



IMPACT REPORT 2024

CHOOSING RIGHT NOT EASY

edgard
Cooper®

WHAT'S INSIDE?

THE WORLD OF EDGARD & COOPER

OUR MISSION

MAKING A PAWSITIVE IMPACT

IMPACT OF OUR CHARITY DONATIONS

A LETTER FROM OUR FOUNDERS

PROUDLY A B CORP™

CHOOSING RIGHT, NOT EASY

OUR ZERO PAWPRINT PLAN

EVOLVING OUR ZERO PAWPRINT PLAN

OUR CARBON REDUCTION JOURNEY

OUR PACKAGING JOURNEY

OUR ETHICAL SOURCING JOURNEY

PARTICIPATING WITH THE PACK

MORE THAN A DAY JOB

BE MORE DOG

THE EDGARD & COOPER FOUNDATION

ENDING THE SUFFERING OF DOGS AND CATS

IMPROVING LIVES OF CATS AND DOGS

THEORY OF CHANGE

A MESSAGE FROM CLARA

SUPPORTING IMPACTFUL PROJECTS
AROUND THE WORLD

WHICH CAUSE? YOU DECIDE!

SUPPORTING GOOD CAUSES, CHANGING LIVES

THE FUTURE AND BEYOND



OUR MISSION

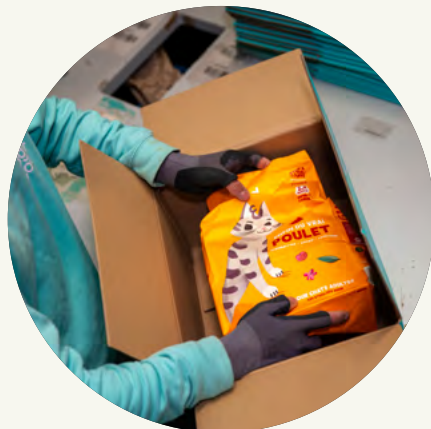
AT EDGARD & COOPER, WE'RE ON A MISSION TO PROTECT THE GREAT OUTDOORS FOR PEOPLE, OUR PETS AND THE FUTURE OF OUR PLANET.

Why? Because we can't have healthy pets without a healthy planet.

Everything we do is about creating naturally nutritious food that we can be proud to feed to our pets.

[READ MORE ABOUT OUR STORY](#)





329,606

packages sent directly to our customers
(all in FSC-certified cardboard packaging)



9.2 MILLION

bags, 17.3 million cups and 10 million tins of
our naturally nutritious food sold



55,323

trees planted via our pet
parent loyalty programme
since 2019

MAKING A PAWSITIVE IMPACT *in 2024*



73 TONNES

of surplus stock
donated to dogs and
cats in need



8,831

meals donated to animal
shelters via our pet parent
loyalty programme



92%

of our team say
they're proud to work
at Edgar & Cooper



52%

of our recipes are even
higher welfare



39%

reduction in our carbon
intensity since 2020



231

pack members based in 7 offices
and one warehouse



€3,303,869

committed to the Edgard & Cooper Foundation since 2016, €924,981 of which was in 2024



22

paw-inspiring charity partners supported by the Edgard & Cooper Foundation since 2016 in 15 countries



7

types of projects supported



41

vets trained and 13 vet nurses trained



106,251

dogs and cats vaccinated against rabies and other diseases



16,721

dogs and cats sterilised



108,000+

people reached through our partners' education efforts

IMPACT OF OUR CHARITY DONATIONS *in 2024*

A LETTER FROM OUR FOUNDERS

LOUIS, KOEN AND JÜRGEN



Back in 2016, we started Edgard & Cooper with a simple idea: to raise the bar on pet nutrition to help dogs and cats live happier and healthier lives – while reducing our impact on the planet and lending a hand to animals in need. Nine years later, our mission remains unchanged – but the scale of our ambition has grown hugely.

2024 marked a major milestone, as we officially became part of the General Mills family – a step we took with care after many deep conversations about our values, nutrition and sustainability. This partnership brings new opportunities, greater resources, and a stronger base to scale our impact. Our mission and our commitment to dogs, cats, people and the planet remain the same as ever.

In 2024, we doubled down on our Zero Pawprint Plan – our roadmap to reduce environmental impact and raise standards across the pet food industry. We launched brand-new dog treats and prepared to launch our first ever cat treats, both designed with lower carbon emissions and improved animal welfare. We invested in ethical ingredients like Tierwohl chicken and turkey, and did a deep dive on packaging – considering over 20 different formats before we were satisfied.

As always, we gave back through the Edgard & Cooper Foundation. Thanks to our growing community of pet parents, we've now donated over €3 million to incredible projects around the world. From vaccinating against rabies and training vets, to educating children on pet care – we're proud to support life-changing work in more than 18 countries.

We can hardly believe the Foundation we set up is now one of the world's largest private funders in the fight to eradicate rabies – and we're just getting started.

We also pushed forward as a business. We rolled out new perks for our team, worked on exciting new products, and made major progress on a long-term packaging strategy. Of course, growing fast brings growing pains – and like many organisations, we've had to work hard to stay connected as our team expands. But we've found new ways to collaborate and stay focused on what matters most.

Being part of the B Corp community continues to inspire us – and as we wait for recertification, we're proud of how far we've come. We've matured in our sustainability journey – we're now smarter, more

thoughtful, and more rigorous in how we measure progress and drive change. The Zero Pawprint Plan remains ambitious, and that's how it should be.

One of our values is 'choose right, not easy.' Whether it's rethinking packaging, making bold sourcing decisions, or holding firm to our mission – doing the right thing takes time, energy, and commitment. But it's worth it. Because with every decision we make, we're building a company that's here to stay for the next 100 years.

Thank you for being with us on this journey – we're proud of what we've built together, and even more excited about what's ahead.

LOUIS, KOEN AND JÜRGEN

PROUDLY A B CORP™

Edgard & Cooper was created by three friends, who set out to prove that a pet food company could do things differently. Since day one, we've been guided by our purpose, our seven core values and our firm promise to donate 1% of our revenue to help cats and dogs in need.

We've proudly been a certified B Corp since 2022. For us, the B Corp logo is more than just a badge – it's a symbol of our ongoing effort to use business as a force for good, benefiting people, pets, and the planet.

We're not perfect – but we're on a continuous journey of improvement. Being part of the B Corp community connects us with a group of inspiring, purpose-led brands proving that businesses can – and should – play a positive role in shaping a better world.

In 2024, we began our recertification process and are eagerly awaiting the results.



CHOOSE RIGHT, NOT EASY

Our Cat Squad worked hard to create the greenest packaging for our treats.



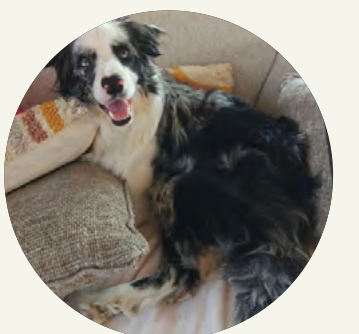
SNIFF OUT THE WAY AHEAD

Our Product Squad got hands-on to discover how we can keep sniffing out the way ahead with Wenger in Kansas.



MAKE YOUR PET PROUD (AND YOUR MUM)

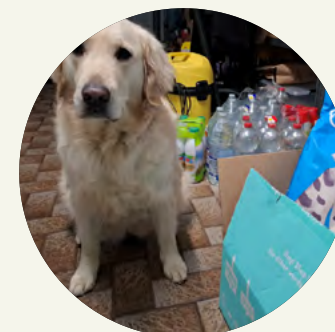
The Belgian Finance Team of the Year celebrated out at sea.



MAKE IT PERSONAL

Maaikie spotted a poorly dog nearby so offered our tasty, healthy food – Ellie perked up almost instantly!

LIVING OUR VALUES



MAKE MISTAKES, GET BETTER

A mix-up sent Lucy cat kibble (oops!). We fixed this & donated the kibble to Wit-Blauw Kruis in Ostend.



MAKE THEIR DAY, EVERYDAY

Our Warehouse Squad rallied to smash our treats launch and Black Friday – to keep pets' tails wagging!



BE MORE DOG

Nothing says 'Be More Dog' like a day of sheep herding!

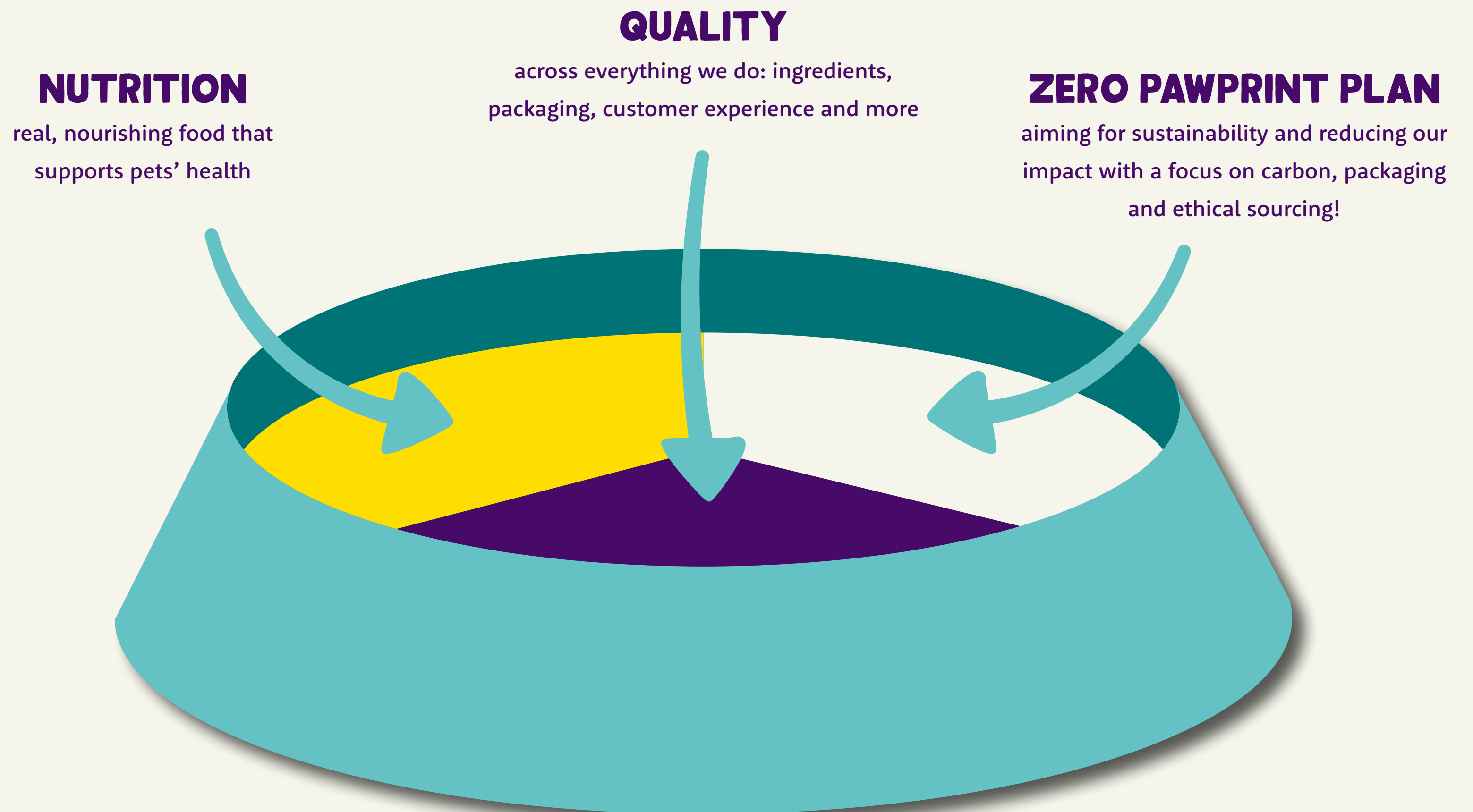
CHOOSING RIGHT NOT EASY

We've named this report after one of our values: *Choose Right, Not Easy*. Because we don't always take the simplest route, we take the one that leads to the biggest, most meaningful impact.

