

Vitakraft[®]



SUSTAINABILITY REPORT

2024

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SUSTAINABILITY REPORT 2024



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CONSCIOUS *sustainability*

A sustainable use of natural resources has become imperative for all companies. It is no longer about whether a company is committed to sustainability, but about its respective measures and the extent of its commitment. Vitakraft has already been extremely aware of this topic for many years. Our sustainability strategy, which is called VITA® Planet, is based

on the three pillars of economical sustainability, ecological sustainability and social sustainability. In this report, we are focusing on ecological sustainability, as the conservation of natural resources is the only way to also guarantee a species appropriate and nutritional diet for our pets in the long term.



VITA® PLANET

INITIATIVE FOR NATURE



We utilise sustainable economical growth for the positive development of the conditions for all stakeholders.



We act in a sustainable way to preserve nature, to protect biodiversity and to conserve all resources.



We take responsibility and appreciate different cultures, communities, views and individual needs.



ABOUT *us*



FOR THE *love of pets*

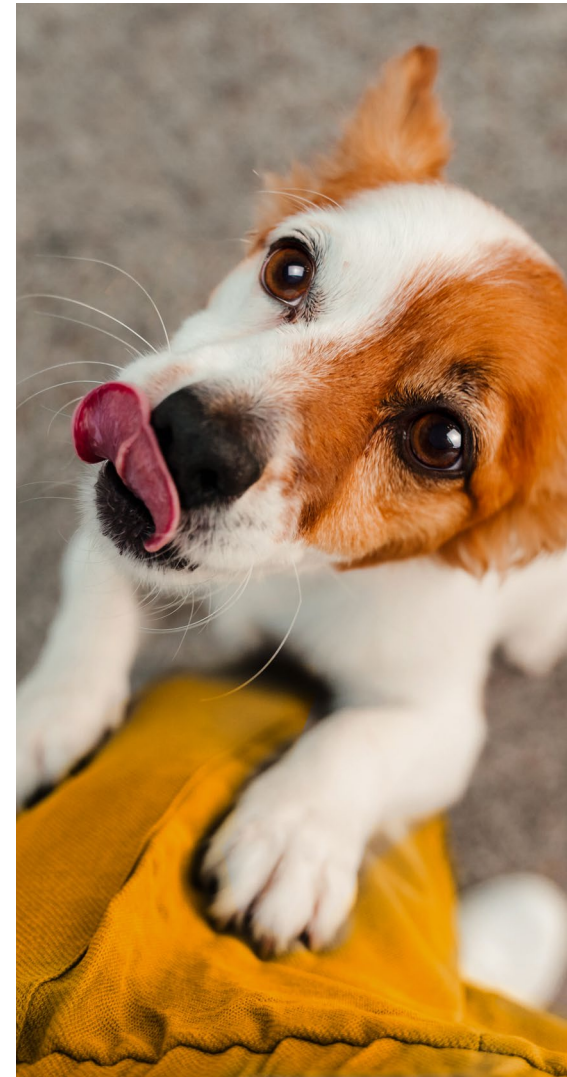
The name Vitakraft stands for a passion for animals and a wide choice of products for all pets. Founded in 1837 near Bremen, Vitakraft is a traditional international company with Hanseatic roots driven by a passion for innovation and a future-focused vision.

Every day, we develop, produce and distribute high-quality products that contribute to the close relationship between pets and their owners and incorporate the latest nutritional and physiological findings.

In order to continue our success story, we invest daily in our company's future viability – together with a workforce of over 1,100 colleagues at our production sites in four countries and our 24 international distribution subsidiaries, with exports to more than 50 countries around the world.

All of us have one goal in mind: to make life better for people and their pets. Every day. All over the world.





FACTS & figures

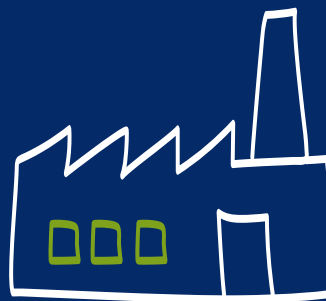
8th

largest brand
worldwide



1,100

employees

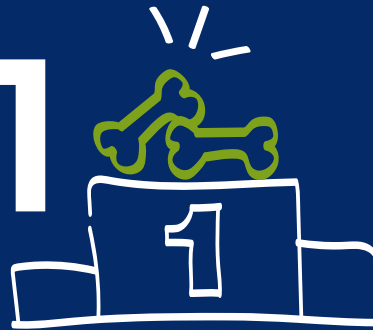


7

production sites in Germany, the Czech Republic, North America and Asia.

