



LILY'S[®]
• KITCHEN •
PROPER FOOD FOR PETS

OUR PAW PRINT *for* **PROGRESS**

2023 IMPACT REPORT





Hello and welcome to our latest Impact Report!



2022 became a year of change for us here at Lily's Kitchen, but definitely the good kind. From a return to office life, flexible travel and events where we got to meet our amazing customers both at home and abroad, to new colleagues, fresh ways of doing things and delicious new recipes – we packed a lot in.

Key amongst these changes for us was a transition to how we manage our financial planning. We've moved from running our business on a tax year to operating on a calendar year. Achieving this meant a huge effort across all departments, on top of business as usual, for which we're extremely grateful.

As you read, you'll notice that we're reporting on the whole of 2022 (including the first quarter which we captured in our last impact report). We've decided to do this so that our reporting falls in line with our new financial year and will result in additional consistency in how we talk about our hits (and misses!).

As well as a being a year of change, 2022 was also a year of success for Lily's Kitchen. We made progress on transitioning our packaging to recyclable materials and made a lot of our furry friends extra happy by launching new drool-inducing recipes, including our Small Breed Kibble and lifestage options as well as exciting limited edition suppers such as Carnival Chicken, Valentine's, Halloween and Christmas recipes. You bet a fair few tails wagged.

At home in the UK, we took over the B Corp Good News pop up in London for a day in March and got to chat to pet parents about how we use business as a force for good. We launched our Power of Proper Food campaign in spring, which is all about our incredible recipes, but just as importantly, celebrates the relationships between pets and pet parents. The summer saw us look at what causes cats to cheat on their guardians and why dogs have busier social lives than their people. Later we partnered with veterinary surgeon, Rory Cowlam, who helped us launch our Santa Paws Express train and shared his top tips for making the great Christmas migration a stress-free experience for all involved.

Our international team were busy too, taking Lily's Kitchen on tour to trade events such as Animal Expo, the Oslo Dog Show and Animalis, where they got to talk to trade customers and pet parents about the benefits of complete nutrition and proper food for pets. Our recipes launched in Ireland, Albert Heijn added us to their B Corp shop in the Netherlands, and we supported Stray Dog Centre in Dubai with their fostering and adoption programme.

And most importantly for our team, it was a year of giving. We gave a combined £55,000 to our two partner charities, Dogs Trust and L.I.C.K., while our team donated 230 days of our time to organisations close to our hearts, along with a whopping 623,851 meals to cats and dogs in need both in the UK and abroad.*

Over the next 40 or so pages, we've gone into all this and more. So, take a moment to make a coffee, find a comfy spot to settle in, and enjoy reading our Pawprint for Progress.

Love,

Team Lily's Kitchen!

x

*Including meals classed as 'unsaleable' because they had a short shelf-life, or featured things like misprinted labels. The food inside the packaging was perfectly good to eat, and we're delighted that these meals didn't go to waste!





WARMING HEARTS

with a commitment to use our

BUSINESS AS A FORCE FOR GOOD

FEEDING SOULS

by inspiring pet parents to feed healthy,

NUTRITIOUS, PROPER FOOD WORLDWIDE

ENRICHING LIVES

as we support pet parents & their

FOUR-LEGGED FAMILY MEMBERS

to better understand each other





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LILY'S[®]

• KITCHEN •

PROPER FOOD FOR PETS

Lily's Kitchen was named after and created for a very special border terrier called Lily. She's the inspiration behind our proper food for pets.

Over ten years ago, Henrietta, Lily's owner, struggled to find a pet food filled with honest, natural ingredients. After Lily fell ill, suffering with sore and itchy skin, Henrietta started cooking from scratch to nurse her back to health. She wondered why all four-legged members of the family couldn't get their paws on the same quality recipes. With the help of some brilliant vets and pet nutritionists, Henrietta then set out to create nutritious, proper food for pets, that dogs and cats would enjoy, and that pet parents can trust.

Just like that, Lily's Kitchen was born.



Henrietta & Lily





Proud to be a B CORPORATION



Lily's Kitchen is proud to be one of the founding members of B Corp in the UK, as well as the first pet food company in the world to certify as a B Corporation.

We're part of the B Corp community because we believe in using business as a force for good. We think it's important to balance profit with purpose, building a sustainable way of doing business, and a brighter future for everyone: people, pets and planet.

B Corp is perfectly aligned with our values and the way we do things.

One of the brilliant things about being a B Corp is that it keeps us on our toes. Earning certification means completing the rigorous B Impact Assessment and scoring a minimum of 80 points on their very strict scale. Recertification happens every three years, with each assessment harder than the last. At our last certification in 2021, we achieved our highest impact score yet: 92.3!

The community of certified B Corps is incredibly open and inspirational. Our team love learning from and collaborating with other wonderful B Corporations across the UK & Europe.

What is B CORP?

.....

B Corp is:

A certification for businesses who have a high level of social and environmental performance, accountability and transparency

.....

All about using business as a force for good

.....

A global community of more than 5,110 businesses in 82 countries who use the power of business to solve social and environmental problems

B Corp is to business what FairTrade is to coffee or bananas. However, instead of being about just one part of a product (like FairTrade), it looks at every aspect of an organisation.

MAKING A CHANGE TOGETHER



Choosing products or services from certified B Corporations is a great way to help make a positive difference. Look for the B Corp logo to find companies who are genuinely acting in a responsible way and having a positive impact on the world.

