

Doing the right thing for pets, people & our planet

Annual Sustainability Impact Report
2024

petcurean



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25
years

of trusted pet
nutrition

Introduction



A legacy in motion

As we celebrated Petcurean's 25th anniversary in 2024, this milestone year became both a reflection of our journey and a call to action—a legacy in motion, built through innovation, compassion, and accountability every single day. Over the past quarter-century, we have grown from a small, passionate company into a leader in premium pet nutrition and sustainability, steadfast in our commitment to pets, people, and our planet. This Sustainability Impact Report for 2024 highlights where we are today and where we are headed, showcasing the deliberate steps we take across our four pillars of impact—Protecting Our Planet, Empowering Our Team, Uplifting Our Community, and Commitment to Governance—to create meaningful change and ensure a brighter future for all.

In Protecting Our Planet, we continued to build momentum through eco-conscious initiatives, including transitioning to recyclable packaging and launching Go! Solutions Benefit Chews made with upcycled ingredients to combat food waste. Alongside these efforts, reducing office space and maintaining our zero-waste status highlight how small, deliberate actions contribute to a sustainable future.

Empowering Our Team celebrates a culture of safety, inclusion, and well-being. In 2024, we marked five consecutive years without workplace accidents and achieved outstanding employee engagement results,

with over 90% of team members affirming their sense of belonging and alignment with our mission.

Through Uplifting Our Community, we reaffirmed our dedication to meaningful impact. From planting native trees along the Chilliwack River to donating 4.6 million meals to pets in need, our 25th-anniversary year was defined by a spirit of volunteerism and heartfelt support for vulnerable pets and people.

Our Commitment to Governance emphasizes ethical leadership and transparency. New training programs on sustainability, anti-corruption, data privacy, and child labour and forced labour further solidified the trust that guides our relationships with consumers, employees, and partners.

As we reflect on this remarkable year, we are deeply grateful for the unwavering support of our team, partners, community, and the pet parents who feed our food. Together, we continue to inspire progress and build a legacy of responsibility and care while providing premium pet nutrition. Petcurean's 25 years of innovation, environmental leadership, and community engagement are just the beginning of a journey fueled by the belief that every decision, no matter how small, contributes to a brighter future for pets, people, and our planet.

United Nations Sustainable Development Goals

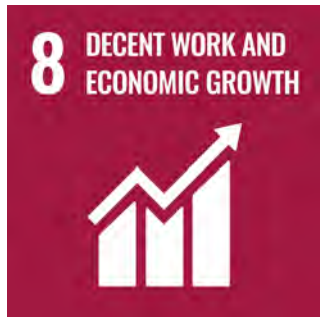
At Petcurean, we are deeply committed to supporting the United Nations Sustainable Development Goals (SDGs), recognizing the importance of collective action to address global challenges and build a more equitable, sustainable, and compassionate world. This commitment is woven into everything we do, from creating premium nutrition for pets to fostering the well-being of our employees and the communities we serve. While we value all the SDGs, we focus our efforts on SDG 3, SDG 8, SDG 12, and SDG 13, where we believe we can make the greatest impact.

SDG 3, Good Health and Well-Being, reflects our passion for improving the lives of pets by crafting premium nutrition that promotes their vitality and longevity. It also underscores our dedication to nurturing the mental and physical health of our team members, recognizing that a thriving workforce is key to our success.

SDG 8, Decent Work and Economic Growth, inspires us to create an environment where our employees can grow and thrive, while also driving sustainable economic practices that positively impact the communities around us.

Through SDG 12, Responsible Consumption and Production, we are committed to adopting responsible sourcing and production methods, continuously striving to minimize waste and reduce our environmental pawprint.

In line with SDG 13, Climate Action, we recognize the urgency of protecting our planet. We actively seek ways to mitigate our environmental impact, contributing to a more resilient, sustainable future for pets, people, and ecosystems everywhere.



At Petcurean, we see our role as more than providing pet food—we are stewards of a deeply interconnected world. By embedding sustainability and care into our products, practices, and partnerships, we aim to inspire meaningful change, ensuring the well-being of pets and their people while creating a healthier, more harmonious planet for generations to come.

Protecting our planet

Transforming our operations to support a sustainable future, recognizing that the well-being of pets and people depends on the health and vitality of our planet.





Advancing sustainability with recyclable packaging

In July 2022, we took a significant step forward in our sustainability journey by signing the Pet Sustainability Coalition Packaging Pledge – a three-year, ambitious endeavour. This milestone reflects our commitment to transitioning the majority of our packaging to recyclable materials by 2025, across all our global markets, including North America, Asia Pacific, Europe, and beyond.

To address the urgent challenges of climate change, we are focusing on innovative packaging solutions to reduce our environmental impact. In 2022, we conducted a third-party life cycle assessment to compare the environmental footprint of our non-recyclable bags with recyclable alternatives. The data-driven findings strongly supported the shift to recyclable materials.

After rigorous testing and evaluation, we launched our first product in recyclable packaging in October 2023: Go! Solutions Skin + Coat Care Lamb Recipe with Grains. To ensure transparency and encourage recycling, we partnered with How2Recycle, a third-

party organization that verifies and labels packaging for recyclability. All of our recyclable bags feature the How2Recycle logo, along with straightforward recycling instructions for consumers.

Rather than discarding our existing non-recyclable bags—which would counteract our sustainability goals—we are transitioning to recyclable packaging as bags come up for reorder. This phased approach ensures minimal waste while making steady progress toward our 2025 goal.

We're thrilled to share that 47% of our kibble packaging is now recyclable, including the bags for every new kibble recipe introduced this year. We hoped to be further ahead in our transition, but delays in finalizing package labeling legislation in Canada and the USA have hindered our progress. At Petcurean, we are proud to lead by example, setting new standards in sustainability and inspiring others in the pet industry to join us in creating a healthier planet for future generations.



Fighting food waste with Go! Solutions Benefit Chews

With over 168 million tonnes of food lost and wasted annually in North America, our team knew we had to take action to address this critical issue.

In 2024, we were excited to launch Go! Solutions Benefit Chews, made with Certified Upcycled ingredients like carrots, apples, sweet potatoes, chickpeas, barley, oats, and flaxseed. These upcycled ingredients, sourced from the human food chain, are often misshapen or produced in excess. By using them in our Benefit Chews, we're transforming these valuable nutrients into

a solution that reduces food waste while providing dogs with nutritious and delicious treats.

In 2024 alone, we incorporated an impressive six metric tonnes of upcycled ingredients into our Benefit Chews!

In line with our commitment to sustainability, all Benefit Chews are packaged in recyclable bags, featuring the How2Recycle logo, further supporting our mission to protect our planet.

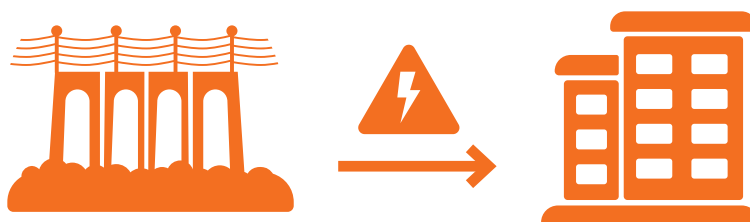
Harnessing clean energy

As we work towards a more sustainable future, using renewable and clean energy is essential for reducing our environmental impact. By operating in regions primarily powered by clean energy, we minimize our contribution to greenhouse gas emissions, conserve natural resources, and help reduce the environmental footprint of our operations. This commitment extends across our operations, from our Head Office to our manufacturing partners, ensuring that sustainability remains at the core of everything we do.