We aim for the perfect mix of nutrition, quality, and progress towards our Zero Pawprint Plan. And it's rarely easy. The most planet-friendly option might be more expensive. The most nutritious choice might carry a bigger footprint. And so on.

This bowl represents our constant balancing act. And while the mix isn't always perfect, we stay true to our values with every choice we make. Because that's what **Choose Right, Not Easy** really means: doing the right thing, even when it's hard. So what does this look like in practice? For us, it's about finding a balance between three things we care deeply about.

EVERY DECISION WE MAKE IS LIKE FILLING A BOWL OF KIBBLE



...And not forgetting that every extra bowl of food we sell helps us to
FURTHER OUR FOUNDATION'S MISSION globally too!

EVOLVING OUR ZERO PAWPRINT PLAN

HOW ARE WE DOING ON OUR GOALS?

We know that to make our tasty food we need to work in a way that protects our planet. That’s why we launched our Zero Pawprint Plan back in 2020 – a bold, values-driven strategy to reduce our impact by the end of 2025 under three key pillars – carbon, packaging and sourcing.

PILLAR	2025 GOAL	WHAT WE’VE ACHIEVED SINCE 2020
CARBON	REDUCE THE ENVIRONMENTAL IMPACT OF OUR RECIPES	We’ve been busy! We’ve added carbon labels to our packs, we’ve placed carbon measurement at the heart of our product development process, we’ve reformulated our recipes in favour of lower emissions ingredients, AND we’ve launched several low carbon plant-based products for dogs. As a result, the carbon intensity of our recipes has dropped by 39% since 2020. Win!
PACKAGING	100% REUSABLE, RECYCLABLE OR COMPOSTABLE PACKAGING	The world of packaging has moved on a lot since 2020! And we’ve been doing a lot of work to make sure our packaging does its most important job – keeping our food in tip-top condition, while having the lowest impact possible – and remaining future proof to new EU recycling guidelines. See our packaging section pg. 18 for the full lowdown.
ETHICAL SOURCING	100% COMPLIANCE WITH HIGH ETHICAL & SUSTAINABLE SOURCING STANDARDS	We’ve been pushing industry norms: 93% of our meat, fish and offal is of EU standard, where the Five Freedoms are a legal requirement, and we frequently go further than this with higher welfare ingredients in 52% of our products (organic, MSC, ASC, Initiative Tierwohl, plant-based). Read more on pg.21.

LOOKING TO THE FUTURE

With 2025 marking the end of the goals in our Zero Pawprint Plan, we’re using this moment to pause, reflect and reset. Our mission – to protect the great outdoors for people, pets and the planet – hasn’t changed, but how we achieve it needs to evolve. Next year, we’ll be working with our pack, partners and experts to create a new long-term strategy and goals – ones that reflect not just our bold ambitions, but the realities of a growing and maturing business operating in a rapidly changing world.

OUR CARBON REDUCTION JOURNEY

PET FOOD — JUST LIKE HUMAN FOOD — LEAVES A FOOTPRINT (OR PAWPRINT) ON OUR PLANET.

Rearing and growing the meat, fish and other ingredients that we use in our recipes emits greenhouse gases which cause climate change. This is bad news for people and pets as it's disrupting the fragile natural systems that we all depend on to live and thrive.

We've always cared deeply about nature. We want to make our tasty and nutritious food in a way that reduces our climate impact and protects our planet. That's why we've set ambitious climate targets and are working hard to reduce carbon emissions in our food and across our business.

39% REDUCTION IN
CARBON INTENSITY
SINCE 2020



MAKING THE GREEN CHOICE THE EASIEST

We believe pet parents should know the impact of what they’re buying – including what goes into making the food in their pet’s bowl.

That’s why we were one of the first (and still one of the only) pet food brands to print the carbon score of our products right there on the pack. Did you know our best-selling treats also come out on top for welfare and carbon!?

Like nutritional info, but for the planet, this figure helps our customers compare options and make informed choices. Because knowledge is power – and better choices start with better information.

CAT TREATS

PRODUCT	RECIPE	CARBON SCORE (kg of CO ₂ e per kg)
PILLOWS	CHICKEN	1.6
PILLOWS	TURKEY	1.7
CRUNCHIES	CHICKEN	2.1
PILLOWS	SALMON	3.4
SOFT ROLLS	CHICKEN & TURKEY	5.5
CRUNCHIES	SALMON	5.9
SOFT ROLLS	SALMON & CHICKEN	6.7

OUR BEST-SELLING + GREENEST YET

DOG TREATS

PRODUCT	RECIPE	CARBON SCORE (kg of CO ₂ e per kg)
BISCUITS	BANANA & PEANUT BUTTER	1.3
BISCUITS	APPLE & BLUEBERRY	1.5
BISCUITS	CHICKEN	1.7
BITES	APPLE & BLUEBERRY	1.9
BISCUITS	TURKEY & CHICKEN	2
BISCUITS	SALMON & CHICKEN	3.8
BITES	DUCK & CHICKEN	4.2
BITES	TURKEY & CHICKEN	4.4
BITES	CHICKEN	4.5
BITES	LAMB & TURKEY	5.4
BITES	SALMON & CHICKEN	5.7
STRIPS	TURKEY & CHICKEN	5.7
STRIPS	CHICKEN	5.8
STRIPS	SALMON & CHICKEN	6.4
STRIPS	LAMB & TURKEY	7.8



OUR CARBON PAWPRINT

In 2024, we teamed up with carbon experts at Energise to drastically update how we collect and measure our carbon data.

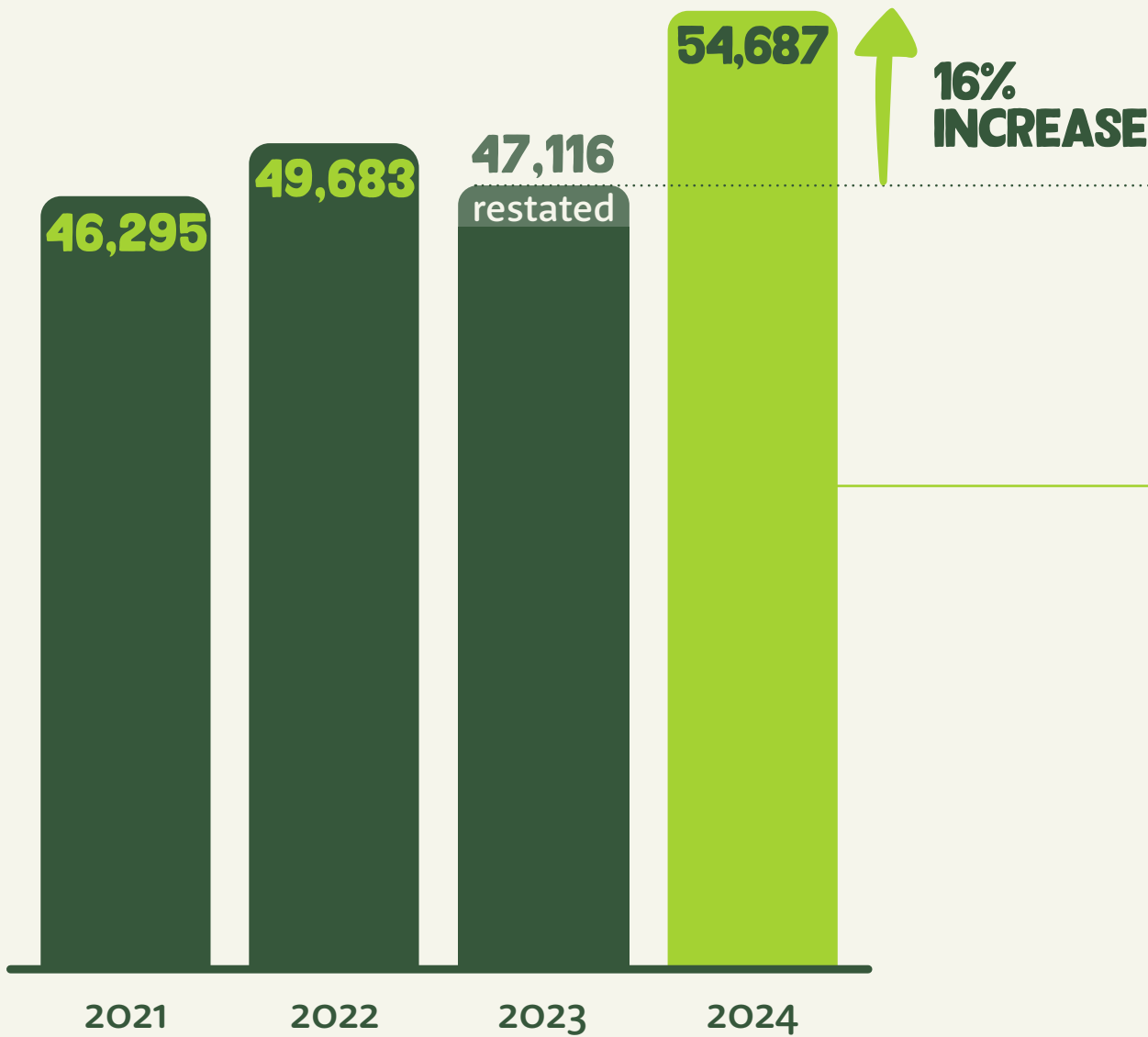
As we’ve grown, measuring our pawprint became more complex, so we needed a fresh start to better track our impact. We dug deeper, worked closer with partners and suppliers, and relied a lot less on estimates. Our new methodology gave us a clearer picture than we’ve had before with fewer assumptions. Though our emissions went up with all this extra detail, we see this a good thing – now we know where to focus our reduction efforts!

This also meant we were able to recalculate our 2023 emissions – sharing the updated numbers here (see ‘restated’ in our graphs).

*CO₂e means carbon dioxide equivalent – it’s the metric used to measure greenhouse gases like carbon dioxide, methane and other gases that contribute to global heating.

TOTAL EMISSIONS SCOPE 1–3

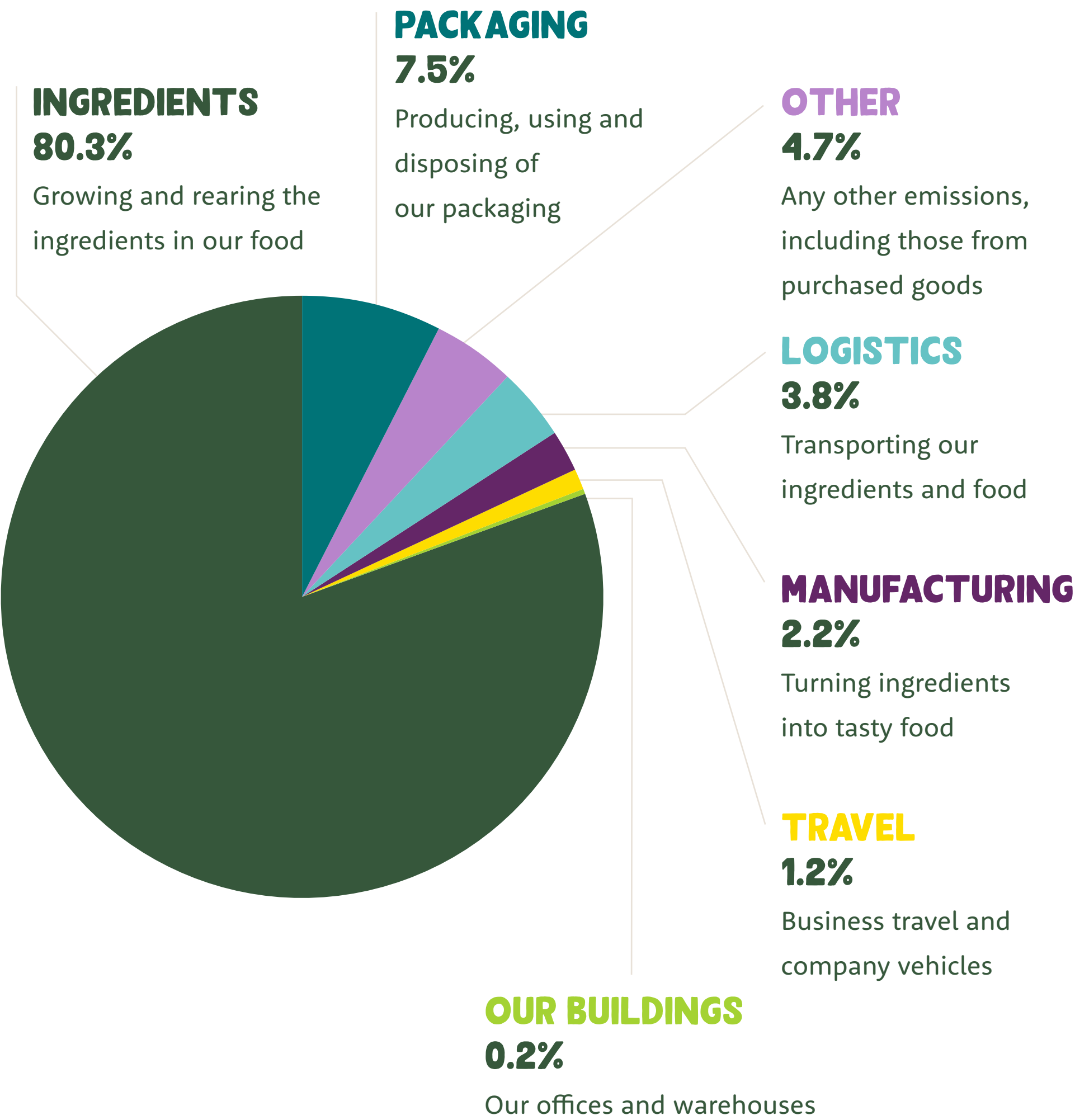
(tonnes of CO₂e)*



Our Scope 3 emissions:

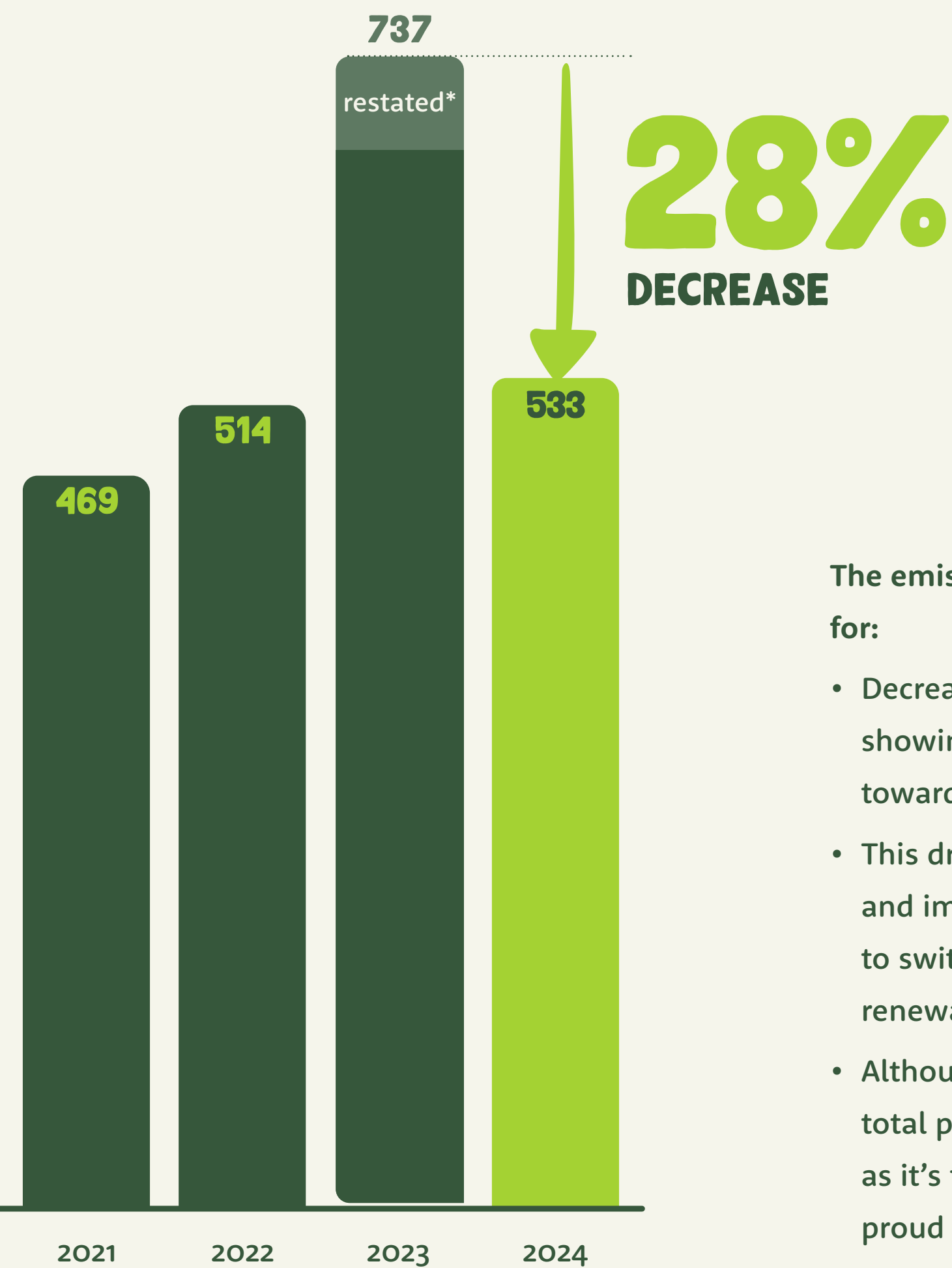
- Make up 99% of our carbon pawprint. That’s why we continue to prioritise working with suppliers to reduce our impact.
- Increased by 16% (compared to 2023 adjusted). Some of this was from more accurate data, but also because we grew significantly as a company.
- We saw increases in our packaging and business travel.
- The good news is we saw a 32% reduction in our logistics emissions, thanks in part, to our partnership with Sennder (trucks running on veg oil).

OUR 2024 CARBON PAWPRINT



SCOPE 1 AND 2:
EMISSIONS FROM OUR OPERATIONS

(tonnes of CO₂e)



The emissions we are directly responsible for:

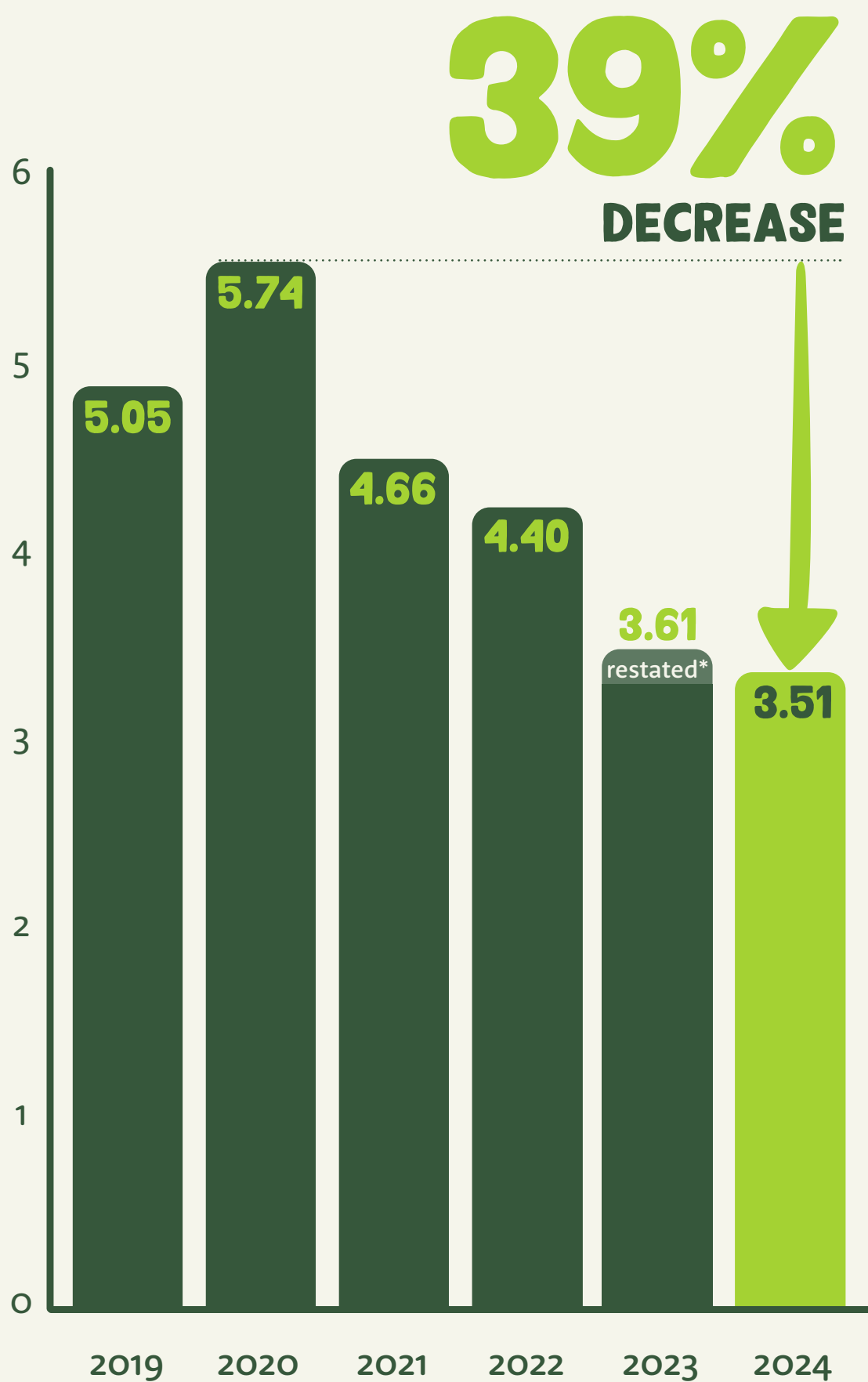
- Decreased by 28% (from 2023 adjusted) showing we’re making great progress towards our Science-Based Targets (SBTi)!
- This drop came partly from our new and improved data but also by starting to switch to electric vehicles and more renewable energy in our offices.
- Although this makes up just 1% of our total pawprint, our work here is important as it’s fully under our control, so we're proud to see a positive impact.

*We conducted extensive work to ensure our scope 1 & 2 emissions data was complete, identifying a diesel generator for energy in our Belgian warehouse. Hence, we have included approximate consumption for 2023 to allow meaningful comparison.

OUR CARBON INTENSITY

(kgCO₂e/kg product sold)

Our carbon intensity for our operations and supply chain (Scope 1, 2 and 3)



*Recalculating our 2023 emissions using an improved methodology resulted in a slight decrease since last year. This was done to enhance accuracy, not to present a more favourable narrative. While the long-term trend since 2020 remains strong, we know there's more work to do. We're committed to transparency and will keep refining our approach.

STILL MAKING GREAT PROGRESS

Our hard work is paying off. Even as we grow and reducing our total emissions gets tougher, our commitment to minimising our impact remains the same. That’s why we track carbon intensity, the amount of carbon our business generates for every kilogram of product sold.

Why does this matter? When more pet owners choose Edgard & Cooper, we produce more food, which can increase our overall emissions. However, if each serving has a lower carbon impact than what pets were previously eating, it’s a win for the planet.

In fact, removing beef from our dog treats and adjusting our recipes in 2024 led to a 52% reduction in emissions per kilogram across all our dog treats – yes, you read that right!

So, by focusing on carbon intensity, we assess our true environmental impact – offering sustainable choices to more pet owners while decoupling growth from emissions. It’s a clear indicator of our progress and we remain committed to lowering this figure as we expand.

PLANT POWER IN EVERY BITE

Dogs are natural omnivores, which means they can thrive on a wide range of proteins – including plant-based ones. And when it comes to carbon impact, plant-based recipes have a much lower pawprint than meat. Even occasional swaps can make a big difference for the planet.

At Edgard & Cooper, we believe pets – and their people – deserve more choice. That’s why for a few years now we’ve been leading the way in plant-based recipes for dogs: nutritionally complete, full of flavour, and a whole lot kinder to the planet.