To find certified B Corps, or look into certifying your own business, visit <https://bcorporation.uk>

Certified



Corporation

Our Overall B Impact Score

92.3

Summary:

Company Score

Governance

15.1

Workers

30.0

Community

19.1

Environment

24.3

Customers

3.7

Our score when we first certified in 2015 was 87 points – we're working hard every year to keep getting better!

What we stand for

OUR PURPOSE

Lily's Kitchen exists to make pets' lives better by inspiring pet parents to feed pets properly and have fun doing it.

OUR MISSION

Our mission is to help as many dogs and cats as possible around the world tuck into our proper food and live their best lives.

WE ARE...

*Passionate, Respectful,
Audacious, Responsible,
Dedicated*

LILY'S KITCHEN PACT

We promise to...

ALWAYS MAKE PROPER FOOD FOR PETS

Always use proper meat

Never use meat meal or rendered meat

Always honest labelling

Always make nutritionally complete meals using fresh and freshly prepared meat and offal

BE A FORCE FOR GOOD

Donate 50,000 meals to charities every year

Become 100% recyclable by 2025

Always listen and answer honestly

Remain a B Corp

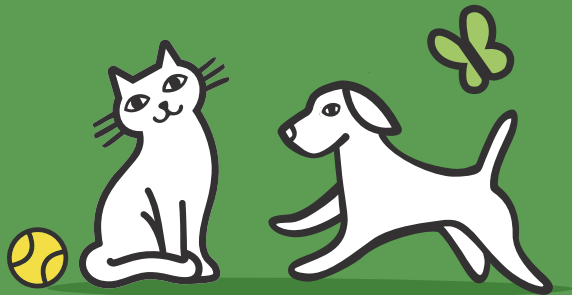
MAKE YOUR TAILS WAG

Never lose our Lily's Kitchen magic and always serve up the good times

Make sure you have fun with your furry family

PETS, PEOPLE, PLANET = PROFIT FOR ALL

Lily's Kitchen is dedicated to providing proper food for pets, with a commitment to tread carefully on the planet and actively engage with our community. Having a successful and profitable business allows us to do even more for pets, people and the planet



PETS

- Prioritising pets' experiences of our proper food from palatability to **health and wellbeing**
- **Celebrating** pets and all the mischief they get up to
- **Working with experts** like vets and nutritionists on all things dog and cat
- **Supporting pets** that need a helping paw
- **Educating** pet parents to make decisions that help pets live their best lives



PEOPLE

- **Treating everyone fairly** and with respect, from prospective team members to stakeholders (yes, that means you)
- **Championing causes** we believe in, for two legs as well as four
- **Supporting our community** locally and further afield through our fundraising and volunteering



PLANET

- Being at the forefront of **innovation** in pet food packaging
- Evidencing **responsibly sourced ingredients**
- Regularly monitoring our carbon footprint and **proactively** working to reduce it

Our PETS

We believe all pets deserve proper food because we are family. Working with vets and nutritionists, we make sure our recipes are complete, balanced and delicious. We only use top notch ingredients, fresh or freshly prepared meat and offal, and never any meat meal or rendered meat.



WHAT MAKES LILY'S KITCHEN SPECIAL?

While some makers of food for pets are both fun and foodie or foodie and good, we're proud to always serve up **proper food** and **fun times**, with a side of **goodness** too.



LILY'S[®]
• KITCHEN •
PROPER FOOD FOR PETS



PROPER *food*

Proper food means delicious, healthy complete meals made by pet owners and experts with proper meat and offal, along with natural, responsibly sourced ingredients. Why all the hard work? Because we believe **pets are family** and they deserve the best.

Proper food also means food you can trust, and this is what drives **our promise** of transparency and a commitment to never compromising on quality.

As the leading brand in **natural pet food**, we will work to educate cat and dog parents around pet nutrition, so they can make an informed choice. We'll continue to evolve the category landscape, and help encourage people to reimagine what they think of as 'pet food'.

PROPER *fun*

Proper fun means **we will make you smile**, your woofer's tail wag and your feline purr.

Sharing life's special moments from Christmas to Halloween to Sunday Lunch with the **whole family, together**. We'll make it happen and we'll make it fun.

PROPER *goodness*

Proper goodness means pets, planet and people first. Selling millions of non-recyclable pouches of cat food that'll end up in landfill? No thanks.

As a B Corp, we use business as a force for good. This means putting our money and our manpower where our mouth is - and we have the certification to prove it.

We partner with charities big and small to make sure we're lending a paw in all the right places, as well as donating food to pets in need.

OUR COMMITMENTS

All pets deserve proper food. That's why we take care to make sure pets have access to our wholesome recipes and that we make it the very best it can be.

WE'RE COMMITTED TO MAKING...

...honest, natural food, using responsibly sourced ingredients, that supports pet wellbeing, treats people fairly, and takes care of the planet.

Proper food is **crafted by purpose** not profit.



PROPER FOOD FOR PETS

All pets deserve proper food. And we know how important it is to pet parents to know that they're making the best choice for their four-legged family member.

WHAT IS PROPER FOOD?

Proper food means delicious recipes, made with fresh and freshly prepared meat and offal, and natural, responsibly-sourced ingredients.

We never include meat meal or rendered meats in our recipes, just wholesome, healthy ingredients that taste absolutely delicious.

