

Certified



Corporation



Wild Impact report

2023



Message from the CEO

2023 was another whirlwind year at Wild

...as we continued to rapidly expand our international footprint, more than double our retail distribution and launch our second refillable product with our body wash range.

With increased scale comes complexity but also a great opportunity to extend our impact. Having recently visited a number of our key suppliers I am more excited than ever about what the future of packaging innovation holds. I truly believe the packaging landscape will change beyond all recognition over the next 5 years and I am determined to put Wild at the forefront of emerging technology. Taking risks on the latest solutions for a more sustainable future, whilst helping to accelerate adoption and put pressure on larger companies to follow our lead or at the very least avoid our mistakes!



Launching a 100% plastic free bottle was probably the hardest thing we have done at Wild. We tested so many different materials and prototypes, and were met with a lot of challenges and failures. I am really proud of the team for bringing this to the market but also excited about how much we can still improve with the materials and make up of the product to take the fight to single use plastic bottles and bring plastic free refills into the mainstream.

Our priorities will hopefully be evident throughout this report. We are focused on committing more resources to drive our sustainability standards across our core pillars of waste reduction, ethical supply chains, carbon reduction and sustainable ingredient sourcing. We are far from perfect but we are working with a fantastic group of partners who share our mission to elevate the standards of the personal care industry and push the boundaries to deliver more sustainable products with no compromise for our customers.

- FREDDY WARD, CEO AND CO-FOUNDER

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Our purpose

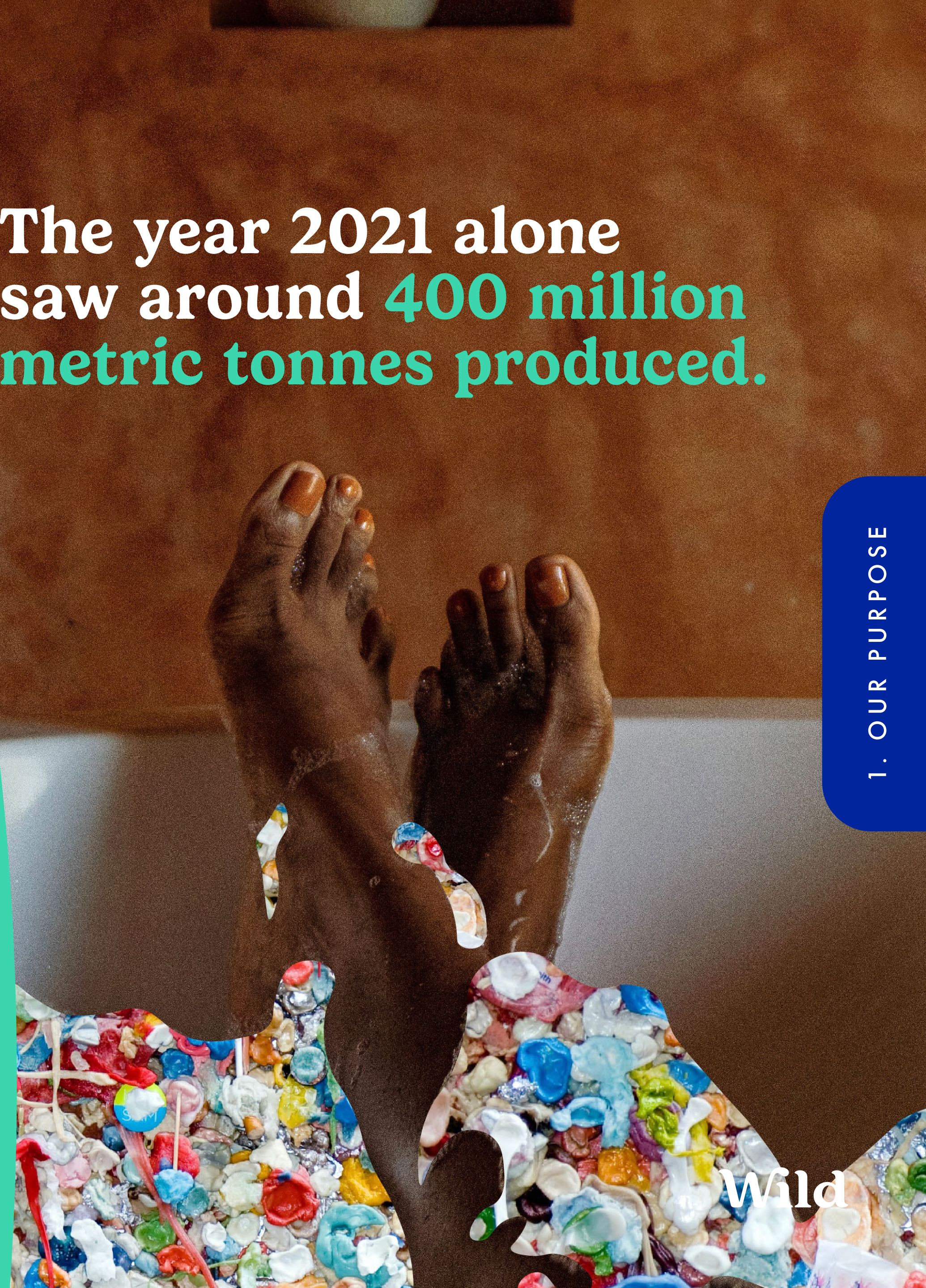
Does the world have a single-use plastic problem?

