

YUMOVE[®]

Impact Report

2024



Certified
B
Corporation

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At YuMOVE, we believe that the wellbeing of our pets isn't just a matter of evidence-based nutrition and care, but also requires a deep understanding of the world they inhabit.

As a company that relies on natural resources to make and ship our products, sustainability challenges are front and centre. We're part of a wider industry that has a close reliance on and relationship with the natural world. That brings environmental concerns to the forefront. We have always felt a responsibility to be a business that contributes positively to the world around us - that gives back more than we take.

“Sustainability isn't an empty word at YuMOVE.”

For over 15 years we've been at the forefront of providing high-quality supplements that enhance the lives of dogs, cats and horses. This mission, rooted in a profound love for animals, goes beyond just business - it's something that resonates with all of our people, from founders to newest recruits

Sustainability isn't an empty word at YuMOVE: it's a way of operating that influences our decisions and actions at every level. From plastic reduction to promoting inclusion, we're always looking for ways to minimise our negative impacts and maximise our positive ones. To use our business as a force for good.

This report isn't just about results, it's about aspirations and challenges. We're celebrating our successes, alongside identifying areas we need to improve. We feel it's the best way to share our story with our customers, the pets we serve, the world around us, and - of course - ourselves.

This report reflects our journey so far and the road ahead. As you read it we hope you'll feel inspired to join us.

Kerry Doble
Chief Sustainability Officer





Our ESG strategy

At YuMOVE our ESG strategy is aimed at actively building a better business, producing sustainably made, low-carbon products and contributing to a healthier, more sustainable world.

Our approach is split into five focus areas that help us organise and align our efforts.

3x core areas:

- 1 Net Zero** is all about reducing CO₂ emissions from our operations.
- 2 Social Impact** is about having a beneficial effect on people and communities.
- 3 Nature Positive** is about both protecting the natural resources we rely on and helping global ecosystems recover.

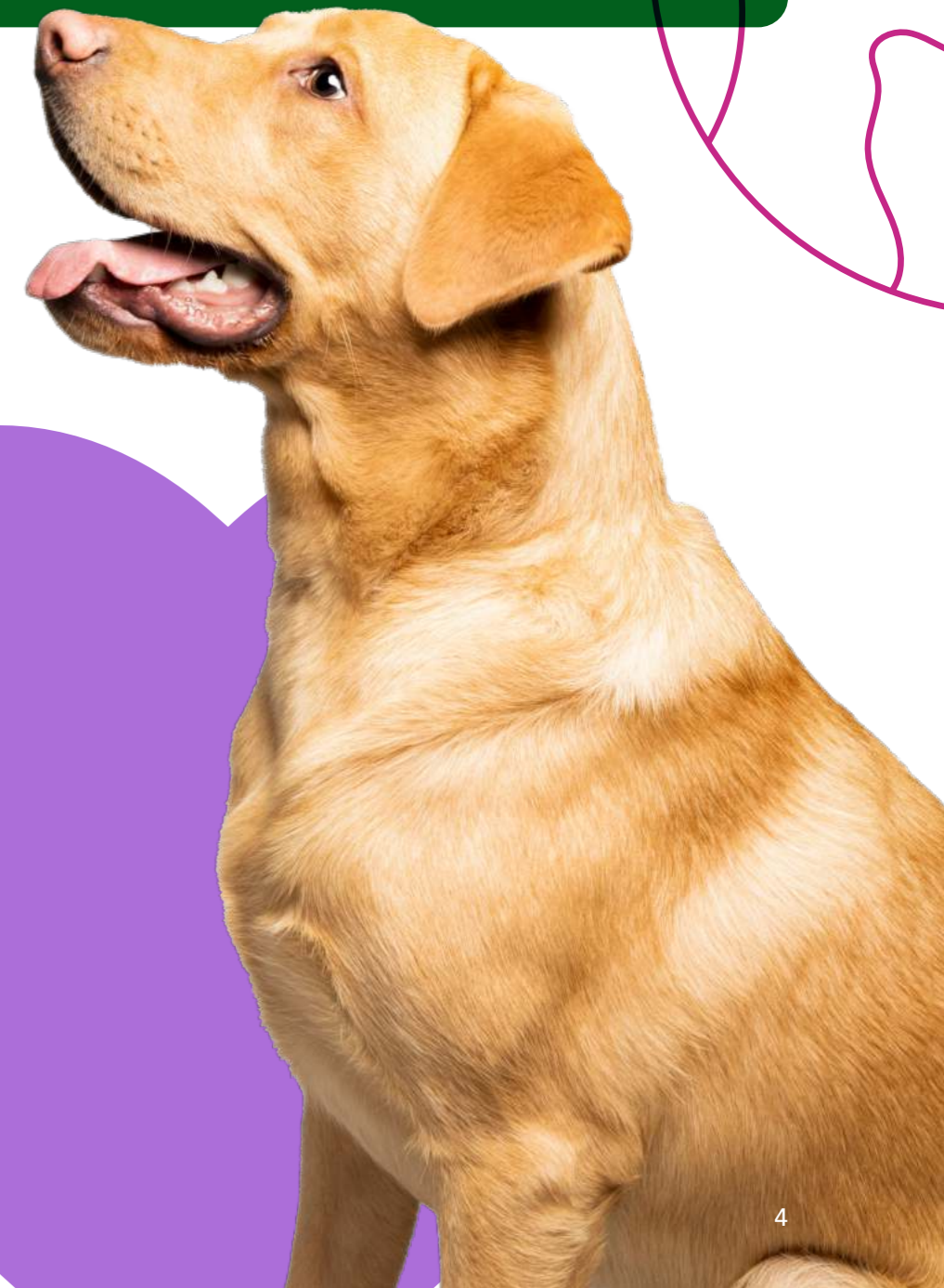
2x support areas:

- 4 Circular Economy** is all about making our operations circular and removing waste.
- 5 Governance** is all about providing the framework that enables and accelerates our progress.

This report goes through each of these focus areas in detail explaining:

- What they are
- Why they matter
- What we're trying to achieve
- Some of the key steps we're taking
- The progress we've made so far
- What's next

For each focus area we've outlined the biggest headlines and highlights in the first half of this report, followed by an annex with all of the supporting data.





Reduced emissions by
10%

Net Zero

What it is:

'Net Zero' refers to the balance between the greenhouse gases like CO₂ that our business produces, and the carbon we remove from the atmosphere.

Why it matters:

Carbon emissions play a huge role in climate change, so reducing them is essential for mitigating the impacts of global warming.

7%↓
in GHG emissions over 2024.

Some of the steps we're taking:

- Rolling out a new supplier code of conduct
- Switching to renewable energy
- Reducing our use of air freight
- Tackling emission hotspots

Our progress:

- Set baselines with our suppliers to measure improvement
- Achieved B Corp Certification
- Reduced emissions by 10% via air freight reduction, switching to renewables (both in our warehouse and for suppliers) as well as packaging improvements
- Started phasing out carbon-intensive ingredients such as salmon oil, and engaging suppliers around alternatives



What we're trying to achieve:

Our goal is to get our balance to zero. This would mean we don't emit more carbon than we remove from the atmosphere across our entire operation.

We're targeting 70% sustainable manufacturing, reduced logistics emissions, greener workplace practices and overall net zero, with a ~7% reduction over 2024 (in line with our Science Based Targets initiative, or SBTi).

70%
of sustainable manufacturing targeted by 2025.

What's next:

We'll be transitioning to 'Salmon Free' products, and remapping our full footprint (scope 1, 2, and 3) in Q1 2024, as well as running more Life Cycle Analyses (LCAs) to gather the data to understand hotspots, adapt and change plans where required. We're also rolling out our Supplier Code of Conduct with even more partners, and following up with key suppliers to help them make improvements based on data they've provided via the Continuous Improvement Plan.

On top of all that, we're also continuing to move both our and our suppliers' operations to renewable energy as well as validating our Net Zero commitment via the SBTi.



Social Impact

What it is:

'Social Impact' is all about the effect we have on the people and communities we work with, and how we contribute to positive changes in the world around us.

Why it matters:

As a deeply 'people and pet focused' organisation, contributing positively to society and people is hugely important to us. Our position and platform means we have a responsibility to make progress against the social issues we see around us.

What we're trying to achieve:

We want to tackle implicit bias, enhance diversity, focus on employee health and wellbeing, and contribute to the community through charitable actions.