Renewable energy at our head office

We are proud to have our Head Office located in British Columbia, where 97% of our electricity comes from renewable energy, primarily hydroelectric power. This

commitment to clean energy supports our broader sustainability goals and contributes to reducing our environmental impact (Scope 2 GHG emissions)..



Clean energy in production

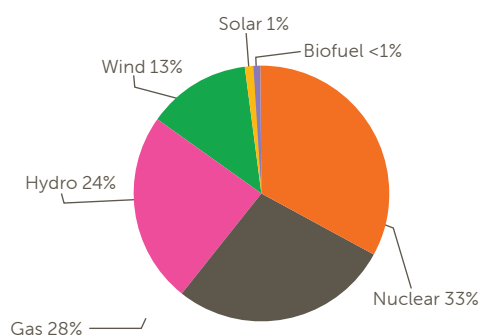
Petcurean is equally proud to be partnering with manufacturers who run on clean energy.

Our North American manufacturing partner, Elmira Pet Products in Elmira, ON, operates with 75% clean energy, utilizing a mix of nuclear, hydro, wind, solar, and biofuel. Similarly, our EU manufacturing partner, United Pet in France, is powered by 68% clean energy, sourced

primarily from nuclear power, along with natural gas, biofuel, hydro, wind, and solar.

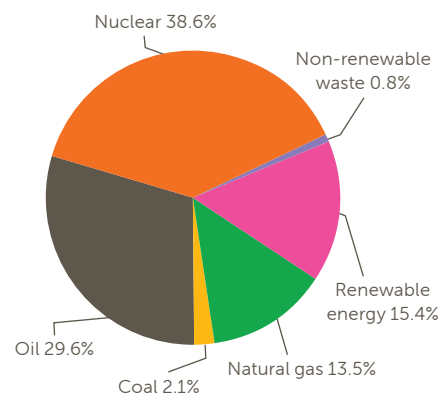
By aligning with energy-conscious partners, we're able to further our sustainability efforts and reduce the environmental footprint of our operations across our value chain.

Ontario, Canada energy mix *



*<https://www.ieso.ca/Power-Data/Supply-Overview/Transmission-Connected-Generation>

France energy mix *



*<https://www.statistiques.developpement-durable.gouv.fr/edition-numerique/chiffres-cles-energie-2024/6-bilan-energetique-de-la-france>

Renewable energy breakdown

Biomass	4,8
Hydroelectric	2,2
Wind	2,1
Heat Pumps	2,0
Biofuel	1,6
Photovoltaic	0,9
Other	1,8

Additional achievements

Smarter space, smaller footprint

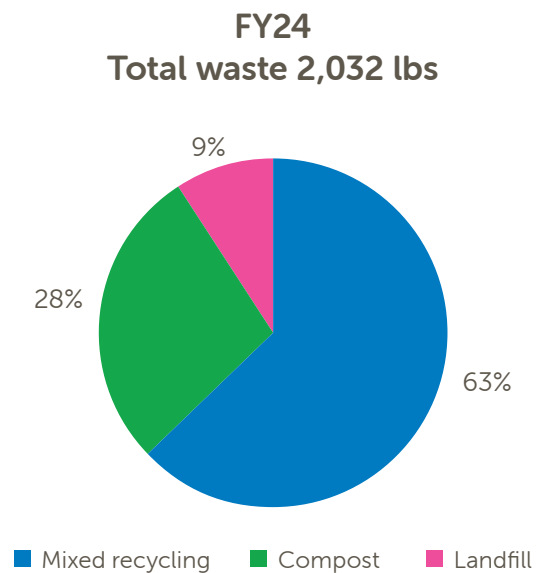
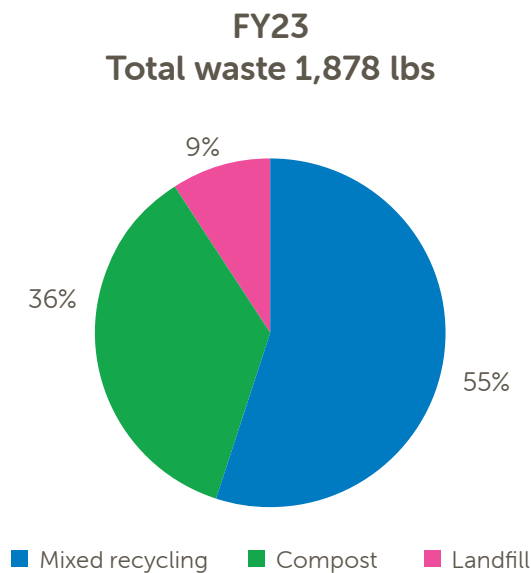
As part of our ongoing commitment to reducing our environmental footprint, we conducted an audit of our office space at both our Chilliwack Head Office and our Waterloo, ON location. With our transition to a distributed team post-COVID-19, we reassessed our space needs. As a result, we eliminated 27% of our Chilliwack Head Office space and released our Waterloo office, aligning the space with the actual needs of our in-office team.

By right-sizing our office space, we reduced electricity and heat/AC consumption, eliminated half-empty dishwasher runs, and minimized waste from coffee products going sour—contributing to a reduction in our greenhouse gas emissions (GHG) emissions and environmental footprint.

Keeping zero waste on track

Taking charge of our waste is a direct and impactful way we contribute to a healthier planet.

After our wildly successful “Watch Your Waste” Head Office campaign in 2023, which resulted in an 86% reduction in our waste-to-landfill—thus achieving zero waste status with only 9% of our total waste going to landfill—our team remained diligent about waste reduction in 2024. These efforts resulted in maintenance of our zero waste status, with our waste-to-landfill holding steady at 9% of our total waste 2024. Zero waste is achieved when <10% of waste across all three waste categories (recycle, compost, landfill) goes to the landfill.





Special considerations for specialty markets

In 2024, we began producing Go! Solutions kibble in 40lb bags specifically for the Korean market to meet its unique needs, replacing the 22lb bags previously being sent to our Korean distributor. The larger bag size means fewer bags being shipped, which helps minimize the environmental impact of packaging.

Even small changes contribute to big things

Not all changes come with big fanfare, but together, they make a significant impact toward achieving our broader sustainability goals. In 2024, here were some additional ways we protected our planet:

- + Encouraged and provided resources to our team for environmental stewardship in their home offices.
- + Implemented a policy for purchasing environmentally preferred products for our office.
- + Ensured the safe disposal of e-waste.
- + Repurposed over 90% of electronics hardware, offering them to our team for personal use.
- + Recycled any electronics hardware that could no longer be repurposed or had failed, ensuring nothing went to the landfill.
- + Increased the use of glassware and dinnerware in conference rooms, eliminating disposable items during group lunches and events.
- + Instituted a weekly courier pick-up policy to reduce GHG emissions from unnecessary truck trips, eliminating multiple pick-ups for a single package.
- + Reduced printed materials by 20% within our Trade Marketing team, helping save trees and cut down on the GHG emissions associated with shipping materials across North America.

