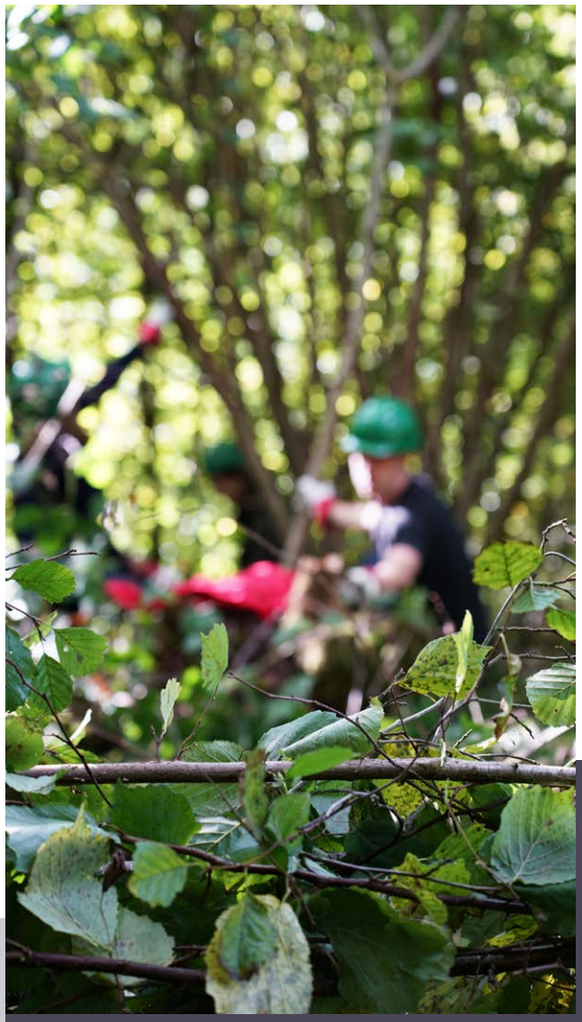
Pineapple



# Impact Report

2024

# INTRODUCTION

At Pineapple, sustainability is more than a goal—it's woven into the fabric of everything we do. Guided by our leadership's vision, we are dedicated to creating a lasting, positive impact on both the environment and our communities. This report highlights our progress toward becoming a more responsible business, demonstrating our commitment to transparency, accountability, and innovation as we navigate today's environmental and social challenges. As a trusted provider in the furniture industry, we prioritise safe, durable, and eco-friendly products while expanding our reach globally, including recent growth in the U.S.

Our sustainability strategy is shaped by our core pillars: environmental stewardship, social responsibility, and governance. With input from our stakeholders—including employees and and suppliers—we've identified key focus areas that allow us to make meaningful change. This year's report showcases notable achievements, from emissions reductions to increased use of recycled materials, as well as insights from materiality assessments to ensure we address our most impactful issues. This report, grounded in clear, measurable metrics, reflects Pineapple's commitment to accountability as we track our progress over the past year.

Looking ahead, we remain committed to advancing our impact, setting ambitious targets like achieving net-zero emissions and further innovating in sustainable design. By aligning our actions with our values, Pineapple is building a future where sustainability and growth go hand in hand.

# SUSTAINABILITY TIMELINE

**+Department sustainability workshops setting goals for the year**
**+Started our supplier sustainability questionnaire and supply chain risk assessment**
**+197 tonnes of CO2e avoided in partnership with Ecologi**

New initiative launched to offset air freight emissions by investing in a carbon avoidance program

—

271 t CO2e avoided in 2024

We updated our sustainability page on our Pineapple website

—

Ocean green full ranges launched, with the option of bedroom and seating

39% generated from solar

We renewed our FISP certificate and achieved 16% higher than our score in 2022

## JAN

## FEB

New team member

## MAR

## APR

£1,997

raised on Earth day for our chosen charity WWF

—

New initiative launched to plant a tree for every new employee joining the team

## JUN

## JUL

biodiversity policy and initiative initiated

## NOV

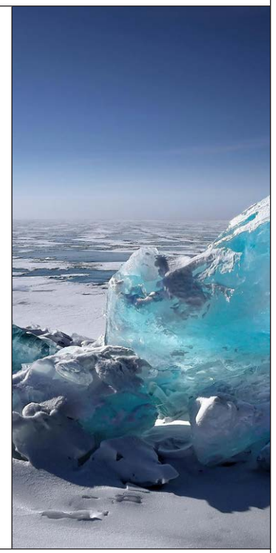
## DEC

£3,997

Collectively with our sustainability champions we voted on which charity to donate to to mitigate our transport impact eco miles

# SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are a global framework developed by the United Nations to address critical issues such as poverty, inequality, climate change, and environmental degradation. These goals provide a structured and actionable approach to fostering sustainability and equity worldwide.



SUSTAINABLE DEVELOPMENT GOALS

Aligning our business practices with the SDGs is essential for demonstrating our commitment to ethical growth, environmental stewardship, and social responsibility. By integrating these principles into our operations, we contribute to global efforts towards a sustainable future while meeting the expectations of stakeholders and maintaining a competitive edge in the market.

