heart: Partners & Paws

Our retail partners play an important role in extending our impact, bringing generosity and shared purpose to the communities they serve. Here are a few examples from 2025:

- With our partner, **Pet Lovers Warehouse**, we donated more than **5,600 meals** of dog food to Paws Crossed Rescue and Funds for Furry Friends, helping support animals in need across Manitoba.
- In collaboration with **Quarry Pets**, we donated **15,400 meals** of dog and cat food to Tin for the Critter Bin, which then distributed food to several local rescues, including Before the Bridge Senior K-9 Rescue, Penny's All-Breed Animal Rescue, and Winnipeg Boxer Rescue.

These partnerships reflect the power of working together to deliver meaningful support where it's needed most.

Funds for Furry Friends
Jul 16, 2025 ·

At Funds for Furry Friends, we know the value of teamwork. And we really appreciate the generosity of our donors.

We send special thanks to **Petcurean** and **A Pet Lovers Warehouse** for their recent food donations, which will go a long way to feeding the many new puppies that have come into our Rescue. We also thank **One At A Time Rescue** for helping out by allocating some of their recently-donated food to Funds for Furry Friends.

Tin For The Critter Bin
9h ·

Load of Critter Food from Quarry Pets and Petcurean Rep Jay Robson split between Penny's All Breed Animal Rescue Inc. And Winnipeg Boxer Rescue 🐾❤️🐾❤️ Thanks to All who contribute to save and feed the Critters 🐾❤️🐾❤️

Making a Difference Through Volunteering

At Petcurean, giving back is deeply personal. It's woven into our culture and reflected in the way our people show up for the communities they care about. Through our Volunteering Policy, employees are supported with **20 paid volunteer hours each year** to contribute their time and skills to causes close to their hearts.

In 2025, **48% of our team chose to volunteer – contributing 322.5 hours in total** – and shared their compassion, energy, and commitment with organizations across their communities. We are incredibly proud of the care our employees bring to this work and inspired by the meaningful connections and positive change they help create – today and into the future.

Below are a few examples of how our team gave back in 2025.

Salmon Habitat Restoration

In partnership with the S.A.Y. Lands Office, which represents the Skowkale, Aitchelitz, and Yakweakwioose First Nations, our team returned to the banks of the Chilliwack River for another meaningful day of habitat restoration on Earth Day. This year, employees planted native trees and shrubs, installed birdhouses to encourage native species to nest, and took part in a memorable baby Chum salmon release into the river. Steve Clegg from S.A.Y. Lands shared how each activity plays a role in restoring biodiversity and strengthening local ecosystems. The day blended hands-on learning, environmental impact, and genuine connection to the land.

Volunteering at PEACE Farm Sanctuary

A group of Petcurean volunteers traded their office chairs for farm boots and spent the day at PEACE Farm Sanctuary in Mission, BC. Our team rolled up their sleeves to trim back invasive plants

and help build a new fence for resident pigs Reba and Joe. It was a rewarding (and hot) day filled with teamwork, laughter, and a shared sense of purpose – and one we look forward to repeating.

Chilliwack Adopt-A-Senior

During the holiday season, our team once again partnered with the Chilliwack Adopt-A-Senior program – this year supporting eight seniors living alone in our community. Local and remote employees came together to thoughtfully shop for wish-list items, create handmade cards, and deliver gifts filled with care and kindness, helping ensure the season felt a little warmer and more connected for our seniors.

Sharing the Spirit of Giving at our Kids Holiday Party

In 2025, we hosted our first-ever Petcurean Kids Holiday Party, pairing celebration with giving back. Children selected photos of local shelter pets from our Christmas tree, decorated festive donation boxes, and filled them with Go! Solutions and Now Fresh food for their chosen dog or cat. All donations were delivered to the shelters ahead of the holidays, helping support these animals in need and making the experience of giving both tangible and joyful for this young and eager generation.

