BREW WITH IMPACT 2023 !

We are building an Innovative, Sustainable, and Social World of Fresh Beer.

Welcome to our 2023 Impact Report

Since the inception of Pinter as a concept, we knew there was an opportunity to reimagine what at home drinking experiences could be. This was multifaceted and as we navigated an initial pandemic-tinged world in September 2020, we've been on a journey to frame what impact means for Pinter in the present day.

Our values provide a foundation to build from and we're proud to say we're as committed now as when they were first set.

**QUALITY
INNOVATION
SUSTAINABILITY
COMMUNITY
VALUE**

This report aims to:
Articulate - how Pinter views its impact.

Innovate - show how through product diversification there can be tangible sustainable options in the home drinking space.

Support - our people to develop themselves at Pinter and beyond.

It will also show the strides we've made as a business, the spaces we can improve and also lays the foundations of a journey to become the most sustainable way to enjoy beer at home.

We want to be transparent with the Pinter Community so you can hold us accountable, ask us questions, feed in your ideas and share your experiences.

Thank you,
The Pinter Team

PINTER CIRCULAR ECONOMY

Our Model

We all know we cannot keep taking and taking from the planet. Using and discarding more material, more energy, more resources. We look at it this way, companies in 2023 have a responsibility to view their output through the prism of minimising environmental impact where possible.

Our circular economy model is a framework for how we view production of our products. It's about finding ways to use materials for as long as possible, giving them new life through recycling or repurposing.

The Pinter at its core is a product that's designed to be used and reused. It's a new way to enjoy ongoing social moments with beer. The more it's used, the more the sustainability benefits are realised.

By embracing the circular economy, we can create a more sustainable and regenerative future where resources are used wisely and nothing goes to waste.

