



PURINA PRO PLAN **Young Vets Symposium** December 2025

BUSINESS CONFIDENTIAL

Our Purpose

A clear purpose defines why we exist and aligns our actions

While petfood is and will be at the heart of what we do, it is not all that we do. For many years we have had a strong global purpose that guides all our actions:

Creating richer lives for pets and the people who love them

A purpose that is built on our heritage and our belief:

When pets and people bond, life becomes better

We are strongly committed to make a difference in the life of pets and pet lovers, but also with positive impact on the communities and the planet we all share, through our **Purina Commitments**.

#WeAreBetterWithPets



Where and how *we make an impact*

We are committed to making a positive impact on the health of **pets**, **people**, and our **planet**.



Purina in Society (PinS) Commitments

First presented in 2016, our Commitments were created by listening to stakeholders and understanding what matters to them in relation to our business and to society.



PinS Report 2016

'Healthy love' campaign launched to combat **pet obesity**

6 countries establish **pet adoption partnerships**

60% spend of direct materials **responsibly sourced**



PinS Report 2018

>100K contacts with consumers, of which **13K related to petcare advice**

Responsible pet ownership programmes in 9 countries reach **over 800K children**

100% of our soya is traceable



PinS Report 2022

37 New Products launched

All artificial colourants removed from our products

209 PetsatWork Alliances established

> 3500 tones packaging saved

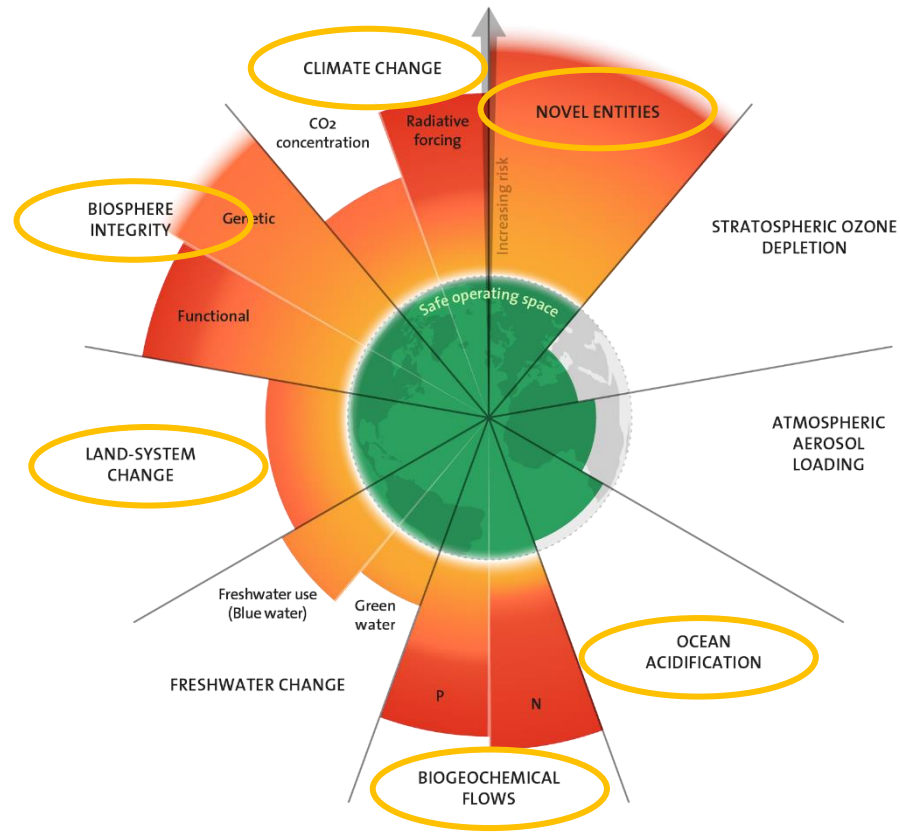


Purina Commitments 2023 - 2030

Launched during the 2022 BetterwithPets Forum, these six new commitments show how Purina is leading the way in shaping the future of petcare.