Since launching our plant-based kibbles and treats, we’ve seen a surge in demand – and more wagging tails than ever before. In 2024, we sold 1.6 million packs of our plant-based products with one in 10 website orders including at least one plant-based product. What’s more, 40% of dog treat orders included at least one plant-based option! This gives a clear signal that more pet parents are turning to plant power as a simple, impactful way to shrink their pawprint.

Because this isn’t just a trend – it’s the future of sustainable pet food.



BISCUITS THAT BREAK THE MOULD

Tasty, sustainable, and now officially award-winning! Our Peanut Butter & Banana Biscuits for dogs were crowned Product of the Year 2025 in Belgium – a big win for plant-based treats, voted by real consumers. Proof that doing good can taste great.

LOW ON CARBON. BIG ON IMPACT. OUR PLANT-BASED KIBBLES LEAD THE PACK.



WE'VE DONE SOMETHING BIG.... INTRODUCING OUR FIRST-EVER CAT TREATS!

PURRFECTLY DELICIOUS, THOUGHTFULLY MADE

2024 has been a huge year for us – we've been getting ready to launch our first-ever cat treats in early 2025!

Treats aren't just a snack – they're a moment of connection between pets and their humans. Whether it's a reward, a way to stimulate play, or something tasty your little tiger can hunt down, treats help our pets to live their best lives.

Right from the start, we knew we didn't want to make just any treats – we wanted to make better treats. Treats with real ingredients, real purpose, and a lighter pawprint on the planet. That's why we created them in line with our Zero Pawprint Plan, considering carbon, packaging, and ethical sourcing every step of the way.

10%

LESS CARBON
EMISSIONS IN EVERY
PACK OF ROLLS

SMALLER PAWPRINT

Cats may be picky eaters, but it turns out they don't mind a lower-carbon snack! In testing our soft rolls with real cats, even the fussiest felines showed equal preference for higher (95%) and lower (86%) meat content in our chicken and turkey options. This gave us confidence to opt for the recipes with the lower carbon pawprint – saving around 10% of emissions with every pack – safe in the knowledge that we weren't compromising on taste. And as ever, we've printed carbon scores on pack so pet parents can make informed choices.



ETHICAL SOURCING

Great treats start with great ingredients – and great ingredients start with care. That's why our Pillow treats are made with chicken and turkey from Initiative Tierwohl farms, which are verified on their commitments to higher animal welfare. (see pg.21)



THOUGHTFUL PACKS

We believe in keeping things fresh – for your cat and the planet. That's why, after a rigorous selection process that investigated more than 20 options, we've chosen mono-plastic packaging for our cat treats. It's light, resealable, and keeps every bite in purr-fect condition (which means less food waste). And when the pack is empty, they are designed for recycling in many locations, please check your local collections. (see pg.19)

CUTTING EMISSIONS IN OUR OPERATIONS

DRIVING TOWARDS AN ELECTRIC FLEET

Reducing our operational emissions is a key part of our Zero Pawprint Plan, and in 2024 we took a big step forward by rolling out electric vehicles (EVs) across our company car fleet.

We needed to find cars that were practical, affordable and planet-friendly — and after surveying our drivers, the Mini Countryman Electric came out on top, with 60% of the team voting for it. Spacious enough for product samples, but small enough for city driving, it's proving to be a great fit.

Switching to EVs isn't just about the cars — it's also about making charging easy and accessible. That's been a particular challenge for team members living in central Ghent, where public charging points are limited. We're now exploring home charging solutions, including specialist cables designed to work smoothly with residential setups. We're also testing new charging technology in France and Italy, so we can support our growing fleet across Europe.

In 2024, we welcomed 20 new EVs, and we'll add 25 more in 2025 — which will bring our fleet to more than 45 fully electric vehicles. The transition has been smooth so far, and we're excited to keep driving down our emissions — one kilometre at a time.

17% OF OUR FLEET
IS ELECTRIC

0.5 TONNES OF CO₂e
A YEAR SAVED ON
DELIVERY EMISSIONS



Some Coopers are timeless, others need to get with the times — that's why we're pushing ahead with our electric vehicle roll out and the new electric Mini Countryman.



FOOD FOR THE PACK — NOW WITH A LIGHTER PAWPRINT

One of the tastiest perks of working at Edgard & Cooper? Free food for our lucky pets. And thanks to a brilliant idea from our pawsome Operations team, we've made this perk even better — for the planet and our people.

Previously, free food for Belgian pack members was delivered to individual homes — convenient, but not so kind on emissions (or admin). In 2024, we switched to a smarter system: delivering food in bulk to HQ, where team members can collect it themselves.

It's a simple change that's already making a difference — cutting down on delivery emissions and saving an estimated 0.5 tonnes of CO₂e a year. And proof that impactful ideas don't just come from the top!

WE NEED TO TALK ABOUT CARBON TARGETS (AGAIN)

When we set our science-based target back in 2019, we were a smaller business with around 30 team members, a simpler supply chain, and big ambitions.

Our target focused on cutting operational emissions (Scope 1 & 2) to zero, and while we committed to measuring and reducing our supply chain emissions (Scope 3), we underestimated the scale of the challenge that rapid growth would bring.

The reality is, like many businesses, as transparent as us, or otherwise, we now know that we won't hit our 2030 targets – and we're not alone in that. The world has changed and so has the net zero best practice guidance – along with the understanding of what's realistic, achievable, and truly impactful. But that doesn't mean we're giving up. Far from it.

WHAT MATTERS NOW

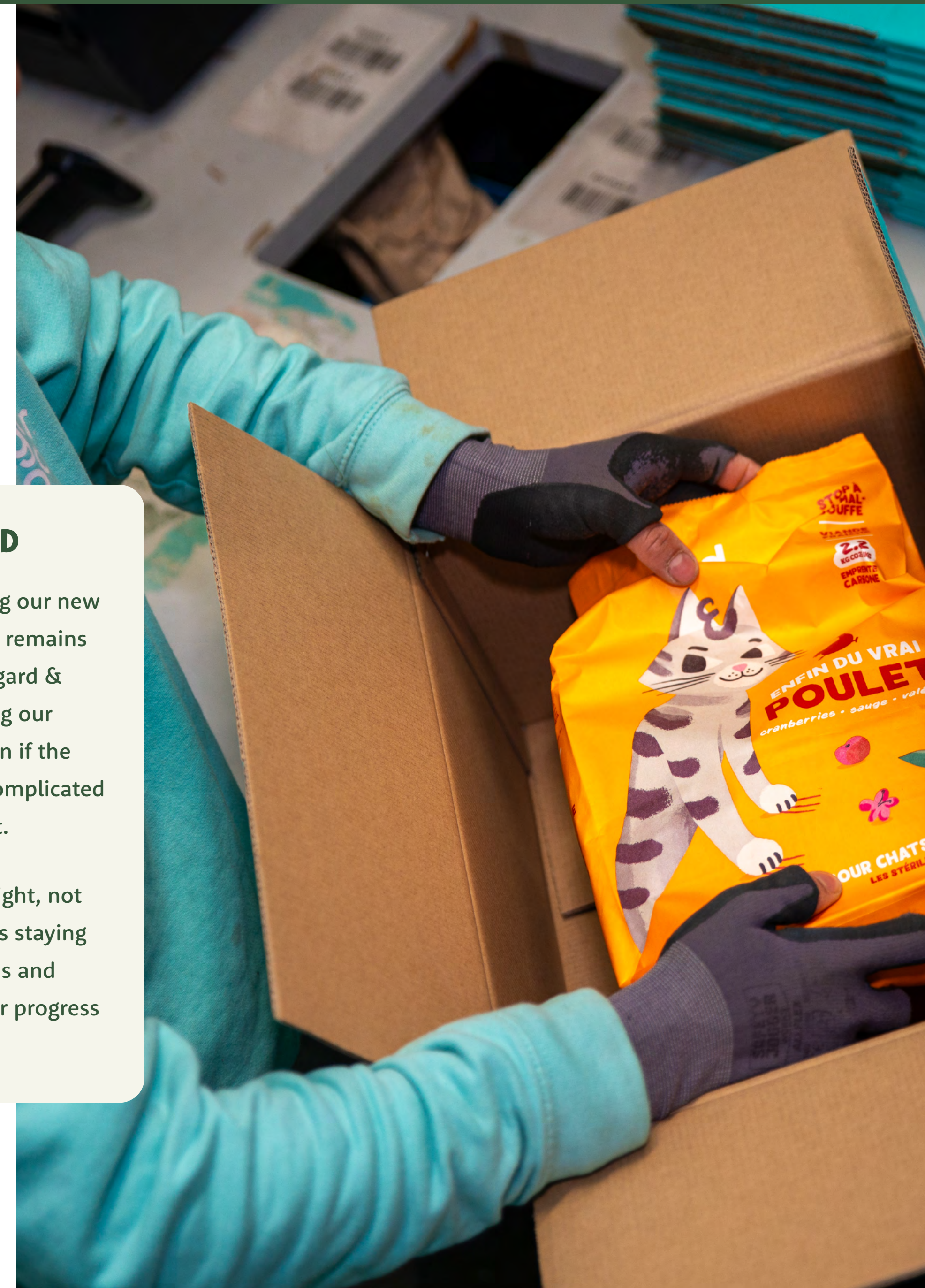
Instead of chasing an unrealistic goal, we're focusing on making real, measurable reductions wherever we can. We're working with carbon experts to improve the accuracy of our data collection, reformulating recipes, improving sourcing, cutting carbon from our packaging, and working hard to decouple emissions from growth, as well as putting carbon scores on pack to help pet parents make informed choices.

At the same time, we're keeping a close eye on the latest science and evolving standards around net zero, so we can reset our targets in a way that reflects both the urgency of the climate crisis and the reality of scaling a growing business.

LOOKING AHEAD

In 2025 we'll be setting our new strategy, and our goal remains the same: to grow Edgard & Cooper while shrinking our relative pawprint, even if the road ahead is more complicated than we once thought.

We'll keep choosing right, not easy – and that means staying transparent, ambitious and honest about both our progress and our challenges.



OUR SUSTAINABLE PACKAGING JOURNEY

PACKAGING PLAYS A VITAL ROLE — IT PROTECTS OUR FOOD, KEEPS IT FRESH, AND HELPS PET PARENTS MAKE INFORMED CHOICES.

But it also creates waste and emissions, so it's our responsibility to ensure that every pack comes with the lowest impact possible.

Over the past decade, we've learned that what sounds sustainable isn't always what works best in practice. That's why we're focused on real, scalable solutions that reduce waste and support a circular system. The road hasn't always been easy, but our stance is simple: good packaging should work for pets, people, and the planet.



A DECADE OF LEARNING (AND UNLEARNING)

When we began our packaging journey 10 years ago, we set out with clear intentions: to reduce our impact by choosing better materials. That meant using plant-based alternatives instead of fossil-based plastics and ensuring our paper came from responsibly managed forests (FSC-certified). At the time, bioplastics and compostable materials seemed like the future – and they were a positive step forward.

Since then, science, regulation and industry standards have all evolved – and so has our understanding of what truly makes packaging more sustainable. In 2020, we launched our Zero Pawprint Plan with an ambitious goal: to make all our packaging 100% closed-loop by 2025 – meaning every pack would be reusable, recyclable or compostable in practice, not just in theory.

This bold target has driven us to explore a range of innovations. Our reusable packaging pilot – trialled with Kibble Bars in the UK and France – gave us valuable insights, even if it wasn't ready to scale. Compostable materials also held promise, and our kibble, doggy dental and treats bags are certified for industrial composting. But the infrastructure to process them is still limited in many areas – and without the right systems in place, these packs too often end up in general waste.

Where we've seen real, practical impact is in recyclability – especially with materials like our metal cups and tins for wet food, which are infinitely recyclable and widely accepted by recycling systems across Europe. That's the direction we're now doubling down on for the rest of our packaging.

OUR NEXT STEPS

The good news? 2024 brought a wave of clarity and momentum. The EU's Packaging and Packaging Waste Regulation (PPWR) was agreed, finally harmonising packaging laws across Europe. We welcomed this – because let's face it, things were getting pretty confusing out there.