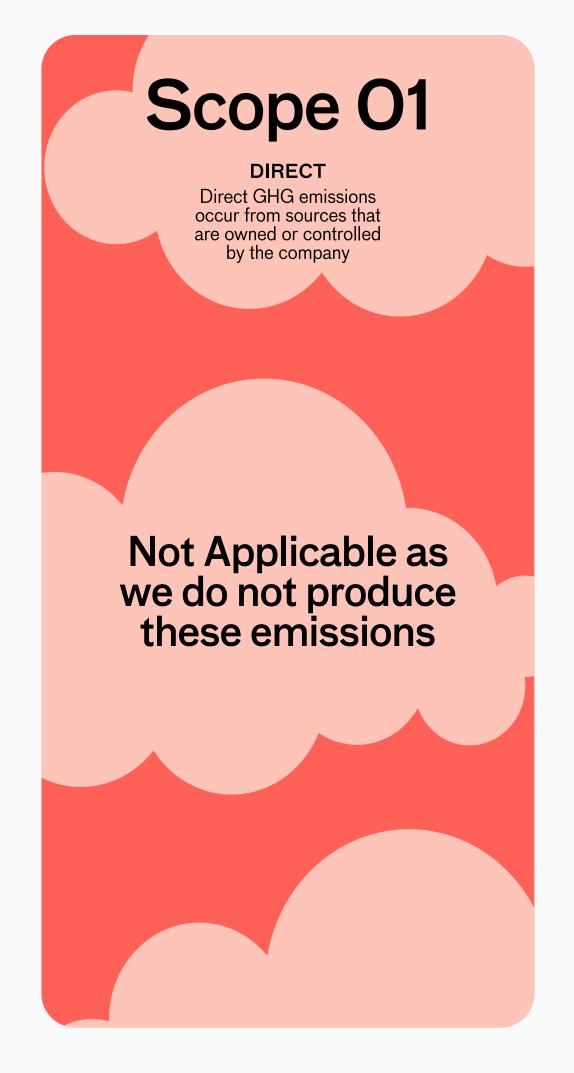**PINTER**
Product impact

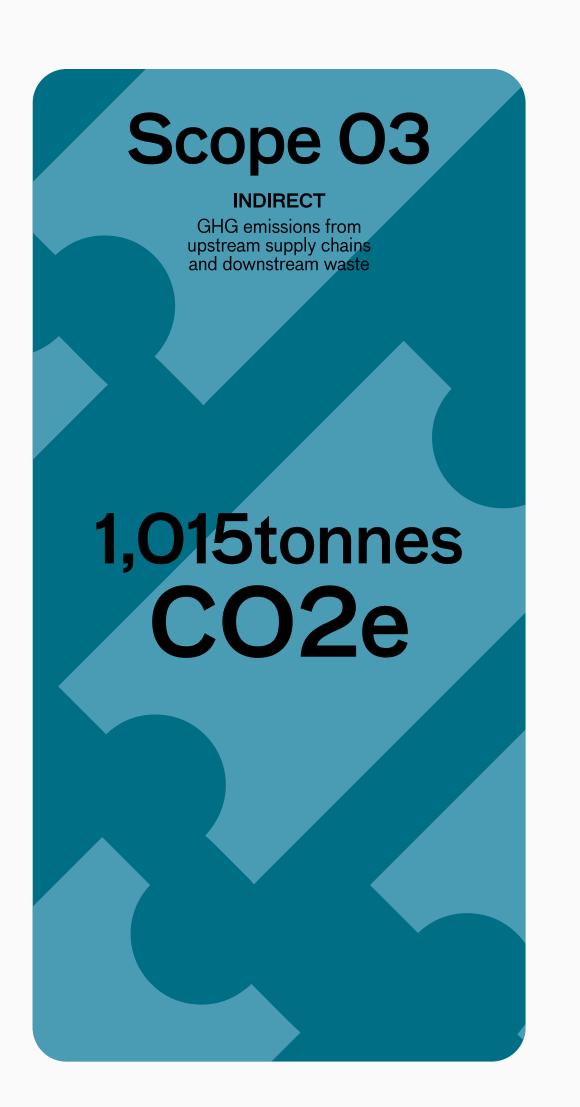**PARTNERSHIP**
Collaborative impact

COMMUNITY
People impact

REFUSE

Partnership values audit
Refuse collaborations with partners that don't hold the same values
PARTNERSHIP

Material
That is not one of:
1. recycled,
2. recyclable, or
3. renewable
PARTNERSHIP

Supplier audit
Only working with suppliers that uphold the same values
PINTER PARTNERSHIP

IN PROGRESS

RECYCLE

Recyclable pouch
Kerbside / scheme
PINTER PARTNERSHIP

Refresh your Pinter
368g Aluminium recycled
COMMUNITY

Recyclable paper packaging
98% of all packaging used is 100% biodegradable, recyclable and from FSC accredited suppliers
PARTNERSHIP COMMUNITY PINTER

GOOD PROGRESS

RETHINK

Carbon Efficient
Platform for other breweries to be more carbon efficient
PARTNERSHIP

Carbon saving
Pinter 3 against Pinter 2
PINTER

CoPinter system
Access the Pinter without need for additional Brewing Dock
PINTER

Box offcuts
Used as insert rather than buying additional void fill
PARTNERSHIP

IN PROGRESS

FUTURE

Pulp bottle
PARTNERSHIP

Protective cover
To have alternative use in Pinter lifespan
PARTNERSHIP

Regenerative agriculture
Carbon negative or climate positive agriculture ingredients
PARTNERSHIP