Original PinS commitments achieved by 2023

The Planetary Boundaries inspired our environmental engagement, and we aim to positively impact six by 2030



Our PURINA commitments launched in 2020

01
Innovate pet nutrition and
source ingredients through
regenerative practises



02
Promote pet adoption by
leveraging partnerships



03
Promote responsible pet
ownership programmes



04
Foster people's health through the
power of the pet-human bond



05
Work towards a waste-free future



06
Advance regeneration of soil
and ocean ecosystems



Source: Stockholm Resilience Centre, based on analysis in Persson et al 2022 and Steffen et al 2015.

Innovating *Pet Nutrition* and *sourcing ingredients* through *regenerative practices*

Science-led Pet Nutrition

Purina invests heavily in R&D to ensure pet recipes nourish health and wellbeing with scientific precision.

Sustainable Ingredient Sourcing

Responsible sourcing prioritizes environmental impact, focusing on soil health, biodiversity, and carbon footprint reduction.

Regenerative Agriculture Integration

Incorporating regenerative agriculture restores soil fertility and enhances climate resilience across the supply chain.

Responsible Fish Sourcing

Sustainably sourced fish protects marine ecosystems while providing essential pet nutrients.



Our goals

YEAR	GOAL
2024	Launch 20 new products improving pet health and wellbeing
2025	Source 20% of cereals and vegetable proteins from regenerative agriculture
2030	Increase regenerative sourcing to 50% and use 100% responsibly sourced fish

02 PETS
PROMOTE PET ADOPTION
LEVERAGING
PARTNERSHIPS



Beyond the bowl, PURINA is committed to making a difference locally together with our partners.

We recognize that to achieve meaningful social impact it is key to collaborate and partner because only **together change happens**.

That's why we work historically and locally with many organisations. Key examples are the 47+ Partners we have across more than 15 countries supporting and promoting pet adoption



03 PETS
PROMOTE RESPONSIBLE
PET OWNERSHIP
PROGRAMMES

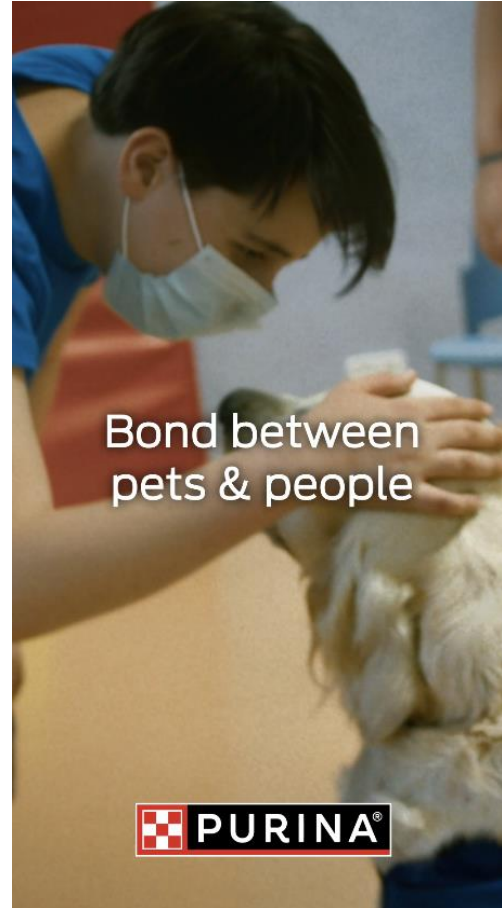


» By 2030, **3 million people** will have participated in our programmes



We have launched a commitment to Foster People's Health through the ***Power of the Pet Human Bond***