- ✓ **FRESH AND FRESHLY PREPARED MEAT AND OFFAL**
- ✓ **NATURAL INGREDIENTS THAT TASTE INCREDIBLE**
- ✓ **COMPLETE AND BALANCED RECIPES**
- ✓ **RESPONSIBLY SOURCED INGREDIENTS**
- ✓ **VET AND NUTRITIONIST APPROVED RECIPES**



EDUCATING PET PARENTS



HOW DO WE EDUCATE PET PARENTS?

- ✓ By reaching out to **pet bloggers and influencers**, and working with our **brand ambassadors**
- ✓ With **targeted in-store campaigns**
- ✓ **By connecting** with our audience on social media and sharing love for their pets by offering tips and advice
- ✓ **By sharing relevant articles**, FAQs, guides & other informative content over email and on our website
- ✓ **Via creative PR campaigns** structured around expert advice from vets and animal behaviourists. Our Ch-EATing Cats campaign was a fun way to look at the impact of well-meaning neighbours feeding visiting kitties. We included tips from a cat behaviourist that guided pet parents on how to recognise the signs of a Ch-EATing Cat, and how to address this sort of straying. It also gave us an opportunity to highlight the findings from the work we did with Exeter University which showed that our recipes help to reduce cat hunting behaviour by 36%.

At Christmas, we partnered with GWR and Rory the Vet to tackle stress-free travel with pets. Our very own Santa Paws Express was seen all over the GWR network, while Rory shared his top tips for a peaceful festive migration with your pet. We met lots of pet parents on the train and at Bath Spa Station, and shared snacks, tips and a handy map showing green spaces for comfort breaks at GWR helpdesks.



The Santa Paws Express

MEMBER OF



PARTNERING WITH UK PET FOOD

We work with UK Pet Food (the new name for the Pet Food Manufacturer's Association), looking at technical and veterinary nutrition, **committing ourselves to compliance standards and legislation**. We also participate in the Communications Committee. UK Pet Food advocates on our behalf as an industry to make sure that proper food for pets is on the agenda at a national level, as well as acting as a representative for UK business at a European level.

SUPPORTING PET PARENTS

Pets don't come with manuals so we help pet parents with **tips and guidance** for looking after their four-legged friends.

We always recommend vets as the experts, but we have a dedicated **customer care** team to give a helping hand with **advice on food and care** when needed, as well as resources on our website.

INTRODUCING THE POWER OF PROPER FOOD

In 2022 we launched our **Power of Proper Food** campaign, which showcases our **incredible ingredients while celebrating our pets**; the furry family members we love, slobber and all. Our aim for this campaign is to reach as many pet parents as possible to introduce them to the benefits of feeding proper food. For us it's about more than just great nutrition, it's about the relationship that food can play between pet and pet parent to build a loving bond. Serving up meals that start the dinner dance, **that's what we call the Power of Proper Food!**



HELPING PETS IN NEED



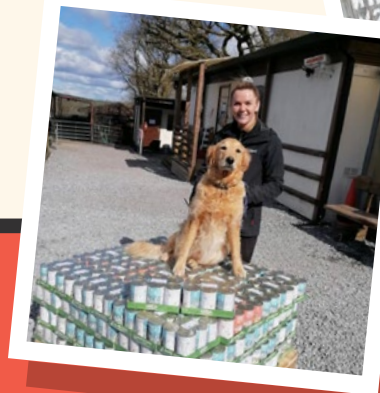
**DINNER'S
ON US!**

We believe that every pet deserves
to eat proper food.

**EACH YEAR, WE AIM TO DONATE
50,000 PROPER MEALS**
to charities looking out for cats and dogs at home and abroad. We're proud to say that this year we smashed it, **donating 66,617 meals to pets in need in the UK.**

Among these charities were our partners, Dogs Trust and London Inner City Kitties (L. I. C. K.) as well as many other smaller charities such as Many Tears Rescue, Floris and Friends, and Dogs n Homes, which supports animal relief efforts in Ukraine. In addition to

these meals, we also donated 498,076 meals from stock that was classed as 'unsaleable' to charities in the UK. These are often recipes which have a short shelf-life, or could have a mis-print or other issue with the packaging. The food is still perfectly safe to feed and so many charities are still more than happy to receive it, and we're delighted that it doesn't go to waste!



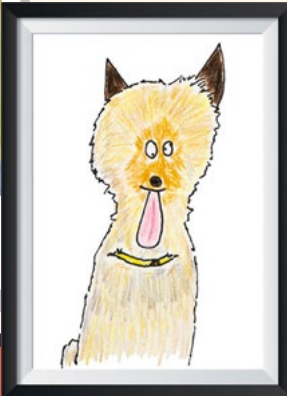
PROUDLY SUPPORTING

Partnering with DOGS TRUST

Continuing our partnership with Dogs Trust, this year we collaborated on campaigns for Valentine's Day and Christmas, and with the support of our customers, we were able to **donate £45,000 towards the charity's Change the Tale initiative.** This programme helps pets and pet parents to overcome behavioural issues that developed during lengthy lockdowns, as well as helping many dogs to find their forever homes. We also held our very **first company-wide volunteering day at Dogs Trust centres and shops around the country.**



Bentley's portrait was captured by Hercule von Wolfwinkle



Supporting Cat rescue L.I.C.K.