Some of the steps we're taking:

- Annual Engagement and Diversity surveys (as well as quarterly 'Pulse' surveys)
- Equality, diversity and inclusion training
- Updated hiring approaches and diversity monitoring
- Employee engagement and support
- Targeted charitable giving

We want to tackle implicit bias, enhance diversity, focus on employee health and wellbeing

Our progress:

- Implementing E,D, & I training for all staff
- Giving every employee a Personal Development Plan (PDP) linked to career goals, supported by tailored training paths
- Diversity recruitment strategies and putting annual surveys in place
- Improved employee experience and training in place
- Formalising our approach to charitable giving

What's next:

We're going to prioritise our workforce's health and wellbeing. This means conducting comprehensive analysis into pay equity, cultivating a positive, inclusive, and fair culture, and focusing on effective talent management to harness the full potential of our diverse team. Longer term, we're committed to deeply understanding and improving the socio-environmental impact of our ingredients, reflecting our dedication to responsible business practices.





Nature Positive

What it is:

'Nature Positive' is about supporting the natural world: not just mitigating the negative effects of our operations on biodiversity, but making a net positive contribution to nature overall.

Why it matters:

The current global decline in biodiversity threatens the stability of the planet: becoming Nature Positive is our way of helping to reverse that trend.



Some of the steps we're taking:

- Implementing 'red lines' in our supply chain to deliver sustainable ingredients
- Removing carbon intensive ingredients
- A strategy for sourcing sustainable ingredients
- Focusing on ecosystem restoration

Our progress:

- Supply chain emissions baseline set
- Phasing out high-carbon ingredients and mapping sustainability risks
- Planning major plastic removal project for 2024

What we're trying to achieve:

We want to help ensure the long-term viability of the natural resources we need, and promote the biodiversity that's crucial to life as we know it.

We're aiming for 100% of our ingredients to be sustainably sourced by 2027.

We're aiming for

100%

of our ingredients to be sustainably sourced by 2027.

What's next:

In the short term we'll continue focusing on nature-based performance indicators and improved ingredient sourcing, but over the next few years we'll be taking on more ambitious goals, such as ensuring all our products are free from deforestation, Genetically Modified (GM) crop ingredients and palm oil, and achieving 100% sustainably sourced ingredients by 2027.

Circular Economy

What it is:

'Circular Economy' is a system based on the reuse and regeneration of materials or products, especially as a means of continuing production in a sustainable or environmentally friendly way.

Why it matters:

Reducing consumption of raw materials, and finding new ways to reuse existing materials, or regenerate the ecological systems which produce them, are key to being more sustainable, and reducing the pressure we're placing on the world around us.

We've brought in FSC certification, and added OPRL labelling to all products

What we're trying to achieve:

Our key aim in contributing to the circular economy is reducing the amount of waste produced by our operations, or connected to our products.

Our progress:

- We've successfully trialled recyclable blister packs
- We've developed recyclable pouches, bottles and pumps
- Brought in shelf ready packaging to reduce transport load
- Streamlined the supply of our warehouse boxes
- Brought in FSC certification, and added OPRL labelling to all products
- Rolled out our Packaging Sourcing Policy

Some of the steps we're taking:

- A new Low Impact Packaging strategy
- Changing our waste management provider at UK sites to improve recycling

What's next:

We'll be rolling out our Sourcing Policy, mapping our plastic footprint, and opening up a packaging innovation workstream into 2024. Outside of packaging, we're also continuing to prioritise ingredients in R&D that come from food industry waste streams like magnesium stearate from rice bran, and fish peptides from off cuts and factory waste.



Governance

What it is:

'Governance' is all about authority, accountability, leadership, direction and control over the plans and progress we're making within the business. To us, governance is the framework that all of our impact progress is based on, and accelerated by.

Why it matters:

We believe progress has to be based on evidence that is measurable, and structurally sound - rather than just 'doing good'. Governance is the pragmatic side of progress, but just as essential.

What we're trying to achieve:

We want to make sure that our governance structures are resilient and credible, helping us to deliver meaningful change across the company.