A big question to ask, with a seemingly obvious answer in the face of the current climate front.

In the last two decades we have seen unprecedented growth in single-use plastics due to versatility, and its inexpensive nature.

A lot of these plastics are single-use, and are entirely from virgin feedstocks. More work needs to be done to reduce plastic production, however, it cannot solely hold all of the blame. The single-use plastic problem is twofold. Overproduction of plastic is creating an equally concerning issue: a waste management problem.

The year 2021 alone saw around **400 million metric tonnes** produced.



Think about this:

Only 21% of plastic is economically recyclable, and of that only 15% is reported to be properly recycled.

Globally, the current infrastructure is inadequate and cannot handle the amount of plastic waste being produced. It's either non-existent, inaccessible, or too expensive.

5.



That's why at Wild we want to challenge the industry altogether to move away from single-use plastics and discover innovative materials that we believe will revolutionise the packaging landscape.

We feel optimistic. Societal knowledge is growing, with more people and businesses than ever before taking the initiative to create a more sustainable future. There is a lot that can be done in terms of building and improving infrastructure and recycling efforts for single-use plastics. However, getting people to use less plastic may be the most effective way to tackle this problem. This is what drives our purpose at Wild.

What we believe in

Our goal

has always been to make a product that felt like a call to action, a product designed to tackle a major driver of the plastic problem - bathroom waste.

The idea was to start a refill revolution and have our products be leaders of accessible sustainability. We have always endeavoured to inspire change, both within the industry and within people's lives. And deodorant was only the starting point.

As we grow, we are still looking to be revolutionaries, looking for new ideas and products to spark change within the bathroom. We try to be as environmentally conscious as possible, whether that be months of researching sustainable materials and ingredients for our products or being the first to bring a compostable refill bottle to market. We ensure that we weave sustainable behaviours into our business practices because we truly believe that we can make a change.



Progress in 2023



We became
B Corp
Certified with
110.8 points!



Our products diverted
351,000+ kg of plastic
from potentially
entering landfill



We have offset
24,509 tCO2;
equivalent to
445,900+ trees



We switched 7
out of 13 UK D2C
packaging SKUs to
Recycled Board

2023 highlights

Customers refilled their cases enough times to potentially divert around 226.55 tonnes of plastic from landfills

more than doubling the amount from last year

It's our mission to eradicate single-use plastic from the bathroom with refillable alternatives that encourage adoption because they're easy, effective and convenient to use.

10.



The more people who make the switch from disposable personal care, the greater the impact can be in keeping bathroom-related plastic waste from ending up in landfills. And it's working. In 2023, we sold over 9 million (9,311,118 to be exact!) plastic-free, recyclable refills meaning customers refilled their cases enough times to potentially divert around 226.55 tonnes of plastic from landfills, more than doubling the amount from last year.

This is not a surprise, considering that so many people decided they loved Wild last year!

Our reforestation project:

We understand our operations can make an impact on the environment. That is why, from the beginning, we sought out ways to give back to a planet whose resources we use to support us.

Especially with the current environmental situation, we found it fit to partner with On A Mission - a company with reforestation at its forefront.



With On A Mission, we were able to plant 204,588 trees in 2023



3. HIGHLIGHTS

(18,500 trees on Black Friday alone!)

which has offset 13,719 tCO2 emissions from our product sales.

Reforestation is integral to rebuilding the health of our planet, this is something we fully believe. However, we understand that this is not enough, which is why 2024 is the year we are working to establish a net zero strategy for reduction, not just offsetting.

The Bamboo Bottle

In 2023, after years of experimentation, we finally launched our refillable body wash

which comprises a reusable aluminium case that is filled with compostable 100% plant-based bottles holding liquid body wash, making them the first of their type in the world. The idea of a body wash has been one that was always on our minds, but as with all things Wild, figuring out how to replicate the convenient user experience of a regular body wash into a sustainable one was something that could only be figured out through trial and error. That trial and error allowed for the birth of our bamboo bottle.

