

Certified



Corporation



Impact Report 2022



Wild



Despite the many challenges faced in 2022, I am incredibly proud of the team's unwavering commitment to push forward our sustainability agenda.

We replaced over 100,000kgs of single use plastic in bathrooms across the world, planted over 150,000 trees with our partner On A Mission and donated over £50,000 to our amazing charity partners.



Looking ahead into 2023 our focus is in a few key areas...

- 1. Expand our reach and impact**
We aim to replace over **280,000kgs** of plastic with both our existing products and some new additions to the Wild portfolio that help extend our impact on reducing single use plastic usage in everyday personal care routines.
- 2. Packaging Refinement**
We have big plans to improve the lifecycle of all our packaging and aim to reduce materials by **15%+** of our cases and ensure all our case products are **100%** recyclable at home.
- 3. Optimising a global supply chain**
Work to optimise our shipping and transportation to minimise carbon creation by setting up more local distribution centres and optimising for low carbon transportation.

- FREDDY WARD, CEO AND CO-FOUNDER

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1

Our Purpose

120 billion

waste materials
generated by
the personal
care industry
each year.

Now that is a figure enough to make you sweat.

We're on a mission to remove single-use plastic from the bathroom with natural and sustainable personal care products that never compromise on convenience or performance.

THERE'S A PLASTIC PROBLEM

There's a plastic problem

Plastic packaging is overused in personal care because it's cheap and readily available.

Whilst convenient, plastic takes hundreds of years to decompose and the recycling process is often complicated and inefficient meaning much of it ends up in landfills, the environment or the ocean where it harms wildlife and ecosystems.

Our core belief at Wild is that widespread adoption of more sustainable products will only happen if the alternatives can



**In 2022 we elevated
our plastic-free range
to include the creamiest,
Coconut & Vanilla
Natural Shampoo bar!**

be made as appealing, effective and easy to dispose of as existing products.

Wild exists to close the consumer gap by delivering everyday personal care products in more sustainable packaging, whilst also using our uplifting and light-hearted brand positioning to open greener products to a wider audience of customers.



**We make personal care,
without the junk.**



**It all began with our
refillable, natural deodorant.**

Three years on, we've expanded our range of bathroom products.

NEW 2022 Black Friday Mirror deodorant case!



Our refills are packaged in compostable bamboo pulp!



NEW Soap for long-lasting nourishment, without the plastic!



Good to know
All our products are carbon negative cruelty-free and vegan.

Travel-sized deodorant!

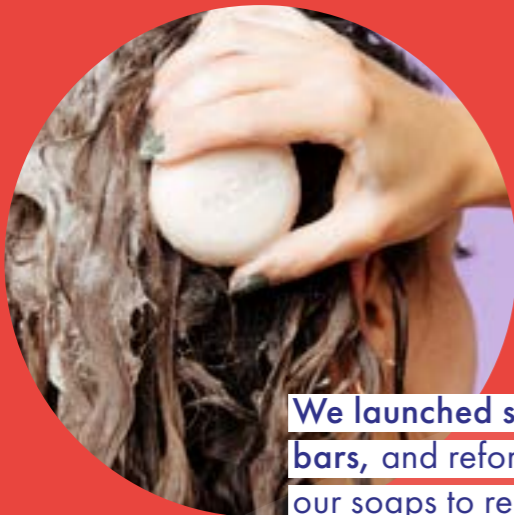


NEW Coconut & Vanilla Shampoo Bar



² 2022 in Review

Our 2022 Highlights



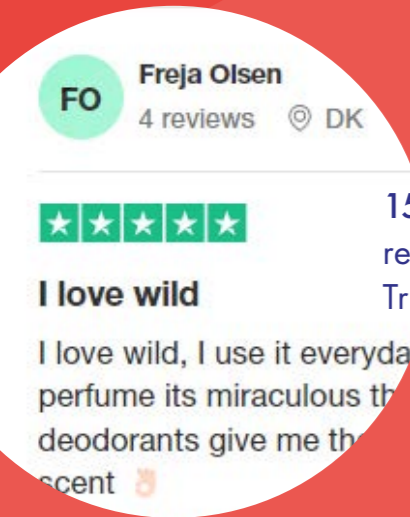
We launched shampoo bars, and reformulated our soaps to remove more plastic from the bathroom.