Some of the steps we're taking:

- Developing an Impact Report and scorecards
- Introducing new reporting systems
- Improving our B Corp score ahead of our next re-accreditation
- Putting sustainability and social issues on the Board agenda, and linking to executive compensation to ensure accountability
- Elevating our Chief Sustainability Officer to the Executive Leadership Team
- Reporting progress against sustainability scorecard monthly
- Putting together a cross functional working group focused on delivering on ESG goals

Our progress:

- Launch of our first Impact Report published (you're reading it!)
- Adoption of governance plan for transparent reporting
- Launch of an Environmental Management System (EMS) to better track electricity, waste, water, biomass, mileage and air quality (data captured monthly with reduction targets in place)
- B Corp accreditation and improvements across data and our EMS
- Standard Operating Procedures (SOPs) for onboarding new suppliers and ingredients
- Roll out of our Supplier Code of Conduct (SCoC) to help partners make progress with us



We believe progress has to be based on evidence, measurable, and structurally sound - rather than just

'doing good'.

What's next:

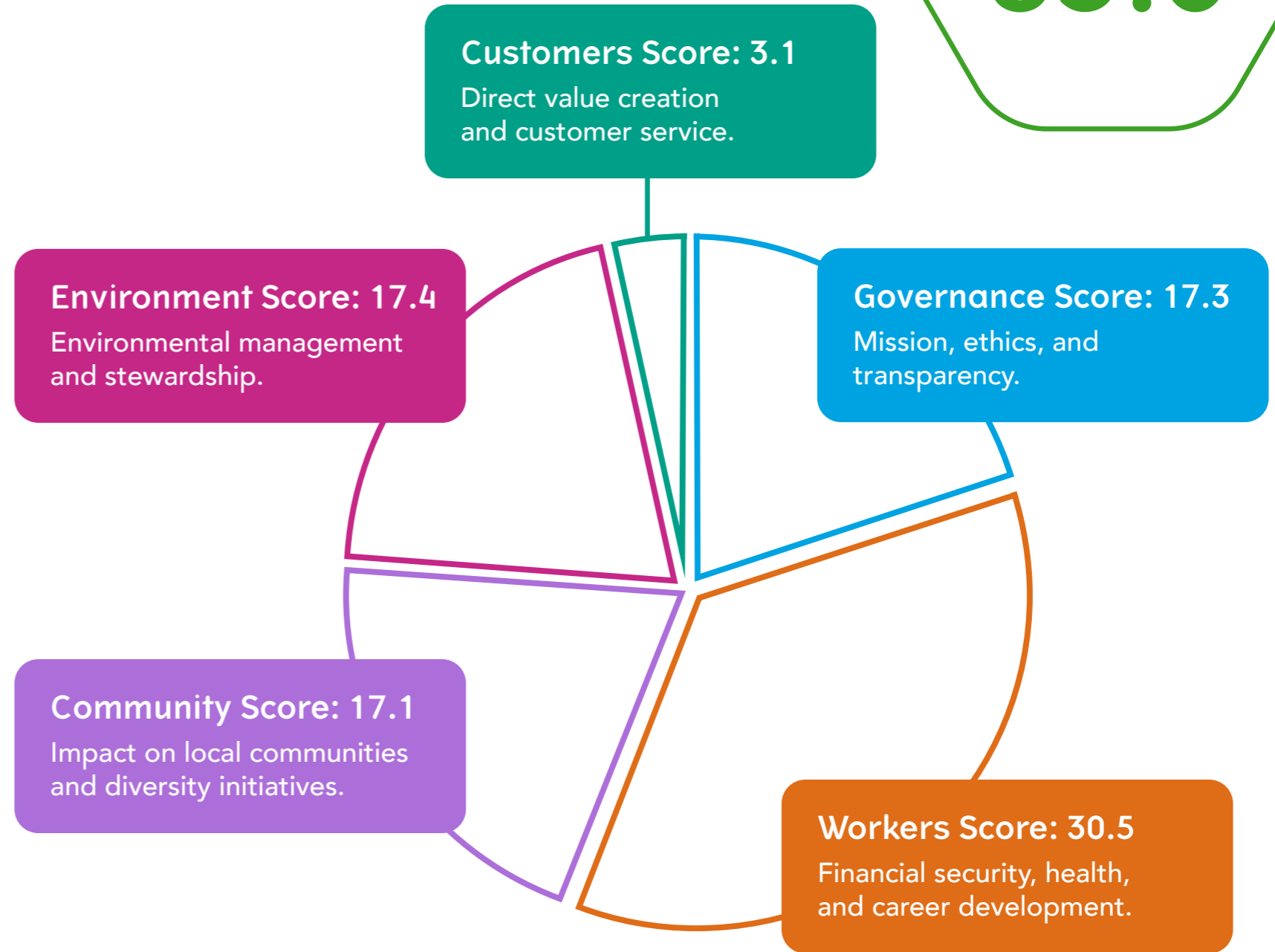
We're currently bringing more transparency to our communications, and developing our Equality, Diversity and Inclusion strategy. Next, we'll focus on developing diversity of thought within the business, and thought leadership externally. We'll also take an Ecovadis assessment; keeping our progress measured, structured, and moving forwards.