| SDG Goal | How we achieve this | Scheme Description |
|---|---|---|
| 3 GOOD HEALTH AND WELL-BEING | Health Service | We support the third sustainable development goal by offering a private healthcare scheme accessible to all employees, promoting access to timely and affordable medical care, mental health support, and preventative services. |
| | Mind charity | Each month, we donate to our chosen charity, Mind, which supports people experiencing mental health challenges. |
| 7 AFFORDABLE AND CLEAN ENERGY | Airfreight offsetting | We have introduced a scheme to offset the emissions from our airfreight. The proceeds support renewable energy projects around the world, helping to expand access to clean, sustainable energy. Find out more on pages 19 and 21. |
| | On-site renewable electricity | Installation of renewable energy on site to reduce energy consumption from the grid |
| 12 RESPONSIBLE CONSUMPTION AND PRODUCTION | Material efficiency | We are taking steps to be more resource-conscious by optimising our product design for greater material efficiency. |
| | Recycled content | We've started incorporating recycled content into newly developed Ryno products, with up to 40% recycled material, helping to reduce our reliance on virgin resources. |
| | Waste | We have implemented a robust waste management scheme to minimise waste, promote recycling, and ensure responsible disposal across our operations. |
| 13 CLIMATE ACTION | Target Setting | We have committed to reaching net zero emissions by 2050 as part of our efforts to combat climate change. |
| | Tracking our GHG Impact | We regularly calculate and internally report our greenhouse gas emissions to identify key impact areas, set reduction targets, and track progress towards net zero. |
| 14 LIFE BELOW WATER | Ocean Green | We've introduced the Ocean Green range, made with 50% polymer sourced from end-of-life fishing nets. This initiative helps prevent discarded nets from polluting the ocean and contributes to tackling marine plastic pollution. |
| 15 LIFE ON LAND | Tree planting | For every new starter, we plant a tree somewhere in the world. This supports reforestation efforts that help combat climate change, restore natural habitats, and promote biodiversity. |
| | Biodiversity charity | We have developed a new biodiversity strategy dedicated to protecting and enhancing ecosystems, driving improvements both in our local communities and on a global scale. |
| | Earth day | Each year on Earth Day, we come together to raise money in support of important environmental projects and conservation efforts. |

# 01. PLANET

We’re committed to addressing climate change, especially with the urgency of this decade to make a significant impact. Taking proactive climate action, we’re diligently reporting and working to reduce our emissions. This includes calculating our GHG emissions across scopes 1, 2, and 3, with a particular emphasis on scope 3, where the majority of our emissions occur, making it our top priority for reduction efforts.

# GLOBAL GHG EMISSIONS

With the continued growth of our US office and expansion across Europe, we have now transitioned to global reporting. Our journey began modestly in 2022, when we started reporting what was feasible to gain a clearer understanding of our impact. Recognising the importance of this challenge, we've steadily progressed over the past two years, and with the company's growth, we are now fully committed to global reporting against our carbon emissions.

We have therefore decided to change our baseline to 2023 to better reflect our baseline real emissions with the company growth and change we have experienced over the last two years and are now reporting against global emissions rather than just our UK emissions like previous years.

## Scope 1

**2%**

These are our direct emissions that we own and control. We have two categories that fall under scope 1 which include our company vehicles / UK fleet which deliver our products to our UK customers and company facilities in the US where we have gas for heating our US office.

## Scope 2

**1%**

These are our indirect emissions due to the purchase of electricity for heating and cooling our buildings. In this report, scope 2 covers our UK and US office buildings for purchased electricity.

## Scope 3

**97%**

This is where the majority of our emissions lie and are from the indirect emissions that occur in our supply chain globally. This includes the manufacturing of our products, waste generation, transport of products to customers, business travel etc.

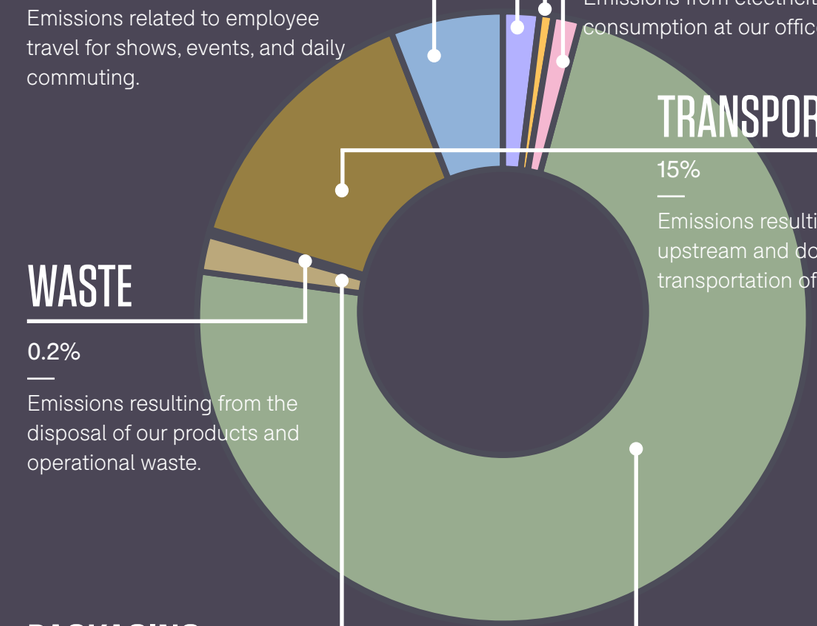
# GLOBAL GHG EMISSIONS

## GHG DATA

We measure our emissions using the Greenhouse Gas (GHG) Protocol, the leading international framework for emissions reporting. Our reporting follows its categories: Scope 1 (direct emissions), Scope 2 (indirect emissions from energy), and Scope 3 (indirect emissions throughout our value chain). This approach ensures transparency, consistency, and alignment with best practices, enabling us to effectively monitor and reduce our carbon footprint.

This marks our third year of GHG reporting, during which we've gained valuable insights, refined our data collection processes, and improved our methods. Our product emissions have consistently represented the largest proportion of our total emissions, and we are prioritising efforts to reduce them. This includes incorporating recycled content, sourcing the most sustainable materials, and collaborating closely with our suppliers

| Scope | Emissions | Total (mt CO2e) |
|---|---|---|
| Scope 1 | Company Vehicles | 112 |
| | Company Facilities | 34 |
| Scope 2 | Purchased electricity | 73 |
| Scope 3 | Purchased goods and services | 4173 |
| | Upstream transportation and distribution | 249 |
| | Downstream transportation and distribution | 499 |
| | Business travel | 313 |
| | Waste generated in operations | 9 |



### COMPANY VEHICLES

2%

Emissions generated by our UK fleet during product deliveries.