We certified as a B Corp 102.58 tonnes of plastic diverted from landfills.



157,421 trees planted in the Wild Forest. Once mature, these trees will absorb 1100 tonnes of carbon dioxide every year.



15,000 5-star reviews on Trustpilot!



25 new faces joined Team Wild!



We became carbon negative. We offset 1.5 times our entire impact - from our deliveries to the running of Wild HQ.

In 2022 Wild customers refilled their cases enough times to potentially stop 102.58 tonnes of plastic waste going to landfill!

Tackling plastic waste.

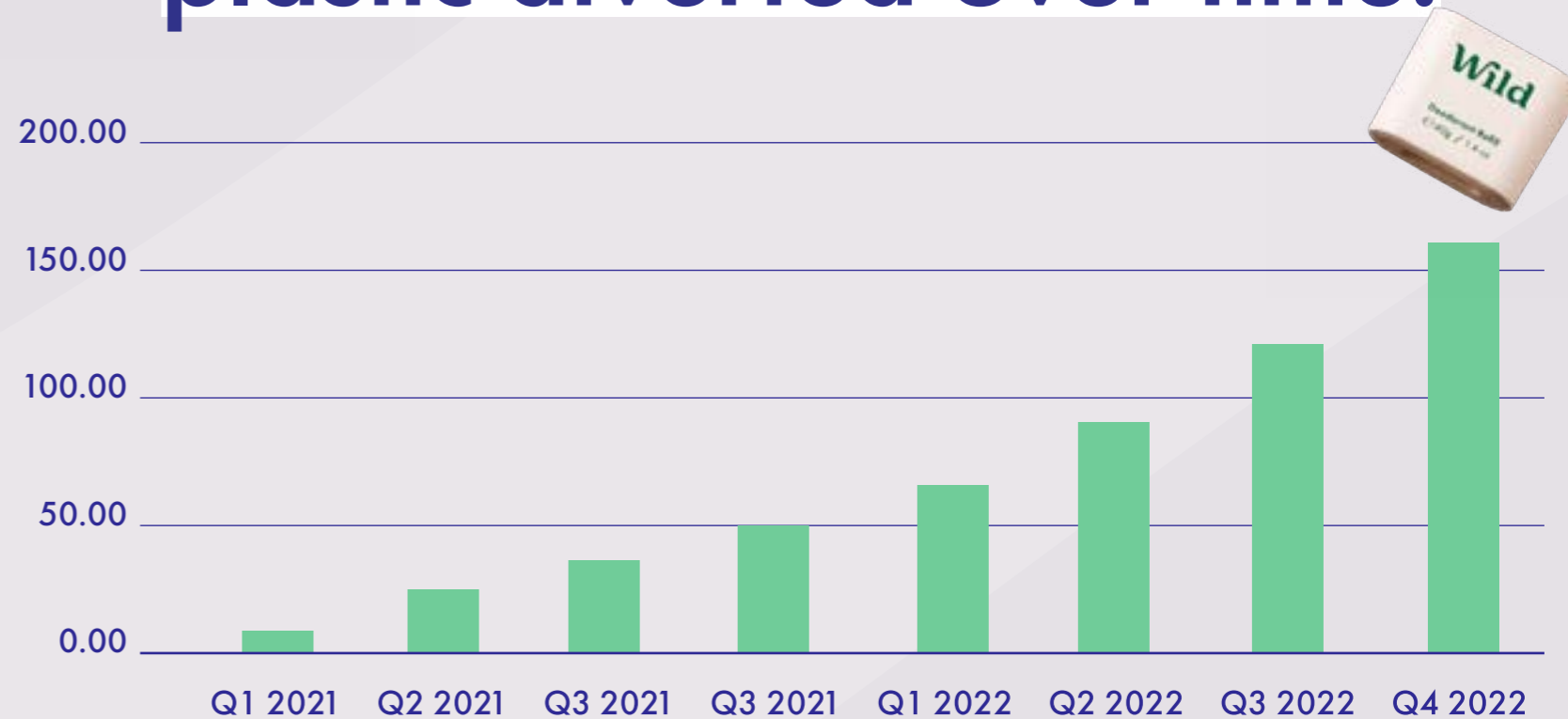
Like 80% of people before they joined Wild, majority of people buy single-use deodorants that are difficult to recycle and generate a lot of waste. Our goal is to change this by making sustainable and natural products the attractive and accessible choice for everyone.