We had another brilliant year working with London Inner City Kitties (L.I.C.K.). Thanks to our customers' generous support, we were able to donate **a total of £10,000** through the sale of our Valentine's and Christmas recipes for cats. L.I.C.K. is an entirely volunteer-run no-kill charity who rescue and rehome cats in East London. Their aim is to make sure that every inner city kitty has a safe and loving forever home, and that no cats are abandoned. Our donation will help to **cover the cost of veterinary bills** for the cats in L.I.C.K.'s care.



Merry Christmas Peeves

GOING FAR & WIDE

2022 was a busy year for our International team! They've been working hard to help us deliver on our mission to help as many cats and dogs as possible around the world to tuck into our proper food while living their best lives.

Across all of our international markets, we've donated 59,158 meals to pets in need, while in Dubai, we've been working with Stray Dog Centre. To help support the vital work they do rehoming dogs in foster and forever homes, we've been providing special starter kits to puppies and dogs in their care to bring to their new homes.

We launched our recipes in Ireland, and had an exciting year in the Netherlands where Albert Heijn included us in their first ever B Corp store. It's amazing to see how many of our partners and friends across Europe are embracing B Corp values!

In France, Germany, Italy, and Switzerland, we've been working with influencers to educate about the power of proper food and the benefits of feeding nutritionally complete recipes.



Loading donations in Germany



Our international team at The Animal Expo Fair in September



Dubai Stray Dog Doga Event



On shelf in Ireland



Tierschutzverein Munchen

TOP RATED BY OUR FURRY FRIENDS



Our food speaks for itself but in case you haven't heard it, take a look at what our lovely customers have to say...

“

I just wanted to let you know that I think your cat food is brilliant! You never fail to deliver the highest quality food. I think you guys are amazing. My kitty Shadow is a very fussy eater and not once has he refused Lily's. I'm so thankful to have found a company who puts so much love and nutrition into their products. His fur is always so soft and silky! I definitely put it down to him eating your cat/kitten food products from such an early age. Keep up the brilliant work and thank you.”



Kym & Shadow

“

Our family dog Trixie has always had stomach issues. For 13 years she's always struggled with what she eats - we've tried so many different types of dog food, grain free, brands that claim to use only basic ingredients - but nothing ever seemed to help. We had reached the point where we believed that nothing would ever work... until 1 month ago. We put in our first order of Lilys Kitchen and we cannot believe the results. Trixie has gone from having medication on an almost daily basis with severe stomach issues to literally not having any issues at all. She looks forward to her meals and looks healthier than we've seen her in years. So thank you! From us, but especially Trixie, for making such wonderful quality products.

”



Amy & Trixie

IN 2021 WE SAID...

PET EDUCATION

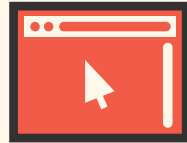


We wanted to provide online content that would help to support and educate pet parents while also launching campaigns that highlighted issues that are important to them.

We built upon our Peace for Pets campaign to call for more consideration for pets on Bonfire Night.

With our Rebel Cats campaign we put proper nutrition for cats in the spotlight, and worked with a behaviourist to help cat lovers understand their kitties' behaviour. Next year we'll be focusing on the power of proper food, looking at good nutrition for both cats and dogs, including plant-based recipes for dogs.

BETTER WEBSITE



We set out a plan to transform the platform and offer even more advice and support to pet parents. This will be developed over the next year

CLEARER LABELS



We worked towards adding the On-Pack Recycling Label (OPRL) to even more of our packs to improve the recycling information we provide to our customers. We will continue to get this added to all of our packs throughout next year.

RECIPE INNOVATION



We introduced a range of delicious, complete, plant-based recipes as well as tasty treats for dogs so they can get involved in Meat Free Mondays. We also launched lots of new treats for dogs including Chew Sticks, Gut Health Woofbrush, On the Go Bars, Protein Bites and Breaktime Biscuits.

We continued our Limited Edition range with special recipes to celebrate Easter, Summer, Valentine's Day, Halloween and Christmas. For cats, we expanded our range of lifestage recipes meaning more delicious options for kittens and mature cats.



IN 2022 WE DID

✓ PET EDUCATION

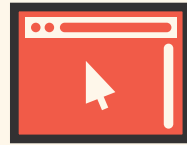


We set out to tell people all about the power of proper food and why good nutrition is so important for our pets.

We wove this messaging into our campaigns across all touchpoints, so that we could connect with as many pet parents as possible and highlight the benefits of a healthy, nutritious diet. A high point was working with the team at Mob who helped us show that our pets can be part of family mealtime AND eat well.

Next year we want to keep banging the drum for the power of proper food, and want to bring a vet expert on board who can help us to bring this message to life. Watch this space!

✓ BETTER WEBSITE



In 2022, we planned the necessary updates to the brand content on our website, and started work on the new copy and design. We're on schedule to publish this new content in the first half of 2023.

In addition, we have planned a suite of new petcare articles designed to support pet parents on their journeys with their four-legged companions, focusing on training and care advice.

✓ CLEARER LABELS



We made significant progress towards adding the On-Pack Recycling Label (OPRL) to our packaging, and are on schedule to complete this by 2024.

Alongside this, we're looking at all of our packaging, making sure that our labelling is as clear as it can be and helps pet parents make the best decision for their pets when choosing what to feed.