Individual Acts of Giving

Beyond organized volunteer events, some employees also chose to give back independently. One example came from Jonathan (our Marketing Analytics Lead), who spent hours during the holiday season organizing gifts for children supported by his community – making a meaningful dent in gift-giving efforts and bringing joy to families during a busy and emotional time of year.

Advancing Truth and Reconciliation

At Petcurean, advancing Truth and Reconciliation is an ongoing responsibility – one grounded in learning, listening, and showing up with respect. Our focus is on building awareness within our team, strengthening relationships with Indigenous communities, and taking practical steps that reflect our values.

Chilliwack River Cultural Briefing

To open our salmon habitat restoration work this year with the S.A.Y. Lands Office, Steve Clegg shared deeper insight into the history and cultural significance of the Chilliwack River to the Skowkale, Aitchelitz, and Yakweakwioose First Nations. He spoke to how land restoration supports salmon populations while also preserving space for cultural practices and community connection - grounding our volunteer efforts in deeper understanding and respect.

National Day for Truth and Reconciliation

In recognition of the National Day for Truth and Reconciliation, we focused on education and accessible action. Our team was encouraged to reflect, learn, and participate in meaningful ways – by wearing an orange shirt, attending local events, reading Indigenous authors, and supporting Indigenous-owned businesses. These small but intentional actions help build awareness and reinforce shared responsibility.

Supporting First Nations Communities

Throughout the year, we continued to donate essential dog and cat food to First Nations communities across Canada, helping support pets and the families who care for them. These donations reflect our commitment to showing up with care and meeting immediate needs while longer-term reconciliation work continues.

Advancing Truth and Reconciliation is not a single moment, but a continuous journey. We remain committed to learning, building relationships, and taking action with humility and respect.

Sustainability Leadership in Action

At Petcurean, sustainability leadership is about more than recognition – it's about continually raising the bar for our industry, supporting our people, and creating lasting positive impact. In 2025, we were proud to see this commitment reflected through external recognition and continued investment in sustainability leadership.

YWCA Women of Distinction Awards – Outstanding Workplace

In 2025, Petcurean was named a Finalist for the YWCA Women of Distinction Awards in the Outstanding Workplace category, which recognizes organizations that foster inclusive, supportive, and empowering work environments. While we did not receive the award, we were honoured to be recognized alongside inspiring organizations and leaders, and we remain committed to building a workplace where people feel valued, supported, and able to thrive.

Investing in Sustainability Leadership

Our Sustainability Manager, Christine Mallier, earned a Master's Certificate in Corporate Sustainability & Innovation from Harvard in 2025. Christine is deeply committed to continuous learning and staying at the forefront of evolving sustainability practices, bringing new perspectives and insights back to Petcurean. This investment in professional development helps ensure our sustainability approach remains thoughtful, informed, and forward-looking – supporting strong decision-making and long-term impact for our business, our partners, and our communities.

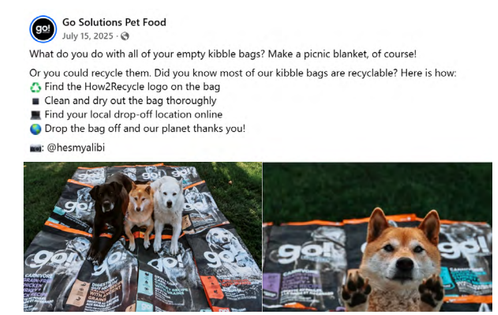
Together, these milestones reinforce our belief that meaningful sustainability progress starts with strong leadership, continuous learning, and a culture that supports both people and purpose.

Storytelling That Inspires Care Beyond the Bowl

Our social channels are another way we show up for pet parents – not just to share product updates, but to encourage care beyond the bowl. In 2025, our social media team focused on thoughtful, everyday ideas that help pet parents support their communities and make kinder choices for the planet.