Carbon pawprint

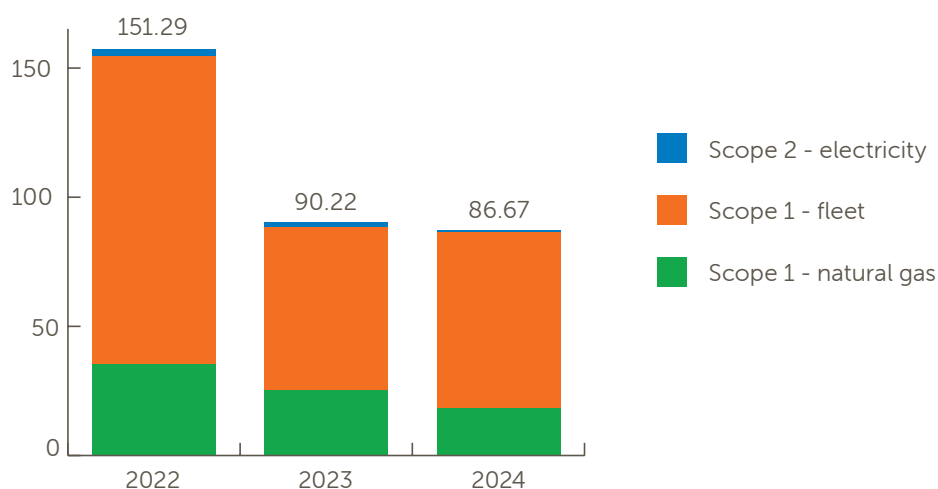
Measuring emissions to manage our impact

At Petcurean, we are dedicated to managing our GHG emissions with precision and accountability. To achieve this, we adhere to the rigorous standards outlined in the GHG Protocol and utilize Persefoni, a trusted third-party GHG calculation software used by global companies. This tool enables us to measure emissions from all sources that are critical and material to our operations: natural gas, fleet vehicles, electricity, ingredients and their transportation, packaging and its transportation, pet food manufacturing, distribution transportation,

employee business travel, employee commuting and teleworking, and waste generated at our Head Office.

In 2022, we conducted a comprehensive GHG assessment to establish our baseline emissions, and we continue to perform this analysis annually to monitor our progress. By measuring emissions across these areas, we can identify opportunities for improvement, optimize our processes, and reduce our overall environmental footprint.

Scope 1 & Scope 2 GHG emissions - MT CO₂e



Notes:

- Scope 1 emissions come from our natural gas (HVAC) usage, plus gas from our fleet vehicles
- Scope 2 emissions come from our purchased electricity

Scope 1 & scope 2 emissions

Our total Scope 1 & Scope 2 emissions for 2024 amount to 86.67 MT CO₂e, representing an absolute reduction of 42% from 2022, our baseline year.

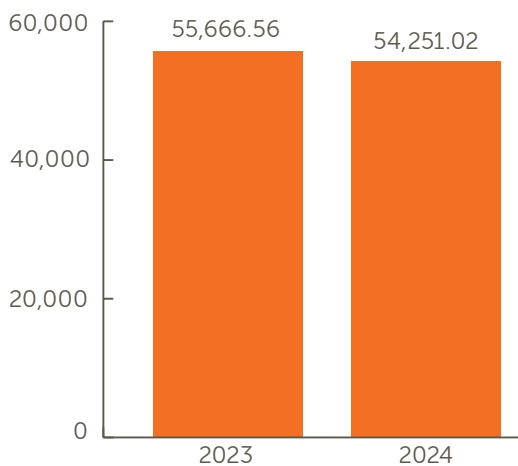
This reduction is largely due to several key factors: reducing our office space by 27%; the continued transition of our fleet vehicles to hybrids; and ongoing energy conservation efforts at our Head Office.

Scope 3 emissions

The vast majority of a company's GHG emissions come from Scope 3, which accounts for all indirect emissions throughout the value chain. Recognizing the significance of these emissions, our team has been dedicated to accurately calculating, tracking, and comprehensively understanding them.

In 2024, our Scope 3 emissions were estimated at 54,251.02 MT CO₂e, and are broken down below:

Total Scope 3 emissions - MT CO₂e



Scope 3 emissions, which include those generated by our value chain, product use, and employee commuting, present a unique challenge for reduction efforts. Since these emissions come from sources over which we do not have direct control, reducing them requires close collaboration with our suppliers, logistics partners, and employees to encourage more sustainable practices throughout the entire value chain.

To address this, our Sustainability Committee—which represents all departments across our organization—conducted a thorough evaluation of our Scope 3 emissions in 2024. The Committee has identified key areas where we can make an impact and is now developing a targeted, long-term plan to reduce these emissions, in line with our broader sustainability goals.

By focusing on Scope 3 emissions, we aim to make meaningful progress in mitigating our environmental impact and ensuring sustainability is embedded throughout every aspect of our operations.

Scope 3 emissions breakdown

83.01%

Ingredients, packaging, and manufacturing
(Category 1)



11.79%

Transportation of food to distributors
(Category 9)



4.60%

Transportation of ingredients & bags to manufacturing
(Category 4)



0.57%

Business travel
(Category 6)



<0.1%

Employee commuting & telework
(Category 7)



<0.01%

Head office waste
(Category 5)



Ongoing commitment to Carbon Neutrality

While reducing our emissions remains our top priority, we recognize the importance of addressing the impact of our Scope 1 and Scope 2 emissions that we have not yet been able to mitigate. As part of our commitment to maintaining carbon neutrality—achieved in 2022—we continue to invest in third-party verified carbon offsets, partnering with Will Solutions, a certified B Corp in Canada. Will Solutions' carbon offset programs support high-impact, local environmental projects that deliver measurable, positive change.

In January 2025, we purchased carbon offsets to neutralize the 86.67 metric tonnes of Scope 1 and Scope 2 GHG emissions generated across our organization between January 1, 2024, and December 31, 2024. This action further underscores our dedication to environmental stewardship, ensuring that while we continue to reduce emissions, we also offset the remaining impact to maintain our carbon-neutral status.



Empowering our team

Supporting our team members' physical,
social, professional and financial well-being



Commitment to a diverse and inclusive workplace

At Petcurean, we believe that diversity strengthens our work, enriches our culture, and amplifies our impact. We are dedicated to fostering an inclusive environment that values gender diversity and generational representation, as demonstrated by our workforce.



Women leading the way

63% of our managers identify as women, reflecting our commitment to advancing gender diversity in leadership roles.

A workforce that represents all generations

We are proud to have 20% of our employees over the age of 50 and 9% under the age of 30, bringing a wealth of experience and diverse perspectives to our company.

Women across all roles

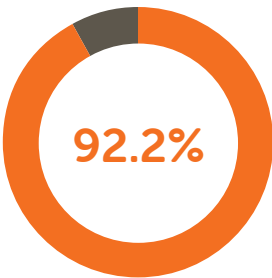
67% of our non-managerial team members identify as women, contributing their talents and unique perspectives every day.

Shared purpose, strong bonds: employee survey highlights

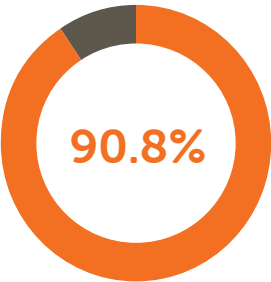
In June 2024, we conducted our annual employee engagement survey, and the results tell a compelling story! The survey highlights how much our team values the shared purpose and strong sense of community that define Petcurean’s culture. This feedback reinforces our commitment to creating an environment where every team member feels supported and connected—an essential driver in making Petcurean a workplace that people are proud to be part of.