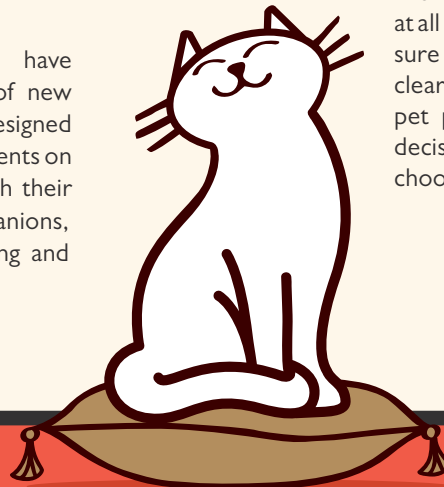
✓ RECIPE INNOVATION



Last year we expanded our cat and dog menus with recipes that helped pets and pet parents to celebrate special moments together: Valentine's Day, Halloween and Christmas. To our festive range, we added our Tasty Cuts Trio for cats, which proved to be very popular. Meanwhile, our seasonal recipes, Surf & Turf and Carnival Chicken made tasty summer suppers for dogs.

2022 also saw the introduction of our first ever small breed kibble size in our Countryside Casserole recipe, while we expanded our lifestage recipes for puppies, kittens and senior cats.

Looking ahead, we've got some exciting new products in the pipeline for 2023 that we can't wait to share!



Our PEOPLE

Two-legged folk. They're just as important to us as our pets.
That means we treat everyone fairly, champion causes beyond
pet wellbeing and roll up our sleeves to lend
a hand wherever we can.





LENDING A HELPING PAW



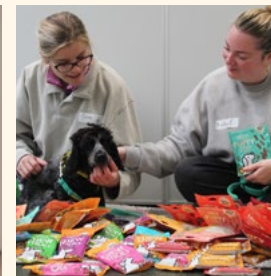
Our team smashed it this year, completing 230 volunteer days – an increase of 94 days on last year! Whether working in teams, or as individuals, we got out there and gave our time to pick litter from our local areas, clean beaches, help out at community kitchens and so much more.

In October, we had our first ever company-wide volunteering day at Dogs Trust. From Leeds to London, and everywhere in between (or wherever there's a Dogs Trust charity shop or rehoming centre!), Team Lily's got stuck in to a variety of tasks.

It was so interesting to learn more about the different ways our partner charity works to give dogs all over the UK a better life. And of course, meeting some of those dogs was extra special!



Katie donated her hair to the Little Princess Trust



Some Ukrainian dogs enjoying a meal from our donation

CHRISTMAS COLLECTIONS

At Christmas we always like to do something extra to help good causes in our community. At long last we brought back our Christmas Bake Off, and alongside some friendly festive competition, we raised £661 for MacMillan Cancer Relief.

The Soup Kitchen at the American Church, Tottenham Court Road is local to us. They provide warm free meals to those who need it, six days a week. Some of our team members volunteer here during the year, so for Christmas, we wanted to contribute. Collectively, we donated 10 large turkeys and all the trimmings for a delicious

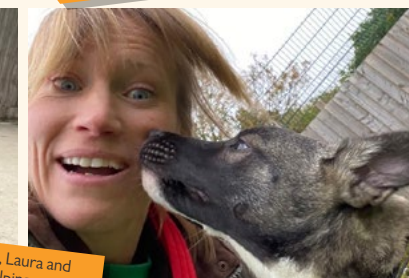
Christmas lunch, including 70kg of potatoes, 60kg of parsnips and carrots, and of course, 300 mince pies and crackers.

We also had a collection for the Ukraine Appeal Centre, another fantastic organisation which members of our team support.

We gathered much needed jackets and warm clothes, medical supplies and toiletries for the centre to ship to Ukraine. Going forward, we'll keep these two collections going so that our team can continue donating during the year.



Our team helping to keep green spaces tidy



Aaron, Laura and Sara helping out at Dogs Trust




LOOKING AFTER OUR EMPLOYEES

WE ARE PROUD TO BE A LIVING WAGE EMPLOYER

We pay 100% of our employees above the Living Wage and in 2022, were proud to celebrate five years since becoming Living Wage certified!

Living Wage Foundation

EMPLOYEE SATISFACTION

-  **77% employee satisfaction** *← Pst... the industry average is 71%*
-  **15% of our staff have been promoted**
-  **83% of respondents rated their happiness levels at work as 7/10 or higher (an increase of 2% since last year!)**

FLEXIBLE WORKING

We know that for some of our team, working from home supports their work/life balance. As well as offering flexi-time, we developed a hybrid-working model for our office post-covid. This model allows teams to catch up in the office, and work collaboratively, while also enjoying the benefits of working from home. It has also meant that we have been able to draw from an amazing talent pool outside of London, and have seen brilliant new colleagues join us from Manchester and Yorkshire!

WE ALSO OFFER THESE FLEXI OPTIONS:

-  **job-sharing**
-  **flexi-time**
-  **part-time work**
-  **comeback coaching**



GOOD HEALTH INCLUDES MENTAL HEALTH

Having achieved a Silver Award in our first Mind Mental Health survey in 2021, we'll be taking part in Mind's 2023/24 Index in the coming year.

In addition to this, we provide membership to the Calm app for anyone who wants it, and have an Employee Assistance Programme in place, as well as a number of mental health first aiders who provide peer support to colleagues.

GROWING TEAM

Our team has grown massively since we published our last impact report with 25 new people having joined our team – and 22 new four-legged friends with them!

TWO HEADS ARE BETTER THAN ONE

2022 was the year that saw our first ever Talent Partnership come to life. It's a strategic way of working that allows great people to come together to do one role, and for us, it's a lot more than a job-share.