### COMPANY FACILITIES

0.6%

Emissions resulting from gas usage for heating our US office.

### BUSINESS TRAVEL

4%

Emissions related to employee travel for shows, events, and daily commuting.

### PURCHASED ELECTRICITY

1.3%

Emissions from electricity consumption at our offices.

### TRANSPORTATION

15%

Emissions resulting from the upstream and downstream transportation of products.

### WASTE

0.2%

Emissions resulting from the disposal of our products and operational waste.

### PACKAGING

1.9%

Emissions associated with the production of our packaging.

### PRODUCT EMISSIONS

76%

Emissions from manufacturing processes and the embodied carbon within our products.

# GLOBAL GHG EMISSIONS

## KPI PERFORMANCE

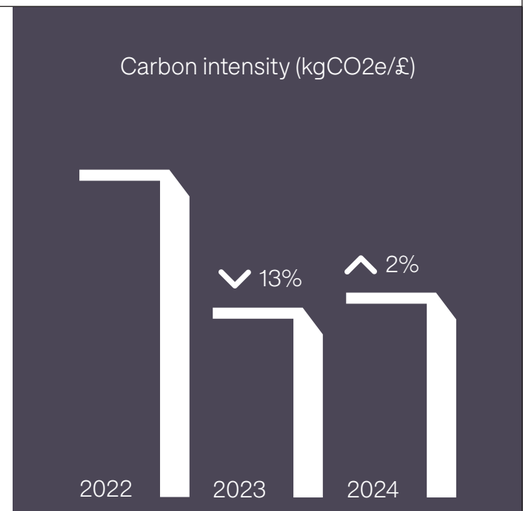
| Scope | Reduction target | Performance against 2024 target (%) |
|---|---|---|
| Total Emission Reduction | 58% | 10% over |
| UK Region | 49% | 3% over |
| US Region | 62% | 2% over |
| EU Region | 62% | 52% over |
| ROW Region | 66% | 12% under |
| **Scope 1** | **35%** | **15% over** |
| Company Vehicles | 35% | 10% over |
| Company Facilities | 35% | 34% over |
| **Scope 2** | **50%** | **23% over** |
| UK Purchased Electricity | 50% | 8% over |
| US Purchased Electricity | 50% | 43% over |
| **Scope 3** | **58%** | **10% over** |
| Product | 70% | 10% over |
| Packaging | 50% | 3% over |
| Waste | 26% | 24% under |
| Transport | 32% | 16% over |

## 2024 KPI

In 2024, our company exceeded emissions reduction targets by 10%, largely due to significant growth in the EU market, where higher demand led to increased product production and transportation. While the EU was the main driver of the overage, emissions in the UK and US also rose slightly due to operational inefficiencies. On a positive note, the Rest of the World region achieved a 12% reduction below target, thanks to effective renewable energy use and local sustainability efforts. Moving forward, we will work with design teams to create products with lower carbon footprints and improve supply chain efficiency to meet our sustainability goals. While most emissions categories (Scopes 1, 2, and 3) were over target, linked to the company's growth and increased operational activity, we achieved a notable success in waste management, with waste emissions 24% under target. This reflects the success of our initiatives to reduce production waste and improve management practices, underscoring our commitment to minimising environmental impact across all areas of our operations.

## Carbon Intensity Performance

Carbon Intensity Performance
Our carbon intensity, measured as carbon emissions equivalent per unit of revenue, reflects our efforts to reduce the environmental impact of our operations while maintaining growth. In 2022 represents the baseline of our sustainability journey, and in 2023 we achieved a 13% decrease in our carbon intensity due to operational efficiency and sustainable practices. In 2024, it slightly increased by 2%, primarily driven by growth in the EU region and higher emissions from increased product purchases and transportation. While modest, this increase reflects the challenges of balancing growth with sustainability.

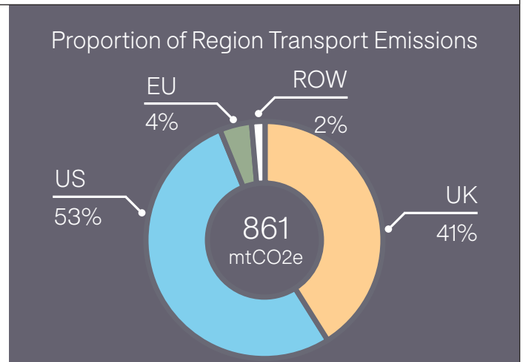



Looking ahead, we are committed to further reducing our carbon intensity by optimising product design, supply chain efficiency, and expanding our use of renewable energy.

# TRANSPORT

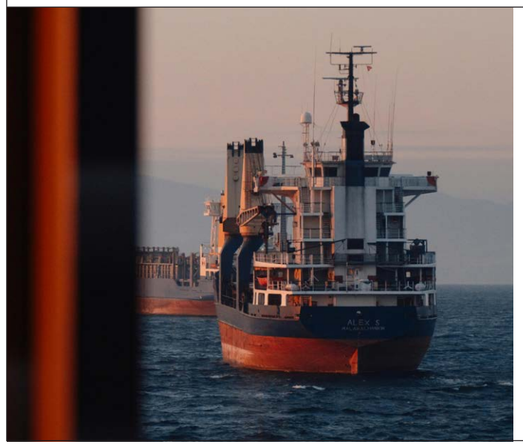
## Locations

Our transport operations focus on the key regions of operation including the UK, US, and EU. In addition we monitor transportation to other regions which account for 2% of total emissions. For the second year, US transport emissions were the largest, at 53%, due to the long delivery distances from the UK. The UK contributed 41%, and the EU 4%.