NO.1

dog treat brand in Germany
and elsewhere



4th

largest brand in Europe



24

distribution subsidiaries
on three continents



THE WORLD'S

leading brand in the segments
rodent and bird food

STRONG *guiding principles*

Vitakraft's guiding principles are based on our vision, mission statement and values. Our guiding principles are our compass. They define what drives us and our practices, and form the basis for the way we think and act.





VISION

We understand the intimate bond between humans and pet and want to make the coexistence better every day. In every pet's home and everywhere in the world. In accordance with our brand message – Vitakraft. With love.



MISSION

With passion and empathy for the needs of pets and their owners, we develop, produce and distribute innovative, high-quality products that meet their needs. By acting sustainably, we make our contribution to the conservation of vital natural resources.

Every day we support responsible, loving and species-appropriate nutrition and keeping of pets all over the world. For generations, we have been cultivating the socially significant relationship and a fulfilled coexistence of humans and pets.



VALUES

Outstanding performance, working in partnership, innovative strength and responsible behaviour – these are the pillars on which our company's values are based. These core values are the fundamental basis and orientation for our thoughts and actions, and they help us to develop and grow – both as individuals and as a company.

QUALITY AND *variety*

Feeding with love means feeding quality. Our product standards are high and strictly monitored. One of our priorities is that our recipes reflect the latest nutritional and physiological findings and perfectly meet the needs of each animal species. Our research and development, marketing, purchasing and production departments cooperate closely and monitor our products from the initial idea to their sale to consumers.

In this way, we develop, produce and distribute a varied portfolio of products for all kinds of pets – with a focus on the four animal groups dogs, cats, rodents and birds. Our extensive range includes species appropriate food, as well as care products and toys.

With our certification to the IFS Food Standard, as well as the HACCP system, we meet the highest pet food production safety standards.



The IFS (International Featured Standards) is a GFSI (Global Food Safety Initiative) recognised auditing standard for food and pet food manufacturers with a particular focus on food/pet food and feed safety, as well as the process and product quality.

HACCP

HACCP stands for "Hazard Analysis and Critical Control Points" and is an internationally recognised systematic approach to guaranteeing food safety.

A high level of transparency with regard to the internal procedures and structures, as well as the involvement of all specialist departments in respective training measures, contribute to us meeting our own standards.



#TEAM vitakraft

The ongoing success of a company is not only ensured by a range of impressive products, but above all by one thing: a great team.

Our #teamvitakraft consists of people who are passionate about what they do. Flat hierarchies, trust and creative scope encourage people to develop and realise their own ideas.

Our team of over 1,100 employees in Germany and all over the world ensure that the Vitakraft company runs smoothly. From the research and development to the production, logistics, marketing and sales departments, everyone makes sure that we are in a great position across all sales channels – brick-and-mortar and online – to reach our customers where they need us all over the world.



The length of time our employees stay with the company also has a positive impact on our consistency. In Germany, for example,

40% of the workforce have been with Vitakraft for **20** years, and around
20% of our employees have been part of our team for even longer than **30** years.

The management board also consists of people with a long-standing connection to the company who have considerably influenced its fate over the past few years. They are continuously developing Vitakraft further with consistency and clear goals.



From left to right: Samuel Phan (Head of Marketing & Sales Asia Pacific), Markus Baldus (Head of Marketing & Sales International), Dirk Strelow (Co-CEO), Heinz Gardewin (Co-CEO)

TEAM *Vita Planet*

In 2019, Vitakraft established an interdisciplinary team which includes members from the purchasing, marketing, research & development, logistics, production & technology, communications, legal and People & Culture departments who are responsible for driving the topic of sustainability at

Vitakraft and realising the respective measures. The team's heterogeneous makeup unites different perspectives and makes it possible to examine the topic from all angles. The team jointly pursues one goal: to make sustainability tangible and to fill it with life, both within the company, as well as externally.



TEAM voices

"I joined the sustainability team because I believe that every single one of us can make a difference – as a person, but also as a company. My work in the sustainability team gives me the chance to actively develop solutions and to have a positive influence on our footprint."

Gerrit Kalmer, Strategic Buyer

"I think it's great, that at Vitakraft, sustainability is not treated as an isolated topic area, but integrated into all business activities. Being on the sustainability team gives me the chance to create a connection between the working group and my specialist department, and to transfer fresh ideas from one area to the other. Our work shows that both many small measures as well as major changes can be effective and that all in all, we are on the right path."