The more people we encourage to join Wild, the more we can do to decrease the amount of waste generated in bathrooms. In 2022, we really started to see the difference, we sold over 6 million plastic-free deodorant refills (that's a lot of people swiping their pits with Wild).

Through a large number of people making small changes like swapping their deodorant, it can have a massive impact on the environment. Over the last year, Wild customers refilled their cases enough times to potentially stop 102.58 tonnes of plastic waste going to landfill!



Cumulative tonnes of plastic diverted over time.



These figures look at the number of refills we sell. Each time a customer refills their case, that's roughly equivalent to one less single-use deodorant used!

We went carbon negative!

In 2022, the importance of considering the environmental impact of our operations grew, leading us to assess the carbon footprint of the entire business.

Now, not only do we offer carbon negative products, but we've become a carbon negative business by offsetting 1.5 times our emissions with our tree-planting partner, ON A MISSION. To date, we've already planted **368,736 trees** on this journey.

Tree planting initiatives are among the most effective natural solutions for mitigating climate change thanks to their ability to absorb atmospheric carbon dioxide which is a greenhouse gas and a contributor to global warming.



To date we have contributed



to planting over **300,000 trees.**


Hitting deodorant aisles worldwide.

Over the course of 2022 we were lucky enough to expand our physical presence to over **5000 stores globally** and you can now find Wild gracing deodorant aisles across the UK, Ireland, Norway, and Germany.

Zooming in to the UK, Wild is now available in **400 Boots** stores, over **500 Sainsbury's** stores, and **500 Holland & Barrett** stores making it easier for customers to pick up a refill with their weekly shop. We were also really pleased to be listed in Sainsbury's

men's category, in addition to the women's, helping cement us as a truly unisex product.

Thanks to a very international Wild team we have localised our websites for our French, German, Italian and Spanish customers to make it easier for all to navigate the website.



In 2022 we expanded our physical presence to over 5000 stores globally!

European Operations Expansion

We opened a second warehouse to house our EU operations and to accommodate our growing number of customers outside the UK. Our new warehouse is closer to our EU customers meaning customers get both a speedier delivery experience and the emissions generated from transportation are reduced!

We expanded our partnership with our deodorant manufacturer in the Netherlands, who runs a water-less production, all powered by solar panels! We now produce the majority of our deodorant in the EU to the highest sustainability and quality standards. All our soaps and shampoo bars are produced in France, by a manufacturer with the highest expertise in the category.



Freddy & Cesca at the warehouse!