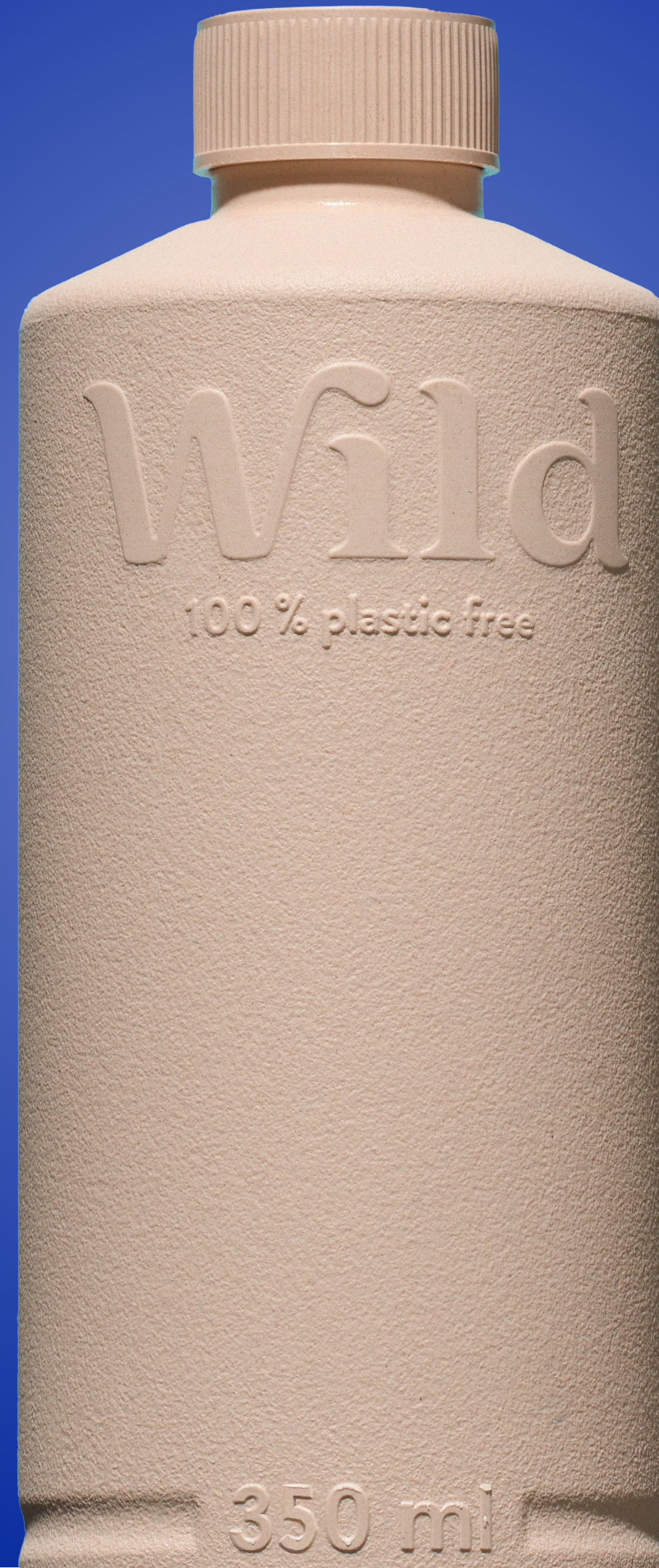


a world first for sustainability!

3. HIGHLIGHTS

Bamboo is not a new material to Wild, we use it in our deodorant refills because of its sustainable, eco-friendly, and renewable attributes. It has a slew of environmental and sustainable accolades, but most importantly it's durable and long-lasting. What makes our bamboo bottles special is the fact that it is zero-waste, made from the waste materials in the bamboo and food industry, and moulded together to form

a 100% plastic-free compostable container!



Unlike other plant-based bottles, which rely on a thin plastic liner to keep the bottle watertight, our unique technology has allowed us to completely eradicate the need for any plastic.

On our journey to transforming the bathroom, we understand that risks need to be taken in order to find the best reward. There were a lot of ups and downs making it to this final prototype, some so large we had to delay its launch, but if anything it shows our resilience.

At Wild, we are always looking for the best, and we are not afraid to fail because we won't stop until we succeed. In creating this bottle, we hope that we've paved the way for the widespread adoption of plastic-free bottles. Imagine a world where not only your body wash comes in a compostable bottle but everything from your ketchup to your skincare.