Nicole Köster, Manager Logistics Projects and Processes

"As a society, we experience every day that sustainability and climate protection are becoming increasingly important. The work in our sustainability team gives me the chance to become active myself and to do something practical for climate protection.

We have already managed to achieve quite a few things in the past few years and are steadily continuing with new projects and goals – I'm proud of the fact that we have been so successful."

Dr Nicole Rabehl, Head of Research & Development and Quality Assurance



"The principle of thinking and acting in a responsible and sustainable way has made Vitakraft successful and ensured the company's growth for over 187 years. I therefore really enjoy seeing how widely the topic of sustainability is now being tackled on so many levels and addressed by so many team members – in order to make an authentic contribution that will benefit the coming generations."

Dr Thomas Jung, Head of People & Culture

A stylized, semi-transparent globe graphic is positioned on the left side of the image, partially overlapping the text. It features a dark blue base color with lighter blue, wavy patterns representing continents or oceans.

SUSTAINABILITY

strategy

OUR approach

As a company that does business all over the world, our sustainability strategy is inherently guided by international standards. The UN's 17 Sustainable Development Goals (SDG) represent an overarching global vision to which we want to contribute with our commitment to sustainability.

We are guided by the three dimensions of sustainability: environmental preservation, economic growth and social well-being, and therefore subscribe to the approach that sustainable business practices must not only address the impact of our actions on nature and the environment, but also social issues and the viability of the business.



This report focuses on the ecological dimension, whose essential topics are carbon emissions, sustainable raw material use and biodiversity.





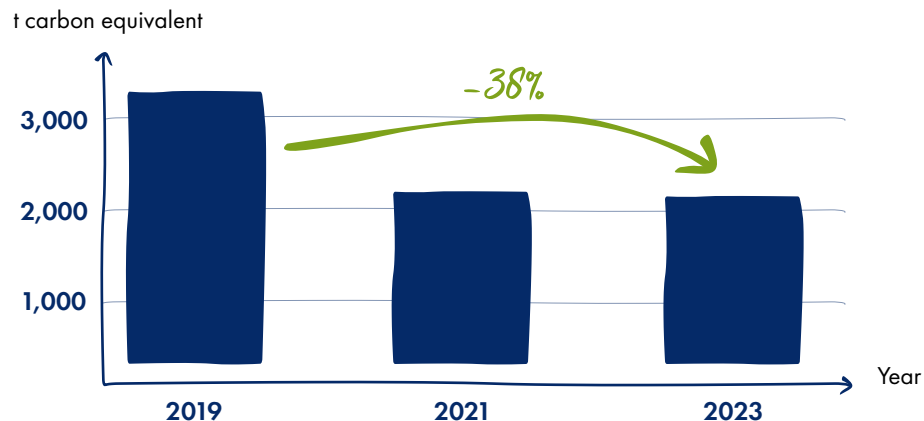
CARBON *emissions*

All industrial processes produce carbon and other greenhouse gas emissions: the use of fuels to supply the energy that is needed for the manufacturing processes and for heating purposes as well as the use of vehicles is unavoidable.

However, the increasing concentrations of greenhouse gases, primarily carbon, in the atmosphere are influencing our climate, which has led to a rise in the average temperatures and to extreme climate events such as heat waves and flooding. The joint climate protection policy goal of the international community of nations is to limit global warming to significantly below 2°C, and preferably to 1,5°C, compared to pre-industrial levels.

We, too, are committed to the achievement of this global goal. We want to contribute to limiting global warming and to the continuous reduction of our greenhouse gas emissions. That is why we have joined the Science Based Target Initiative (SBTi), which defines science-based standards for the development of climate goals and audits these independently.

In 2019, we started to monitor the greenhouse gas emissions produced by our activities at our Bremen production site. This makes it possible to identify the relevant causes and to develop measures for lowering our energy consumption and our carbon emissions. Since then, this data has been updated every two years.



Development of energy-related emissions at the Bremen production site



We successfully took a first major step towards the reduction of our carbon emissions with the switch to renewable energy in 2021. Further energy saving measures followed: in 2022, we managed to reduce our energy consumption and the respective greenhouse gas emissions through the installation of a fuel cell system in combination with a local heating system.

CO₂

Our high bay warehouse Vita Cube has also been in operation since 2022. The Vita Cube has made five external warehouses redundant, and therefore stopped the internal traffic between these sites. This saves 12,000 litres of diesel every year, which reduces our annual carbon output by 31.2 tonnes.



Our vehicle fleet already includes several electric vehicles. Since 2023, it also includes an all electric pool car that makes it possible for our employees to travel in and around Bremen in a sustainable way and therefore actively saves carbon emissions. We also provide the respective charging infrastructure within our company grounds.