We calculate our logistics emissions using UK government conversion factors. For our UK fleet, we now base emissions reporting on fuel consumption for greater accuracy, as we directly access fuel data. For outsourced transport, we use distance and conversion factors per the GHG Protocol. While improving data collection remains a priority, our focus is on understanding our impact to set meaningful targets and reduction strategies.

## Transport Reduction Strategies

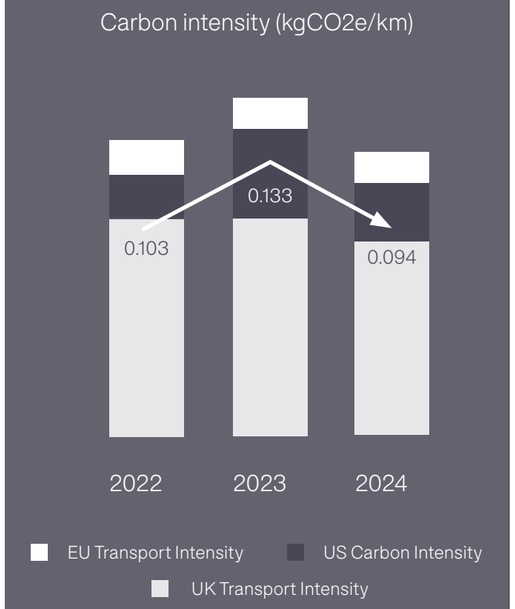


We are working to reduce transport emissions by improving efficiency. Optimising delivery planning has lowered transport carbon intensity with fewer, more efficient trips. We are also exploring lower-carbon options like ships and trains, which emit less than lorries. Additionally, investing in a larger lorry has reduced trips needed to return goods to headquarters, increasing load capacity and efficiency. These initiatives are vital to minimising our transport's environmental impact.

## Transport Intensity Performance

The carbon intensity of our global transport emissions has steadily decreased over the past three years, reflecting our commitment to reducing environmental impact. The UK remains our most carbon-intensive transport mode at 0.240 kgCO2e/km in 2024, despite a 10% reduction since 2022. This is due to shorter, more frequent delivery routes and reliance on road transport, which has a higher environmental impact than lower-carbon alternatives.

In 2024, we achieved a **29% reduction** in global transport intensity, driven largely by improvements in US transport. This progress stems from targeted efficiency measures, optimised logistics, and increased adoption of sustainable practices within our global supply chain, showcasing our ongoing efforts to minimise transport emissions.




29%

reduction in our transport intensity

271 tCO2e

invested in renewable energy projects

43 tCO2e

invested through eco miles initiative

NEW

lorry to reduce the number of journeys

# TRANSPORT

## How We Are Making an Impact

We have launched two new projects this year to reduce the impact of our transport emissions. We aim to reduce our emissions directly, but current low-carbon transport technologies are not yet viable for our operations. Rather than doing nothing, we are investing in carbon avoidance and removal projects. However, we will not rely on offsets to meet our carbon reduction targets, and the offset amounts are not included in our overall emissions reporting.

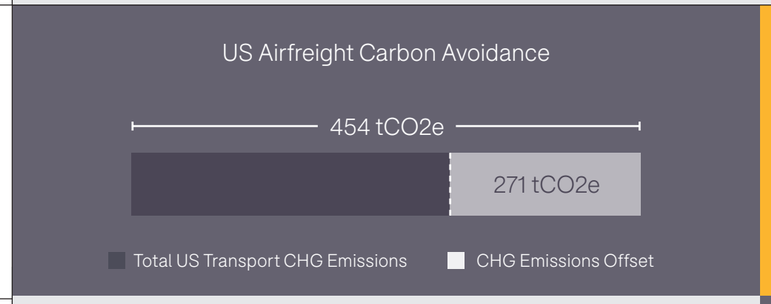

13 CLIMATE ACTION

**EcoMiles Initative** | This year we launched the EcoMiles initiative

We are donating a set amount per kilometre driven by our UK fleet to an environmental charity. This is to reduce the impact of our UK fleet transport emissions. This year, we donated to a project supporting blue carbon removal with ecologi.

We donated to the blue carbon removal project, which removed **43.24 tonnes of carbon.**

This means that **39%** of our emissions from scope 1 UK fleet has been avoided and locked up through mangrove and sea grass planting.




7 AFFORDABLE AND CLEAN ENERGY

**Carbon Clear Skies** | Carbon avoidance project

Air freight is vital for urgent, high-value commitments but has a higher carbon impact. To address this, we are reducing reliance on air transport and offsetting necessary emissions through renewable energy investments via Ecologi's carbon avoidance scheme. This supports global clean energy initiatives and aligns with the 7th Sustainable Development.

Goal: affordable, clean energy for all.

62%

of total US transport emissions were offset through the renewable energy projects with ecologi

# CARBON AVOIDANCE PROJECTS

## MOROCCO

83 MtCO2e avoided

The Ouarzazate solar power station in Morocco is one of the world's largest concentrated solar projects, generating 750 GWh annually with up to 7 hours of energy storage. It reduces reliance on fossil fuels, supports 7,000 local jobs, and benefits the community with healthcare services, educational initiatives, and improved infrastructure.

## UGANDA

74 MtCO2e avoided

UpEnergy's Community Carbon initiative in Uganda distributes durable, fuel-efficient charcoal cookstoves that reduce household charcoal use by up to 55%, cutting emissions and fuel costs while improving health and freeing time for education or income generation. Locally manufactured to create jobs, the project also invests in programmes empowering women and girls, fostering community development alongside environmental benefits.

## CAMBODIA

7 MtCO2e avoided

In rural Cambodia, where electricity access is scarce, the Biodigester Programme provides clean energy by converting agricultural waste into biogas and organic fertiliser. This initiative reduces deforestation, improves health, saves money, and boosts crop yields, benefiting over 153,000 people across 14 provinces with 27,000+ biodigesters installed.