While it’s one thing to believe we have a team that feels connected and aligned, it’s another to see the data that proves it! Here are some key findings from our 2024 survey:

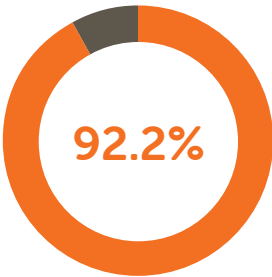
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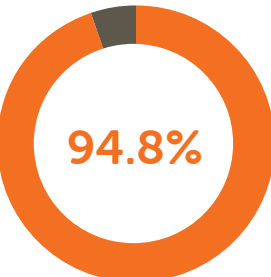
I feel like I belong at Petcurean



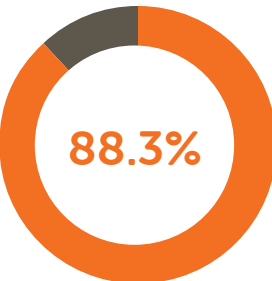
I would refer a friend or a family member to Petcurean as a great place to work



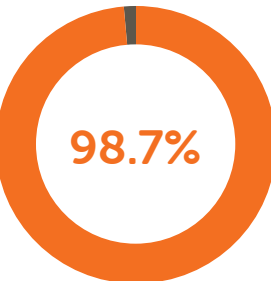
I find that my values and Petcurean's values are similar



My manager demonstrates an interest in my well-being



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



When making decisions I consider our company values



Prioritizing safety, every day

At Petcurean, the safety and well-being of our employees are top priorities. Our commitment to a safe and sustainable workplace goes beyond compliance—it's an integral part of how we operate every day. We believe that a safe and healthy work environment is crucial to our success, and the accomplishments of our Health & Safety Committee reflect this commitment:

- + Zero workplace accidents for five consecutive years.
- + Four comprehensive workplace inspections conducted in 2024 to ensure ongoing safety.
- + Completion of a toxic chemicals assessment, ensuring all potential risks are identified and addressed.
- + Replacement of all products containing harmful chemicals (e.g., dish soap, toilet bowl cleaners) with eco-friendly, non-toxic alternatives.
- + Continuous monitoring of workplace safety.
- + Monthly resources focused on physical, mental, and emotional health to support the overall well-being of our team.

A large, happy brown and white dog is sitting on a stack of go! SOLUTIONS dog food bags. The dog is looking up and to the right with its mouth open, showing its tongue. The bags are green and black, with the go! SOLUTIONS logo and text in white and green. The background shows a wooden fence, trees, and a clear blue sky.

Uplifting our community

Giving back purposefully to the communities
we serve through year-round support and leadership



Together for good: Petcurean's volunteer spirit

At Petcurean, giving back is more than just a corporate responsibility—it's a core value that drives us. Our Volunteering Policy empowers employees with 20 paid hours each year to support causes that are close to their hearts. With an easy request process built directly into our time-off platform, lending a hand has never been simpler.

In 2024, 47% of our team took advantage of this opportunity, contributing their time and energy to make a lasting difference in their communities. We're incredibly proud of their passion, inspired by their dedication, and excited to see the continued impact they will create in the years to come.

Here's a glimpse of the volunteer activities our team engaged in this year:

+ **Salmon habitat restoration**

In partnership with the S.A.Y. Lands Office, which represents the Skowkale, Aitchelitz, and Yakwekwioose First Nations communities, our team celebrated Earth Day by restoring habitat along the Chilliwack riverbank to help support salmon runs. Steve Clegg from S.A.Y. Lands shared insights on the importance of their work in restoring biodiversity and revitalizing local ecosystems. As part of this meaningful project, our team planted native trees and shrubs, such as Vine Maple and Pacific Crab-apple. This initiative not only contributes to environmental restoration but also creates a welcoming space for the community to enjoy. We are proud to be involved in such rewarding work!

+ **Petcurean's 25th anniversary volunteer event**

To commemorate our 25th anniversary, we celebrated a quarter-century of community giving with another volunteer event focused on environmental restoration. Our team once again partnered with the S.A.Y. Lands office, spreading seeds along the Chilliwack River to prevent soil erosion, installing birdhouses, and removing invasive species from the area—all vital actions in restoring biodiversity.

+ **Chilliwack Adopt-A-Senior**

During the Christmas holiday season, our team spread joy by "adopting" seven seniors living alone in our community. Our local "Elf Squad" dedicated an afternoon shopping for items on each senior's wish list, while our remote team shopped online. In addition, we created homemade cards to add a personal, heartwarming touch to each gift.

Salmon habitat restoration



Petcurean's 25th anniversary volunteer event: "Before"



Petcurean's 25th anniversary volunteer event: "After"



Chilliwack Adopt-A-Senior



Merry Christmas! We hope you enjoy all the cozy gifts and pamper yourself. Cheers, Aleasha (& Halladay)

Dear Friend,
Hope you have a great and wonderful Christmas. I wish you a beautiful season, full of joy and happiness. We chose the gifts with much care. Hope you enjoy! With love,
Blanca (and Scott, whoof whoof)

Wishing you a wonderful holiday season filled with peace. I hope these Christmas gifts bring you warmth and happiness! Cheers, Alessandra (and Mike)

Hope you have a wonderful & warm holiday season. Sending you big hugs and Christmas cheer from afar! Xmas, Amy (and Billie)

Heartfelt donations

At Petcurean, our orange hearts are driven by a deep sense of compassion, always ready to give back when communities face challenging times. From wildfires in Canada, hurricanes in the USA, and flooding in Spain in 2024, to the pet over-population crisis in Northern Manitoba and rescues overflowing with post-COVID-19 pets all across North America, we are steadfast in supporting those in need. None of this would be possible without help from our incredible frontline partners, including Westies in Need, Animal Food Bank, Miss Dixie's Foundation, All4Dogs, and so many others. Here's how we stepped up to help across North America and Europe:



4,638,963 meals donated
to 540 rescues, shelters, and
community groups dedicated
to supporting animals in need.



825 trees planted
across key regions to combat
deforestation and promote
biodiversity, helping restore
ecosystems and contributing
to a greener planet for future
generations.



**\$1,577 donated to help
bee conservation**
recognizing the critical
role bees play in sustaining
biodiversity and food security.

While our donations most often focus on helping dogs and cats, we never forget their pet parents. For those experiencing homelessness or struggling to put food on their own table, a pet is often their emotional lifeline. Being able to feed their pet relieves a tremendous burden, improving their mental and physical well-being in countless ways.

Here are just a few ways we supported pet parents this year:

+ Food banks/pet food banks across Canada

Organizations such as the Animal Food Bank, Friends in Need, Madawaska Valley Food Bank, and many more provide vital support to families in need. By donating to these groups, we helped ensure pets stay fed and with their families, which also helps lessen the pressure on animal shelters.

+ RCMP & community outreach programs in Montreal, QC

Through partnerships with programs like Resilience, Open Doors, and Fattal Street Kids, we provided pet food to homeless youth with pets. These efforts not only nourish their pets but also helped RCMP outreach officers build trust, enabling life-changing interventions like getting three youths into detox programs.

Here are some photos of our donations and the furry and human lives we touched in 2024:





Heartfelt donations: partners & paws

Our retail partners also have huge hearts for partnering with us to support pets and our planet—here are just a couple of examples:

- + On Petcurean's training platform, retail staff who complete a training module can choose to make a donation to trees, bees, or bowls, with Petcurean making their donation on their behalf.



❤️ 108 💬 5 📍



globalongrant We are closing out another great week with a Feel Good Friday shoutout to @petcurean for partnering with us to donate 2 pallets of kibble to Manitoba Underdogs Rescue.

This food will keep all those doggie bellies full and take off a little financial pressure off the rescue.

- + In Manitoba, a retailer partnered with Petcurean to support cats up for adoption through the Excalipurr Cat Café. We donate our Go! Solutions cat food to feed the cats, and when a cat is adopted, the new pet parent receives a bag of food to take home for their new furry family member.