This new framework has helped us focus on the kinds of packaging we should be prioritising, and we've already begun putting that into practice – starting with our new cat treats (see next page).

While our packaging path hasn't been what we expected, our goal remains the same: to create high-quality products with the lowest possible impact on the planet. That's why we've spent the last decade working closely with sustainability experts, staying curious, and continuously improving our approach based on today's best science – not yesterday's assumptions.

From cutting-edge research to material innovations across the portfolio, we're now better equipped than ever to move faster, test smarter, and help shape the future of sustainable packaging.



Illustration of Kibble Bars, trialled in the UK and France

A SMARTER SOLUTION FOR CAT TREATS

IT ALL STARTED BACK IN 2022...

We wanted to create a new product – cat treats!

“Simple, we’ll just use the same packaging as our dog treats, right?”



WE HIT OUR FIRST HURDLE

Wait – not so fast! Cat treats have higher meat and fat content – and need to be resealable to keep them fresh for our fussy felines. Not possible in our current format.

“OK... so we need a totally new solution!”



THE SEARCH BEGINS

We brought in experts to analyse multiple different types of packaging – 20 types in total!

“Uh oh! Most of them do not meet our quality and sustainability standards...”



IN APRIL 2024...

The long-awaited new EU packaging legislation (PPWR) starts to take shape – which requires all packaging to be designed for recycling by 2030.

“Finally, some clarity!”



LET’S TRY OUR NEW PACKS!

We test out our new cat treats in Mono PE and Mono PP formats – will they keep them fresh?

“Hooray! They pass our rigorous tests on quality and palatability.”



READY FOR LAUNCH!

We proudly launch our new cat treats in the best packaging currently available, PPWR-compliant and designed for recyclability.

“Can I have a treat now?”



GOING FORWARD

We’ll keep sniffing out the way ahead for new packaging innovations to make sure we’re using the best available option for all our products.

“I’m ready to pounce on something new!”



OUR ETHICAL SOURCING JOURNEY

ANIMAL WELFARE MATTERS TO US – BECAUSE WE’RE A PACK OF PET LOVERS.

That’s why, since launching our Zero Pawprint Plan in 2020, we’ve been on a mission to trace our ingredients and push for higher welfare standards.



BETTER INGREDIENTS, HIGHER STANDARDS

Across the pet food industry, welfare standards can vary wildly. But at Edgard & Cooper, we believe every animal deserves a life worth living.

That's why we've committed to an ambitious goal: ensuring every single ingredient in our recipes meets our ethical sourcing policy, rooted in the globally recognised Five Freedoms of animal welfare.

So how are we doing?

- 93% of our meat, fish and offal is sourced to EU standard or above – from countries where the Five Freedoms are embedded in law. That's a strong baseline we're proud of.

- 52% of our ingredients go even further – meeting higher welfare standards through trusted welfare certifications and programmes like Aquaculture Stewardship Council (ASC) and Initiative Tierwohl, or farming practices that prioritise compassion.
- 16% of our range hits the highest tier of welfare – including organic and Marine Stewardship Council (MSC)-certified ingredients. These are the gold stars of animal-friendly sourcing.

And speaking of gold standards — around 10% of our products are plant-based — animal welfare at its purest. No meat, no compromises — just delicious, planet-kind recipes that dogs love. We don't always shout about it on pack. But if it meets our standards, it makes the cut.

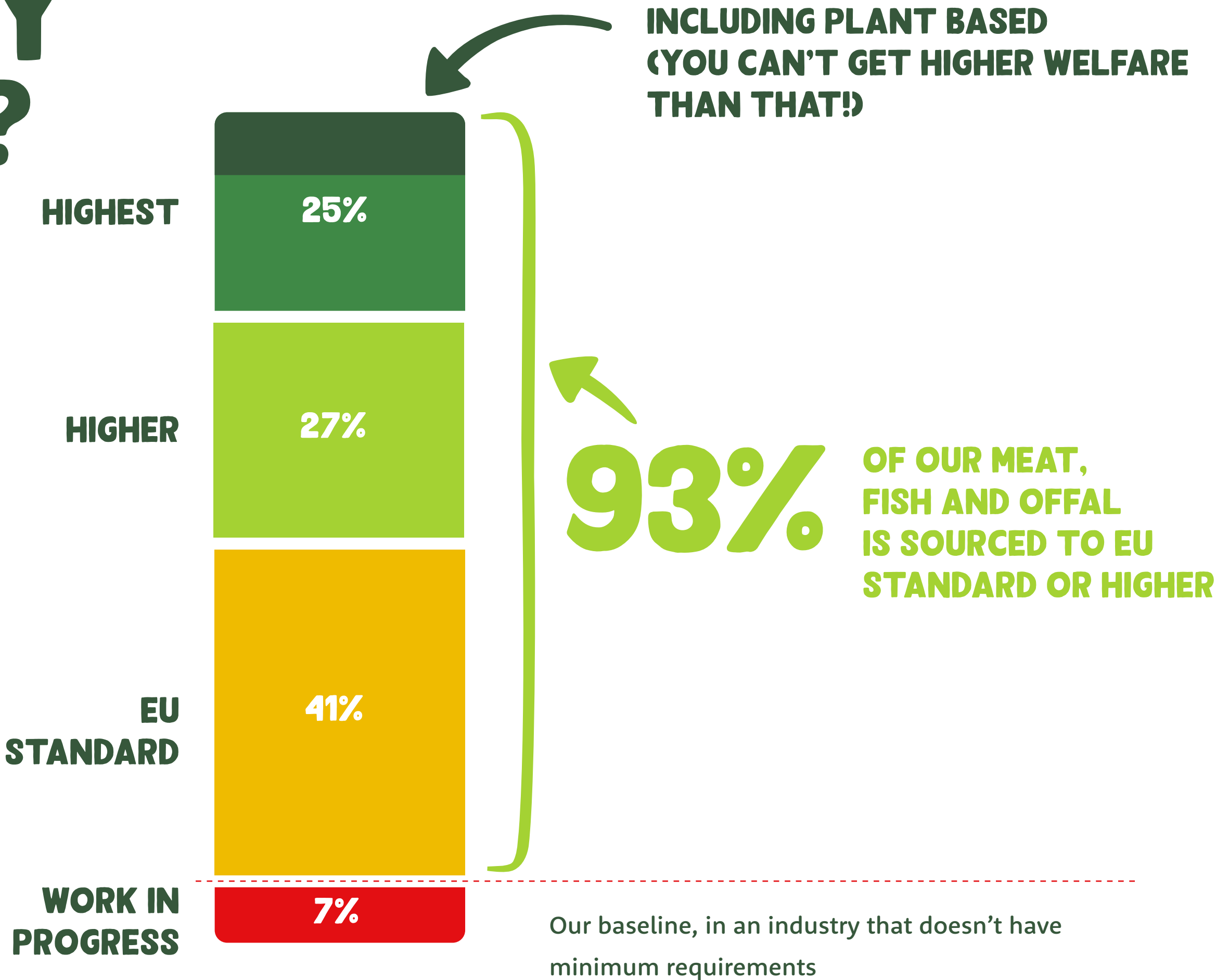
100% FISH PATE AND
CHUNK RECIPES ARE
MSC-CERTIFIED



HOW MANY OF OUR RECIPES ARE ETHICALLY SOURCED?

This bar chart shows the percentage of our recipes that meet higher welfare and sourcing standards. 'Higher' includes Initiative Tierwohl and ASC, and 'Highest' includes Organic, MSC and plant-based recipes.

We're working with our suppliers to reduce the remaining 7%, so watch this space! It's not that those recipes fall short, but that we can't guarantee they meet our standard just yet – so we're holding off until we're confident they do.



24% SALES WERE OF HIGHER WELFARE PRODUCTS

52% OF RECIPES ARE HIGHER OR HIGHEST WELFARE

4/11 DOG KIBBLES ARE PLANT-BASED OR ORGANIC

12% DOG RANGE IS FULLY ORGANIC

9% CAT RANGE IS FULLY ORGANIC

1/10 WEBSITE ORDERS INCLUDE ONE PLANT-BASED PRODUCT

BUILDING BETTER SUPPLY CHAINS – TOGETHER

Great products start with great partnerships. For us, working closely with suppliers isn't just about making top-quality recipes – it's about making sure every part of our supply chain reflects our values.

Joining the General Mills family has helped us take a big step forward. We've rolled out our **Supplier Code of Conduct** across our supplier network – a key milestone in setting clear expectations of our suppliers in four pillars of responsible sourcing: Human Rights, Health and Safety, Environment and Business Integrity.

But signing a Code is just the start. Our next focus is making sure our suppliers don't just agree with our standards – they live up to them. That means deeper engagement, stronger relationships, and more visibility across our supply chain.

We're particularly stepping up our work on human rights – an area where we know we have more to learn, and more to do.

We're proud of the progress so far. But with the support and expertise of General Mills, we've got an even bigger opportunity ahead: to lead by example, and build a supply chain that's good for pets, people, and the planet.



FILLING BOWLS, NOT BINS

At Edgard & Cooper, we believe that all food should go to bellies, not waste, especially when it can help pets and pet parents who need it most.

In 2024, we stepped up our efforts to donate damaged and excess stock, while reducing waste and supporting communities across Europe. Through the following projects we diverted more than 73 tonnes of perfectly good food from landfill, filling bowls not bins!

120 TONNES OF FOOD
AND TREATS DIVERTED
FROM LANDFILL

FEEDING PETS, SUPPORTING FAMILIES

With the cost of living continuing to bite, many pet parents are struggling to afford essentials. We believe no one should have to choose between feeding themselves and feeding their pets, so we've teamed up with In Kind Direct to work with food banks and shelters across the UK.

Thanks to this partnership, our food donations have helped hundreds of UK families keep their pets well-fed and at home, preventing animals from being surrendered to shelters due to financial hardship.

47

TONNES OF PET
FOOD SAVED IN
GERMANY AND
ITALY ALONE

FIGHTING FOOD WASTE

Through our partnership with Too Good To Go, we're making the most of food that's still perfectly good but doesn't meet traditional retail shelf-life requirements. This means short-dated or overstocked products find loving homes for a lower price instead of going to waste – and pets across Europe still get the high-quality nutrition they deserve.

We're proud to have been the first pet food brand to join Too Good To Go's new pet food sector in Italy, leading the way for others to follow. So far, we've diverted over 47 tonnes of pet food from landfill through Too Good To Go in Germany and Italy alone – with more countries rolling out soon!



**“PETS ARE COMPANIONS,
COMFORT, AND PART OF
THE FAMILY — AND YOUR
SUPPORT HAS HELPED
PEOPLE KEEP THEM WHERE
THEY BELONG: AT HOME.”**

— IN KIND DIRECT

PARTICIPATING WITH THE PACK

At Edgard & Cooper, our pack is our power! We don't do 'business as usual.' We challenge, we evolve, and we rewrite the rules to make this a great place to work. A place where every employee feels valued, backed, and fired up to bring their A-game every day (with a little tail-wagging motivation from our office dogs, obviously).

LISTENING, LEARNING AND TAKING ACTION

We don't just guess how our pack feels, we ask. Every year, we take the pulse of our people through our engagement survey. And in 2024, we saw a game-changing shift, with our Employee Net Promoter Score (ENPS) jumping 20 points. That's not just progress but it's proof that when we take action, we see real impact.

But surveys only scratch the surface. In 2024, we ran hands-on workshops across the business to dig deeper. That's where the real magic happens. By mixing hard data with honest conversations, we've uncovered blind spots and sparked fresh ideas. Whether that's a simple fix like adding a drinks & snacks machine in our warehouse or something more ambitious like building a full-fledged leadership track to develop our managers into future-ready leaders – this year we've turned feedback into action.

92% OF OUR PEOPLE ARE
PROUD TO WORK FOR
EDGARD & COOPER



LEVELLING UP LEADERSHIP

Great leadership isn't a nice-to-have, it's essential. And in 2024, we made it a top priority. Our survey made it clear: our people are hungry for growth — they want more support, clearer direction, and inspiring leadership to help them thrive. So that's what we set out to deliver.