GOOD PROGRESS

REDUCE

Transport routes
Consolidating by manufacturers + suppliers
PINTER

Pinter 2 to Pinter 3:
66.66% less packaging
20% less KG CO2e
PINTER

Pinter Pack vs. other options
PINTER

Fresh Press
Bottle to pouch: 57% less packaging
PINTER

Replacement rates
3.4% Field Failure Rate on Pinter 3
PINTER

Energy efficient
Pinter requires no additional power
PINTER

Use of airfreight in logistics
PINTER

Bottle sachet on yeast+purifier
PARTNERSHIP

Reduce packaging
PINTER

Reduce carbon intensive material
PINTER

IN PROGRESS

GOOD PROGRESS

FUTURE

REUSE

Pinter machine
CO2 recarbonates the beer
PINTER COMMUNITY

Customer rewards programs
COMMUNITY

GOOD PROGRESS

FUTURE

REPAIR

Replacement parts
instead of whole Pinters to minimise materials used. In 2022, 20% of all replacements were parts only
PINTER

Pinter care & repair
At home repairability in design
PINTER

GOOD PROGRESS

FUTURE

REPURPOSE

Pinter 3 parts
More parts in Pinter 3 to be made with Pinter 2 plastic
COMMUNITY PARTNERSHIP

Common components
between Pinter 3 and Pinter 2. Less tooling, no wasted stock for transition.
PINTER

Tap Compatibility
Pinter 3 tap designed to be compatible with Pinter 2, rather than buying a whole new machine: 27K taps sold
COMMUNITY PINTER

Refresh your Pinter
Pinter 2 plastic remanufactured for Pinter 3
COMMUNITY PARTNERSHIP

GOOD PROGRESS

IN PROGRESS

Operational Emissions

We've been tracking our emissions

Scope O1

DIRECT

Direct GHG emissions occur from sources that are owned or controlled by the company

Not Applicable as we do not produce these emissions

Scope O2

INDIRECT

GHG emissions from electricity purchased

Purchased electricity, steam, heating & cooling for own use

17.03kg CO2e

We transitioned from a primarily in house operation to working with larger, scalable partners in multiple areas as part of an ongoing commitment to sustainable growth.

Scope O3

INDIRECT

GHG emissions from upstream supply chains and downstream waste

1,015tonnes CO2e

PINTER PRODUCTION

Pinter 2

↓

Pinter 3

Pinter 3 is our lightest, most durable and best performing product to date.

The step change from Pinter 2 to Pinter 3 made huge strides in reducing our impact, it's one of the areas of efficiency we're most proud of.

Pinter 3 produces

26% less kg CO2e

than Pinter 2 due to:

Less Material

Pinter 3 uses
78%
less material than Pinter 2

Reduction in packaging by
66%

Using less carbon intensive materials (eg. aluminium)

Quality

Our most robust product to date, meaning fewer returns and replacements.

Community First

Helping our community have the best possible Pinter experience with P3 in the most environmentally considered matter:

P3 Tap to be reverse engineered to fit P2

25kg CO2e saving to upgrade existing P2 using P3 tap rather than buy a whole new P3.
2.7k taps were sold = **67.5 tonne CO2e saving**

Refresh your Pinter scheme

Recycled **368g aluminium.**
Plus enough recovered plastic to make P3 parts for 282 Pinters.

Packaging: Pinter Pack

Since switching from our bottle to the pouch format, we've saved approx. **68,000 kg CO2e**

Pouch format produces
79% less kg CO2e emissions
from the packaging manufacturer than the bottle format.

Emissions from packaging manufacturer only.

Pouch format (Hopper) uses
42% less packaging material
than the old bottle format (Hopper).

Material weight of the packaging only.

Packaging: Pinter Pack

All beer **100%** vegan

Pinter Pack (Classic) emissions*: **2.23 kg CO2e**

Pinter Pack (Hopper) emissions*: **2.43 kg CO2e**

Pinter Pack (Cider) emissions*: **1.16 kg CO2e**

* Emissions created from the production of the packaging materials & raw ingredients that make up a Pinter Pack.