Excalipurr Cat Cafe's Post



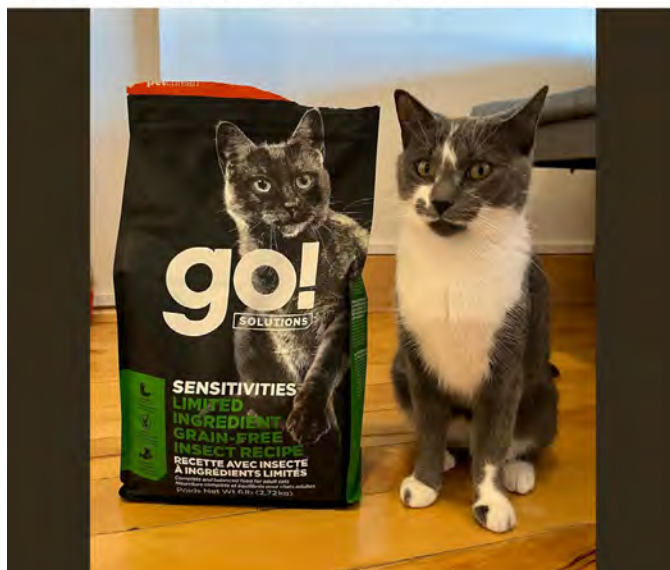
Excalipurr Cat Cafe

September 25, 2024 · 🌐

Fiona is practicing to be @petstationregina new model!!

How do you think she's doing?!

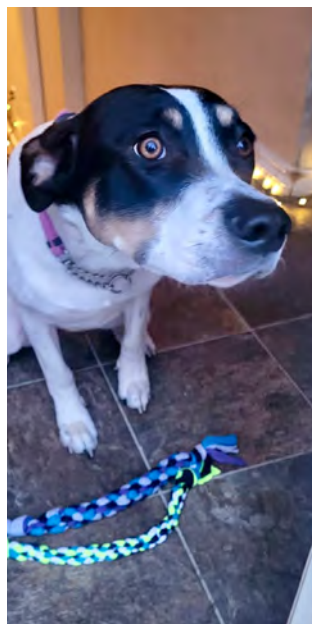
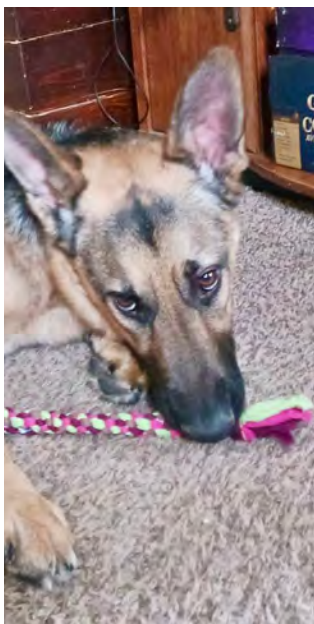
@petstationregina is our sole food sponsor at the cafe now and without there support we couldn't do what we do. Make sure to pop in and chat with the awesome staff!



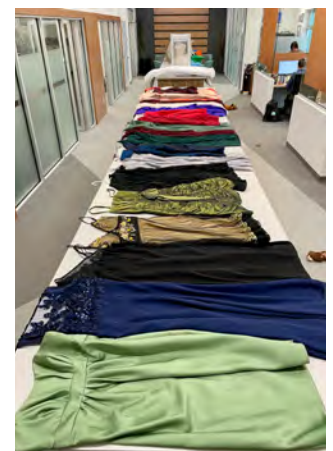
Heartfelt donations: beyond the bowl

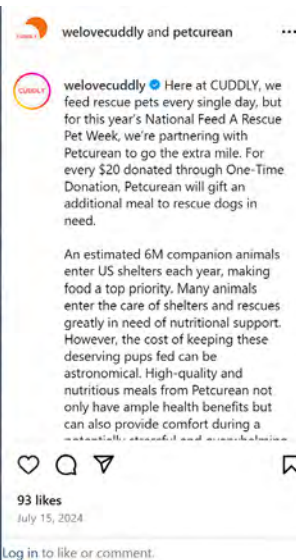
Petcurean's dedication to nurturing a positive impact also extends beyond premium pet food. Through heartfelt initiatives like the ones below, we strive to make a difference and foster a spirit of generosity, guided by compassion and the desire to contribute to the well-being of our community.

- + In February we embraced #ShareTheLove by supporting pets in need in Kelowna, BC. Our team crafted colorful tug toys for dogs, which we donated to the Animal Food Bank Foundation. These furry clients often go without toys, so it was a joy for our team to brighten their days and bring smiles (and tail wags) to these deserving pups.



- + In November, the women at our Head Office dug deep into their closets to donate 36 beautiful dresses, 14 pairs of fancy shoes, and many pieces of jewelry to support Chilliwack Free Store's pop-up Grad Boutique. This initiative gave Chilliwack grade 12 students who couldn't afford formal wear the opportunity to select dresses, suits, and accessories at no charge, ensuring they could celebrate their graduation in Spring 2025. Altogether, over 500 dresses, dozens of suits, and countless accessories were donated from across the community. Our Sustainability Manager, Christine Mallier, was honored to volunteer at this heartwarming event.





A CUDDLY Partnership

Petcurean has been the sole food partner for CUDDLY for the past two years. CUDDLY is an online support and fundraising platform dedicated to animal rescue and welfare organizations. In 2024, we teamed up with CUDDLY for three major campaigns:

- 1. Feed a Rescue Pet Week**
Results: \$5,583 donated, along with 279 pet meals donated
- 2. Father's Day Campaign Giveaway**
Result: \$944 donated
- 3. Cuddly Christmas**
Result: over 500 pet meals donated

Advancing Truth and Reconciliation

At Petcurean, we are committed to supporting Truth and Reconciliation in the workplace, in alignment with our Purpose, Mission, Vision, and Values. Our goal is to educate our team, engage with local Indigenous communities, and demonstrate ongoing support. This ongoing journey is a priority for us, and in 2024, we undertook several key initiatives:

- 1. Chilliwack River cultural briefing** – To kick off our S.A.Y. Lands salmon habitat restoration event, Steve Clegg shared the history of the Chilliwack River and its significance to the local Skowkale, Aitchelitz, and Yakwekwioose First Nations communities. He explained how restoring the land benefits salmon populations and provides the community with space for cultural practices.
- 2. A journey of reconcili'ation** – In recognition of the National Day for Truth and Reconciliation, Petcurean proudly supported a local event in Chilliwack by sponsoring the photo exhibit A Journey of Reconcili'ation, which honors the Stó:lô First Nations people of the Fraser Valley. Two powerful photos from this exhibit are shown below.
- 3. Virtual sharing circle: matriarchs always teaching & sharing** – Our VP of HR, Melanie, and our Sustainability Manager, Christine, attended a session led by Gracie Kelly, a Cultural Safety and Humility educator at Doctors of BC. This session focused on the importance of Matriarchs' teachings in First Nations communities and the resilience of Matriarchs in fostering healing and support in these communities.



Photographer above and right: Fred Meyerink, Cheam View Media

Advancing Truth and Reconciliation (continued)

4. Cross-cultural Valentine's Day – To celebrate Valentine's Day, our team baked sugar cookies, decorated them, and delivered them to Elders in the Skowkale, Aitchelitz, and Yakweakwioose First Nations communities as a gesture of appreciation and respect.

5. 38,448 Meals of dog and cat food donated to First Nations communities – We donated essential pet food to First Nations communities across Canada, to help make a difference in the lives of their pets.