The Talent Partnership framework means that the business benefits from skills and expertise that help to drive it forward, while supporting employees to find not only a work/life balance, but to follow their passions and make social contributions outside of work, be they caring responsibilities or voluntary projects.

As joint Marketing Directors, Sam Crossley and Sophie Giddings are blazing a trail at Lily's Kitchen, and championing how this approach to work can be beneficial to others in the business and beyond.

We would love to see more businesses embrace this model, helping women and other staff to find a work/life balance that helps them thrive personally as well as professionally.

For Sophie, it means she can spend time with her daughter, "Being away from my little girl five days out of seven while she is young was not what I wanted in my future – but I still loved my job, the brand, and the company and felt I have so much more to contribute at a senior level."



Sophie & Sam

Sam meanwhile uses her time outside of work to focus on passion projects, "I work with a charity, the Luminary Bakery, as a mentor for women who have survived gender-based violence. Being able to dedicate more time to charitable pursuits that I'm passionate about inspires me which I believe helps me grow in my professional life as well."



MENTORING PROGRAMME



In June, we launched an innovative new Mentoring programme with fellow B Corp brands Cook, Ella's Kitchen and Pukka Herbs, built on our shared belief in using business as a force for good.

Mentors and mentees were partnered across our businesses so that they could grow and develop through sharing expertise and experience, while also developing skillsets and learning more about other B Corps.

Our HR Director, Georgina Cameron launched this programme with her counterparts at Cook, Ella's Kitchen and Pukka, "By connecting people across our four companies, we hope to nurture their growth as individuals, as well as bringing new perspectives and insights to support their roles and career development. This joint initiative has the potential to enrich our four teams, and to help each business be stronger than ever."

We look forward to sharing updates with you from our mentors and mentees in the future!

Certified



Corporation

LILY'S
• KITCHEN •
PROPER FOOD FOR PETS

pukka

— COOK —
Remarkable Food For Your Freezer

Ella's
kitchen 





EMPLOYEE BENEFITS

FEELGOOD PERKS

Having our four-legged friends at work is incredibly beneficial - it helps us feel more social and relaxed and gives a great opportunity for exercise in nearby parks.

OUR TEAM ALSO BENEFITS FROM:

- ✓ Holiday purchase scheme
- ✓ Cycle to work scheme
- ✓ Online exercise classes
- ✓ Life insurance
- ✓ Discounted gym membership
- ✓ Pawternity leave



Chloe getting to know Penny

EMPLOYEE FEEDBACK

We make sure to listen to every member of the Lily's Kitchen family. Everyone has the opportunity to share feedback to members of the team regardless of reporting structure. Each employee receives written guidance for career development with clearly-identified and achievable goals. In 2021 we introduced Social & Environmental objectives that employees can set for both their professional and personal lives.

PRIVATE HEALTHCARE PLAN

Our team's health and wellbeing is very important to us, so we offer private medical cover as an optional benefit to all employees. This cover of private health and dental care is available to all full and part-time employees from their first day.



PENSION

Our pensions are defaulted to an ethical pension fund in line with our values as a brand and as a team. We offer contributions beyond the legal minimum and unless individuals choose otherwise, everyone on our team is auto-enrolled from their third month of employment.



HAVING FUN TOGETHER

We love to get social together! Our 2022 Away Day included a treasure hunt in central London, allowing our growing team to get to know each other in smaller groups. Our Team & Community Workstream introduced Monthly Mixers for team members to catch up at the end of a working day. Other activities included online exercise classes, team socials, lunch clubs and of course, the biggest party of the year at Christmas!



BEING TRANSPARENT



CUSTOMER CARE AND FEEDBACK

We use Trustpilot and Feefo to help support our customers. We set the objective of improving our average Trustpilot score, and are proud to have held it at 4.7 over the last year. At the same time, we've been able to achieve an impressive score of 4.6 on Feefo. We also achieved our target of responding to all negative reviews within 24 working hours. We'll keep doing our best to ensure that every customer has a positive experience, and working on maintaining and/or improving on these incredible stats.



STAYING ON THE RIGHT TRACK

We have a Whistleblowing Policy which applies to everyone who works with, and for, Lily's Kitchen. The aim is that everyone feels confident to raise any matters of genuine concern without fear of reprisals, in the knowledge that they will be taken seriously and that matters will be investigated appropriately and regarded as confidential. Meanwhile, our Code of Conduct outlines our anti-bribery policy and facilitates training in this area.

EMPLOYEE EMPOWERMENT

We believe it's important for all of the team to understand how the business is doing, and to have their voices heard. Our monthly huddles, quarterly updates and annual away day provide an opportunity for the whole team to discuss progress and learn about future goals. Over the last year our workstreams continue to ensure everyone has a chance to input on how we do things.

66%
OF OUR LEADERSHIP TEAM
IS FEMALE AS IS 28% OF OUR
BOARD OF DIRECTORS

Our 2022 directors were:
Nicola Magalini, Tom Sirett, Jeffrey Hamilton,
Claire Robinson-Davies, Calum McCrae,
Helen Thompson & Matthew Chandler

SUPPLIER PRE-QUALIFICATION QUESTIONNAIRE

We work with suppliers who share our values and commitment to operating responsibly.

When sourcing new suppliers, we give potential partners a 'Pre-Qualification Questionnaire' to review their values and policies. We also audit existing suppliers to make sure their social and environmental practices are aligned with ours before continuing or choosing to work with them.