We rolled out leadership training and coaching for every leader — no exceptions. Managers went deep into the tough stuff: giving real, constructive feedback, writing impactful performance reviews, hiring the right people, managing team dynamics, and communicating with clarity. The training goes beyond just theory — every leader gets personal 1:1 coaching to tackle their own challenges, from tough conversations to career growth and everything in between.

The impact was clearly visible — our score on 'I get the coaching I need' saw a major jump since last year, and manager-specific scores climbed from 41% in 2023 to 62% in 2024. When leaders step up, teams thrive! We are happy to see stronger, happier, and more engaged teams because of it.

A PLACE TO GROW – KARIMA'S STORY

We pride ourselves on Edgard & Cooper being a place for talented people to thrive and grow, like Karima:

“When I first joined the warehouse team at Edgard & Cooper, I started as an interim employee. I wasn't sure where it would lead — or even if I was the right fit. But I stuck with it, proved myself, and before long, I was promoted to Assistant Team Lead. Now, I'm a Team Lead, and I couldn't be prouder of how far I've come.

Before this, I worked in customer service, learning how to handle people and tough situations under pressure. I brought that same energy to the warehouse, but leadership wasn't always easy. Some people tested my kindness, and I had to learn that being a good leader isn't just about being approachable — it's also about making the tough calls when needed to keep things fair and structured.

One of the things I love most about my role is building a strong, communicative team. I know that people work best when they feel heard, supported, and respected. That's why I started holding monthly 1:1 meetings with my team — so that everyone has

the chance to speak up and feel valued. Edgard & Cooper also gave me the opportunity to take leadership training, which has helped me grow in confidence and develop a leadership style that balances positivity, structure, and fairness.

Looking back, I'm so glad I pushed through those early challenges. Edgard & Cooper isn't just a workplace — it's a place where you can grow, be supported, and become a leader if you're willing to put in the effort. If you'd told me when I started that I'd be where I am today, I wouldn't have believed you. But here I am — and I'm just getting started.”



PAWS FOR INCLUSION: CREATING A CULTURE OF BELONGING

In 2024, we launched Paws for Inclusion, an optional employee network group open to all team members. The committee consists of volunteers from across the company working to foster a culture of belonging.

But this is much more than just a committee. It's a movement powered by people who care deeply about creating a workplace where everyone belongs. We kicked off with expert input from General Mills, launched a survey to gather honest input and held our first brainstorm to co-create change.

We're still early in the journey, but the energy is undeniable. 2024 was about listening, reflecting, and building a foundation. 2025 will be about turning insight into action.

MORE THAN A DAY JOB

In 2024, our pack proved that making an impact doesn't stop at our day jobs. Across seven countries, our team volunteered more than 1,275 hours to support pets, people, and the planet — lending their time and skills to causes close to their hearts, proving that every act of kindness adds up.

For our pack, giving back isn't just something we do — it's part of who we are. We choose right, not easy, to create a better world for pets, people, and the planet.

Check out some of the things our pack did for volunteering:

1,275 HOURS
VOLUNTEERED
BY OUR PACK



SOME OF OUR PACK HAD THE CHANCE TO SUPPORT WILD ANIMALS IN NEED, SPENDING THE DAY SHADOWING CARETAKERS AND LEARNING THE UNIQUE STORIES OF EACH ANIMAL.



COR VOLUNTEERED AT HIS DAUGHTER'S SCHOOL, HELPING TO ORGANISE OUTDOOR ACTIVITIES AND WORKSHOPS — AND EVEN TEACHING CIRCUS TECHNIQUES TO SIX CHILDREN!



OUR VOLUNTEERS HELPED CLEAN, COOK, AND DECORATE AT HACHIKO, AN INCREDIBLE ORGANISATION THAT TRAINS ASSISTANCE DOGS.



FROM CLEANING KENNELS AND MOPPING FLOORS TO WASHING WINDOWS AND WALKING DOGS — OUR PACK TACKLED IT ALL WHILE VOLUNTEERING AT THE SHELTER IN GHENT.



OUR UK TEAM SPENT THE DAY WITH OUR FOUNDATION PARTNER MAYHEW, LENDING EXTRA HELPING HANDS TO PREPARE FOR THE BUSY CHRISTMAS SEASON.



THE ROTTERDAM OFFICE TEAM GOT THEIR HANDS DIRTY AT A LOCAL SHELTER, MAKING SURE THE DOGS AND CATS COULD ENJOY A CLEAN, FRESH ENVIRONMENT.

OUR BELGIAN SALES & MARKETING TEAM SUPPORTED AN ORGANISATION THAT CARES FOR ELDERLY HORSES, MUCKING OUT STABLES, FEEDING THE ANIMALS, AND MORE.



FOLLOWING SEVERE FLOODING IN VALENCIA CAUSED BY AN EXTREME STORM, OUR SPANISH TEAM STEPPED UP TO DELIVER PET FOOD AND HELP CLEAN UP LOCAL SHELTERS, ENSURING ANIMALS IN CRISIS WERE NOT LEFT BEHIND.



AFTER A BUSY SUMMER, THE BEACH NEEDED SOME CARE TOO — SO PART OF OUR OPERATIONS TEAM ROLLED UP THEIR SLEEVES FOR A BEACH CLEAN-UP!



OUR TEAM SUPPORTED A WILDLIFE RESCUE BY PREPPING FOOD, FEEDING ANIMALS, AND REINFORCING THE BIRD CAGES TO HELP STRENGTHEN THEIR ENCLOSURES.



BE MORE DOG

At Edgard & Cooper, we believe life’s better when you *Be More Dog* – curious, playful and always up for a tail wag. It’s not just a saying, it’s the heartbeat of our culture. And in 2024, we made sure our pack had plenty of opportunities to live it up, whether that meant connecting, celebrating, or just taking a moment to have fun.

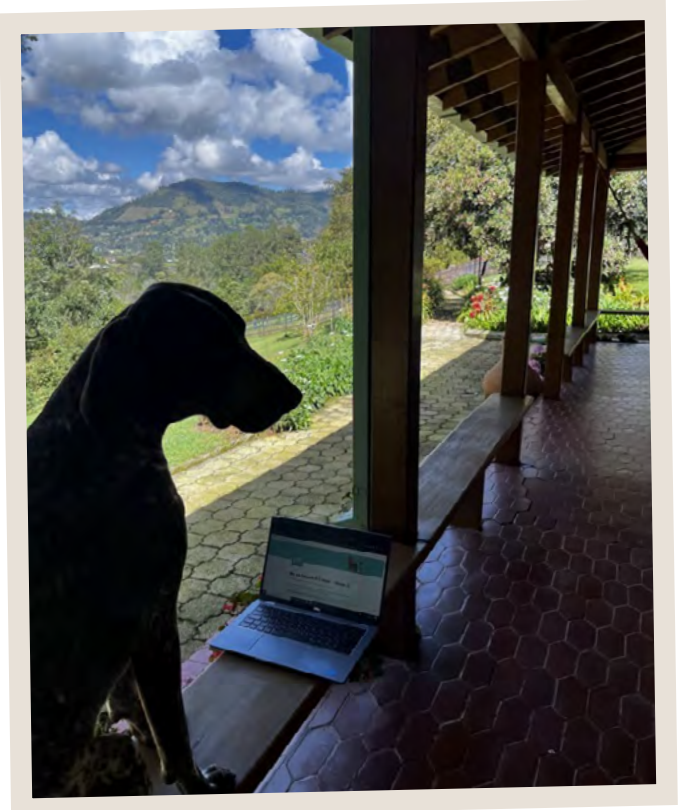
FUN-FILLED EVENTS

From our legendary summer gathering (aka Turquoichella) to unforgettable team events like sheep herding, wellness retreats and raft building days, we made sure there was always time to pause for play. Our office dogs were at the heart of it all, reminding us to take breaks, stretch our legs, and always keep a healthy snack nearby (for them, not us!).

TAIL-WAGGING BENEFITS

And it’s not just about the moments of fun. We know that when we all Be More Dog, work feels better and we make a bigger impact. While our Work From Anywhere benefit and Take 1 leave were launched before 2024, they were still big game-changers this year. Whether it was a team member working from a villa in Greece, the mountains in Colombia or the beaches of Brazil – or taking a well-deserved break for a month to focus on personal goals, these flexible options allowed our pack to stay balanced, motivated, and inspired.

CLARA AND DANTE (PICTURED) WORKED FROM THE SUNNY MOUNTAINS OF COLOMBIA. RUMOUR HAS IT DANTE’S PAWS SENT ONE OR TWO UNINTELLIGIBLE SLACKS TO PEOPLE.



OUR OPERATIONS TEAM TOOK THE ULTIMATE WORKATION IN THE SOUTH OF FRANCE. FROM EMAILS BY THE POOL TO AFTERNOONS OF EXPLORING, THEY DID IT ALL AND ARE ALREADY PLANNING A 2025 EDITION – THIS TIME CLOSER TO HOME, BUT HOPEFULLY STILL WITH A POOL.



EMMA TOOK THREE MONTHS OFF WORK TO TRAVEL AROUND SOUTH AMERICA. YES, SHE DILIGENTLY PETTED EVERY CAT SHE MET.

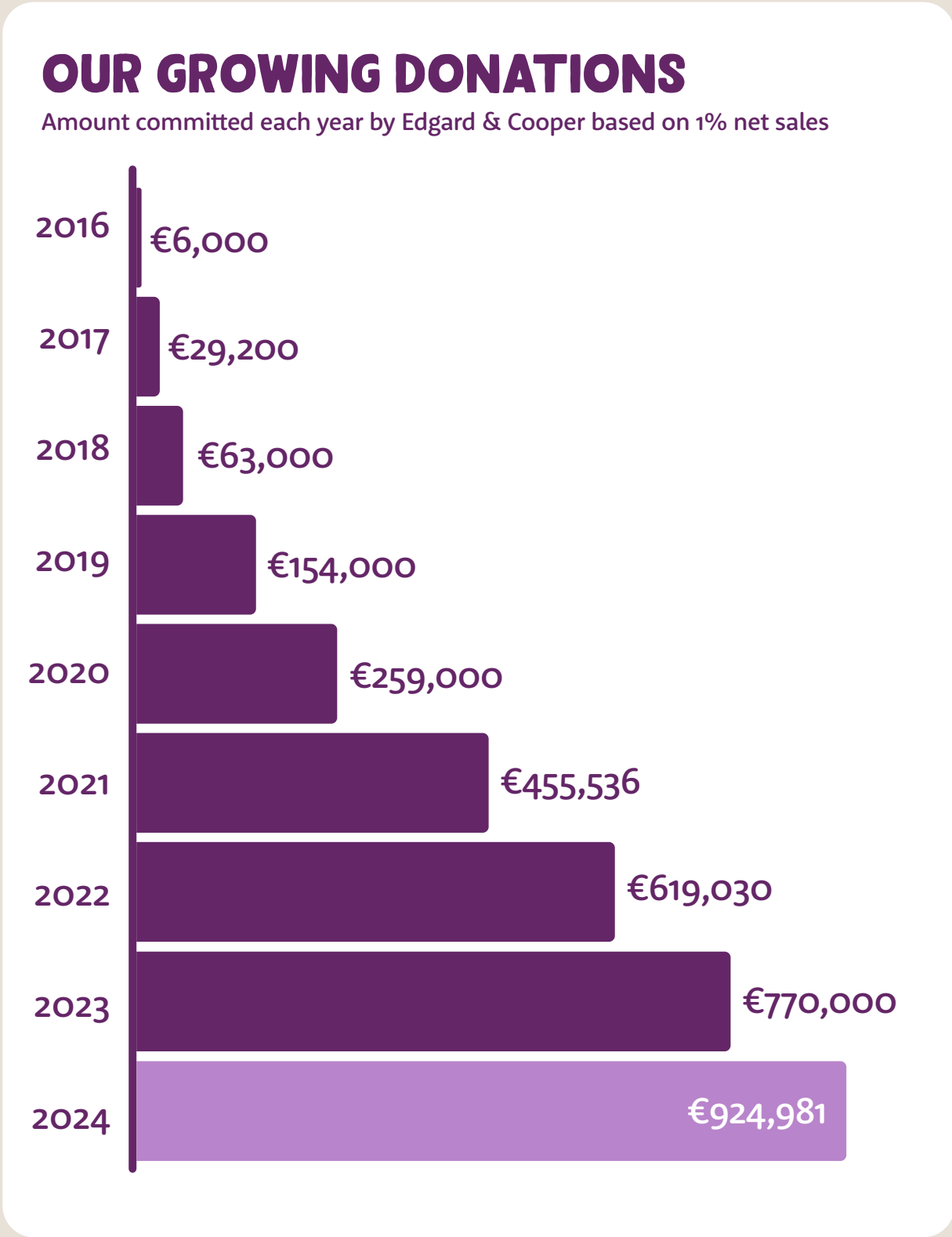


ENDING SUFFERING FOR CATS AND DOGS, **EVERYWHERE**

To help end suffering for all cats and dogs, we created the Edgard & Cooper Foundation, supporting dog and cat non-profit organisations around the world. Every year, we commit 1% of our net sales to the Foundation.