Purifier changing from bottle to sachet
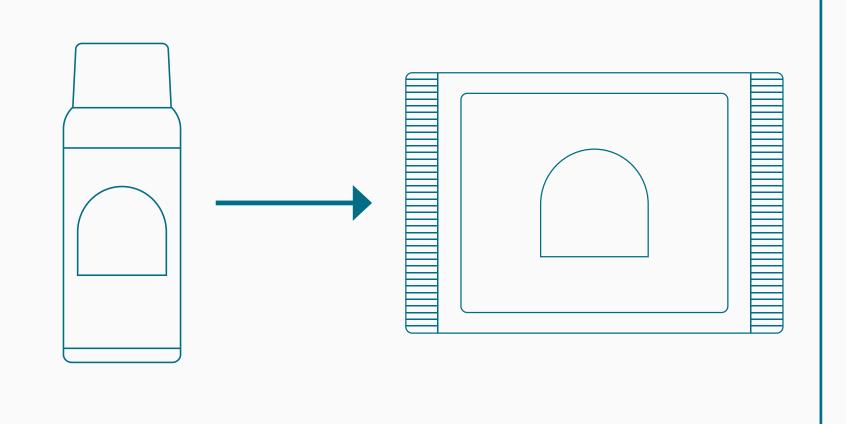
Coming in Q4 2023/Q1 2024

Estimated to achieve a **66% reduction** in kg CO2e emissions

(Emissions created from the production of the packaging and material that make up the purifier)

and reduces packaging material usage by **66%**

(Saving on packaging material weight new vs old style)

Packaging: Pinter Pack

Average savings against shop-bought beer

This is a comparison of shop-bought beer vs a Pinter beer at the point of drinking on a per pint basis. These are based on a product life cycle and (Scope 3) GHG assessment. This does not include the Pinter itself.

Pinter Pack (Hopper)
saves 42% emissions (kg CO2e) against bottled beer

Pinter Pack (Classic)
saves 46% emissions (kg CO2e) against bottled beer

Pinter Pack (Cider)
saves 57% emissions (kg CO2e) against aluminium canned beer

Packaging: Pinter Pack

Pinter Pack total weight comparison

This is a comparison of the total weight of a Pinter Pack vs 17 cans or bottles of shop-bought beer. This highlights the potential transportation benefits due to weight saving.

Pinter Pack (Hopper) total weight comparison		
	Reduction in weight (kg)	Reduction in weight (%)
17 330ml Beer cans	5.03	78%
17 330ml Beer bottles	7.16	84%

Pinter Pack (Classic) total weight comparison		
	Reduction in weight (kg)	Reduction in weight (%)
17 330ml Beer cans	5.08	79%
17 330ml Beer bottles	7.21	84%

Pinter Pack (Cider) total weight comparison		
	Reduction in weight (kg)	Reduction in weight (%)
17 330ml Beer cans	5.2	81%
17 330ml Beer bottles	7.32	86%

Pinter Pack packaging material usage comparison

This is a comparison of the raw packaging materials that makes up a shop-bought beer vs the raw packaging materials that make up a pinter pack. This highlights the smaller impact the Pinter Pack has in material usage.

Pinter Pack (Hopper) packaging material comparison		
	Reduction in material (kg)	Reduction in material (%)
17 330ml Beer can (Aluminium only)	0.094578	37%
17 330ml Beer bottle (Glass only)	2.814578	94%

Pinter Pack (Classic) packaging material comparison		
	Reduction in material (kg)	Reduction in material (%)
17 330ml Beer can (Aluminium only)	0.131	51%
17 330ml Beer bottle (Glass only)	2.851	95%

Pinter Pack (Cider) packaging material comparison		
	Reduction in material (kg)	Reduction in material (%)
17 330ml Beer can (Aluminium only)	0.131	51%
17 330ml Beer bottle (Glass only)	2.851	95%

Packaging: Pinter 3

The overall total for the packaging system is

98% paper-based

100% of paper based packaging is from

FSC accredited suppliers

100% of paper based packaging is

biodegradable and recyclable

PINTER PEOPLE

Community First

We strive to build a business that's people first - both our internal team and community of Pinter users.

We have made steps to nurture spaces where conversation in our community can flourish. One of the most magnetic aspects of our Pinter journey has been how engaged and energised our community of Pinter users has become.