[\[CLICK TO PREVIEW A BEHIND THE SCENES OF OUR EU FACTORY\]](#)



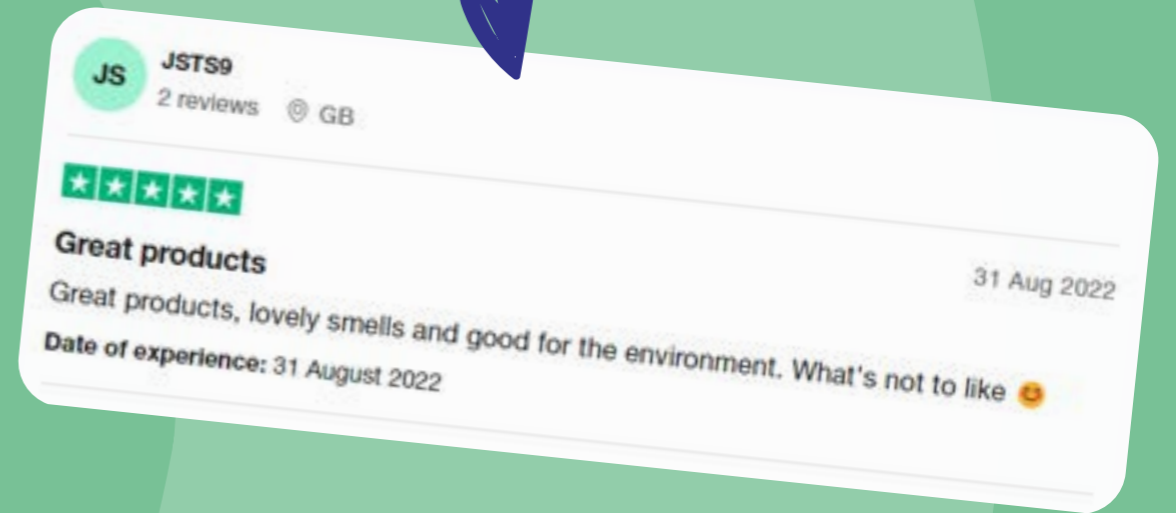
Wild deodorant refills are...

- ✓ Plastic-free
- ✓ Made from quick-replenishing bamboo
- ✓ Compostable
- ✓ Recyclable with paper



(a.k.a. we did the maths, you should make the switch to Wild!)

Did you know?
Over the course of a year, an average customer will get through 12 bamboo pulp refills which will replace 12 throwaway deodorants!



We hit 15,000 5-star reviews on Trustpilot!



*Our customers
keep us motivated!*

3

Becoming a *certified* B Corp

Wild is a certified B Corp!

Our mission is at the heart of everything we do, and we believe in using business as a force for good. We're so proud that we're now *officially part of the B Corp community*, consisting of like-minded businesses that meet high standards of social and environmental impact.

We embarked on our certification journey in February 2021 and we were assessed against rigorous standards in a process that took 2 years and a lot of hard work! So what does it all mean?

B Corps are businesses that measure their impact on people and the planet and see money as a means, not an end. We measured our impact against the different areas and we are proud to have certified with **110.8 points!**