- **56 posts across Instagram, Facebook, TikTok, and YouTube Shorts, plus 42 Instagram Stories** shared practical ways to give back, reduce waste, and care more consciously
- **4 blog posts** explored stories and tips around upcycling, fostering shelter animals, community volunteering, and sustainable pet ownership

This approach reflects our brands' values – caring deeply for pets, people, and the world they share – and helps reinforce that sustainability is not about doing everything perfectly, but about making thoughtful choices whenever we can.



Protecting Human Rights Across our Supply Chain

Respect for human rights and ethical business practices is foundational to how we operate. We are committed to identifying and mitigating the risk of child labour and forced labour across our value chain, and to being transparent about our approach.

Our value chain includes:

- Ingredients
- Packaging
- Manufacturing partners
- Transportation
- Petcurean employees

Key measures we use to manage risk include:

- Supplier screening and sustainability questionnaires
- A mandatory Supplier Code of Conduct
- Supply chain risk assessments
- Onsite audits and ongoing supplier visits
- Targeted training for employees involved in purchasing decisions

All major suppliers are screened prior to onboarding, required to sign our Supplier Code of Conduct, complete follow-up assessments, and are audited before and during partnership. In 2025, we expanded training for Petcurean employees involved in procurement to further strengthen awareness and due diligence.

In 2025, we submitted our second annual report in support of Canada's Bill S-211 Supply Chain Act, reinforcing our commitment to transparency and responsible supply chain management.

13 Climate action | 12 Responsible consumption and production

Commitment to Governance

Stronger practices for a stronger future

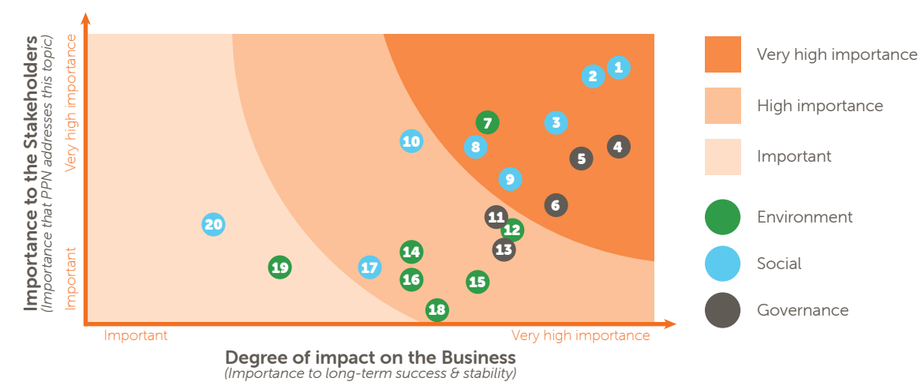
Identifying Our Sustainability Priorities Ahead

In 2025, we completed our first Materiality Assessment – a structured way to understand which environmental, social, and governance (ESG) topics matter most to our key stakeholder groups: employees, retailers, distributors, consumers, and community partners. Together, they helped us assess 20 ESG topics to better understand where expectations, impacts, and priorities align, by responding to two core questions:

- How important is it that Petcurean takes action on each topic?
- How important is each topic to Petcurean's long-term success and stability?

The results were clear: all 20 topics scored highly across our internal and external stakeholders, reinforcing that sustainability is central to Petcurean's brand, values, and long-term success – not a side initiative. The five topics that emerged as most important were Product Quality and Safety, Animal Welfare, Employee Health, Safety and Well-Being, Customer Satisfaction and Brand Trust, and Product Transparency.

These insights now guide our next two-year sustainability strategy, helping us focus our efforts where they matter most and continue building a business that supports pets, people, communities, and our planet for the long term.



