



WELLNESS PET COMPANY

2023 | IMPACT REPORT





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A Message from our CEO



We are happy to report on our continued efforts to deliver shared wellbeing for our planet and communities. As a business focused on natural pet nutrition that delivers visible benefits, we understand that we have a responsibility to challenge and improve our business operations. We also want to ensure that we are fostering wellbeing among our Wellie employees and the communities we serve.

This year represents our second Impact Report for Wellness Pet Company. We are embarking on a number of major multi-year initiatives with long-term societal benefits. Some of these initiatives are in the early stages as we collect data to ensure we establish meaningful, but achievable goals. Some of these goals are shifting to recyclable packaging and tracking our baseline emissions. We have also continued to deepen our involvement with groups like Pet Partners who focus on sharing the joy of pets as they counter the mental health crisis. We hope you enjoy learning more about our impact journey and achievements for 2023.

Reed Howlett
CEO

Our Purpose

Fulfilling a Life of Wellbeing Together



The Wellie Way



Obsessed:

It's who we are and how we win for pets and their parents



Wellies:

Each of us make a difference every day



Winning:

Together, we are unstoppable



For the World:

We are building a better tomorrow for pets, their parents, and the world

Our Approach to Governance & Engagement

Our goal is to align our focus on pet health and wellbeing with environmental and social stewardship. Focus is the key to progress. As we started down the journey to where we could make the largest impact, we reached out to internal and external stakeholders for the areas of greatest materiality.

Sustainable Packaging Sourcing

Product Safety & Quality

Sustainable Ingredient Sourcing

Employee Experience & Wellbeing

Occupational Health & Safety

Supplier Environmental & Social Policy

Diversity, Equity, and Inclusion

Emissions

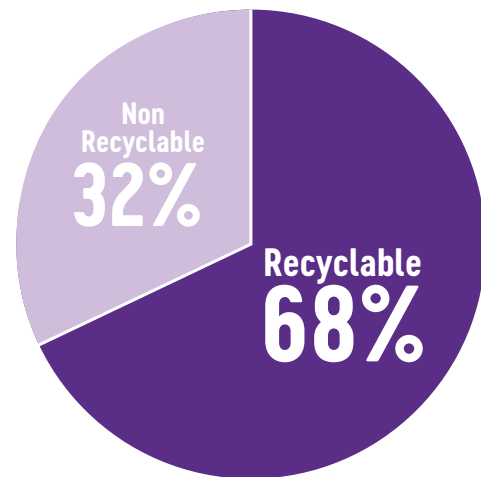
Commitments

Environmental

At Wellness Pet Company we know the importance of sustainability to our pet parents, customers, and the regions we service. Whether developing new products or improving our current product assortment, we use sustainability as a key metric in our ideation, development, and commercialization process.

Our ultimate goal is to transition to sustainable packaging solutions across our portfolio. This is a significant project to undertake as we must also ensure our packaging continues to perform its primary function of protecting the product's nutritional requirements, product texture, shelf life, and other quality and food safety requirements. Today, the infrastructure for consumers to dispose of recyclable bags is in its infancy. However, we believe that moving towards recyclable packaging, even without the private or municipal infrastructure in place, will help promote the development of materials recovery / recycling facilities to push the supply chain and the eco-system required to make recycling attainable in the future.

To the right is a snapshot of our current portfolio and the status of recyclable materials by weight, inclusive of flexible and rigid packaging.



Packaging

Wellness has been testing, validating, and commercializing new flexible plastic packaging solutions to meet these needs and demands. Some successes include the recycle ready film solutions used in our treats' portfolio.



While we are proud of the progress we have made thus far, our aspirational goal is after 2025 full completion of the transition from multi-laminate plastic packaging to mono-layer. We still have many challenges yet to overcome to ensure our products maintain their integrity through the supply chain and shelf life, as well as physical availability of the desired films. We are actively working towards solutions for the non-recyclable packaging still used today, and continue to commit to finding solutions for these.

While we have made a strong start in converting plastic packaging to recyclable materials, we are currently developing a packaging sustainability roadmap that incorporates quality, safety, accessibility, and regulatory considerations.