Deep Community Engagement

13%
of our active customers are in Pinter Insiders - who input and guide change in various aspects of company direction

1,812
Community Forum users

11,621
Facebook group users

A CommunityFirst Launch

Pinter 3 User Generated Content launch
Putting customers at the forefront - for the community by the community

Community Pinter 3 trials
30 customers trialled Pinter 3 before it was put on the market

Incredible Community Relationship Improvements

Trustpilot improvement
2.8 (July 2022) → 4.3 (September 2023)

CSAT improvement
3.7 (July 2022) → 4.5 (August 2023)

"Epic flavours every time. I love brewing my own and this is a fantastic way to do so."

"Love the excitement of putting a brew on and then letting it do it's thing and the anticipation when it comes to tapping"

"Amazing beer. Tastes better than any pub ale."

"The beer I produce in my Pinter is every bit as good as what I can buy down my local, but at a fraction of the cost."

2023

Pinter People X Community

We aim to foster a culture that **empowers every member of our community to share their thoughts, ideas and concerns, knowing they will be heard and respected.** We aspire to build a culture that encourages learning, open dialogue and embraces vulnerability. A place where every individual feels **valued, inspired, and equipped to reach their full potential** while driving the success and growth of Pinter as a whole.

While we work towards achieving our desired financial stability, we acknowledge the need to balance between a profit-oriented and people-oriented approach.

We recognise that as we grow financially, we will be able to gradually transition towards cultivating a more people-centric culture, where the needs and aspirations of our employees are at the forefront.

Our commitment is to ensure that profitability serves as a means to fuel our efforts in fostering an inclusive and supportive environment, where our people can flourish and contribute their best.

"
The product we have, and the quality of people in the business has set us up for success
"
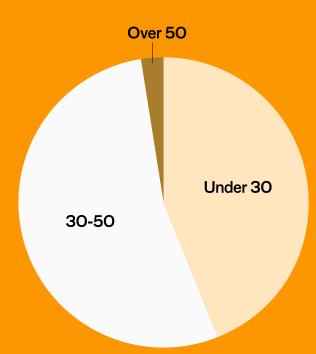
Who is helping to build an innovative, sustainable and social world of Fresh Beer?

57%
of high-ranking positions are held by women

The gender composition of our director's level highlights a strong representation of females.

50% females

Over the past year, 50% of promotions were granted to female employees.

Over 50
Under 30
30-50

Age distribution
Under 30: 18 employees
30-50: 22 employees
Over 50: 1 employee

Nationalities: Brazilian, British, French, Italian, German, Irish, Swiss

2022
24.1%

2023
12%

Gender pay gap:
24.1% in 2022,
reduced to 12% in 2023.
There's still work to do.
The maximum pay ratio is 5:1.

Volunteer & Professional Development

At Pinter we encourage our people to develop themselves inside and outside of the workplace and believe this benefit will aid our team in achieving this.

Every member of staff will be eligible to take three extra days of paid leave for the use of volunteering or professional development.

The 3 days can be taken in full or broken down into half days to enable the individual to pursue longer term volunteering opportunities such as mentoring, being a charity trustee etc.

These days can also be used for short-term opportunities such as a one-off day to work in a food bank, do a career talk in school, volunteer for a charity event etc. This can also be used to attend professional conferences and for study/exams.

22 Days
used for Volunteer or Professional Development in 2022

14.5 Days
used for Volunteer or Professional Development as of June 2023

Alex Roberts, Customer Agent
Enrolled in an additional module in his Journalism course to improve his writing, with a focus on magazines. During those days, he worked on a piece about a charity called Fans Supporting Foodbanks, which also led him to volunteer and support the cause. Alex is working on his career development, and we hope to see him writing for Pinter in the future!

Jennifer Chong, COO
Used her days to dedicate herself to causes that she supports: she is Chair of the Trustee Board for The 93% Club, a leading start-up social mobility charity aimed to improve outcomes for state-educated students.