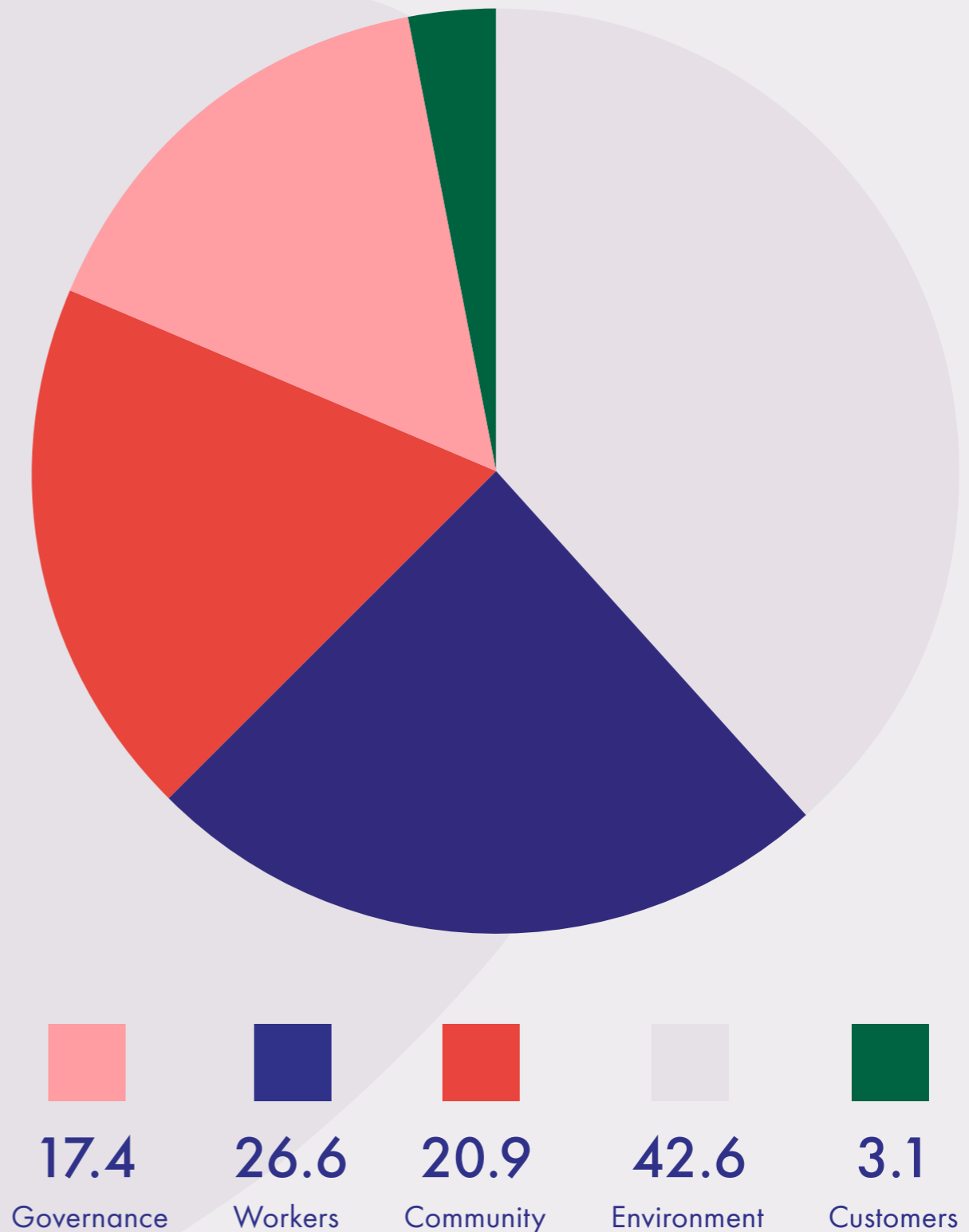


The B Corp certification is divided into five impact areas.

Here is how we scored...

1. GOVERNANCE 17.4

Governance evaluates a company's overall mission and its engagement around the social and environmental impact and its ethics and transparency. Wild is led by its mission to remove single-use plastic from the bathroom and deliver products that are effective and easy to use. This mission is at the core of decision-making for the business.



2. WORKERS 26.6

Workers evaluates a company's contributions to its employees financial security, health & safety, career development and more. Over 90% of Wild's employees are satisfied working at Wild, and Wild invests in all employees development and wellbeing

3. COMMUNITY 20.9

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Wild has a formal charity donations commitment where charity donations are embedded in operations from products to affiliate partnerships to matching employees personal donations to causes they care about. An emphasis for Wild is also on long term supply chain partnerships and on close working relationship with all our suppliers.

4. ENVIRONMENT 42.6

Environment evaluates a company's

overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. Wild's products aim to tackle plastic waste, and are designed to reduce waste associated with personal care routines. Wild's products are continuously analysed and revisited to improve their lifecycle. The natural products which are at Wild's core are less toxic than market alternatives and focus on the use of natural ingredients that are safe for people and the environment.