DIVERSITY & INCLUSION

Our Diversity & Inclusion committee help us look at how we can support and encourage a diverse and inclusive workforce. In 2022, following their recommendation, we began logging people's dietary requirements – faith-based and otherwise – so that when we get together around food, everyone is catered for without having to make special requests. The committee also encouraged the business to allow team members who do not observe religious holidays swap holidays like Christmas and Easter for other days off as suits their preferences. We're happy to say this change has now been implemented and is working well. They also published the results of our second ever D&I survey.

IN 2021 WE SAID...

MENTAL HEALTH MATTERS



Following the Mind Mental Health Index results, in 2021 we introduced a Mental Health Action Plan. As part of this we recommend that all team members complete at least one Mind eLearning module, and managers complete a managing mental health training session.

We signed up two more mental health first aiders and introduced Golden Hour, which protects a meeting-free hour in the working day. This allows our team to take time away from computer screens or use the time to focus on work without being disturbed. We continue to look for improvements to further support our team and their mental health.

VOLUNTEER DAYS



With our Communities and Volunteering committee championing our commitment to volunteering days, our team volunteered for a total of 136 days – that's a whopping 952 hours! With an increased allowance of four days, employees are able to organize volunteer opportunities of their choosing and help causes that are close to their hearts. Our first ever company-wide volunteering day saw the whole team help a charity or cause local to them, either alone or in small groups.

Next year, our team will be volunteering together with our charity partner, Dogs Trust.

EMBRACING DIVERSITY



Our Diversity & Inclusion committee issued our second survey to track our progress and help us to understand the diversity and representation within the business. Our D&I committee continue to work through a roadmap of topics to lead the conversation on diversity and inclusion within the business and to inspire positive change. The survey revealed that the committee's activities and initiatives scored 8.26/10 and are aiming to maintain this high score over the next 12 months.

Wherever we have worked with recruitment agencies, we have made sure that our job applications are screened blind.



IN 2022 WE DID



✓ MENTAL HEALTH MATTERS



We're proud to be a business that prioritises mental health. Every year, we're seeing growing interest from colleagues who would like to learn more about Mental Health First Aid and we are set to train an additional person this year in this very important skill.

Following successful trials last year, in 2023 we look forward to launching Wellbeing Action Plans. These plans offer tailored workplace support for team members who may need it. In addition, we are looking to launch an enhanced counselling package alongside our existing Employee Assistance Programme which will provide bespoke mental health support to colleagues on a more regular basis. We'll also be participating in Mind's Mental Health Index again, aiming to maintain or increase our existing Silver Award.

✓ VOLUNTEER DAYS



From smashing our volunteering targets, to introducing a new electric car benefit to our team and creating a team of Menopause Champions, in 2022 we made changes big and small that help us to make a positive impact within the business, and externally too.

As we grow and evolve, we want to make sure our B Corp commitments remain central to everything we do. With that in mind, we've been recruiting for our first ever Head of Impact & Sustainability who will join us in 2023. This person will become the driving force behind our B Corp mission, leading our CSR, D&I and ESG initiatives into the future.

✓ CUSTOMERS FIRST



Keeping our customers happy is important to us! Our customer care team work hard to support all of our customers, providing help and advice all year round.

We've laid the groundwork this year to launch two exciting projects that will help improve and strengthen the assistance we provide customers. Firstly, we're putting a new information database together which will help us to deliver consistent, detailed advice on an international scale, with the aim of it going live in 2023.

Secondly, we've successfully trialled chat support for online customers. We know that many find this the most convenient way to reach out and are excited to be rolling this out as a new consumer channel in 2023.

Our PLANET

We have a responsibility to our planet and everything in it. So whatever we do, from recyclable packaging to organic ingredients, we try to tread carefully on the planet our pets love so much.



WORKING WITH SUPPLIERS

Having opened a warehouse in continental Europe to **help us reduce our carbon footprint**, while also better serving our customers in market, this year we began a new project which will help us to further reduce our emissions while making our road shipments more efficient.



OUR NET ZERO STRATEGY

At Lily's Kitchen, we understand the need and urgency for achieving Net Zero which is why we're defining our strategy to reduce our carbon emissions. Net Zero needs to be achieved at a global level in order to limit global warming to 1.5°C to avoid the most dangerous effects of global warming, and we are committed to doing as much as we can as a business to help achieve this. We have kicked off our Net Zero project where we are working with experts in the field to help us assess our current carbon footprint to help us achieve Net Zero.

100%

of our significant suppliers monitor energy and water usage. 80% track this data to support improvements. We are committed to working with all of our suppliers, new and old, with the aim of reaching 100%.

OUR PACKAGING



We're committed to sustainable packaging

2025
OUR TARGET TO BE FULLY RECYCLABLE

In our efforts to tread as lightly as possible on the planet, we always consider the environmental impact of our packaging.

96%

can be recycled kerbside or at large supermarkets. We're working towards increasing this amount to 100%. Always check with your local recycling provider to find out which materials they can process domestically.

WE WORK WITH TERRACYCLE



to make sure that pet parents can still recycle any packaging that can't be collected kerbside or recycled at large supermarkets.

THIS YEAR

we successfully moved our cat treats and Woofbrush packaging to PEPE (a recyclable plastic), and have plans to move our remaining Meaty Treats into easily-recyclable materials next year.