4 P's Post: Partners for Pets, People, and our Planet

In the fall of 2024, we were thrilled to launch our first partner newsletter, the 4 P's Post. This initiative aims to share valuable resources and practical tips twice a year, to further enhance the sustainability of our value chain. We know our partners share our commitment to sustainable business practices, and together we can drive meaningful change. Topics covered in the inaugural issue included:

- + Reducing greenhouse gas emissions.
- + Reducing toxins and hazardous waste.
- + Reducing waste.
- + Reducing impact on biodiversity.
- + Reducing water footprint.

Leadership in action: awards

At Petcurean, we are dedicated to driving sustainability within the pet industry, while making a meaningful difference in the communities we serve, supporting our stakeholders, and protecting the environment. Our commitment to sustainability is not just about meeting expectations—it's about setting new standards. In 2024, we were honored to receive several prestigious awards that recognize our ongoing efforts and leadership in sustainability:



YWCA Women of distinction awards

Petcurean's Sustainability and Community Relations Manager, Christine Mallier, was a Finalist for the 2024 YWCA Women of Distinction Awards. These awards honour extraordinary women leaders and businesses. Christine was nominated in the Environmental Sustainability category for her ongoing commitment to advancing sustainability for the betterment of pets, people, and our planet.



Pet Age Power 50

Petcurean is honoured to be recognized for the second year in a row for the Pet Age Power 50. This award recognizes the industry's leading pet product manufacturers who are positively affecting the pet care community, making products that play a significant role in enhancing the well-being of the companion animals we serve.



Pet Independent Innovation awards

The Pet Independent Innovation Awards recognize the most outstanding companies, services and products within the rapidly expanding pet industry. Go! Solutions Benefit Chews were selected as the Upcycled Dog Treat of the Year.

Leadership in action: media

Our team has demonstrated leadership and shared their expertise through a variety of media contributions, helping to elevate conversations on sustainability and pet nutrition:

1. Christine Mallier, Sustainability & Community Relations Manager

+ 27 articles, podcasts, and TV appearances



2. Theresa Lantz, Companion Animal Nutritionist

+ 11 articles and TV appearances



3. Natalie Asaro, Nutrition Manager

+ 17 articles and TV appearances



NUTRITION

Exploring a Vegan Dog Food Diet: What Every Pet Parent Should Know

Written by Natalie Williams

The start of a new year represents a time for change and new beginnings — as a pet parent, this can mean choosing to embrace a healthier lifestyle, making more time for self-care or even adopting a new vegan dog food diet.

Leadership in action: media (continued)



Mimi the cat



In addition to their media contributions, our team is passionate about giving back to animals in need. Recognizing the power of visibility, we invited local shelter animals to join us for four CTV interviews. As a result, two adorable pets—Luna the dog and Mimi the cat—found their forever homes, highlighting the positive impact of our team's outreach efforts.

This ongoing engagement demonstrates our commitment to using our platform to support animals, share expertise, and make a real difference in the lives of pets and their potential families.



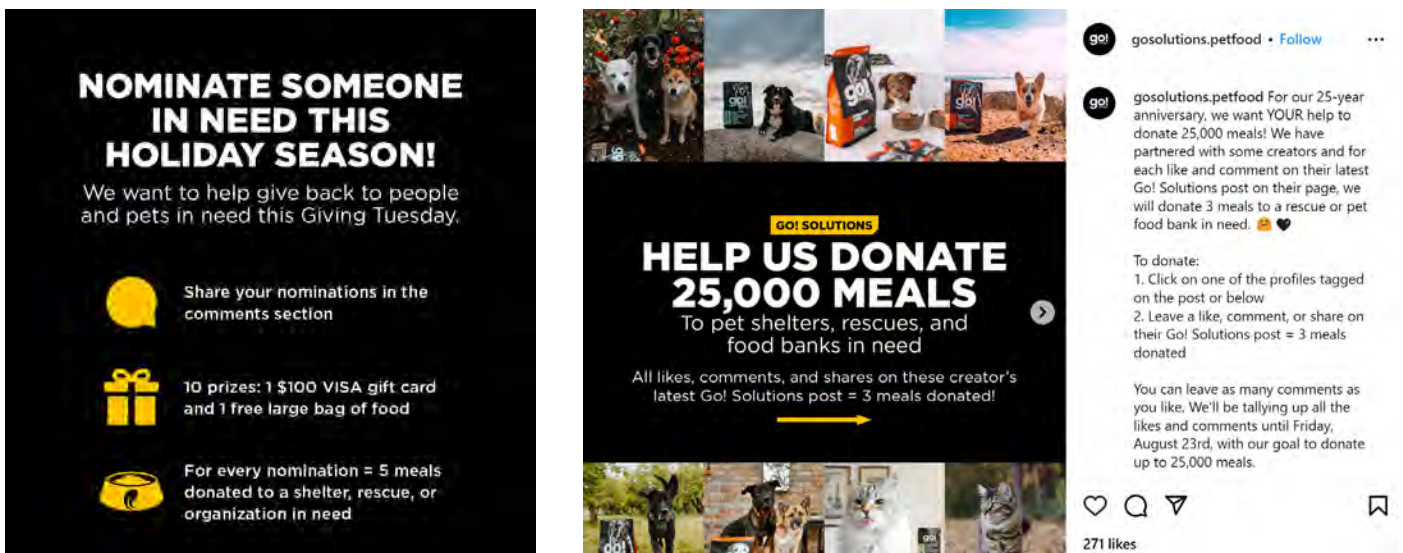
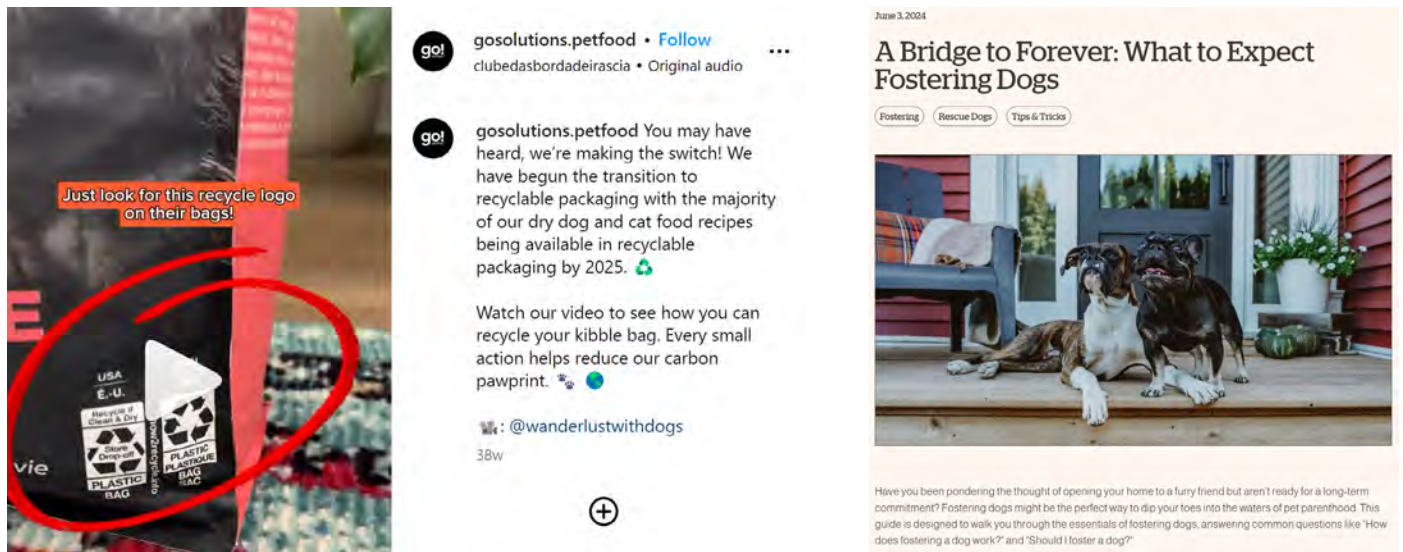
Luna the dog

Leadership in action: inspiring engagement

Petcurean's social media team is passionate about using their platform to inspire positive change for both communities and our planet. Throughout the year, they actively share valuable tips and insights with our consumers, encouraging them to give back to their communities and reduce their environmental pawprint.