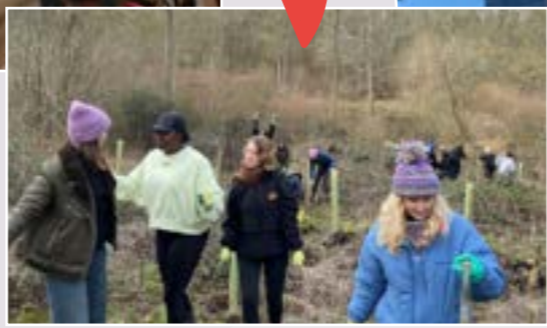
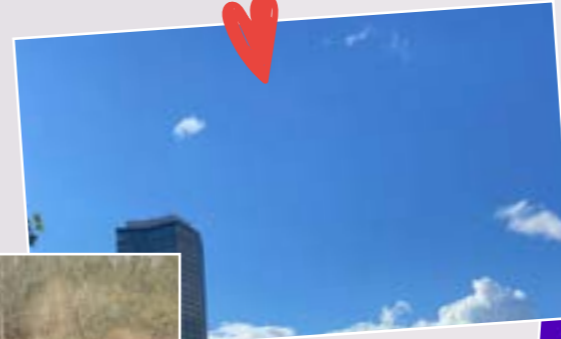
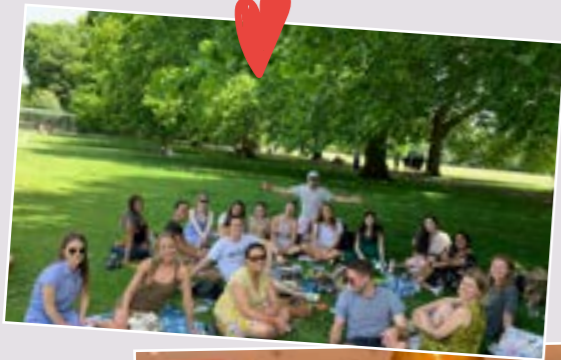
5. CUSTOMERS 3.1

Customers evaluates a company's stewardship of its customers through the quality of its products, services and more. Customer feedback is immensely valuable for Wild, and directly integrated into their operations and products. Wild constantly monitors customer satisfaction and respond to all product inquiries and complaints.



4 Life at Wild HQ

Life at Wild HQ



Moved to a New Office
We welcomed 25 new employees and moved into a brand new office space complete with enough plants to feel like we're in a jungle and a tap that counts how many plastic bottles we've avoided by refilling our water bottles!

We Cleaned up our local area!
As part of a team volunteer day, we donned litter pickers and bin bags and spent the afternoon clearing up rubbish around our office in partnership

with Keep Britain Tidy. We collected 22 large bags of litter. Pretty impressive for an afternoon's work!

Unconscious bias training
The entire team received a session aimed at raising awareness of implicit biases and reducing their impact on decision-making.

Mental Health training
Ten of the team received mental health first aid training which gives them the knowledge and skills to recognize and respond

to signs of mental health issues in themselves and others.

Startups 100
We're delighted to be placed at number 5 on this year's Startups 100 Index which features the UK's most promising and innovative startups. It was a pleasure to be featured alongside other great brands.

We partnered with Spill
We partnered with Spill and all Wild employees now have access to free therapy sessions. Spill offers lots of resources, and

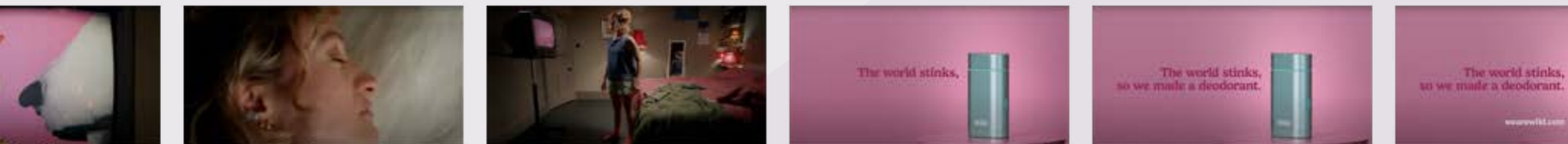
it is a completely confidential space for employees to seek support and get together a plan to be mentally and emotionally healthy.