Duncan Gordon, Head of Digital, used his days in 2022 to focus on his professional development, dedicating himself to research how to improve his ways of working, by learning from other companies and professionals.
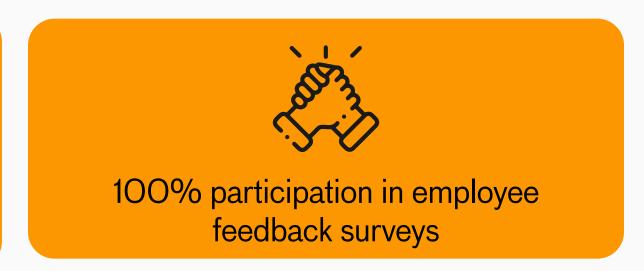
Employee Fairness

Living wage certified

100% in a permanent contract

End Salary History pledge

100% participation in employee feedback surveys

Employee Wellbeing

Additional holiday for birthday

Enhanced paternity and maternity leave / adoption / miscarriage

100% access to Open Up

Thirsty Thursday monthly themed parties

Employee Perks

Discount for family and friends

Implementation of payroll giving in 2023

Free Pinter Packs for employees

Financial wellbeing - Wagestream

Employee Stories

We asked our employees what makes Pinter special to them and what they value the most about our company.

41%
mentioned our product

63%
mentioned our people

> " I have been given opportunities to deliver tasks/ projects that I wouldn't have got at other workplaces "

Amber, Community Director

What were some of the most significant challenges you encountered during your time here? How did you approach and overcome them?
In any role or business, there are always challenges, which is where I find you learn the most! I wouldn't say this would be considered a challenge in a negative way, however Pinter was the first start-up business I have worked for, so it took a period of time to adjust to working with a start-up mentality. I have previously worked for larger businesses such as John Lewis, which in many ways share some of the same values as Pinter, however the ways of working and business pace is different. I now absolutely love the fast-paced environment working for a smaller business with high ambitions - no day is ever the same!

Can you recall a moment when you stepped out of your comfort zone? What did you learn from that experience, and how did it contribute to your personal and professional growth?
Admittedly, becoming a member of the leadership team was a time where I felt slightly out of my comfort zone for a short period. Having never been on a leadership team before, I didn't know what to expect, however everyone was very supportive and I soon felt at ease in my new role. I've been really grateful to be given the opportunity to be even more involved in important business decisions such as the direction of travel for Pinter, as well as business strategy. I am a huge customer advocate (rightly so, as previously the Head of CRM and now the Community Director!) and being

able to represent the customer on the leadership team has enabled me to pursue my passion for customers further.

How did the culture and work environment at Pinter contribute to your growth? Were there any particular values or practices that resonated with you?
The culture is one of the great things about working at Pinter. It's very open and friendly, meaning that no idea is a bad idea! Test and learn has been something that we've increasingly implemented over the past couple of years and it's ok to not always get it right. Working in this way allows us to push the boundaries and be innovative - one of our core values.

Working in an ambitious and purpose driven start-up certainly has its challenges, but the level of responsibility I've been given over the 2 years I've worked for Pinter as well as a large amount of autonomy, has allowed me to hugely develop my career.

Were there any colleagues, or supervisors who played a crucial role in shaping your journey? How did their guidance influence your development?
My team! Funnily enough, it was only this morning that we were celebrating a CRM team member's workiversary, and we were saying how time flies working at Pinter for all the right reasons! I'm super grateful to be able to work with talented and passionate people and I learn every day from them all.

Board Members

Simon Haslam
Deeply experienced board member - both executive and non-executive - having chaired a UK listed company, and chaired both Audit and Risk Committees and Remuneration Committees. Professionally skilled in Finance, and in Asset Management, Mutual Funds, Corporate Governance, Risk Management, and Investment Management.