1. Product Quality & Safety
2. Animal Welfare
3. Employee Health, Safety and Wellbeing
4. Customer Satisfaction & Brand Trust
5. Product Transparency
6. Ethical Sourcing & Ingredient Transparency
7. Greenhouse Gas Emissions (env)
8. Human Rights / Labour in Supply Chain
9. Sustainability Impact Reporting & Transparency
10. Community Engagement & Philanthropy
11. Ethical Business Practices
12. Pollution Prevention
13. Data Privacy & Cyber Security
14. Waste Reduction, Recycling & Circularity
15. Reducing Impact of Ingredient Sourcing & Recipes
16. Eco-friendly Packaging
17. Diversity, Equity & Inclusion
18. Reducing Manufacturing Impact
19. Climate Change Risk & Resilience Planning
20. Truth & Reconciliation with Indigenous Peoples

Ensuring Quality & Safety in Every Bite

Delivering safe, high-quality nutrition is central to how we operate. Every batch of kibble undergoes rigorous review before it leaves our facilities, including microbial testing to confirm it is free from salmonella and nutritional verification to ensure it meets recipe-specific standards. Our Quality Assurance team also conducts visual inspections for shape, size, and colour – recognizing that natural ingredients can create slight variation while still meeting our strict product expectations. Samples from each batch are retained for ongoing review and reference, and once they reach expiry, they are responsibly composted through our partners.

Our wet food products, including Tetra Pak cartons and pouches, follow an equally disciplined process. Each batch is reviewed by our Nutrition team for nutrient accuracy, visually inspected by Quality Assurance, and incubated after the retort process to validate both food safety and packaging integrity. These steps ensure that every product we release meets the high standards pet parents expect and supports the safety, consistency, and trust that define our brand.

Supporting Extended Producer Responsibility Programs

As more regions across Canada and the United States introduce Extended Producer Responsibility (EPR) programs, we are committed to doing our part as a responsible corporate citizen. These programs are designed to improve how packaging is collected, recycled, and managed at end of life, helping shift waste management costs away from communities and toward producers.

Where EPR legislation is in place, Petcurean registers with the appropriate programs and pays the required fees in the provinces and states where our products are sold. This helps support local recycling systems and infrastructure, and ensures we are meeting our obligations as packaging producers. In 2025, we also completed our first required reporting under Canada's Federal Plastics Registry, supporting greater transparency and accountability around plastic use.

Participating in EPR programs – and meeting new reporting requirements as they emerge – is one of the ways we take responsibility for our packaging and contribute to stronger, community-supported recycling systems across North America.

Sustainability 101

Sustainability 101 training is a regular part of how we welcome new team members and build shared understanding across the organization. Delivered during quarterly onboarding sessions, our Sustainability Manager provides a practical overview of the sustainability topics most relevant to Petcurean and how they connect to day-to-day work.

When we collaborate, our impact extends far beyond what any one company can achieve on its own.

The focus is on real-world context – such as recyclable packaging, greenhouse gas emissions, and carbon neutrality – helping employees understand how sustainability considerations show up across our business and how individual actions can support our goals.

Promoting Our Brands With Integrity

In 2025, our Sustainability Manager delivered Global Green Claims training to our Marketing team to help navigate this rapidly evolving landscape as environmental marketing claims become increasingly regulated around the world. The session was designed to support strong, responsible storytelling while keeping our claims aligned with regulatory expectations.

The training provided a high-level overview of key requirements, common risks to watch for, and practical recommendations, with a focus on legislation across North America and key international markets. This work helps ensure our brands are promoted with accuracy and integrity, reflecting the transparency and trust our consumers expect.

Collaborating With The Pet Sustainability Coalition

For eight years, Petcurean has been a proud and active member of the Pet Sustainability Coalition (PSC), a leading organization working to advance sustainability across the pet industry. Through this collaboration, we contribute to shared learning, industry-wide progress, and practical solutions that support long-term positive change.