Our measures will continue to focus on the reduction of our energy-related greenhouse gas emissions. We have introduced an energy management system in order to continuously monitor our energy consumption and to define potential optimisation approaches.



SUSTAINABLE *sourcing*

Not only our energy and fuel consumption, but also all materials we use to manufacture our products cause an ecological footprint. The material spectrum is as wide as our pets' range of food requirements: it includes cereals, seeds, animal based raw materials, and fruit and vegetables in various processing stages, as well as many different packaging materials.

All of the raw materials Vitakraft processes must meet our high

nutritional physiology quality standards, but also our high standards with regard to the way they have been cultivated and processed. The cultivation of raw materials generally takes up a lot of land and therefore has a major impact on people, animals and nature. Consequently, it is important to us to ensure that we use all natural resources, such as the soil, the air and water, sparingly.

We have identified the raw materials in our raw material portfolio that have relevant effects on the environment and biodiversity:



Soya

In North and South America, the production of soya often has a considerable impact on the local environment and nature. We are therefore pursuing the goal to largely reduce the use of soya and to purchase the remaining volumes required either from European or from certified sources. We have consistently pursued this goal in the past few years.

In 2019, 65% of the soya we used already came from European or certified sources. We have managed to increase the percentage to 99% by 2023. Naturally, we refrain from using genetically modified soya in any of our recipes.



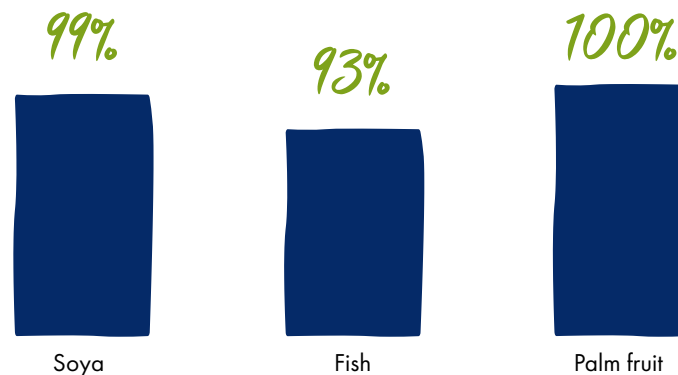
Fish

Overfishing the global fish stocks upsets the balance of the ocean ecosystems. In order to support and promote sustainable fishing and/or aquaculture methods, we are pursuing the goal of sourcing all of the fish and fish by-products we use in our products only from MSC* or ASC** certified sources by the end of 2025.



Palm fruit

We are only continuing to use palm oil or palm kernel oil in our products if this is unavoidable for technological reasons. However, as rainforest areas are also increasingly being deforested for the cultivation of oil palms and this impacts on the rainforest's important function as a greenhouse gas absorber, we are also prioritising a sustainable cultivation of this raw material. For the past few years now, the palm oil or palm kernel oil we use in our products has come from RSPO*** certified sources. Over the next few years, we will continue to work on the gradual removal of these raw materials from our products.



Achievement of use of sustainable raw materials in 2023

*Marine Stewardship Council

**Aquaculture Stewardship Council

*** (Roundtable on Sustainable Palm Oil)

SUSTAINABLE *packaging*

The general rule we apply to our choice of packaging materials is: the top priority is the product quality, and the realisation of the envisaged shelf life. The packaging must provide optimum protection to prevent pet food waste. We intend to guarantee a long shelf life through our packaging, and the preservation of the food's natural aromas and nutritional quality. To ensure this, we use either plastic or paper and/or cardboard packaging, depending on the food's composition.

It is our aim to use recyclable packaging materials for all of our products. At the same time, we are continuously pursuing the reduction of the packaging materials used, for example by changing the pack sizes.

Already, over 90% of the packaging materials for the products that are manufactured at the Bremen site are recyclable. So far, we have not succeeded in finding recyclable packaging materials for all product groups, as the quality standards of individual product groups require packaging with certain technological barrier properties that cannot yet be met by recyclable materials. Concurrently, these product groups represent a growing proportion of our range; we are therefore currently seeing a reduction of the proportion of recyclable materials in the area of flexible plastics (from 60% down to 53%). Nevertheless we are continuing to pursue our goal of switching all of the flexible plastics we process at the Bremen site to recyclable materials by the end of 2025.