04 COMMUNITIES
FOSTER PEOPLE'S HEALTH
THROUGH THE POWER OF
THE PET HUMAN BOND



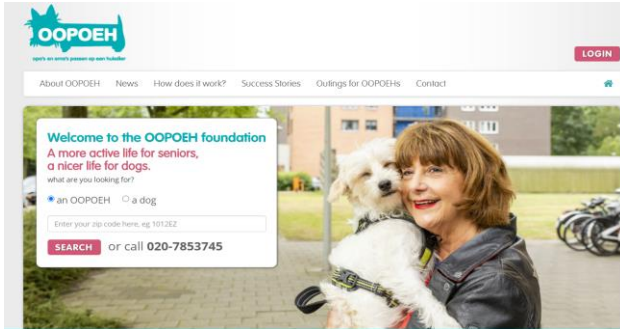
Bond between
pets & people



By 2030, we aim to help
1,000,000 people in
vulnerable situations
improve their health and
wellbeing

Some of our *BetterWithPets* Prize Winners

Social entrepreneurs whose businesses harness the power of the pet-human bond with societal impact in mind



The OPOEH Foundation Netherlands (Winner of 2018 Prize)

The OPOEH Foundation hopes to reduce loneliness and increase physical activity for the elderly by matching them as a dog sitter to a family in their own neighbourhood



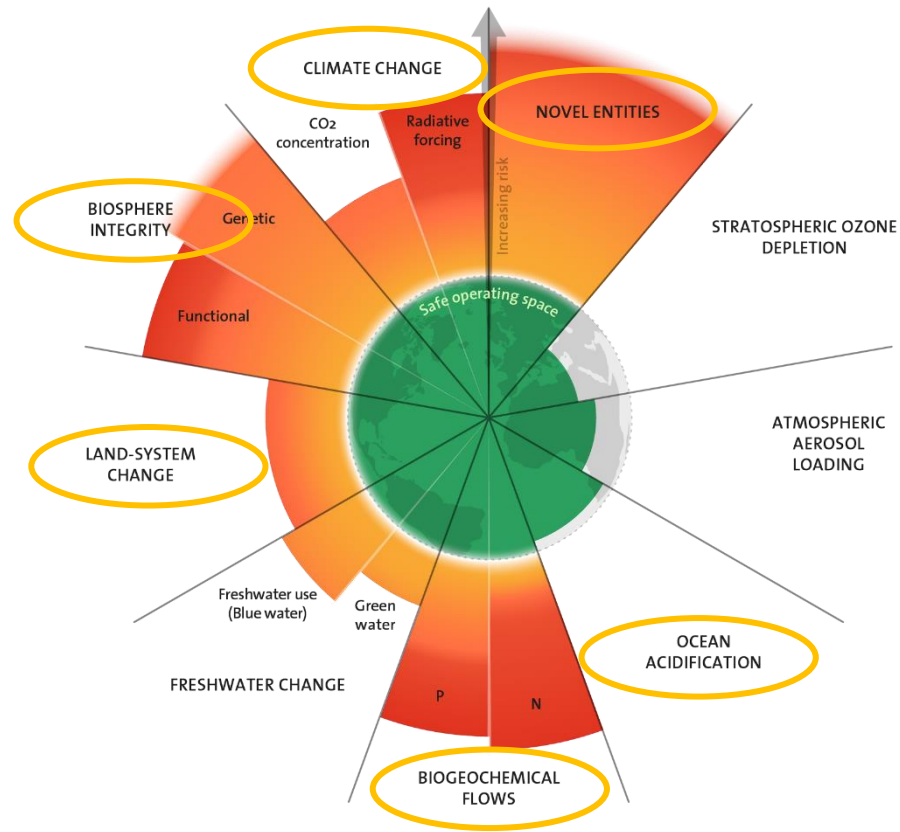
STREET VET UK (Winner of 2020 Prize)

StreetVet provides free, accessible veterinary care to pets whose owners are experiencing homelessness.



**Pets as Therapy
(Winner of 2020 Prize)**
charity that enhances the health and wellbeing of thousands of people in

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Source: Stockholm Resilience Centre, based on analysis in Persson et al 2022 and Steffen et al 2015.