Commitments

At Wellness Pet, ingredients are our most important resource for the best nutritional outcomes. While ingredients supply nutrients that help pets thrive, we also consider the sourcing and scalability, as well as the economic viability of using each ingredient. We have two focus areas. The first is to lessen our dependence on animal protein by 2030. We are in the initial stage of understanding how this may be accomplished by conducting a thorough analysis and benchmarking our portfolio for protein digestibility, and long-term health biomarkers that serve as an indicator of healthy pets. Any changes we make to our recipes need to demonstrate equal or improved performance. Second, we are currently evaluating several ingredients for their lower social, environmental impact, and potential health benefits. We have already started to incorporate a sustainable source of fiber, and are currently investigating insect as an alternative protein source.

Ingredient Sourcing



Commitments

Carbon Emissions

We are happy to share that we have initiated carbon accounting for our manufacturing sites. Our initial accounting has begun at our South St. Paul, Minnesota and Decatur, Arkansas facilities. We are using one of the leading providers of carbon accounting software, Persefoni.



SOUTH ST. PAUL, MN: AA RATING



DECATUR, AR: A RATING



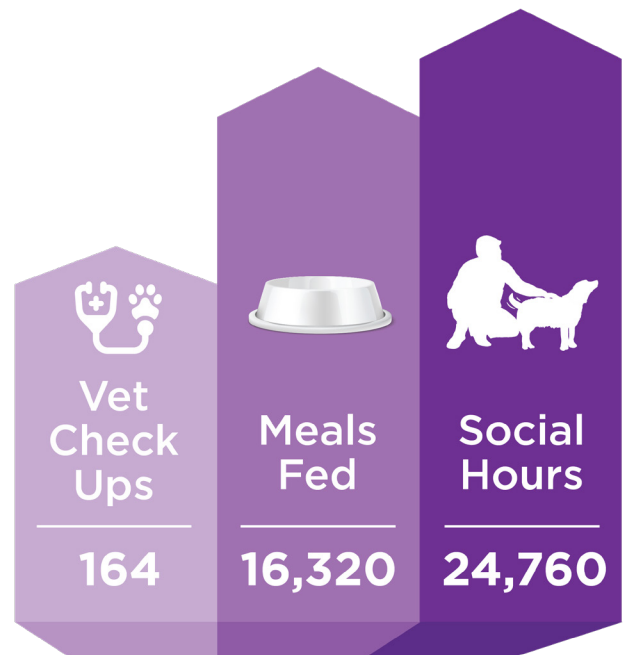
VEENDAM, THE NETHERLANDS: A+ RATING



Food Quality

Food safety and quality are fundamental to our social contract with our consumers, and their pets. Our manufacturing facilities participate in the recognized Global Food Safety Initiative benchmarked food safety standards, independently audited.

It is also important that we stand behind the efficacy of our products' performance. We have invested behind the scientific validation of our recipes and will continue to best support the health and product claims we believe deliver wellbeing for pets. Over the course of our feeding studies, all animals receive health assessments by veterinarians and enjoy lots of play time.



Commitments

Community Engagement

Our desire to build a better tomorrow for pets, their parents and the world shows up in our community engagement. The company's charitable and community programs are run through the Wellness Foundation. At the organizational level, the Wellness Foundation's vision is to enhance the human experience and promote the mutually beneficial relationship between people and pets. The Wellness Foundation has aligned itself with partners who share this vision.

In 2023, 87 employees participated in the World's Largest Pet Walk in support of Pet Partners.



World's Largest Pet Walk in support of Pet Partners



Wellies with Pet Partners support animal at Global Pet Expo



Wellies supporting a local pet shelter in the greater Decatur, Arkansas community



Wellies celebrating in Singapore during our Global 5k in support of Pet Partners

But Wellies go beyond fundraising and believe in the power of sweat equity. Each year, Wellies around the globe participate in our Global Day of Service.



Wellie working with a local horse rescue organization during our Global Day of Service

On May 24, 2023, 325 Wellies had boots on the ground with more than 30 organizations where they were spending the day serving together. In addition, employees in our production facilities who were unable to participate onsite at partner locations for the day participated in making toys for dogs in shelters. 2024 will mark our sixth year as a global event, and we are excited to continue this great tradition!

In addition to these partnerships, the Wellness Foundation donates products to shelters across the US.

In 2023, the Wellness Foundation donated more than 314,000 pounds of food for pets in need in shelters and foster situations across the US.