What is B Corp?

We're part of the B Corp community, where companies meet rigorous standards of social and environmental accountability. B Corp certification is a badge of our long-standing commitment to using business as a force for good, aligning with our core values for a sustainable and inclusive economy.

How does it work?

Achieving B Corp status required us to score at least 80 across five critical areas and pass a risk review. Here's how we did:



Our total score was 85.6. According to B Corp, the median score for ordinary businesses who complete the assessment is 50.9.

2023 Progress Report

Having an annual scorecard is a great way to assess how we're delivering against our strategy. It helps us lay out areas we're doing well, and areas we can improve.

We set ourselves high standards, and rate our progress with a 'Red, Amber, Green' (RAG) score taken from the breakthroughs we've made up to now. This is what our scorecard looks like for 2023.

Focus area	What we're doing	RAG score
Net Zero	Sustainable manufacturing	GREEN
	Net Zero pathway	AMBER
	Reducing logistics emissions	GREEN
	Reducing ingredients emissions	GREEN
	Adopting a green workplace	GREEN
Social Impact	Mitigating implicit bias	AMBER
	Improving representation	AMBER
	Improving company culture	AMBER
	Positive community impact	AMBER
	Inspiring industry change	AMBER
Nature Positive	Sustainably sourced ingredients	AMBER
	Enhancing biodiversity	AMBER
Circular Economy	Low Impact Packaging Strategy	GREEN
	Recycling Rates and Processes	GREEN
Governance	Reporting on ESG progress	GREEN
	Influencing and challenging peers	AMBER
	Introducing reporting systems	AMBER
	Growing B Corp score	GREEN

Annex 1 Net Zero

Target:

Achieving 70% sustainable manufacturing, reducing logistics emissions, adopting green workplace practices, and making strong progress on our Net Zero pathway.

Focus KPI:

~7% reduction in net CO₂ emissions over 2024 (in line with our SBTi plan).

What we're doing	Desired outcome	How we're doing
We're working towards 70% sustainable manufacturing practice in our supply by rolling out our supplier code of conduct and continuous improvement plan (+ associated scorecard).	Sustainable manufacturing practice through our entire supply chain.	Manufacturers completed a self-audit to establish baselines for scorecards and CIP development.
We're making progress on our pathway to Net Zero by delivering on our SBTi commitments like the rollout of SOPs and an Environmental Management System.	A reduction in GHGs emissions and an increase in GHGs removed from our operations.	Achieved B Corp Certification, advanced renewables adoption, set up SOPs, and implemented environmental management systems.

We're reducing our logistics and manufacturing emissions by identifying and taking advantage of scope opportunities like zero air freight whilst engaging our suppliers on these issues	Reduced logistics and manufacturing emissions	Achieved ~10% emissions reduction via air freight removal, packaging enhancements, and renewable energy usage, along with new Environmental Purchasing and Waste Policies.
We're reducing our ingredients emissions by tackling emission hotspots with key ingredient LCAs (Life Cycle Assessments).	Mapped ingredient lifecycles, and significantly reduced associated emissions	Enhanced supplier engagement for alternative ingredients and SOPs, calculated baseline GHG emissions, conducted LCAs for six key ingredients, and started phasing out carbon-intensive salmon oil, aligning with our strategy for a reduced carbon footprint and future low-carbon product development.
We're making progress in adopting a green workplace by enhancing our facilities with an Environmental Management System and working to refine our UK waste streams	A better tracked, greener workplace	Progressed with renewable energy use, new waste management and recycling initiatives, on-site EV chargers and water meter installation, and introduced an EV benefits scheme and vehicle policy.