Steve Denison
Steve is a chartered accountant and spent 33 years at PwC advising the boards of some of the UK's largest businesses and most successful entrepreneurs. From 2014 to 2018 Steve was a member of the firm's Assurance leadership team with responsibility for the UK regions. He retired from PwC in 2018 and since then has been investing in and advising a growing portfolio of early stage businesses. Alongside his professional career, Steve was a non-executive director of Yorkshire County Cricket Club from 2011 to 2018, including 4 years as chair when he led a significant turnaround in the club's finances.

Jemima Bird
Following a successful executive CMO career, Jemima dedicates herself to Hello Finch (her own marketing agency) alongside being plural non executive, acting as Senior Independent at Revolution Bars Group and Non Executive at Headlam Group PLC. And Pendragon PLC. She also acts as Senior Trustee for the Football Foundation, the UK's largest Sports Charity. Private non-executive roles include Pinter and ParkPlay.

Hugh Bishop
Having more than 20 years of experience in top marketing roles for companies including Levis, Acadia, Adidas, Hugh set up Meteorite, recognised as one of Europe's top Digital and Direct agencies, accorded the distinction for five years running as a Times Top 100 company to work for, never being out of the top ten. After Meteorite's acquisition by IPG, he acts as the chairman of the company. Additionally, he acts as the Non-Executive Director for Drayson Technologies Ltd, a dynamic business at the forefront of developing wireless energy, and Pinter.

Ralph Broadbent
Chief Executive Officer
Ralph had previously founded another business, Count of Ten in 2005. Over the next 10 years it became the biggest independent Music Festivals group in the UK employing up to 300 staff at its peak. He successfully sold it in June 2016 to focus on Pinter – a business with bigger ambitions and global scale. He graduated with a 1st class degree in Civil and Structural Engineering (MEng) from Manchester University.

Alex Dixon
Chief Innovation Officer
With his team behind him, he looks after all the product development in the business. Alex began his career at Lloyds Bank in the Geneva office's Wealth Management team.

Alex joined Ralph at Count of Ten and was responsible for building commercial partnerships, mapping out and executing major projects, advising on business strategy and innovating cost solutions. He holds a 1st Class (Hons) degree in Aerospace Engineering (MEng).

Future (People & Products)

	Product (Pinter + Beer)	People + Community
Short term - 2023	All suppliers fully audited Only work with partners aligned with our values Reduce carbon intensive materials in the Pinter - reduce carbon footprint of Pinter by 30% All products/marketing campaigns cannot launch without an End of Life scheme	Pay gap limit Offset all employee commuting emissions + business travel emissions Employee sustainable travel policy - we give back time incurred by employees taking a more sustainable option to travel. E.g choosing to take a train instead of a plane means taking 2 days longer, means the employee gets those 2 days back in holiday days Cycle to work scheme
Mid term - 2025	100% Gold standard suppliers e.g. suppliers have to have renewale energy All materials in Pinter to be either recycled or recyclable Reduce all packaging by 30% Plastic free packaging Pouch recycling scheme Increase Pinter repairability at home / Pinter repair scheme Offset all carbon emissions from UK deliveries Understand and report on the water impact of the Pinter system Join 1% for the Planet	B Corp certified Living Pension certified Private healthcare Impact/sustainability-led rewards/loyalty programme Pinter brewers can track sustainability credentials in app / account from Pinter use Electric vehicle salary sacrifice 10% of team (including all managers) to be Mental Health First Aid trained New office and commitment to donate 20% of office time/space for early stage startups/charities/social enterprises/freelancers from marginalised communities to use the office facilities Annual Pinter celebration/retreat Apprenticeship/insight days/development programmes for female/marginalised/underrepresented groups particularly in beer and product development
Long term - 2030	All Pinter Packs to be made with regeneratively farmed ingredients	£50k annual grants/social investments/Pinter innovation/award for new startups focused on building a sustainable and social world (not limited to beer)

THANK YOU