New Learning & Development Budget
All Wild employees now each have up to £1000 per year to spend on their professional development. They can use this budget on any course that will further their development in their day-to-day role and ensure they can excel at Wild and beyond.



***Dirty Talk* generated
\$15,000 which we donated
to Polar Bears International.**

We made a viral video featuring a 7-foot tall polar bear and a woman with a pollution kink to convince people to try out natural deodorant. We gained over 60 million impressions and used our Dirty Talk campaign to raise \$15,000 for Polar Bears International.



Team Highlights

What was your highlight of 2022?



"During the holiday season we kicked off the 12 days of Wildmas! This involved 6 giveaways for our customers and 6 community give back initiatives. We donated to various charities such as *Mind*, *Trussel Trust* and local care homes, and held social team bonding activities such as crafting cards and building gift boxes!"

- Faye
(Social Media, Comms and Brand Executive)



"Since moving into our new office we're making more conscious and sustainable choices on the products and resources we buy for our team. For example, switching our loo roll over to *Bumboo*, getting our coffee from *Pact*, making our office greener with *Patch*, and of course having all of our products to hand like our hand soap!"

- Sophie
(People Lead)



"In 2022 I started a new charity project at Wild. We donate preloved but still usable cases to different organisations after washing them and filling them with fresh refills! In 2022 we donated 466 cases and 506 refills!"

- Leah
(Operations Executive)

5

Our Sustainability Journey

OUR SUSTAINABILITY JOURNEY

Refill. Remove. Reduce. *Radical* *Transparency.*



At Wild every decision we take is driven by our Sustainability Pillars. We developed these four pillars to help us guide through the choices we make and ensure our goals and actions align with our mission.

Refill: to swap single-use plastic in the bathroom for refillable alternatives

Remove: to remove unnecessary chemicals from everyday products and replace them with naturally derived and sustainably sourced alternatives.

Reduce: to reduce carbon emissions wherever possible and to offset any that are created.

Radical transparency: to create a 100% transparent supply chain where we endeavour to work directly with our suppliers and set high ethical and environmental standards.

Sustainability Framework

Our sustainability pillars, guide the business-as-usual actions and projects that we undertake at Wild, which are focused within the below framework.

AREA	FOCUS	PROJECTS
Product	Better products with a smaller footprint. The focus is on reducing materials, recyclability, and end-of-life.	<ul style="list-style-type: none"> • Cases and refill design • Packaging
Supply Chain	Smooth onboarding processes with a focus on environmental sustainability and workers welfare. Auditing of suppliers.	<ul style="list-style-type: none"> • Supplier screening and onboarding • Auditing
Footprint	Effective measuring of the emissions related to our operations and offset to be a carbon negative business. Continuously look at areas where we can reduce our CO2 footprint and tackle the reduction through designated projects.	<ul style="list-style-type: none"> • LCAs • Offsetting • Logistics improvements
People	Ensure employees' wellbeing is being met in the workplace and encourage both social activities and learning opportunities. Give back to the wider community by promoting and organising volunteer days as well as charity partnerships and donations.	<ul style="list-style-type: none"> • Employee volunteer days • Charity partnerships and donations • Diversity and inclusion • Learning and development • Physical and mental wellbeing

Thank you!

Thanks for checking out
our 2022 Impact Report!

We couldn't have done
it without our awesome
customers, suppliers,
and the Wild team.

If you'd like to know
more about anything
we've discussed in this
report, then please
get in touch:

hello@wearewild.com