## BRAZIL

22 MtCO2e avoided

The Ventos do Piauí wind complex in Brazil consists of wind power plants generating renewable energy to reduce reliance on fossil fuels. By preventing 430,000 tonnes of CO2e emissions annually, the project supports Brazil's transition to clean energy while creating local jobs and improving infrastructure.

## INDONESIA

85 MtCO2e avoided

The project takes place in Pringgabaya, on the island of Lombok and provides solar panels to a grid which is dominated by fossil fuels. This is helping to displace polluting energy sources with cleaner power.

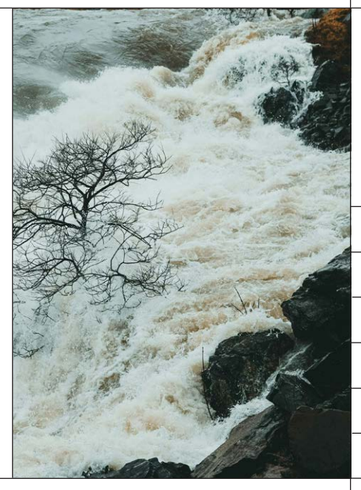
# WATER

Water is a finite and vital resource that sustains all life on Earth. Its availability is fundamental to human survival, agriculture, industry, and ecosystem health, making responsible management of water essential. Climate variability, including both extreme droughts and flooding, is placing significant pressure on water supplies globally, making it increasingly challenging to ensure adequate access to clean water for all.

Recognising the critical importance of water, we have integrated it into our climate strategy at Pineapple. Our initial step involves tracking water usage in both our UK and US offices, as well as monitoring the water footprint of our products. This will allow us to better understand our impact and begin setting meaningful targets for water conservation.

Additionally, this year, we have made raising awareness about water use a priority among our employees. We are encouraging more responsible water usage, implementing measures to fix leaks around the office, and fostering a culture of conservation to ensure that no water goes to waste.

The United Nations reports that approximately 2 billion people live in regions experiencing high water stress, with many communities facing severe challenges in securing safe and sufficient water supplies. In the UK, the environmental pressures on water resources are also becoming more evident. The Rivers Trust has reported that no stretch of river in England is in good overall health, with many waterways suffering from pollution, over-extraction, and habitat degradation. This degradation affects biodiversity, the quality of drinking water, and the overall health of the aquatic ecosystems that depend on these rivers.



**1734 m3**

—

of water consumed in 2024 between our US and UK office

These challenges highlight the need for proactive water management strategies, both in the UK and globally, to ensure that water remains accessible, clean, and sustainable for future generations. The effects of climate change are a stark reminder that water is a finite resource, and action is needed now to preserve it.

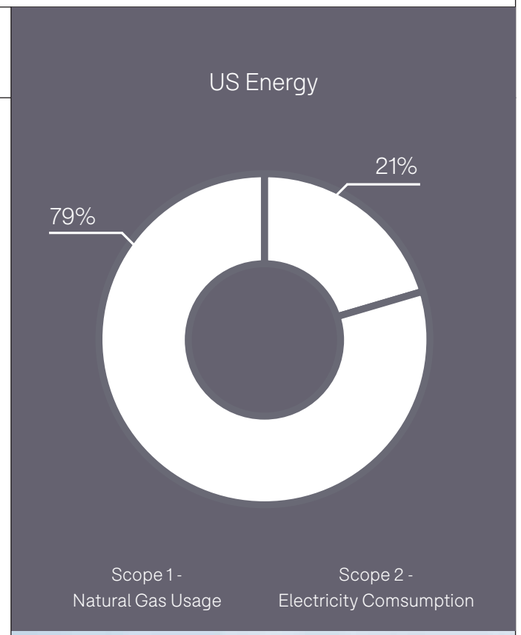
By taking these steps, we aim to reduce our environmental impact, contribute to the preservation of this vital resource, and take further actions to ensure a sustainable future.

# ELECTRICITY

## Methodology

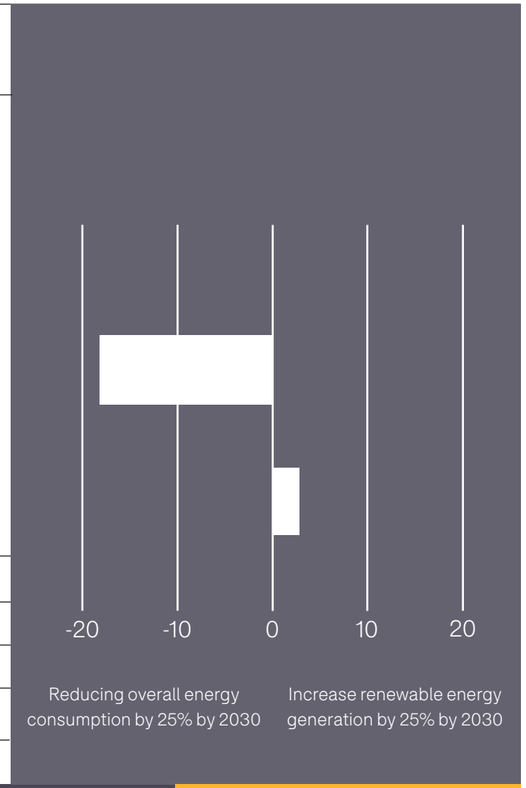
We measure and report energy consumption from our UK and US offices. In the UK, most energy comes from the grid, with 21% sourced from onsite solar panels installed in 2022. We calculate Scope 2 emissions using the location-based approach, applying UK grid-average emissions factors to consumption data from our energy bills, reflecting the national electricity mix's carbon intensity.

