

# Paws For Thought

— OUR B CORP JOURNEY —

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## Paws for thought

**We believe that business can and should be a force for good. That's why we undertook the rigorous international certification to become a B Corp and received our certification in 2021.**

We delved into every aspect of our business and found that we are already doing some amazing work, we have a lot to be proud of.

Of course, our driving mission is to enrich the lives of pets and their owners through visibly better pet food. We act with transparency and take total responsibility for the impact we have on our people, our communities and our planet, actively working towards a positive effect on the world.

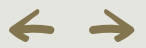
Our values – transparency, simplicity and responsibility – have long been part of the energy that helped us grow the business to where it is now. We use them to guide how we communicate with our customers, informing how we act towards suppliers and other stakeholders, in good times and also when we are under pressure.

We are immensely proud of our achievements so far, but this is just the start of the journey. This is a group effort and each and every one of us must get on board, we all have a role to play. And it doesn't end here; the B Corp movement is about striving for continuous improvement which means recertifying every three years.

**Welcome to the MPM B Corp journey – enjoy the ride!**



Julian Bambridge  
**Chief Executive Officer**



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# Our Mission

To enrich the lives of pets and their owners  
through visibly better pet food.

We act with transparency and take total responsibility for the  
impact we have on our people, our communities and our planet,  
actively working towards a positive effect on the world.

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encore Applaws natural pet food Reveal





# Our story

Our brands are now sold in over **50 countries** around the *globe*.  
With offices in UK, USA, Australia and China.





# A proud B Corp

In 2021, we received our certification from B Corp UK. B Corp certification goes much deeper than just looking at our products. It means examining every part of the company in five key areas:



Governance



Customers



Community



Environment



Workers

Certified



Corporation

## What is a B Corp?

B Corp is a movement of companies verified to be meeting the highest standards of social and environmental criteria and using their business as a force for good.

This adds up to a top-to-bottom assessment that we are a company you can trust to do the right thing, from the sustainability of our supply chains to our commitment to lower carbon emissions, how we treat our people and the support we provide to our communities.

We could not be prouder to join this global movement of more than 5,000 businesses globally which are helping to build a fairer and greener future for people, planet and (in our case) pets!

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# Our overall B impact score

And it doesn't end here!

The B Corp movement is about **striving for continuous improvement**, which means recertifying every three years.



## Impact area scores:

Summary	Company Score
 <b>Governance</b>	<b>14.1</b>
 <b>Workers</b>	<b>34.7</b>
 <b>Community</b>	<b>36.5</b>
 <b>Environment</b>	<b>19.5</b>
 <b>Customers</b>	<b>4.0</b>