	Volume proportion*	Recyclable proportion	Volume proportion*	Recyclable proportion
	2019/2020		2022/2023	
Flexible plastics	15%	60%	20%	53%
Rigid plastics	20%	100%	4%	100%
Paper / cardboard	65%	100%	76%	100%

*in relation to the material volumes purchased for processing at the Bremen site

All in all,
>90%
of the packaging materials
are already recyclable
Target 2025:
100%

In addition, the packaging that is manufactured at external sites is also continuously examined to assess the necessary functional properties, and we are looking for new ways to

make this packaging more sustainable.

We have successfully switched more product lines to recyclable packaging in the past few years.



BIOdiversity

Species and ecosystem diversity provides the essential basis for human and animal life. Intact and biodiverse ecosystems not only serve the production of food and feed and therefore a vital source of our means of existence, but also protect us from the consequences of climate change.

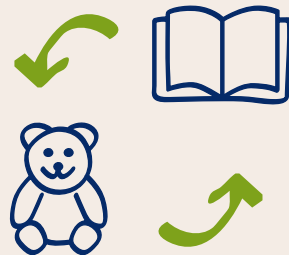
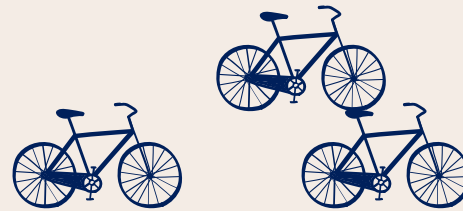
We are committed to increasing biodiversity at our production sites and in their immediate environs, and have created ecological niches in the grounds that surround our company headquarters in Bremen to promote a stable ecosystem. These areas were designed in such a way that they can serve as a habitat for native plants and animals. We are thereby also contributing to the conservation of biodiversity in a small way.



EMPLOYEE *offers*

"Cycle to work" scheme

Since 2020, we offer our employees the option of leasing a bicycle through us. This not only encourages them to exercise regularly, but also offers them an alternative way to commute. Since the launch of the "Cycle to work" scheme, the Team Vitakraft has already leased a total of 122 bicycles within the scope of the scheme.



Vita Share

Surplus material items are everywhere. Far too often, something that is no longer needed is thrown away almost without a second thought and replaced with something new. We want to break this endless cycle in a small way and have therefore come up with "Vita Share". Vita Share provides a collection point at our company headquarters where things that are no longer needed but are still in good condition can be passed on to other members of the workforce. Thanks to Vita Share, numerous everyday items have already enjoyed a second life.



OUT *look*

UPCOMING *projects*

Our company's responsibility towards the environment is firmly embedded. We are proud of the milestones we have achieved so far, but do not intend to rest on our laurels, either. Vita Plant is a dynamic initiative, and we will continue to challenge it.

When this report was written, we were already in the process of planning two further elements of our commitment to sustainability:

Vita Forest

Following our participation in a large-scale international reforestation project in the past few years, we now intend to become more involved locally. Increasing periods of drought and bark beetle infestation have destroyed large numbers of the tree population in Lower Saxony's forests. The responsible forestry commissions are currently facing the huge challenge of reforesting these woodlands in a way that ensures their future survival and helps them to withstand climate change. Vitakraft wants to support this, and will therefore be sponsoring a forest area in the Harz region from January 2025 onwards. Our "Vita® Forest" makes it possible to reforest the area by changing it from a monoculture that has fallen victim to climate change to a sustainable mixed forest that can withstand climate challenges. We are supporting the reforestation by providing the respectively needed funds, and our employees will also become actively involved on site.

VITA® FOREST





Photovoltaic concept

A comprehensive PV concept is currently being realised in the grounds of the Vitakraft headquarters. For example, we are currently installing numerous solar PV panels on an area that measures 4,000 square metres.

Further PV panels will be installed on roofs and a bike shed. Once all of these measures have been realised, we will be able to produce 16% of the energy that is needed for the campus ourselves.

ABOUT THIS *report*

This report describes Vitakraft pet Care GmbH & Co. KG's ecological sustainability activities in the 2022/2023 period in its core market Germany. This report was printed on sustainable paper.



IMPRINT

Published by

Vitakraft pet care GmbH & Co. KG
Mahndorfer Heerstrasse 9
28307 Bremen
Germany
info@vitakraft.de

Editor

Vitakraft pet care GmbH & Co. KG

Layout

Lingner Marketing GmbH
Kaiserstrasse 168 - 170
90763 Fürth
Germany
info@lingner.de

Printed by

Stürken Albrecht GmbH & Co. KG
Buschhöhe 8
28357 Bremen
Germany
info@stuerken.com



Print product with financial

climate contribution

ClimatePartner.com/13192-1904-1001



VITAKRAFT.COM