The US office currently uses a mix of natural gas and electricity from the grid for operations, with electricity accounting for 79% of total energy consumption. This results in emissions being split between Scope 1 (direct emissions from gas use) and Scope 2 (indirect emissions from electricity use). Our long-term plan is to transition to a 100% renewable energy provider, complemented by the installation of on-site renewable energy systems. Additionally, we aim to phase out the use of natural gas entirely, aligning with our commitment to reducing emissions and achieving greater energy sustainability.




## Other UK Energy Targets

Our UK energy targets include reducing grid energy consumption by 25% and increasing renewable energy generation by 25% by 2030. While we are on track with reducing energy consumption, where we were only 3% over our target for reduction, our renewable energy generation was 19% below target leading us to be offtrack. this is due to delays that have prevented us from installing additional renewable energy, leaving us behind schedule on that target.




**21%**
renewable energy generated

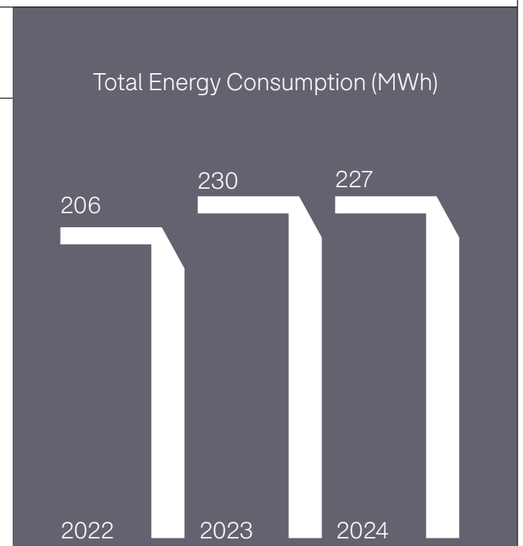
**55%**
saved from solar panels

**7 AFFORDABLE AND CLEAN ENERGY**

# ELECTRICITY

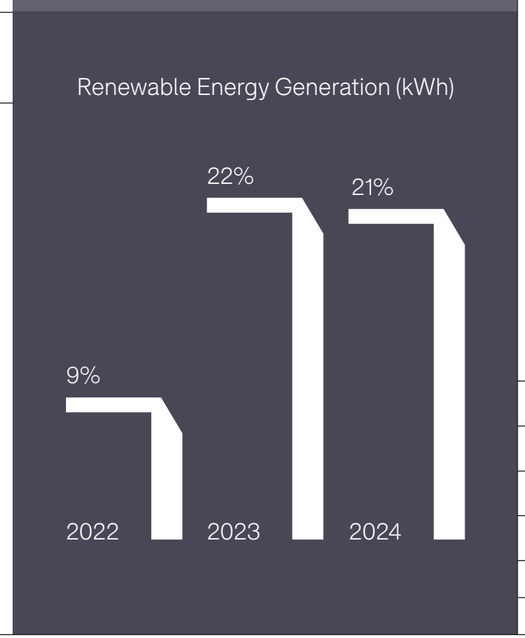
## UK Energy Consumption

Total energy consumption in the UK office decreased by 1% this year, despite an increase in employees and overall company growth. This highlights the success of our energy reduction initiatives and commitment to efficiency. Carbon emissions rose by 0.2% due to higher grid energy use and lower solar generation, which highlights the importance of further investments in renewable energy to mitigate future emissions increases.



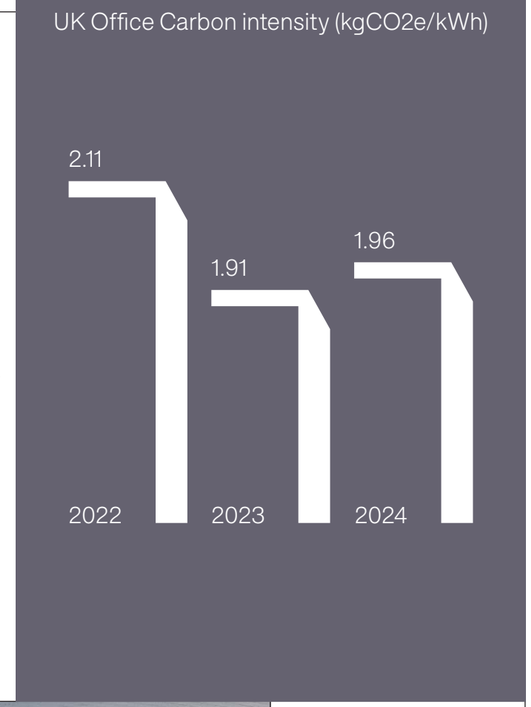

## UK Renewable Energy

Total solar power generation saw a slight decline, dropping from 22% in 2023 to 21% in 2024. This reduction may have been influenced by several factors, including increased reliance on the grid due to lower solar generation. Additionally, we encountered challenges with birds nesting on the solar panels at the UK office, which may have further hindered energy production.




## Energy Carbon Intensity

Our energy carbon intensity increased by 3% this year, a trend that can be attributed to the decrease in solar power generation. In response, we are committed to exploring further solutions to reduce our carbon intensity in 2025. This will include evaluating the potential for expanding our solar panel installation or exploring energy storage options to enhance efficiency and resilience. These measures will support our ongoing efforts to reduce our environmental impact and achieve our sustainability goals.




# PACKAGING

## Exploring Plastic free Packaging

To support our long-term goal of plastic-free packaging, we are testing sustainable alternatives like cardboard bubble wrap, paper tape, and paper strapping. These eco-friendly materials offer the same durability as plastic while reducing our environmental impact, helping us move closer to eliminating plastic from our packaging.

