



Pet Food Sustainability Program 2025-2030



Sustainability is an integral part of our strategy. Our Sustainability Program provides the direction and framework for our work while helping us meet the expectations of our customers and stakeholders.

Sustainability is built through everyday actions – it is the responsibility of each and every one of us.

Riikka Koskenohi

Chief Executive Officer (CEO)

A woman with long brown hair, wearing a light green t-shirt, is holding a black and white speckled dog. The dog is looking up and has its mouth open, showing its tongue. The background is a blurred green outdoor setting.

Introduction

Prima Pet's Pet Food Sustainability Program 2025–2030 serves as a guiding framework for our sustainability efforts and as a communication tool between the company and its key stakeholders. The program defines our core sustainability priorities, objectives, and the practical actions through which we aim to create long-term value for pets, people, and the environment.

The implementation and monitoring of the program are led by Prima Pet's Sustainability Team. The Management Team is responsible for steering the program as part of the company's overall strategy and ensuring the achievement of its objectives.

Based on a stakeholder analysis conducted by Prima Pet and Ecobio in 2024, the sustainability topics most material to Prima Pet are:

Environment (E)

- Nature and climate
- Materials used in product manufacturing and transport

Social (S)

- Product safety
- Employee well-being

Governance (G)

- Animal welfare

The stakeholder analysis engaged employees, customers, pet owners, and other business partners. The results of the surveys and interviews were taken into account when defining the key themes, content, targets, and actions of Prima Pet's Sustainability Program.



Key focus areas, targets and actions

Key focus area and target



- Identifying and minimizing climate- and biodiversity-related impacts in business operations and products

Sub-target

Calculating the carbon footprint of the entire value chain and setting emission reduction targets

Commitment to considering biodiversity throughout the pet food value chain

Increasing sustainable choices and minimizing packaging waste

Action

- Annual calculation of the organization's carbon footprint (data collection)
- Advancing product life cycle assessments (LCA) (target: % share of products covered)
- Setting climate targets based on SBTi
- Assessing biodiversity impacts and dependencies
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- Developing a plan to reduce negative impacts on biodiversity and enhance positive impacts
- Promoting circular economy practices and reducing mixed waste
- Advancing sustainable procurement
- Achieving 100% recyclability and reuse of packaging by 2030 (meeting PPWR requirements)
- Selecting more sustainable raw materials for products



Key focus area and target



- Promoting the well-being of pets and employees
- Ensuring the safety of pet food

Sub-target

Continuous
Improvement of
Employee Well-being

Enhancing
Transparency and
Ensuring Quality in the
Pet Food Supply Chain

Action

- Reward and incentive practices linked to sustainability goals
 - Comprehensive training and career development opportunities
 - Monitoring absences and workplace accidents and setting improvement targets
 - Reviewing management systems and operating practices to strengthen sustainability integration
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- Increasing supply chain transparency through audits and other forms of collaboration (Supplier Code of Conduct, SCoC)
 - Commitment to the amfori BSCI principles
 - Ensuring that raw material selections meet predefined quality criteria
 - Improving product information and packaging labels to support recycling



Key focus area and target



- A corporate culture built on good governance and responsible business practices

Sub-target

Embedding
Sustainability into
Everyday Work

Action

- We consider sustainability-related issues and perspectives as part of anticipating changes in the operating environment, managing risks, and setting targets.
- We continuously develop our sustainability expertise through internal training.
- We are committed to our own Code of Conduct (CoC) and our Supplier Code of Conduct (SCoC).
- We define clear principles for management, oversight, and decision-making.

Action in practice

2025

First carbon footprint calculation of year 2024

Preparing Supplier Code of Conduct (SCoC)

Making and training of Code of Conduct (CoC)

Creating personnel competence strategy

Green claims training

2026

Setting science-based emission reduction targets

Growth leadership project

Reviewing, training and project planning of Packaging and packaging waste directive

Implementing SCoC and sourcing operating guidelines

Circular economy assessment and reduction of mixed waste

Audit planning and execution

Assessing and action planning of biodiversity impacts and dependencies



Sustainability at Prima Pet

- Sustainability is about taking tangible actions that benefit the climate, the environment, people, and pets.
- For pet well-being, our top priority is ensuring the highest product quality and safety standards.
- Sustainability means fostering employee well-being, working together, upholding high ethical standards, and turning our strategy into everyday actions.