What's coming next?

Looking ahead, immediate actions include transitioning to 'Salmon Free' products and enhancing Scope 1 & 2 emissions management. We're also refining our Supplier Code of Conduct and Energy Savings Opportunity Scheme, and intensifying efforts on our SBTi plan. Mid-term, our focus is on mitigating Scope 3 emissions hotspots, while long-term goals emphasise fostering innovation to keep sustainability central to our progress.

Annex 2 Social Impact

Target:

Tackling implicit bias, enhancing diversity, focusing on employee health and wellbeing, and contributing to the community through charitable actions.

Focus KPI:

90%+ of workforce feel they can be their 'true authentic self' at work as measured by 2024 annual survey.

What we're doing	Desired outcome	How we're doing
We're working to mitigate implicit bias in our business by running E,D & I Training, focusing on pay equity and career development	A business aware of, and actively tackling implicit bias	We're implementing annual E,D, & I training for all staff, enhancing awareness and interaction skills, and addressing bias. A recent pay banding exercise provided insights into pay disparities, leading to appropriate adjustments being made. Additionally, every employee is developing a Personal Development Plan (PDP) linked to career goals, supported by tailored training paths.

We're working to improve representation in our business by updating our hiring approach, proactively managing talent, and bringing in diversity monitoring (incl. Women Programme)	A more inclusive business with better representation of diverse talent	We're pushing workforce diversity with inclusive recruitment, diverse hiring, and partnerships with diversity-focused agencies. We're tracking applicant demographics, with an annual diversity survey for continual improvement.
We're working to improve our company culture through employee engagement with a focus on health + wellbeing (incl. Career Development Plans + Fundamental Skills Program)	Greatly improved employee welfare, a strong company culture, and a mobilised workforce	We've enhanced employee experience with a values-behaviour matrix, supporting personalised career growth. Our YuMATTERS initiative targets wellbeing, while leadership development emphasises compassionate management. Progressing our E, D & I strategy also reflects our commitment to inclusivity.
We're working to have a positive impact on our community through charitable giving	A company that's an active part of our community, contributing positively	Formalising Charitable Donations has been completed for review, and a strategy/way of working is in development for sign
We're working to inspire change in our industry and beyond by telling our story via comms	A shared story, visible accountability, and inspired peers	Partnered with a sustainability and positive impact specialist creative agency to take our story to the world.

What's coming next?

In the short term, we're focusing on employee health and wellbeing, conducting pay equity analyses, and fostering an inclusive culture. Our immediate goals also include effective talent management for a diverse team. Mid-term, we're emphasising diversity of thought in decision-making. Long-term, we're committed to understanding and improving the socio-environmental impact of our ingredients.

Annex 3 Nature Positive

Target:

Aiming for 100% sustainably sourced ingredients by 2027, enhancing biodiversity, and ecosystem restoration.

Focus KPI:

80% of sustainably sourced ingredients by 2025 (100% by 2027)

100%
sustainably sourced ingredients by 2027



What we're doing	Desired outcome	How we're doing
We're working towards 80% sustainably sourced ingredients* (100% by 2027) by implementing red lines in our supply chain and rolling out our sustainable ingredient strategy	The natural resources we rely on protected	Our main actions involve establishing our GHG emissions baseline and conducting LCAs for six major ingredients. This will lead to the elimination of high carbon-intensity items such as salmon oil. We are also conducting a risk matrix analysis, with a focus on deforestation, marine protected areas, biodiversity, water stress, agriculture, and fisheries.
We're working to enhance biodiversity by focusing on ecosystem restoration	A positive contribution to global ecosystems	In 2023, we supported biodiversity through employee volunteering and promoting pollinator health. We made some minor office changes like installing bat boxes, but our future plans will have a bigger impact. Our ocean plastic removal projects are set to make a significant difference in biodiversity and plastic neutrality by 2024.

What's coming next?

In the short term, we're focusing on local initiatives, nature-based metrics, and sourcing improvements for environmental impact. Mid-term, we're targeting ambitious goals such as '30 by 30: New Zealand,' deforestation, GM-free and palm oil-free products, aiming for 100% sustainably sourced ingredients by 2027. Long-term, we plan to integrate socio-environmental assessments into our sourcing, enhancing our sustainable and ethical supply chain commitment.