In 2023, Wellness Pet donated more than 900,000 pounds of product to communities through Greater Good in the US, and our Veendam facility donated over 5,000 pounds locally in the Netherlands.

Wellies are also encouraged to get involved in volunteer efforts within their local communities in other ways. Through our Global Community Service Program, we offer each full-time employee eight hours of paid time per year to provide direct service to a not-for-profit organization of their choosing. Our employees served in a variety of ways in 2023, from cleaning parks on Earth Day in Minnesota, to driving routes for Meals on Wheels programs in Indiana and cooking meals for a shelter's residents in Massachusetts.

And finally, every fall the global Wellie community joins together for our Virtual 5K. Each year an organization is chosen to benefit from the proceeds of the event. For each Wellie participant, a donation is made to the selected organization. While we all complete the 5K individually, we leverage a mobile phone app and the quarterly employee newsletter to share the experience with one another. In 2023, our recipient organization was Pet Partners, and over 180 employees participated.

Commitments

Employee Wellbeing

All our US-based full-time employees have the option of participating in our employee benefits programs, providing insurance for preventative and urgent care needs for medical, dental, and vision. US employees have access to our Life Assistance Program for additional wellbeing support, and flexible spending programs to help manage costs. Wellness Pet works to ensure employee contributions to such plans remain both competitive and affordable.

Following our first employee engagement survey in the fall of 2022, leaders from across the organization executed initiatives to meet the needs of our employees. In the fall of 2023, we held our second annual employee engagement survey, and 83% of global employees participated. Since that time, our Culture Ambassador team has been partnering with our Senior Leadership Team to understand and plan additional actions to continue to enhance the employee experience for all Wellies.



Wellie enjoying a family event at our headquarters



Wellies participating in a healthy eating cooking demonstration and learning event at our headquarters



Wellies enjoying one another's company during a leadership team hike in the White Mountains of New Hampshire

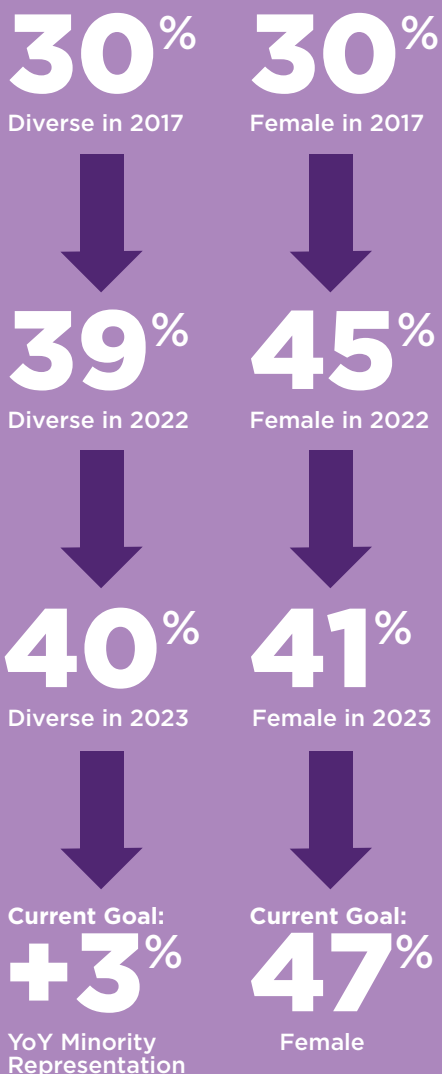
People: Diversity, Equity, and Inclusion

Wellness is committed to diversity, equity, and inclusion across our global locations. On a quarterly basis, we look at our employee population through the lens of gender, race, and age for all locations where we have the legal ability to review the data. Current initiatives include seeking out ways to reach under-represented groups with employment opportunities and providing communication translation services for selected employee segments.

On an annual basis, we offer Understanding Bias training to employees seeking to improve their ability to reduce bias in their everyday decision-making. All new hires participate in a new hire orientation where key policies are reviewed and acknowledged. Interview teams are also trained to reduce bias in the interview and hiring process on an ongoing basis.

Doing Our Part for the Shared Wellbeing of Pets, People, and the World

Increasing workforce diversity and female representation across the organization.





We'd love to hear from you!

Call 1-800-225-0904 or visit us at www.wellnesspet.com

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