Our Sustainability Manager actively participated in several PSC working groups, collaborating with peers across the industry:

- **PSC Sustainability Cohort** - Engaging with pet industry leaders across North America to share best practices, explore emerging sustainability topics, and strengthen collective impact.
- **PSC Ingredients Cohort** - Collaborating on ingredient-related sustainability topics, including sourcing considerations, environmental impacts, transparency, and opportunities to advance more responsible ingredient choices across the supply chain.
- **PSC Packaging Cohort** - Working alongside other brands to support the transition to more sustainable packaging, share learnings, and address common challenges related to recyclability and packaging innovation.

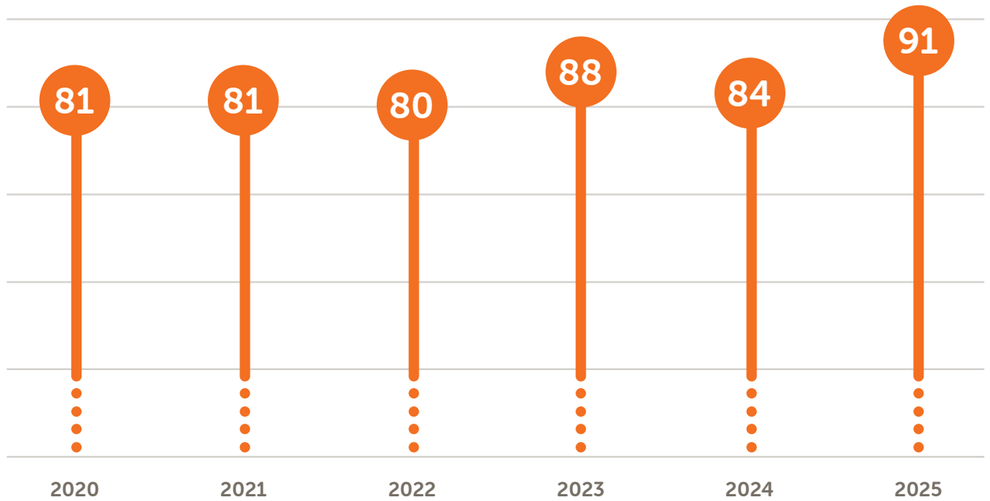
Through these partnerships, we are not only advancing Petcurean's sustainability goals, but also contributing to broader progress across the pet industry – because meaningful change is strongest when it's shared.

2025 PSC Accredited Business

Petcurean is proud to be a Pet Sustainability Coalition (PSC) Accredited Business for the sixth consecutive year. This accreditation reflects a strong commitment to sustainability, verified through a comprehensive assessment against environmental and social criteria.

The PSC framework aligns with the United Nations Sustainable Development Goals, including SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production), helping ensure sustainability efforts are supported by measurable action. Maintaining accreditation for six consecutive years reflects our ongoing focus on continuous improvement across our business and our commitment to leadership within the premium pet food industry.

Annual customer satisfaction score



Best-in-Class Customer Care

At Petcurean, pets and the people who care for them are all part of our Petcurean Pack. We're committed to delivering best-in-class customer care in every interaction, helping pet parents feel supported and confident in the choices they make for their pets.

If a product isn't the right fit, we go above and beyond to find a solution – even if that means recommending a different pet food brand that better meets a pet's needs. Doing what's right for pets and their families always comes first.

We measure customer experience through the Customer Satisfaction (CSAT) scoring system to ensure we're meeting high standards. In 2025, **our CSAT score reached 91**, an increase of 7 points over 2024, reflecting our continued focus on responsive, thoughtful support.

The Road Ahead

At Petcurean, sustainability is not a project or a single initiative – it is a commitment we renew every day. The work captured in this report reflects the collective effort of a team that cares deeply about doing what's right – for pets, for people, and for our planet.

As we move into the next chapter, we will continue strengthening our commitments, advancing practical solutions, and holding ourselves accountable to the standards our stakeholders expect. Sustainability is a journey, not a finish line, and we are proud to continue that journey with purpose, integrity, and heart.