## Stretch goal:

Reach a score of 100 by 2024

# Our financial statement

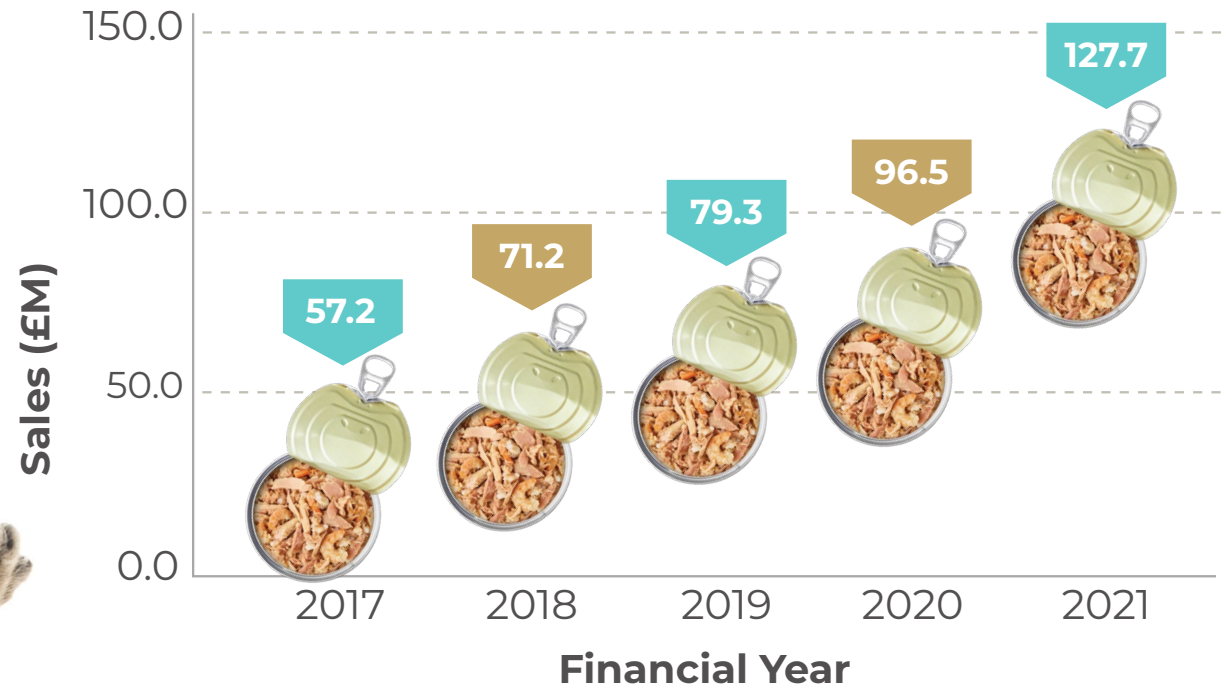
We enjoyed another successful year in 2021, continuing our double-digit year-on-year growth, as we have for nearly 20 years.



David Millward  
Chief Finance Officer



Group revenue from 2017 to 2021 (£'m)





# People, Pets and the Planet at the heart of everything we do 🐾

## People

We believe that if we look after our people – and that means everyone from our customers to our employees, suppliers and distributors – then the brands will look after themselves.



## Pets

Pets mean everything to us. They sit at the core of our mission - we pride ourselves on enriching the lives of pets and their owners through visibly better pet food.



## Planet

We act with transparency and take total responsibility for the impact we have on our planet, actively working towards a positive effect on the world.





# People

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# Our team

Our most valuable asset is our people. At MPM we are lucky to have a passionate team who have driven our success.

**Our recipe for success includes: Innovation, speed to market, shopper understanding, excellent relationships with suppliers and distributors globally and collaborative partnerships with manufacturers.**

All these elements all have one thing in common – people. Without a dedicated and competent team, we could not have achieved any of this. We care about our people, how we train and develop them, how we get the best from everyone and how we ensure people feel connected to the work we do in the community.

No matter where they are based, our people all share our company's values – transparency, simplicity and responsibility. We saw this at work when the issues surrounding feline pancytopenia unfolded in the UK. The way our employees pulled together through that adversity showed that those values are more than just words on a page.

**They're at the core of who we are.**



Samantha Greenwood  
Chief Marketing Officer





# Our employees

At MPM, we care about our employees, how we train and develop them, how we get the best from everyone. We value their wellbeing and we always strive to make sure we look after their needs.



## Living Wage

Fully Accredited living wage employer and encouraging our supplier and partners to be one too.



## Training & Development

Launch of The Beagle (learning management system). Goal of 5% of employees gaining a professional qualification.



## Engagement

94% colleague engagement score.



## Health & Wellbeing

Mental health, wellbeing programs and agile working for all employees.



## People & Culture

People Champion Team for equality, diversity and inclusion with Global culture events celebrated throughout the year.





Sarah Gooch  
People Director

We aim to create an **inclusive and diverse** workplace where everyone feels engaged and happy. We will continue to measure the diversity of our workforce so that we can track change. At the same time, we are taking practical steps to improve diversity and inclusion practices.