Since 2016, we have given €3,303,869 to the Edgard & Cooper Foundation, €924,981 of which was in 2024.

In 2024, the Foundation transferred €928,588.50 to 19 partners, and agreed to donate a further €612,231.00 to 11 partners throughout 2025, including funding that has been carried forward from previous years.



IMPROVING THE LIVES OF CATS AND DOGS

Our vision is a world where every dog and cat has access to everything they need to live a long, happy and healthy life.

To achieve this, we set up the Edgard & Cooper Foundation which has three main goals:

These goals are designed to provide immediate support and relief to cats and dogs in need, while creating long term change that will break the cycle of neglect at an individual, community and government level. The projects the Foundation supports are chosen because they explicitly address one or more of these goals in a sustainable, future-proof way.

OUR GOALS

1

**STOP THE
AVOIDABLE
SUFFERING OF
CATS AND DOGS**

2

**HELP PEOPLE
UNDERSTAND
WHAT CATS AND
DOGS NEED**

3

**CHAMPION THE
LEGAL PROTECTION
OF CATS AND DOGS**

Humane World for Animals



THE EDGARD & COOPER FOUNDATION'S THEORY OF CHANGE



A MESSAGE FROM CLARA

Hey there, I'm Clara.

This year I stepped into my new role as Advisor for the Edgard & Cooper Foundation! This means I get to work with passionate animal lovers, facilitate the grant process, and make sure our fabulous Foundation partners have the tools and resources they need to succeed – all while maximising our impact. It also means my inbox is filled with the best dog and cat pictures and stories, but that's beside the point. It's just so heartwarming to know that my passion for pets can be translated into a job!

Since stepping into this role, I've been on a mission to level up how the Foundation works behind the scenes – because the bigger we get, the more structure we need. I've been working hard on better processes, clearer governance, stronger partnerships and better reporting so we can stretch every donation further for the animals who need it most.

But I'm not just here to push paper (although some of it is pretty important!). One of the things I loved most about my job this year was learning and connecting with our amazing charity partners.

We're lucky to support projects at all stages and across different focus areas - from making veterinary care accessible across South Africa, to population management in Tanzania and animal welfare education in Chile and Bolivia. Their work is nothing short of extraordinary. To our partners – your work inspires me, and it's a privilege to partner with you.

A huge win came by bringing our partners together for the first time – we've seen incredible synergies emerge, proving that collaboration can amplify impact in ways we never imagined.

Of course, none of this would be possible without our customers and incredible pack. Every Edgard & Cooper bag of food bought helps fund the life-saving work of our Foundation. Together, we're proving that business can be a force for good – and that good can mean a whole lot of wagging tails, happy snoots and healthier, happier lives.

Everything we do as a company can lead to positive change on the planet and pets worldwide. I can't wait to see what we'll achieve together next.

Thank you – from me, and from all the dogs and cats you're helping!

CLARA



SUPPORTING IMPACTFUL PROJECTS AROUND THE WORLD

This year, the Foundation has partnered with 15 amazing charities to help cats and dogs in all corners of the world, from Tanzania to Chile, India to South Africa. Here is the impact our donations are expected to make in 2025. (With so many projects, we had to make two maps!)

KEY

Vet care owned pets

Community education

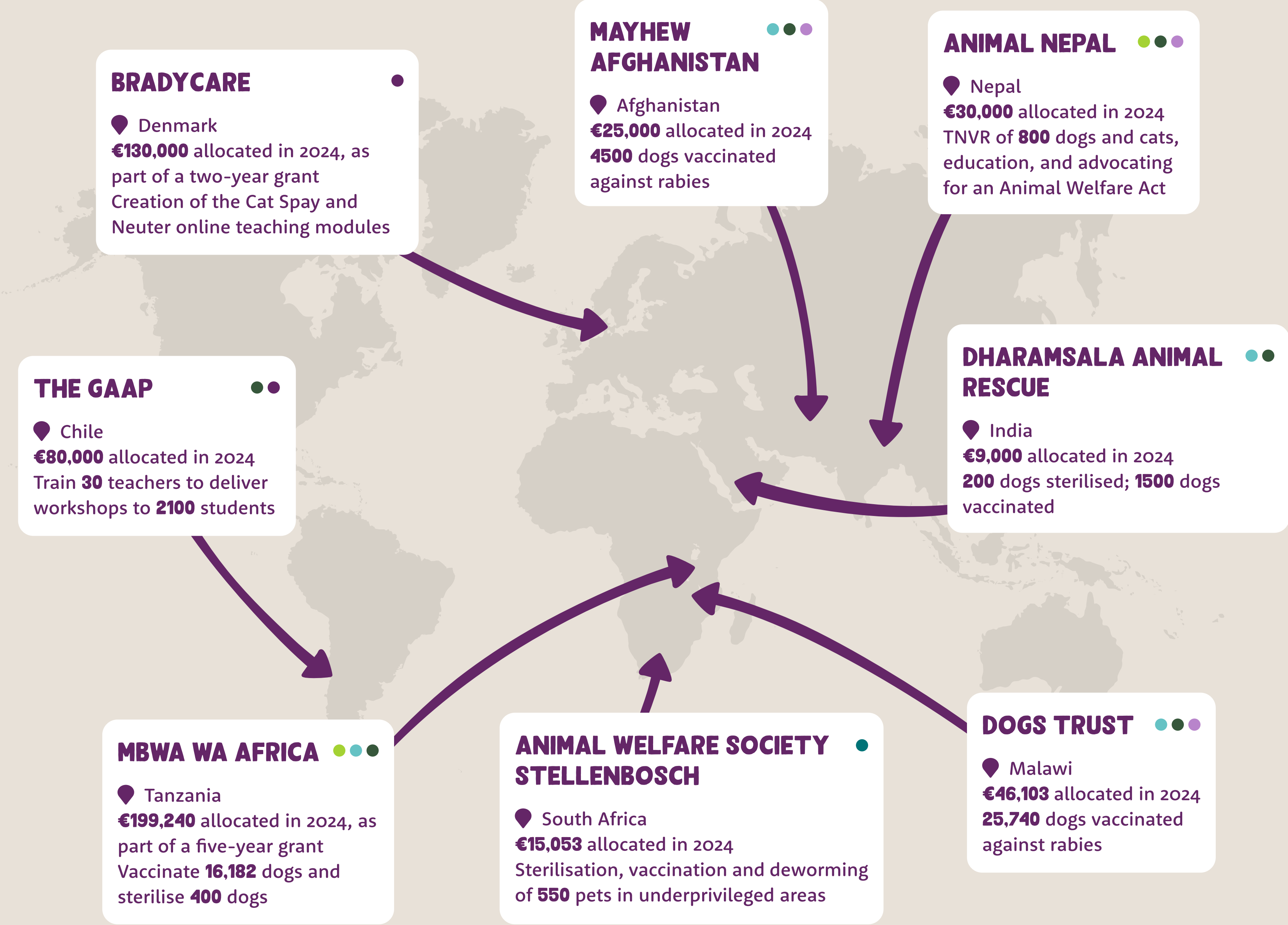
Government work

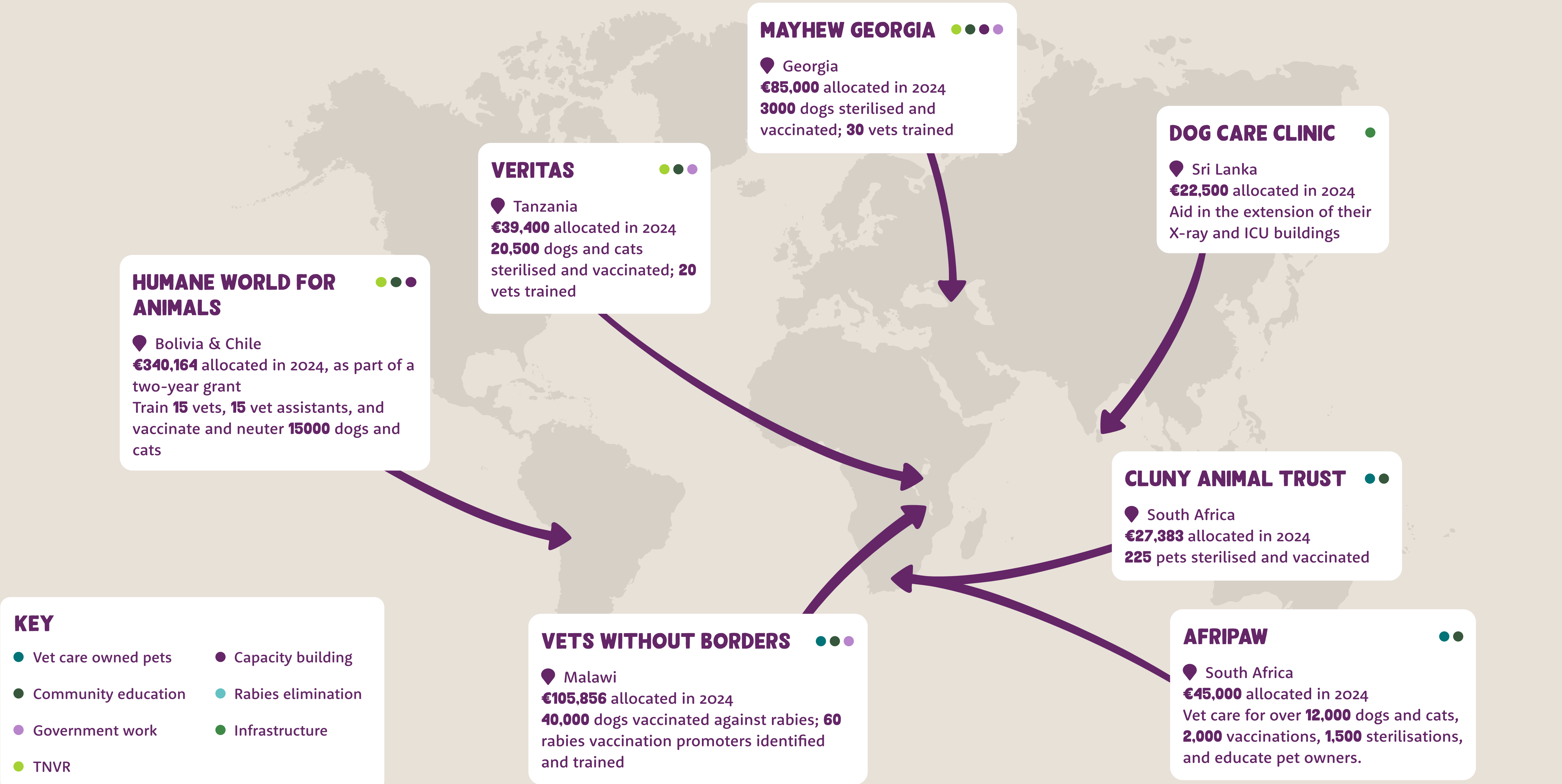
TNVR

Capacity building

Rabies elimination

Infrastructure





MAYHEW AFGHANISTAN: A LEGACY OF RABIES ELIMINATION

The Foundation's partnership with Mayhew Afghanistan, *one of our longest-standing collaborations*, has spanned five years, supporting their vital work on rabies elimination in Kabul since 2019. However, like all good things, it must come to an end. As 2024 finishes, so does our partnership.