A new, sleeker deodorant

2023 was also the year of product redesign, and we were looking for some eco-friendly wins.

Both our deodorant cases and refills were due for an upgrade, and not just in terms of appearance. For our case, we wanted to find a way to improve upon the environmental impact that it already had. Case 2.0 now touts a smaller design while holding the same amount of product, for a larger sustainability win.



To achieve this, there were two areas where we could make this possible. Firstly, by making the design sleeker, we were able to use less material to make the case.

This new design uses **20% less plastic and 16.5% less aluminium.**

Meaning that not only is the new case more compact and portable, but crucially, with the size reduction, there is an 18.4% decrease in weight. This reduces the greenhouse gas emissions required to transport it.

3. HIGHLIGHTS



Secondly, we wanted to tackle the issue of recyclability for those who would like to retire an old case or for those who do decide to stop using Wild. Our original case is 100% recyclable but due to the mixed materials and its composition it was not possible to recycle it at home. While we offered solutions for recycling using TerraCycle, it was neither convenient nor accessible and we knew we could design better.

With these challenges in mind, Case 2.0 has been redesigned so that it can be effortlessly taken apart and the plastic and aluminium components can be recycled from the comfort of your own home. The new design also boosts improved usability with the removal of the side buttons which some customers found tricky to operate when they needed to refill their case.

New refills

To complement the new case, we have also redesigned the refills



Based on customer feedback that there was always a little bit of deodorant left at the bottom of the refill.

We heard your feedback, we listened, and we wanted to address product waste. While our products are natural, and the little bit left at the end would cause no environmental harm, we understand the sustainability implications that product waste can have. Our new refills employ a new shape, to ensure that our scents get to spend as long as possible making your pits smell great!



Our redesigns will not only significantly reduce the impact our products have on the environment but also were designed with functionality in mind. We design products that are drivers of change, and the only way change can occur is through the people. It is our hope that with our new designs that are hitting the market in 2024, we can empower more individuals to join the refill revolution and allow more people easy solutions to move away from single-use plastics.

Community

What has Wild been up to?

Life at Wild HQ

Sustainability extends far beyond just the environment, it encompasses all who live within it as well. The social aspect of sustainability is the foundation to environmental change, because real change can only be made through people who have the proper resources, knowledge, and freedom to strive for it. That is why we do not just focus on the environmental impact we can make, but also try to leave our mark in the community and with charity partnerships.