We want our people to think and act as one company, while valuing different lived experiences, backgrounds and cultures. This not only strengthens our business, it also benefits our customers: the more diverse our workforce, the more we can understand our customers and cater to their needs.



## Gender pay gap

### Mean gender pay gap

Upper quartile:	43% male : 57% female	13.4%
Upper middle quartile:	17% male : 83% female	-5.2%
Lower middle quartile:	43% male : 57% female	5.8%
Lower quartile:	21% male: 79% female	5.3%

## Diversity surveys 2021

### % of our employees with a disability



### % of our employees who are of non-white ethnicity



# Our suppliers

We have a very complex supply chain so it's important we take care of our suppliers. We also screen every one of our suppliers for good environmental practices so that we source our ingredients from responsible companies which are as committed to looking after the planet.

All our suppliers are treated equally regardless of their size.

Our supply base complete annual supplier reviews to give us honest feedback. We think it's important to keep the lines of communication open.

All our contractors are paid a living wage. We also encourage our suppliers to sign up to the MPM Code of Conduct.

We use local suppliers that are close to our facilities, giving preference to purpose-driven business. We also actively seek out suppliers from underserved populations and low-income communities.



## MPM Code of Conduct

- Employers will pay wages that equal or exceed minimum wage (whichever is higher)
- Employers will comply with all legal requirements on wages
- Employers will provide any fringe benefits required by law
- MPM will favour suppliers who progressively raise employee living standards which exceed legal requirements and enhance quality of life

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# Our communities

Giving back to the communities in which we work has always been a big part of our culture at MPM. It's a very practical way to show how business can be used as a force for good.



## Get out and give back

We encourage our employees to fundraise for charities they are passionate about – and we use our £24,500 charity fund to match individual contributions with up to £250 per person. In November, Supply Chain Director Marcus Naylor ran the Barcelona marathon for The Royal Marsden Cancer Charity, raising over £1,271 with an additional £250 from MPM.



## Get out and give back

Everyone at MPM gets one paid day off a year to get out into the community for a “giving back” day. In 2021, our technical team helped out at The Bread & Butter Thing in Manchester. Helping to tackle food waste and distribute surplus food from supermarkets, businesses and the hospitality industry to people who need it in the local community.



## Christmas cheer

Employees at MPM HQ donated 45 toys to Manchester charity Wood Street Mission, who try to ensure no child wakes up on Christmas morning with no gift to unwrap. Meanwhile, Christmas jumper day at the office raised £454 for the Save the Children Appeal.

# Pets

**Pets mean everything to us. They sit at the core of our mission - we pride ourselves on enriching the lives of pets and their owners through visibly better pet food.**







# Simply better pet food made with natural ingredients you can see 🐾

**At MPM, we believe that making pet food matters. It's all we do.**

Our food starts with the highest quality of ingredients. We call it natural simplicity. Nothing artificial is added or hidden – there are no colours, no flavours, no preservatives - just the reassurance of ingredients sourced with the highest ethical standards. It's no wonder there's some serious excitement at mealtime!

And while our pets can't talk, their owners certainly can! The average stat for complaints per million units in the pet food industry is 40, but ours came in way below that for 2021 at just 16.



In 2021, we sold:

UK Europe & Asia Pacific

**102,106,146**

US

**41,993,112**

That's a *tail wagging*

**144,099,258**

bowls filled with our  
nutritious, healthy food.

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# Food for thought

We think all pets deserve access to tasty goodness.

That's why we gave away

**337,188**

pet meals to pets in need in 2021.

Australia and  
New Zealand

**95,458**

USA

**94,758**

UK, Europe, Middle  
East and Africa:

**146,972**



Our Encore brand is proud to support a very special charity called Gizmo's Legacy. This amazing organisation works tirelessly to ensure that injured or deceased cats are scanned for a microchip so they can be traced back to their owners. Encore donated £4,000 to PR activity to help the campaign gain local and national coverage.