## Engaging with our Suppliers

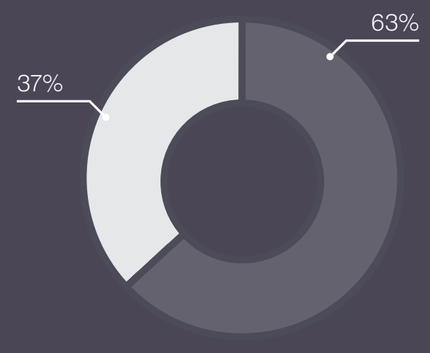
We collaborate with suppliers to align on sustainability goals, using locally made packaging to reduce our carbon footprint. A visit to our packaging supplier allowed us to observe their processes and reinforce our commitment to sustainable practices.

## Recycling Content in Packaging

64% of our packaging now contains recycled content, reflecting ongoing efforts to reduce the environmental impact of our operations. By using recycled materials, we help conserve natural resources, reduce waste, and lower carbon emissions associated with producing new materials.

This achievement is part of a broader strategy to improve the sustainability of our supply chain. We are focused on increasing the amount of recycled content in our packaging and are working to meet and exceed industry standards, contributing to a more sustainable future.

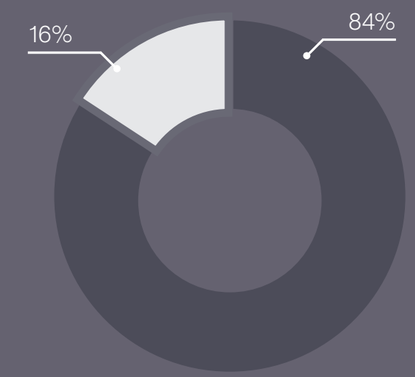
Recycled Content in Packaging




## Packaging Materials

84% of our packaging by weight is cardboard, a material that is both widely recyclable and renewable, aligning with our commitment to reducing environmental impact. The remaining 16% is plastic, and while we have made significant strides in reducing plastic usage, we recognise the importance of further minimising its environmental footprint. We are actively exploring alternatives to reduce plastic in our packaging, focusing on more sustainable materials that still meet our functional and quality requirements.

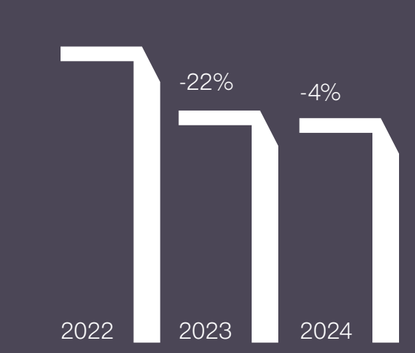
Packaging Materials




## Total Packaging by Weight

We have made significant improvements in packaging efficiency, focusing on reducing waste and increasing material responsibility. Between 2022 and 2023, our packaging by weight decreased by 22%, and between 2023 and 2024, it further reduced by 4%. These efforts are part of a broader strategy to streamline packaging processes, minimise material use, and reduce waste, contributing to a more sustainable supply chain.

Total Packaging by Weight



# WASTE

## UK Waste Tonnage

This year, we demonstrated improved waste efficiency, achieving an 18% decrease in total waste generated at our UK site compared to the previous year. Wood waste continues to make up the majority of our waste profile in the UK, and we ensure it is downcycled, either repurposed into particle boards or used for biomass energy, contributing to a circular economy.

## UK Recycling

We set a target to increase onsite recycling by 50% by 2030. While we did not meet this goal, recycling still accounted for 20% of our waste this year. We are actively working to enhance our recycling processes and divert more materials from the energy recovery stream to further reduce our environmental impact.

One of our key objectives for 2024 was to implement recycling at our US site. However, due to significant cost increases in recycling services, we were unable to achieve this. We remain committed to overcoming these challenges and will continue to explore solutions to establish a comprehensive recycling program at our US site in the near future.

**18% ▼**

decrease in total UK waste production

**20%**

of waste in the UK site was recycled

**77% ▲**

increase in ryno recycling

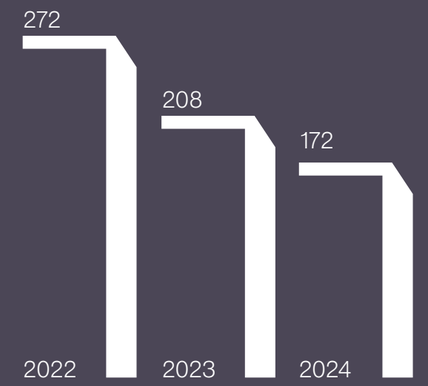
**9% ▼**

reduction in general waste

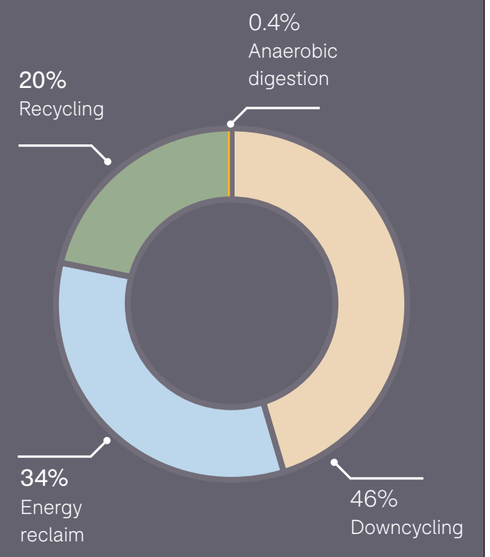
## 2024 Projects

We undertook several projects aimed at improving our waste management practices. One key initiative involved exploring the possibility of processing our Ryno products onsite by chipping them (bottom photo), rather than outsourcing this process. This approach would allow us greater control over the destination of the chipped polymer and ensure it is managed more sustainably. Additionally, we visited our waste management partner (top photo ) to gain a deeper understanding of their waste processes and to track the journey of our waste, ensuring that it aligns with our sustainability goals.