But fear not! It's for a good reason: Mayhew Afghanistan's work is coming to a natural end following its success in eliminating rabies in Kabul and the sustainable future it has built for rabies control. They worked hand-in-hand with the Kabul Municipality, Ministry of Agriculture, and Kabul University, ensuring that local expertise and ownership were cultivated from the start. As a Foundation, we love to support this type of approach as it empowers communities to maintain critical programs long after external support concludes.

Looking back at Mayhew Afghanistan's accomplishments, we feel inspired and proud. In 2015, 1,700 human rabies deaths were recorded in Afghanistan. Thanks to our partner's tireless work, there've been no reported cases of dog-mediated rabies in humans or confirmed cases of dog rabies in Kabul since 2021. This success comes from three key pillars:

WIDESPREAD VACCINATIONS

76,668 dogs were vaccinated across Kabul between November 2019 and December 2024. Every district achieved a minimum vaccination coverage of 71%, exceeding the critical threshold required to effectively eliminate human rabies cases. This achievement represents a monumental effort in protecting both animals and people.

CREATING A RABIES BUFFER ZONE

Established a rabies buffer zone around Kabul, ensuring the sustainability of the program and safeguarding the community's health for years to come.

COMMUNITY EDUCATION

Of both children and adults about rabies prevention and responsible animal welfare, empowering the community to take an active role in protecting themselves and their animals, fostering a culture of awareness and responsibility.

As Mayhew Afghanistan completes its work this year, the Kabul Municipality, Ministry of Agriculture and Kabul University will maintain the vaccination programme in the city.

The Edgard & Cooper Foundation is immensely proud to have been a part of this transformative journey, demonstrating the power of sustainable partnerships and development.

€194,908 GRANTED

76,668 DOGS VACCINATED

10,000 PEOPLE EDUCATED



WORLD ANIMAL PROTECTION: IMPACTFUL VETERINARY CARE

While we value long-term projects, sometimes help is needed immediately. Following the displacement of many people and animals in Ukraine in 2022, countless dogs and cats were left homeless, injured, and abandoned, with many regions cut off from veterinary care.

Through a €27,000 emergency grant, the Foundation partnered with World Animal Protection to provide critical aid to animals in Kherson, Izmail, and Odesa. This project was focused on controlling stray populations, protecting animals from disease, and ensuring they received critical care.

Despite immense challenges, this project made a real difference:

URGENT VETERINARY CARE

The grant enabled 724 dogs and cats to be sterilised, vaccinated, dewormed, and microchipped, preventing the spread of disease and ensuring safer lives.

COLLABORATION WITH LOCAL PARTNERS

Working on the ground with the Ukrainian Veterinary Medicine Foundation (UVMF) and Save the Dogs was the best way to deliver support quickly and efficiently.

LIFE-CHANGING SUPPORT

The Foundation grant covered 44% of the total project costs, meaning this support was vital to the success of the project.

While the need is still urgent, the Edgard & Cooper Foundation is proud to have provided care and compassion.

€27,000 GRANTED
724 ANIMALS TREATED
3 CITIES SUPPORTED



BRADYCARE: ELEVATING VETERINARY STANDARDS TO SAVE LIVES

In many parts of the world, street dogs and cats face unimaginable hardships – from hunger and disease to dangerous, outdated surgical procedures. Unlike pets, these animals don’t have owners to monitor their recovery after surgery, making high-quality veterinary care a matter of life and death.

That’s where BradyCare comes in. Their mission? To ensure that no animal suffers needlessly due to a lack of proper surgical training. By providing accessible, high-quality veterinary education, they’re equipping vets around the world with the skills, confidence, and knowledge to perform safer, more humane procedures.

In 2024, we launched a two-year partnership with BradyCare, funding their Cat Spay & Neuter Modules – a program designed to improve the surgical outcomes of hundreds of thousands of animals every year. With this funding, BradyCare is:

TRAINING VETERINARIANS WORLDWIDE

In modern, humane surgical techniques, reducing pain, complications, and suffering.

PROVIDING ACCESSIBLE ONLINE COURSES

These allow veterinary professionals to build their skills by learning at their own pace, from anywhere.

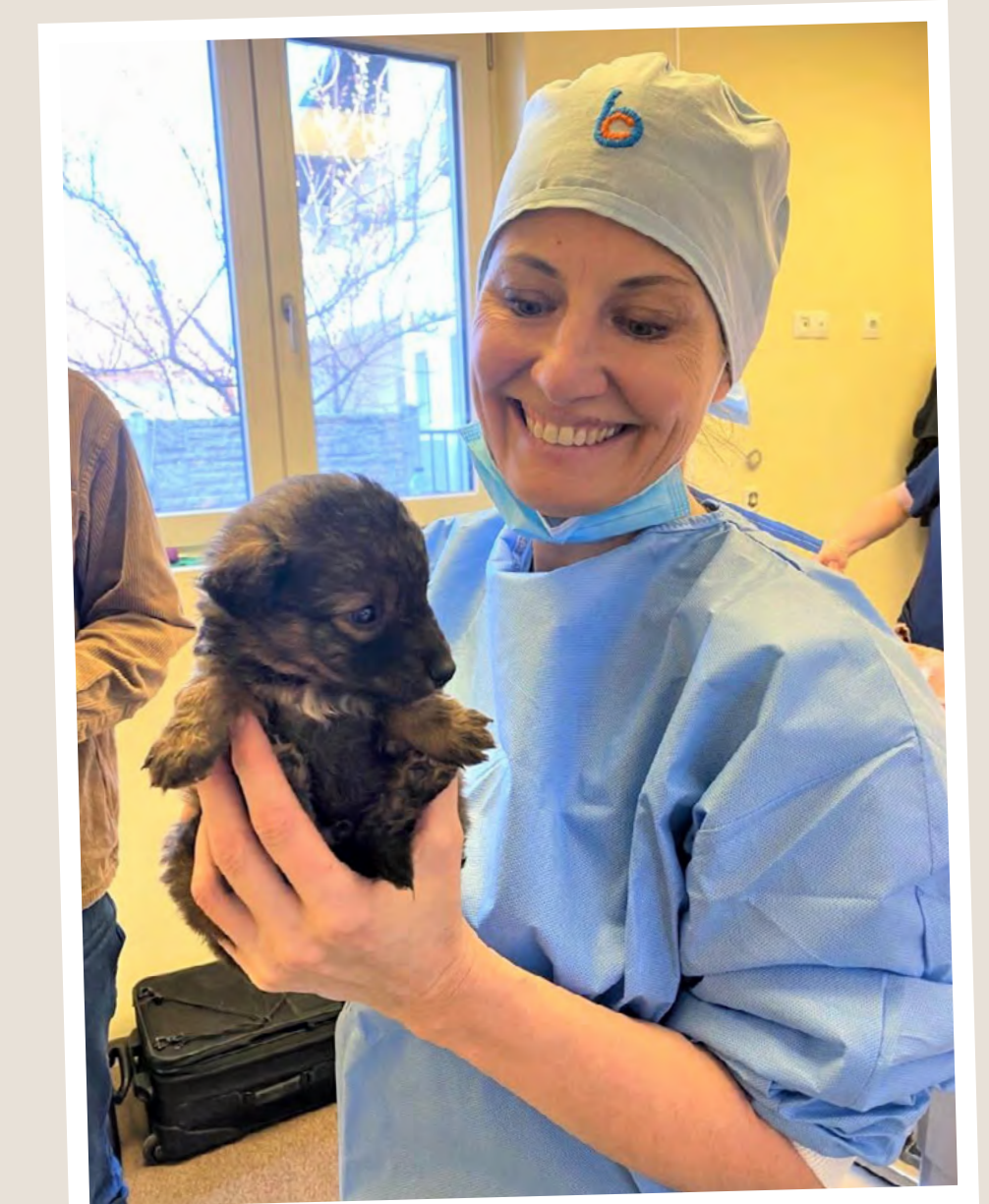
OFFERING FIELD TRAINING AND WORKSHOPS

These help vets in underserved regions gain practical, hands-on experience of how to work in real-world situations, supported by trained experts.

By investing in education and expertise, BradyCare isn’t just improving outcomes for individual animals – they’re creating a ripple effect that will prevent the suffering of countless future generations. We’re proud to be supporting them to build a future where every animal receives the care they deserve.

€130,000 GRANTED

500,000+ ANIMALS IMPACTED ANNUALLY



WHICH CAUSE? YOU DECIDE!

At Edgard & Cooper, every pet parent who buys our food plays a role in helping animals in need. That's because 1% of every bag, tin or pack purchased goes directly to supporting the Foundation. And in 2024, we took it a step further – by giving our community the chance to decide where extra funding should go.

We asked pet parents to vote for their favourite projects, and with 6,962 votes cast, two incredible initiatives received an extra €10,000 boost each.

This campaign proved that every pet parent who chooses Edgard & Cooper is part of something bigger. Your votes, your purchases, and your support directly change lives – helping animals get the care they deserve.



MAYHEW GEORGIA

Supporting the creation of the Edgard & Cooper Emergency Treatment Fund, providing urgent care for dogs and cats involved in traumatic accidents.



DOG CARE CLINIC, SRI LANKA

Expanding and equipping their Intensive Care Unit (ICU) to provide life-saving treatment to more critically ill and injured dogs.

SUPPORTING GOOD CAUSES, CHANGING LIVES

The following stories highlight just a snapshot of the other projects being supported by the Edgard & Cooper Foundation around the globe:



HELPING DOGS AND CATS, NO MATTER WHERE THEY ARE

In a squatter settlement in Chile, Humane World for Animals' mobile veterinary team ran into Kimba, a young Rottweiler suffering from a severe infection after a fight. Despite treating Kimba at home, her condition worsened, so the team arranged surgery at a local clinic. While the procedure couldn't fully remove the infection, Kimba experienced significant relief and was sent home with medication to support her recovery. Kimba's story reflects Humane World for Animals' commitment to help all animals, no matter where they are. We are proud to support their work.



DID SOMEONE CALL A CAB?

In the heart of South Africa's underserved communities, AfriPaw is rolling out a game-changing solution: the AfriPaw Taxi. These bicycle taxis, fitted with pet-friendly carts, allow local ambassadors to pick up dogs and cats straight from their homes and transport them to AfriPaw's community clinics for vital services like vaccinations, deworming, and treatment. It's a smart, practical way of bringing down the barrier of transport that many pet owners in the area face. And when the taxis are not in use for clinics, they moonlight as mobile grooming units. This kind of outside-the-box thinking is classic AfriPaw: always evolving, always focused on what's best for dogs and cats. Paws up to them.

THE FUTURE AND BEYOND

We're so excited for what's ahead — and we hope you are too!

We ended 2024 as a team of three women, all passionate about driving Edgard & Cooper towards its purpose-led goals. Starting the year as a team of just one, growing to three feels like a real milestone — and we're ready to turn this strength in numbers into even greater impact.

As Edgard & Cooper grows, we know our commitment to making a positive difference must grow too. That's why we're more determined than ever to nurture a strong impact culture — not just across our pack, but within the wider industry as well.

We know we often talk about 'people, pets and planet' — but it's because they truly live at the heart of everything we do (and fill our turquoise-coloured hearts with pride!). We're proud of how far we've come, and at the same time, we know the journey is far from over. Bold goals have always been our fuel, and we'll continue to celebrate our achievements while setting our sights even higher — to tread lighter, reach further, and make an even bigger difference.

2025 is a big year for us: we're sprinting towards the finish line of our 2020 Zero Pawprint Plan and taking the first steps towards an exciting new vision for 2030 and beyond.

To our wonderful customers, suppliers, pack members, and all the curious ones (with or without wagging tails) — we'd love for you to join us on this journey. Reach us via hello@edgardcooper.com.

We can't wait to see where the next chapter takes us — together.

Purposeful woofs,

GREER, CLARA AND KERENZA
E&C IMPACT SQUAD



**edgard
Cooper**