As part of our commitment to B Corp, we love to give back to our local communities. Here's one of our employees donating stock to the Animal Sanctuary in Wilmslow, Cheshire.

The Animal Sanctuary cares for animals who have fallen on hard times. Each year the Sanctuary takes in around 200 animals. They believe the animals coming through their gates deserve the best life possible and when re-homing them they ensure that they are going to a family who will look after them to the highest standards.

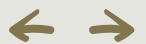




# Planet

We act with transparency and take total responsibility for the impact we have on our planet, actively working towards a positive effect on the world.





# Treading lightly on the planet

We are constantly looking for ways to improve our operations, be it by reducing food miles, increasing the percentage of our packaging that contains recycled content, or encouraging employees to move over to electric vehicles. Whether big or small, every little helps when it comes to taking care of the world around us.

90% 

## Recyclable packaging

We have evaluated our packaging across all brands making it 90% recyclable. The learnings will now be applied to packaging ensuring that the consumer is correctly informed.

100% 

## Manufacturing suppliers

Screened, measured and monitored for good environmental practices as part of our bi-annual reviews and on boarding process.

1% 

## Fish waste

All manufacturing plants utilise tuna waste by creating other canned products and agriculture products like fertilizer and fish meal.

100% 

## Traceability

All wet products can be traced from pet bowl to raw ingredient supplier and or fishing vessel within a 2hr\* time frame.  
\*depending on time zone.

800k 

## Food miles

Reduction in road and nautical miles by using rail/barge alternatives and switching our supplier network.





# Head Office *leads* the way

As a global company, we are very conscious of the effect our business has on the environment. We believe that doing our bit to tackle the climate crisis and biodiversity loss is not only the right thing to do, it is essential to future-proof our company.

## 2%

### Travel spend

We have committed to investing 2% of business travel cost back into sustainable projects.

Committing to a safer climate and more sustainable world by aiming to reduce CO2e emissions created by travel by 50% by 2024.

## 21%

### Emissions reductions

We plan to reduce our scope 1 and 2 greenhouse gas emissions by 21% by 2025.



## 100%

### Renewable energy

Our UK Head Office uses 100% renewable energy from wind and hydro sources. In 2021, we installed 2 charging points for electric vehicles.

## 5 Tons

### CO2e offsetting

Company car travel under our Scope 1 emissions, created five tons of CO2e which we have off set by investing in a plastic bottle recycling program in Romania through Gold Standard.

## 132 Tons

### CO2e offsetting

Business travel under our scope 3 emissions created 132 tons of CO2e, we have off set these emissions by contributing to “Forestal el Arriero” afforestation on degraded grasslands under extensive grazing project via Carbon Forest.



## 22%

### Energy reduction

In 2021 we set ourselves a target of reducing our energy by 5%. Agile working has contributed towards reducing our energy usage by 22% in the UK Head Office during 2021, using 2019 as our baseline year.



## 49%

### Recycle, Recycle, Recycle

UK Head Office recycled 49% of it's waste – the equivalent of 2.66 tonnes. We aim to increase the recycled rate to 80% by 2022.



## The Final word

**2021 has been a big year for MPM. We have continued to grow, expanding our export markets and we have seen this reflected in our profits. But we have also grown in other ways thanks to our new B Corp certification.**

While, in many ways, our company already embodied many of the B Corp values, it has highlighted all the good work we already do and made crystal clear the work we have yet to do. Now that we are a B Corp, we have formally committed to balancing the interests of all of our stakeholders. Like every other company in the movement, we have changed our articles of association to underpin this commitment at Board level.

It's been an extraordinary year and it has made us surer of our purpose, values and resilience. We are committed to be better as we aim to improve our score, getting ready to recertify in just under three years.

Along the way, with their help and encouragement, we hope to bring a few of the other companies in the 3i portfolio along with us.



James Bracewell  
**Chief Operating Officer**