We Are Accelerating Action to Help Protect Our Planet

We (Nestlé Group Commitment) aim to **reduce our greenhouse gas (GHG) emissions by 20% by 2025 and 50% by 2030** from 2018 levels, **on the road to net zero by 2050 at the latest**

 <h3>Evolving our packaging</h3> <p>By 2025, we expect above 95% of our packaging to be designed for recycling and remain committed to achieving 100%.</p>  <p>Using material that is 100% recyclable (where recycling infrastructure exists)</p>	 <h3>Responsible sourcing and regeneration of soil and ocean ecosystems</h3> <p>We proudly work with farmers aiming to restore soils thanks to regenerative practices such as crop rotation, planting trees and hedges.</p>  <p>Purina Europe Ocean Restoration Programme addressing biodiversity loss of marine habitats.</p>  <p>Sourcing Practices</p>	<h3>Transforming our product portfolio</h3> <p>Our innovations are fueled by continuous scientific research and development, to assess the use of new ingredients in our products.</p>  <p>We are continually examining a variety of high-quality protein sources (e.g. vegetable and alternative protein sources), to enable our contribution to a more sustainable supply of food for our pets, now and in the future.</p>	 <h3>Manufacturing</h3> <p>We're ensuring a sustainable approach to our manufacturing processes and logistics</p> <p>All our factories purchase 100% renewable electricity</p> 	 <h3>Logistics</h3> <p>Switch to low-emission logistics</p>  <p>SMART Transfer Trains vs vehicles Technology</p>
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Our Purina *Accelerator Lab*

UNLEASHED, our accelerator program was launched in NPPE in June 2020, the first of its kind in Europe.

We are drivers of petcare innovation and the most attractive and trusted partner of choice.

We grow and connect the pet startup ecosystem to provide impactful solutions to pet owners.

We are a change agent to develop the test and learn mindset of Purina people and help them develop skills and capabilities of the future.

Over the last 3 years, with a personalised team of Unleashed Champs with deep pet industry experience, we have accelerated 18 start-ups to help them to grow.

animoscope

eniferBio
VALUE EVERYTHING

PAWESOMER

BIOKIND

FERAGEN
Labor für genetische Veterinärdiagnostik

PAW POTS
GIVE BACK THE LOVE

BlueNalu
innovations

kibus

PETABLE

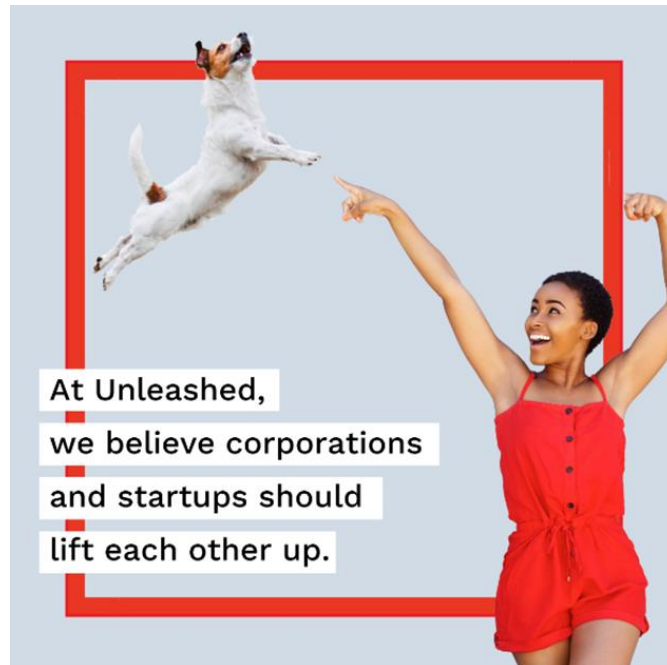
BORROW
MY DOGGY

knök

PuppyFat

UNLEASHED

Powered by  Accelerator Lab



CAT in
a FLAT

MOA
FOODTECH

Scorpet

OneMind
Dogs

NATU

vetnetwork
petcare at home