*All natural agricultural and marine ingredients and compositions must adhere to certified or verified international sustainability standards. In the absence of such standards, they should comply with national or international frameworks for socioenvironmental performance monitoring and reporting in their respective sectors.

Annex 4

Circular Economy



Target:
Implementing our Low Impact Packaging Strategy and advancing recycling initiatives.

Focus KPI:
100% recyclable packaging by 2025



What we're doing	Desired outcome	How we're doing
<p>We're enacting our Low Impact Packaging Strategy to advance reduction, reuse, and recycling of materials by trialling recyclable pouches, Lightweight SRPs, achieving 85% recycled labels, trialling blister packs, and rolling out our rePurpose Scheme</p>	To remove waste from our operations - becoming circular	Good progress was made on developing recyclable packaging, including recyclable blister packs and more lightweight and recyclable pouches.
<p>We're improving our recycling rates and processes by changing our waste management providers at UK sites</p>	To increase recycling rates, and improve processes - ensuring less is wasted	We've switched waste management providers at UK sites, with a focus on recycling and better waste management

What's coming next?
We'll be rolling out our Sourcing Policy, mapping our plastic footprint, and opening up a packaging innovation workstream into 2024. Outside of packaging, we're also continuing to prioritise ingredients in R&D that come from food industry waste streams like magnesium stearate from rice bran, and fish peptides from off cuts and factory waste.

Annex 5 Governance

Target:
Annual ESG reporting, strong governance frameworks, and improving B Corp scores.

Focus KPI:
B Corp Score [100+ pts] by re-accreditation

What we're doing	Desired outcome	How we're doing
We're reporting on our ESG progress annually by developing an Impact Report and scorecards	Increased accountability, and a stake in the ground going forwards	Our first Impact Report was created (you're reading it!), as well as tools, policies, and systems across the business.

We're working to influence and challenge our peers by being a part of the conversation	An open and inspiring conversation about our wins and challenges	We've kicked off our partnership with our sustainability and positive impact specialist creative agency to form recommendations here.
We're bringing in strong governance through the introduction of reporting systems	A reduction in risk, and clear guidelines to help us make progress	Adoption of a governance plan for transparent reporting, as well as the establishment of Standard Operating Procedures (SOPs) for sustainable manufacturing as well as formalised charitable giving.
We're growing our B Corp score by focusing on improving all aspects of B Corp before our reaccreditation	A better governed business making third party measurable ESG progress	Efforts related to data management, environmental management systems, and sustainable practices are now in place as well as (of course) our recent B Corp accreditation.



What's coming next?
Short term, we're releasing our first ever Impact Report, working on making our communications more transparent, and solidifying our Equality, Diversity + Inclusion strategy. In the medium term, our attention shifts to developing diversity of thought within the business, and thought leadership on the outside of it. We'll also be preparing for our Ecovadis assessment, underscoring our commitment to robust and progressive governance practices - keeping our progress measured, structured, and most importantly - moving.

YUMOVE®

Lintbells | Home of YuMOVE innovates and manufactures high-quality pet supplements that support joint health, digestion, skin and coat, oral health, wellbeing and more.

Based in Hertfordshire, UK, Lintbells strives to deliver life-changing differences to cats and dogs around the world with science-backed supplements and mobility aids.

Established in 2006, the business has seen rapid growth as part of its international expansion and now exports to more than 20 countries.

YuMOVE Joint Care is the UK's no.1 veterinary joint supplement brand,¹ already supporting over 2 million dogs a year.² YuMOVE is rated 'Excellent' on Trustpilot with more than 59k reviews.

YuMOVE Joint Care's clinically proven formula delivers results in just 6 weeks.³ It's powered by Lintbells' unique and sustainably sourced ActivEase® GLM, which contains up to 8x the amount of Omega-3 and is up to 30x more powerful than other ordinary Green Lipped Mussel powder.⁴

¹Kynetec VetTrak December 2023. Sales of YuMOVE branded products through veterinary wholesalers.

²YuMOVE brand tracking study 2023.

³Canine study conducted by the Royal Veterinary College. Excluding YuMOVE Joint Care for Young Dogs.

⁴Data on file.



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