

Social Impact Report



Charlie and Henrietta Norton, Founders of Wild Nutrition

"Hand on heart, I believe that *business can be a force for good*, respecting people and planet while operating profitably."

CHARLIE NORTON, CO-FOUNDER & PRODUCT DIRECTOR

As we celebrate our 10th anniversary year, we pause a moment to look back at everything we've achieved along the way. It's been an incredible journey – from launching our very first supplements in 2013, to receiving B Corp certification in 2021.

A lot has changed, but what remains constant is our commitment to transforming women's lives through nutrition. And to improving the lives of all who work across our supply chain.

B Corp is never about greenwashing. It's a commitment that underpins everything we do. And it's an approach shared by our suppliers, including KSM-66® Ashwagandha in Northern India, which I visited this year to understand how business can benefit an entire community.

It was humbling to see how our trade meaningfully supports advances in farming methods and business models, and helps fund a school and hospital for the entire community.

We don't want to keep these stories to ourselves, we're excited to share all the details of our supply chain and our sustainably sourced ingredients. It's with this ethos of honesty, transparency and integrity that we share this, our second Impact Report.

Kind regards,

Charlie Norton

Charlie

Co-Founder & Product Director









Two years of B Corp

Achieving B Corp certification in 2021 affirmed everything we set out to do a decade ago. It resonates with our commitment to be and do better, and to put human and environmental impact at the heart of every decision we make. And to hold us accountable for future generations.

This is our second impact report, which offers the perfect opportunity to look back at our achievements over the last year and see how we can better make meaningful change over the next year and beyond. We're proud of our current Impact Score but we'll never be content to rest on our laurels. At the front of our minds is the question, how can we do better tomorrow?

B Corp verified score

We know that, by working in harmony with people and the planet, business can drive positive change.

We promised ourselves, when Wild Nutrition was born in 2013, that we'd make sure every step we take will help to leave the world a little better than we found it. It's taken a lot of hard work and dedication, but we've created supplements that help improve women's lives simply by working with integrity and respect for others.

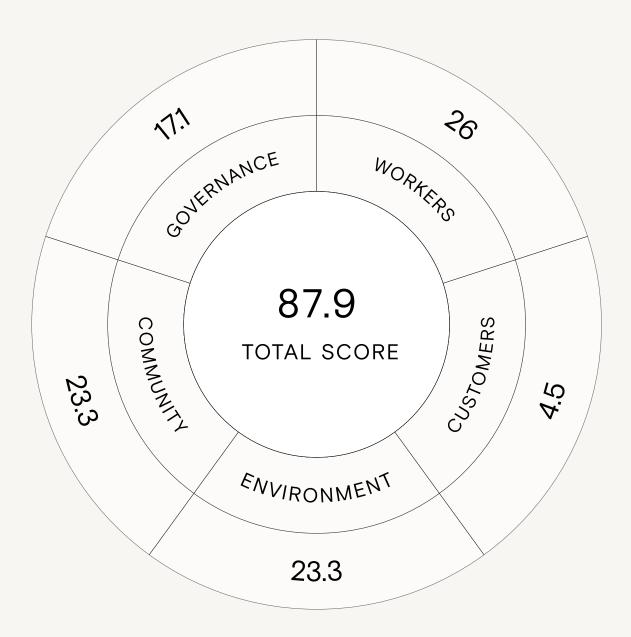
But our mission is far from over. We're proud of our B Corp verified score, but we know we can be even more proud in 2024 when we're recertified.





B Corp verified score

Our B Impact Assessment (BIA)





Giving back to our... Workers

Our talented team is Wild Nutrition's most important asset, the heartbeat of our business.

An open and supportive working culture is our lifeblood. No matter how much we grow, we retain that family feeling. Husband-and-wife founders, Henrietta and Charlie, are actively involved in the day-to-day running of the business, and make a point of being available to everyone.

We continuously adapt to allow each other to grow, and nurture each other so that we all thrive – just like in nature. We're all in this together, working towards our collective mission.

We're proud to be an inclusive, equal opportunity employer, as well as a certified Great Place to Work®, ranking among the UK's Best Workplaces for Women.