- + **50 posts on Facebook and Instagram**, offering actionable advice on sustainability and community involvement.
- + **11 blog posts**, covering a range of topics from eco-friendly pet care to community outreach initiatives.

Through these efforts, we aim to foster a more conscious and engaged audience, helping pet parents make informed choices that benefit not just their pets, but the world around them. These posts also align with our ongoing commitment to sustainability and social responsibility, reinforcing our brands' values and inspiring others to take action in their own lives.



Leadership in action: inspiring engagement (continued)



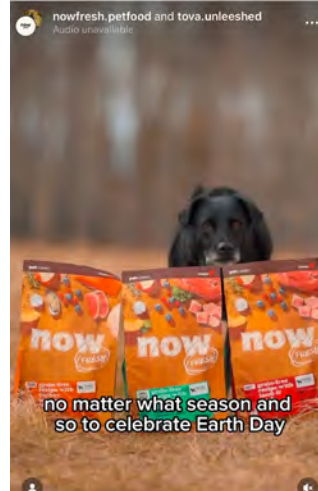
gosolutions.petfood and petcarear
Original audio

gosolutions.petfood Not only are we committed to helping pets and people, but also our planet. 🌱 For Earth Month, members of our team volunteered their time restoring the Chilliwack riverbank in partnership with the Skowkale, Aitchelitz, and Yakwekwioose First Nations communities through the S.A.Y lands office.

We're proud to contribute to such a meaningful project, further embodying our commitment to sustainability, one tree at a time. ❤️

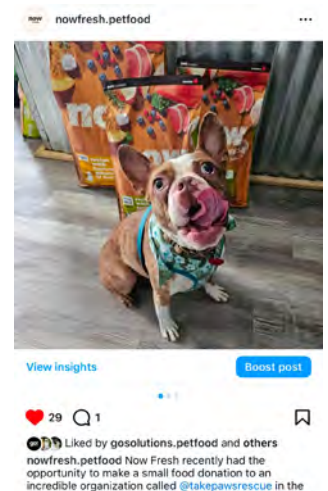
Tomorrow is Earth Day. What are some things you do to be more sustainable?

38w



nowfresh.petfood and tova.unleashed
Audio unavailable

no matter what season and so to celebrate Earth Day



nowfresh.petfood

View insights

Boost post

29 1

Liked by gosolutions.petfood and others
nowfresh.petfood Now Fresh recently had the opportunity to make a small food donation to an incredible organization called @takepawrescue in the

September 8, 2024

Gardening Upcycling Ideas for Pet Food Bags

DIY & Crafts Seasonal Tips

Upcycling pet food bags for gardening is a brilliant way to reduce waste, save money, and embrace eco-friendly practices. Instead of tossing those sturdy plastic bags into the trash, you can give them a new life by repurposing them into various gardening solutions. This approach not only helps divert waste from landfills but also eliminates the need to purchase new gardening supplies, making it a cost-effective and sustainable choice. Read on for our upcycled garden ideas using empty pet food bags



nowfresh.petfood From crunchy to saucy in seconds! Add water to our Good Gravy bone broth-coated kibble, and watch your dog's meal turn into a gravy feast. No by-products, just real ingredients. Bonus? It's grain-inclusive AND comes in recyclable packaging ♻️ Has your dog tried Good Gravy yet? #coatedkibblefordogs

Edited · 16w

+

brodythegolden i need to try new flavors 🍴

2d Reply

izkierouley Going to try this out! 🍴



gosolutions.petfood Original audio

gosolutions.petfood Our Benefit Chews treats are made with functional ingredients, for a boost of nutrition in an irresistibly tasty bite.

Benefits of each treat recipe include:

- Soft and chewy texture that dogs love
- Made with premium-quality meat or fish as the first ingredient
- Reduced waste by using certified upcycled ingredients

Which Benefit Chew recipe are you most excited to try? Share your pick in our poll below. 🗳️

43w



August 12, 2024

HOW TO BE MORE SUSTAINABLE + UPCYCLING IDEAS FOR PET OWNERS

Sustainability Seasonal Tips Tips & Tricks



Commitment to eradicating child labour and forced labour

At Petcurean, mitigating the risk of child labour and forced labour across our value chain is a fundamental aspect of our social responsibility. We are unwavering in our commitment to ethical business practices and human rights, and we demonstrate this by transparently reporting on our ongoing efforts and successes in this area.

The key elements of Petcurean's value chain include:

1. Ingredients
2. Packaging
3. Manufacturing Partners
4. Transportation
5. Petcurean Employees

To prevent and minimize the risk of child labour and forced labour, Petcurean implements a range of measures across our operations:

- + Sustainability Screening Questionnaire
- + Supplier Code of Conduct
- + Sustainability Questionnaire
- + Onsite Audits
- + Ongoing Visits
- + Supply Chain Assessment
- + Child Labour & Forced Labour training for Petcurean employees making purchasing decisions

All of Petcurean's major suppliers are screened for child labour and forced labour practices prior to becoming a Petcurean partner, must sign Petcurean's Supplier Code of Conduct, complete a follow-up Questionnaire, and are audited in person before and after becoming a Petcurean partner.

Furthermore, Petcurean is committed to employing individuals who are authorized to work in the United States or Canada and comply with all relevant immigration and employment laws.

A detailed account of these measures can be found in Petcurean's 2024 report in response to Canada's Bill S-211 Supply Chain Act, available on our website at petcurean.com.

Commitment to governance

Becoming ever more accountable, transparent and ethical in the way we work





Instruction around ethics

Ethics form the foundation of everything we do at Petcurean. In 2024, we launched our first annual training program for all employees, covering essential topics such as our Employee Code of Conduct, Anti-Bribery & Corruption policies, Whistleblower Protection, and Data Privacy.

These sessions are designed to ensure that every team member is equipped to uphold our high ethical standards, reinforcing the trust that is central to our relationships with customers, partners, and communities.

Sustainability 101

At Petcurean, it's essential that all our employees have a solid understanding of the sustainability topics that are material to our business. To support this, our Sustainability Manager now delivers "Sustainability 101" training during our quarterly New Hire Training sessions. Topics covered include greenhouse gas emissions, carbon neutrality, carbon offsets, and more—plus practical ways employees can help achieve Petcurean's sustainability goals. And yes, it all culminates in a quiz!



Commitment to Pet Sustainability Coalition collaboration

Petcurean is a proud and active member of the Pet Sustainability Coalition (PSC), a leading organization dedicated to advancing sustainability within the pet industry. Our team is deeply committed to fostering positive change, and our Sustainability Manager plays an integral role in driving this work across various initiatives. As part of our ongoing involvement, our Sustainability Manager is an active member of the following PSC groups:

- + **PSC North America Cohort** – Collaborating with industry leaders to promote sustainable practices and share valuable insights within North America.
- + **PSC EU Cohort** – Expanding our sustainability efforts and exchanging best practices with counterparts in Europe.
- + **PSC Packaging Pledge Peer Working Group** – Participating in discussions focused on reducing environmental impact through sustainable packaging solutions.