From January to December 2022, we used

2775 Tonnes

of packaging. This was a slight increase on what we used last year, in line with an increase in product sold. We're still working with UK packaging regulations to offset this amount through fees which go directly to UK recycling programmes and schemes.



OUR OFFICE & THE ENVIRONMENT

WE USE 100%

RENEWABLE BRITISH ENERGY

Thanks to careful planning by our office management team and our landlord, at our London HQ we've implemented energy and water efficiency improvements, as well as a waste reduction programme.

FRESH AIR

We use an air circulation system that pumps fresh air throughout our office, and measures the air quality regularly so our whole team can breathe easy.

WE RECYCLE BASICALLY EVERYTHING THAT CAN BE RECYCLED!



TIN



TONER
CARTRIDGES



PAPER



GLASS



PLASTIC



FOOD WASTE



BATTERIES

WE USE & PURCHASE

RECYCLED PRODUCTS, INCLUDING:

Toilet roll, paper, notebooks, paper towels, batteries, milk bottles, refillable soap and hand sanitiser containers.

Certified



Corporation



Our office recycling efforts
saved **5 tonnes of CO2**
this year, earning us a **Silver**
Recycling Standard award
from First Mile

IN 2021 WE SAID...

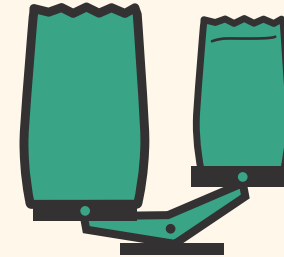
TACKLING OUR CARBON FOOTPRINT



We kicked off our Net Zero project so that we can achieve our goal of becoming a Net Zero business.

One of the first steps has been to measure and report our current emissions. Alongside this, we issued a survey to all employees which helped us to calculate our organisational carbon footprint. The results from this will then help us to identify areas where we need to reduce our emissions.

FULLY RECYCLABLE BY 2025



We worked with our factories to successfully move our range of baked treats into fully recyclable packaging, which brings us one step closer to our end goal. We had a bumper year of treat launches and we're proud to say that 12/19 of these launched into fully recyclable packaging. We still have work to do on making our range recyclable and we will continue to work on this next year.



IN 2022 WE DID

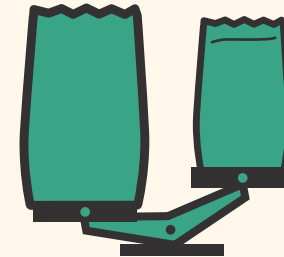
✓ TACKLING OUR CARBON FOOTPRINT



With our Net Zero project officially underway, we've begun the work of assessing and improving our overall impact on the environment.

2022 has seen us set our carbon footprint baseline and commence planning of a roadmap to help us achieve all our goals along the way to Net Zero. A key development in working towards this is to invest in our new Head of Impact & Sustainability who will join us in 2023 and keep us focused.

✓ RECYCLABLE READY BY 2025



Our project to move all of our packaging over to recyclable ready materials has been progressing through 2022.

With the transition of all our Meaty Treats packaging over to PEPE planned for next year, we're closing in on the milestone of packaging all of our treats lines in recyclable materials.

We'll also be renovating all of our packaging which will include a review of materials and ultimately, moving the last remaining products over to recyclable ready materials.

Benefits **FOR ALL**

By being a successful and profitable business, we can
make sure there's benefit for all - including the planet,
people and, of course, pets.



THOUGHTS & FEEDBACK

ON PETS

“ Would just like to take this opportunity to say that our English bulldog who's 8, loves Lily's Kitchen food! Her coat and skin are so much better since we rescued her 3 years ago and changed her food to yours. ”

Wendy,
Lily's Kitchen
Customer

ON PEOPLE

“ From the moment I became part of Lily's Kitchen, I felt welcomed and supported by the team, thanks to a truly wonderful onboarding process that made me feel valued from my very first interview. We're trusted and encouraged to work flexibly, and when we do come into the office we're welcomed by dogs (woo!), breakfast and fun team social events that foster a strong sense of community. Lily's has trained mental health first aiders, so there is always someone there to listen, and we benefit from private medical and dental care which extends health and wellbeing support beyond the office. I am grateful to be a part of such a caring and compassionate team that strives to make a meaningful difference in the lives of both animals and people. ”

Katie,
Lily's Kitchen
Finance team

ON PLANET

“ I'm passionate about the environment and minimising my own impact. Decisions made by a business can have even greater impact than me as an individual, so it's important to me to work for a company that shares these values and is constantly looking for new ways to keep improving in this area. Seeing the efforts and lengths the Lily's Kitchen team go to - from packaging, to transport, to how the office is run - makes me proud to be part of the team. ”

Kate,
Lily's Kitchen
Customer Care team



BEST IN SHOW

When it comes to doing good, we're like a dog with a bone...



..... LOOKING — *to the* — FUTURE

There's always room for improvement – after all, nobody's perfect!

We're an innovative company and it's important to us that we're always moving forward at Lily's Kitchen. Everything we do is a work in progress and we know we can always do more in the future.

We're working hard on ways to improve, and you'll see what we've achieved in next year's report.

One thing we can promise you is our values and commitment to **people**, **pets** and the **planet** will always be at the heart of what we do.





Thanks for reading

We would love your feedback on what you'd like to see from us in the future. You can get in touch with us via

hello@lilyskitchen.co.uk

You can also follow us across our social channels to find out how we are progressing on hitting our targets – find us on