Giving back to our... Workers

WE OFFER ALL EMPLOYEES:

- + Summer Friday afternoons off between June August
- + Free nutrition consultations + 50% off supplements
- + Monthly team lunches
- + 2 paid volunteering days per year
- + Job shares, varied hours and remote working to support work-life balance
- + Menopause support and advice, plus fast-track healthcare provision
- + A generous pension scheme
- + Private health cover because wellbeing is really important to us
- + Baby bonding contribution of £200 for each new arrival
- + Career breaks because sometimes we just need to pause
- + Neonatal leave policy, not yet legislated but we implemented early
- + Enhanced holiday entitlement up to 38 days pa after 5 years' service







Giving back to our... Workers

WE OFFER ALL EMPLOYEES:

- + Life assurance
- + Free Mintago access, a financial wellbeing and support platform
- + Free weekly yoga or HIIT Classes
- + Daily meditations
- + Referral bonuses
- + An active Wellness Council supporting all our people
- + Cycle to work scheme
- + Allowance for home office kit out

Giving back to our... Workers

WHAT HAVE WE ACHIEVED?

In 2022/23, we achieved a second consecutive Great Place to Work accreditation, placed in awards categories for small businesses for:

- + UK Best Workplaces for Wellbeing 2022 & 2023
- + UK Best Workplaces for Women 2021 & 2022
- + UK Best Workplaces 2022
- + We're proud to have a local workforce. We hired 16 new people in 2022, 88% of whom are local to the Sussex area. Nine out of 10 of our Operations workforce live within seven miles of Wild Nutrition, and a significant number use public transport. The furthest our Ops team commutes is 20 miles, with both employees travelling in fully electric cars.





Giving back to our... Workers

WHAT HAVE WE ACHIEVED?

- + We supported our people through the difficult cost of living crisis by putting in place a 5% inflationary increase in May 2022, and a £500 bonus on Blue Monday. We also introduced an internal interest loan scheme and Mintago, a financial wellbeing and support platform.
- + We took the entire Wild Nutrition team to a wellness retreat with yoga, gong bath, (optional!) ice bath, country walks and delicious, locally sourced meals throughout.
- + And finally, we carried out a full audit of our suppliers to ensure full transparency of worker conditions and environmental impact.





LORNA DRIVER-DAVIES, HEAD OF NUTRITION

"There's a culture of *kindness*that flows through our business.

I feel supported and motivated to do my best."





Giving back to our... Workers

WHAT ARE OUR AIMS FOR 2023/24?

- + Provide electric charging points to enable our team to travel to work without adding to their or our carbon footprint.
- + Continue hiring in the local Lewes community so four in every five members of our team are based within 25 miles of our business.
- + Achieve Great Place To Work certification for women and wellbeing for our fourth year running.
- + Continue funding our much loved Wellbeing Council which does so much to support our mental and physical wellbeing (while providing 'surprise and delight' treats throughout the year).





Giving back to our... Workers





Giving back to our... Customers

Instead of one-size-fits-all products, our customers know they can rely on our targeted formulations and expert nutritional therapists' advice for support at every age and every life stage.

How do we know we're getting it right? When our supplements are proven in research, but better still, when they're proven in real life.

Through our 121 consultations, we unravel the complexities of our customers' concerns, empowering women with the knowledge they need to understand their bodies and navigate the challenges life throws at them.





Giving back to our... Customers





We offer a subscription discount and loyalty scheme that makes life easy and rewarding - for our busy customers.

And because our customers are so delighted with the effects of their supplements, they tell us. Trust us, nothing makes us happier than a review that begins "You've changed my life...".

We hold our customers' trust close to our hearts and we never take this responsibility lightly. We're proud to have a reviews.io score of 96.6% and an NPS score of 81.

Giving back to our... Customers

WHAT HAVE WE ACHIEVED?

- + Listened to and obliged our customers by providing a full refill option across our entire range using 100% recyclable, plastic-free pouches.
- + Ensured all subscriptions automatically deliver refill packs, reducing carbon and materials on every order.
- + Rolled out our best ever subscription offer, complete with 20% monthly discount, free UK P&P, free twice-yearly nutritional consultations plus invitations to subscriber-exclusive events.
- + Achieved an NPS satisfaction score of 75.
- + Introduced new, free nutritional consultations for Beauty, Energy and Pregnancy, New Mother + Breastfeeding.