Volunteering committee



Diversity, Equity & Inclusion committee



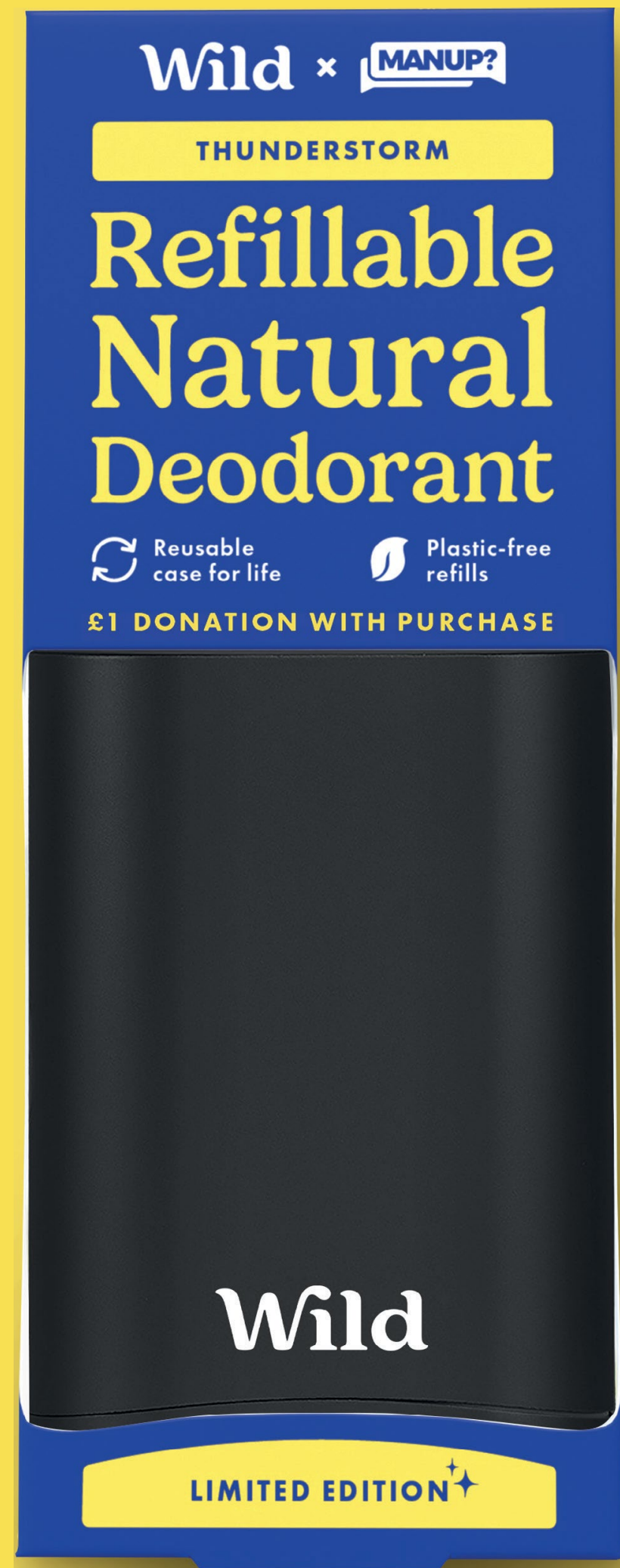
Sustainability committee

CoppaFeel

We launched our iconic boob case with breast cancer charity CoppaFeel!

The goal was to encourage customers to get to know their bodies and detect any changes which may be a symptom of breast cancer by reminding them to 'swipe their pits and check their tits'!





MANUP?

men's
mental
health.

MANUP?

We launched a case into Boots stores in support of MANUP?

who campaign for suicide prevention and to get men talking about their mental health.

Each year, Wild team members are given two charity volunteering days and on top of that we also have team days.



What the future holds

Sustainability is at the heart of Wild

A man with a beard and mustache, wearing a teal crew-neck sweater, is smiling broadly. He is holding two ripe peaches, one in each hand, directly in front of his eyes, completely obscuring them. The background is a solid light green color. The overall image conveys a sense of naturalness and care.

At Wild, we have endeavoured to build sustainability into our core. We think about it when making operational decisions, when we formulate and reformulate our products, and even in our product design. We have always tried to do our part because we understand that there will always be some level of responsibility that businesses must take for their impact on the environment.

We are not a performative company, and we truly believe in the impact of our products. That is why we want to share our sustainability pillars. Sustainability is at the heart of Wild, and it finds its way into every single one of our teams. We want to be more open with you all and give out concrete numbers and data that truly substantiate what we do in the community.

We have broken down our sustainability goals into 4 pillars: Waste Reduction, Ethical Supply Chain, Carbon Reduction, and Sustainable Ingredients.

Waste Reduction



Our waste reduction pillar is our commitment to reducing waste when and where possible throughout our operations and product innovation. We want everything we produce to have as little of an impact on the planet as possible, whether that be making our packaging more recyclable or ensuring we get the proper certifications to prove our packaging and products can be either recycled or composted.

25.

Ethical Supply Chain



Our ethical supply chain pillar shows that we want to hold our suppliers accountable for their impact on the planet as we hold ourselves. It is important to us that our goods are sourced sustainably and equitably and that no person or the environment is harmed directly because of our need for ingredients or materials.

Carbon Reduction



Our carbon reduction pillar is our commitment to mapping out our carbon footprint beyond just our products. We want to reduce our emissions, both in our products and in our value chain as well. However, in order to make reductions, we need to know our measurements first. We can then form tangible, science-based targets which we know are essential in the net zero journey.

Sustainable Ingredients.



Our sustainable ingredients pillar demonstrates our desire to make our products the most eco-friendly they can be. We do not want our products leaving a nasty mark on the planet, that is why we are creating blacklists, removing unfavourable ingredients, and making our formulas biodegradable.

Our Top 5 2024 Goals:



1. Measure our baseline and set up tracking across Scope 1, 2, and 3 emissions
2. Complete LCAs for all products
3. Define reduction initiatives based on emissions tracking and LCAs
4. Establish stronger ingredient traceability
5. 60% of all packaging to come from recycled content



The Never-ending journey

Wild was built on the principles of sustainable product design. That intentionality has always been at the heart of what we do, who we source from, who we trust to handle our products, and more.



However, just as the market is constantly changing - so is sustainability. With new materials entering the market all the time, and changing environmental standards and certificates we are continuously reviewing our products and supply chain to meet the demands of an ever-evolving environmental battle.

We are on a never-ending journey of improvement, and we just want to thank you for joining us on it. That you put your trust in our mission and our products means so much. Thank you for reading our 2023 Impact Report and we hope to see you stick around for the next one.



Wild

2023