Through these collaborations, we are not only advancing Petcurean's own sustainability goals but also contributing to a more sustainable future for the entire pet industry.



2024 PSC Accredited Business



Petcurean is proud to be a PSC Accredited Business for the fifth consecutive year. This prestigious accreditation recognizes companies that demonstrate a strong commitment to sustainability by meeting rigorous environmental and social criteria. To achieve this, businesses must undergo a thorough audit and achieve a minimum score, proving they have implemented sustainable practices with measurable results. This process ensures that companies are not just claiming sustainability but are actively driving positive change, particularly in areas aligned with SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production). This achievement highlights Petcurean's ongoing dedication to responsible practices, reinforcing our leadership in advancing sustainability within the pet industry.

Exceptional customer care

Our customers, pets, and parents alike, are all a part of our Petcurean Pack!

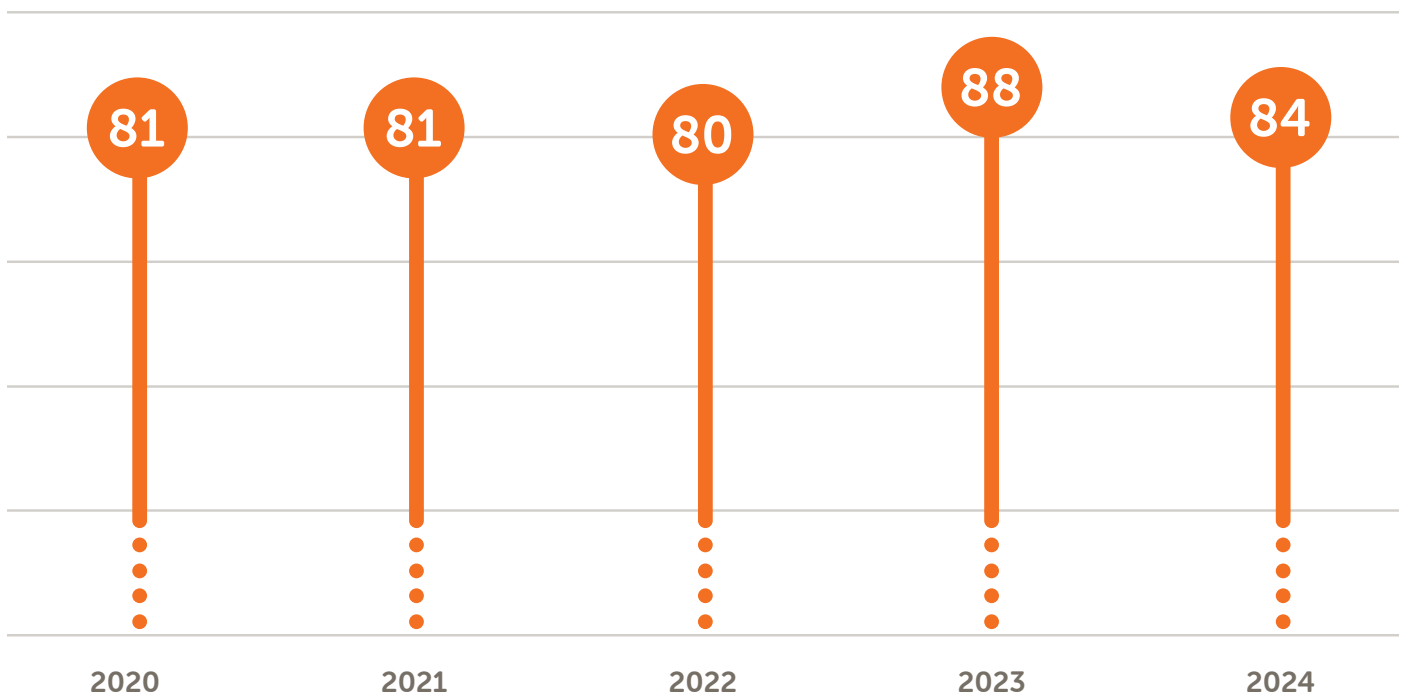
At Petcurean, we consider our customers, pets, and their families as part of our extended Petcurean Pack! We are deeply committed to delivering best-in-class customer care in every interaction, ensuring that each pet parent and pet feels valued and supported.

If for any reason you're not completely satisfied with our products, we go above and beyond to find a solution. This might even include recommending a different pet food brand that better aligns with your (and your pet's) needs. Your satisfaction is our priority, and we're here to make sure you and your furry companions are always happy with your experience.

To ensure we consistently meet high standards, we track customer satisfaction through our Customer Satisfaction (CSAT) scoring system. CSAT is a key metric that measures how well our products and services meet or exceed customer expectations. A score of 50 or above is considered excellent, and our team is proud to have maintained a world-class average score of 80 or higher for the past five years.

Our dedication to exceptional customer care is at the heart of everything we do, and we're committed to continuously raising the bar to ensure our customers and their pets receive the best experience possible.

Annual customer satisfaction score



One final note

One final note



One final note

We could (happily!) spend hours sharing with you the sustainability efforts we've made in 2024, but perhaps a window into the true impact we've had on our planet, our people, and our community is best expressed by someone *outside* of our organization.

We invite you to read the following letter from Steve Clegg, a respected member of our Chilliwack community, who wrote a letter in support of an award we applied for. The words in Steve's letter reflect the values we strive to embody, and our unwavering commitment to making a difference – both as a company and as individuals – every single day.





S.A.Y. Lands Office

7256 Chilliwack River Rd V2R4L9

November 21, 2024,

Re: YWCA Women of Distinction Awards – Outstanding Workplace

To the YWCA Nominations Committee,

After receiving generous support from Petcurean, I am thrilled to be able to reciprocate in advocating for your consideration of this business for your YWCA Women of Distinction Awards. This outstanding workplace has recognized the latent desire of its staff to be involved in their community and has taken the initiative to build relationships, volunteer in our projects, and find unique ways to add value to our Indigenous-led initiatives.

Throughout my years in municipal government and Indigenous government, I have interacted with many companies looking for a checkmark or a feelgood photo-op. Petcurean stands tall above all of these with the integrity of building relationship first, then maintaining the relationship through continued volunteerism in our salmon habitat restoration projects. Twice this year alone, Petcurean has brought up to 45 staff to volunteer planting trees, performing erosion control, installing bird houses, and maintaining existing sites. During these sessions, Petcurean managers encourage their staff to try new things such as using power tools, climbing ladders, and dissecting owl pellets to learn more about future inhabitants of the restoration sites. Further, Petcurean has empowered its managers to dedicate time and flexibility in their staff's schedules to return to volunteer individually on projects they align with. Petcurean has become an organization I can rely on in a pinch. During a week of short staff, I was able to call in next-day support from Petcurean to assist in unloading thousands of trees and shrubs where they formed the most efficient human chain I have ever seen full of peer support and laughter. The willingness to drop their important work and come to support us in a time of need exemplifies both their corporate commitment and the staff's buy-in for these community building initiatives.

At a time when many businesses are focusing inwards on cost savings and competition, Petcurean is a refreshing entity that is focusing outwards to support their community while empowering their staff to challenge themselves and grow in unique ways. We consider Petcurean a valued partner in our work and we are optimistic that you will consider Petcurean for your Outstanding Workplace award.

I could share positive stories of Petcurean's contributions for hours. If you would like to hear more, please reach me directly and I would be happy to share.

Sincerely,

Steve Clegg
Land Stewardship Manager
steve.clegg@saylandsoffice.ca
604.845.2604



petcurean