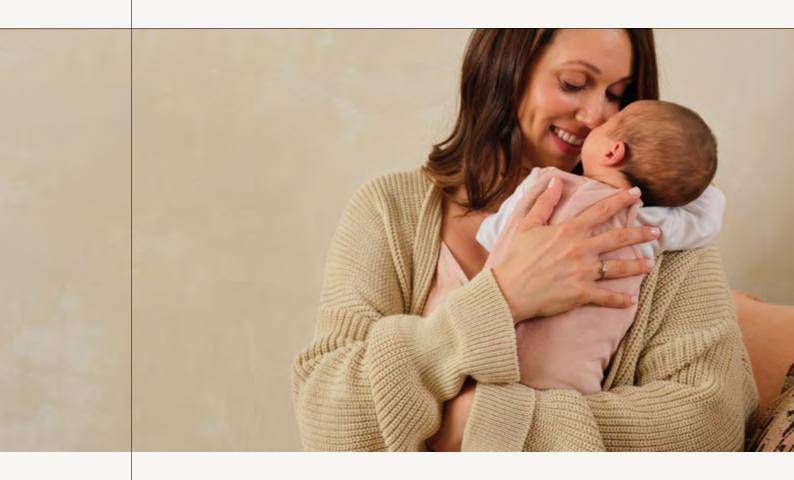


Giving back to our... Customers

WHAT ARE OUR AIMS FOR 2023/24?

- + Retain an NPS score of minimum 69.
- + Introduce new wellness consultations to meet customer demand.
- + Roll out our new series of subscriber-exclusive webinars hosted by our Head of Nutrition.







CHARLOTTE, CUSTOMER REVIEW

"A really great call with nutritionist Jodie, with helpful, personalised recommendations. *Jodie was a really kind and sympathetic listener* who made *well-informed recommendations* that she *explained well*. There was no extreme pressure to buy."



KATIE, CUSTOMER REVIEW

"Amazing customer service and lovely company to deal with."



ALINA, CUSTOMER REVIEW

"Other brands of magnesium made me slightly nauseous but not Wild Nutrition's."



LISA, CUSTOMER REVIEW

"Fantastic gummies. They taste great but more importantly they are a very high quality supplement."



Giving back to our... Environment

We all share a responsibility to care for our planet, a responsibility we don't take lightly. We do our utmost to minimise our impact as a business, and will always strive to do more.

Using nature as our guide, we scour the earth for nutrients of integrity so we can hand on heart say that every one of our ingredients is naturally-sourced, from our organic Turmeric root to our sustainably sourced Omega 3.

Our suppliers share our high standards, our drive for constant improvement, and our commitment to social and environmental practices. Neither we, nor our suppliers, will ever use artificial colours, binders, fillers or flavourings and we'll never, ever test on animals.

Charlie visiting KSM-66® Ashwagandha in Rajasthan, India







Giving back to our... Environment

WHAT HAVE WE ACHIEVED?

We're delighted to share that we've made huge strides towards greater sustainability. In 2022/2023 we:

- + Updated our Daily Essential packaging reducing materials by over 75%.
- + Changed our label packaging to glassine for curbside recyclability.
- + Updated our primary packaging from matt laminated metal labels to FSC sourced paper with washable adhesive.
- + Introduced a plastic free packaging solution for gummy supplements.
- + Ensured 99% of our paper and card will be recycled or from sustainable sources.
- + Introduced new eComm packaging, certified carbon neutral, and reduced sizing to save materials and carbon emissions through the supply chain.
- + Arranged direct shipping to two of our trade partners rather than via a distribution centre which cuts down on 75 gallons of diesel per year.

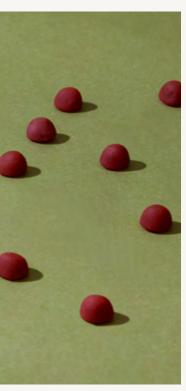




Giving back to our... Environment

WHAT HAVE WE ACHIEVED?

- + Converted subscribers' jar subscriptions to recyclable pouches.
- + Reduced our customers' lifetime environmental impact by shipping smaller and lighter parcels.
- + Rolled out refillable, recyclable formats for 99% of SKUs.
- + Saved 22.5km of paper wrap with the introduction of new eCom boxes.
- + Ensured all packing materials are either re-used or recyclable.
- + Moved packing and fulfilment under one roof for improved efficiencies.









Giving back to our... Environment

WHAT ARE OUR AIMS FOR 2023/24?

We aim to:

- + Continue to reduce the carbon footprint of our packaging for existing and new packaging formats.
- + Ensure a minimum 99% of paper and card sources come from recycled or sustainable sources.
- + Find solutions to reduce fuel and electricity usage by 6.25% to further improve our carbon impact.





Giving back to our... Environment

WHAT ARE OUR AIMS FOR 2023/24?

We aim to:

- + Purchase an electric van to deliver direct to the local area.
- + Install electric vehicle charging points to encourage more employees to use EVs.
- + Offer warehouse pick up for local residents.

Lewes, the place we call home





CHARLIE NORTON, CO-FOUNDER & PRODUCT DIRECTOR

"We were *relentless in eliminating plastic* from our new refill pouches and we're on *track to trace* every single one of our ingredients *back to its root.*"

Hyderabad, KSM-66® Ashwagandha manufacturing facility





Giving back to our... Community

Dedicating time to helping causes beyond our front door is fundamental to us. That's why every one of our people's contracts contains two days' paid leave to support charity work or voluntary community service.



Giving back to our... Community

WHAT HAVE WE ACHIEVED?

100 hands and 800 hours. That's the commitment from our 50-strong team to help feed Sussex families by supporting our local food bank. We also completed a beach clean of our local beach at Seaford Head, collecting over 10kg of litter which would otherwise have found its way into the ocean.

We donated £5,000 to the Disaster Emergency Committee to support the Turkey-Syria earthquake and we continue to support the crisis in Ukraine with our charitable loyalty point donations. To date, we've raised £2,750, which is matched by the government.

To support our wider communities, we offer free 15-minute nutrition consultations to support women on their wellness journeys. And, in October 2022, we launched a campaign to raise awareness of perimenopause, the pivotal life stage that 46% are unaware of.

In March 2023, our Endometriosis Awareness campaign was accompanied by free 45-minute nutritional consultations which proved incredibly popular in helping women understand the complexities of the condition.

Cleaning our local beach at Seaford





Giving back to our... Community

WHAT ARE OUR AIMS FOR 2023/2024?

We are currently one third of the way through our 800-hour food bank commitment and we're going strong. On completion of all 800 hours, our Wellbeing Council will deploy our next charitable initiative for us to roll up our sleeves and lend a willing hand.

We're keen to strengthen ties with our local community so we're actively looking for sponsorship and partnership opportunities throughout Sussex. So too are we looking to make our range of product available to purchase locally, as well as offering free nutritional expertise to our local community.

NAOMI, CRM MANAGER

"I'm really enjoying my shifts at the food bank. It's *been a pleasure* meeting fellow volunteers and pitching in to help. *It feels good to give back*."

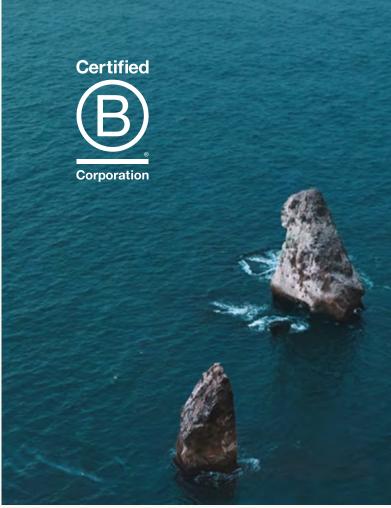


Honouring our... Governance

Being a B Corp is much more than words, numbers or marketing fluff. It's a deep-rooted commitment to our mission. It's integral to everything we are and do.

We're legally bound to measure our profit, but also our impact on people, and the planet. Every single one of our stakeholders and shareholders is engaged in our mission.









HENRIETTA NORTON, FOUNDER & FORMULATOR

"B Corp is a commitment *hardwired into everything we do*, even written into our Articles of Association."

Honouring our... Governance

WHAT HAVE WE ACHIEVED?

- + Introduced a regular employment survey, responding directly to the needs of the business.
- + Introduced a Fixed Repeating Schedule, which means:
 - Efficiencies of larger orders, less frequently.
 - Less transport, less fuel, less pollution.
- + Began reporting carbon emissions across the business, including goods managed, utility usage, material usage and individual travel footprints.



Honouring our... Governance

WHAT ARE OUR AIMS FOR NEXT YEAR?

In 2023/24 we aim to:

- + Improve the visibility and traceability of our ingredients through our supply chain with more rigorous vetting of quality, safety and responsibility sourcing.
- + Make the ordering process more planet-friendly including switching some orders from air freight to sea freight.
- + Set ongoing carbon usage targets and continuously improve how we capture relevant data.







Thank you

Whilst the past year has had its share of challenges - cost of living crisis, rising inflation, a struggling NHS and nationwide strikes, to name a few - our commitment to transforming lives through nutrition, and doing so with integrity, is resolute.

We hope this Impact Report reflects our commitment to do the very best by our people, planet and product. We look forward to sharing our progress with you.

Thank you for your support.

Hennetta + Charlie

Henrietta Norton, *Founder & Formulator*Charlie Norton, *Co-Founder & Product Director*

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