Total tonnage of UK Office waste between 2022 and 2024




UK Waste Profile (2024)



# UK WASTE MANAGEMENT

PRODUCTS MANUFACTURED

## RYNO RECYCLING

We offer a service to collect Ryno products at the end of their life. They are chipped down and remanufactured into new Ryno products.

UK WAREHOUSE

## PACKAGING

Collected, returned to warehouse and baled to be recycled.

## PRODUCT AFTERCARE

Products can be returned to our warehouse for repair, extending their lifespan and reducing waste.

PRODUCTS DELIVERED TO CUSTOMERS

PRODUCTS END OF LIFE

**Help us to recycle Ryno!**

According to the UNDP, only around 9% of all plastic waste generated is recycled. Most either end up in landfill or is incinerated.

At Pineapple UK we offer a take-back scheme to ensure our Ryno products are recycled directly back into new Ryno products.

# BIODIVERSITY AND NATURE

## Pineapple's Nature Plan

We recognise that addressing climate change without prioritising nature would render our transition plan incomplete and ineffective. Which is why we have created three main goals to help enhance nature and reduce our impact on the planet. These goals focus on enhancing local ecosystems where we operate, protecting the natural resources involved in our manufacturing processes, and contributing to global environmental restoration as part of our commitment to climate action.

# OUR 3 GOALS

01

### Nature positive Products

We aim to have materials that are sustainably sourced and cause no harm to the environment. We will be conducting biodiversity impact assessments.

02

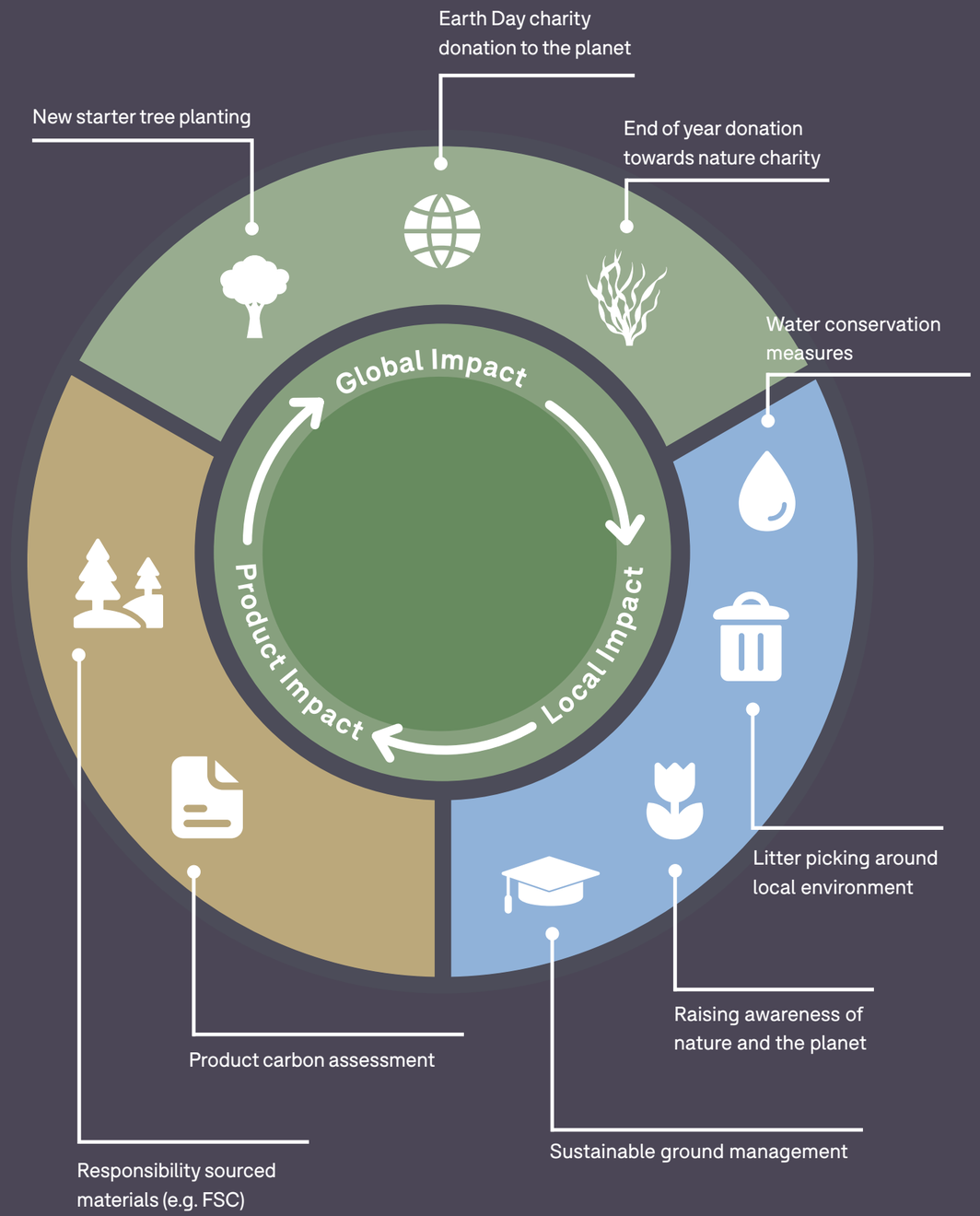
### Enhance the local environment

Having an impact locally through planting flowers around the office, raising awareness to employees, litter picking, fixing leaks and installing bird boxes around the office

03

### Enhance the global environment

We want to have a global impact and invest in biodiversity charities around the world. This will be done through end of year donations as well as fundraising on earth day and tree planting for new starters.



# NEW STARTER TREE PLANTING

As part of our commitment to biodiversity and our nature-positive goals, we've partnered with Ecologi to support important reforestation projects around the world.

This partnership focuses on restoring ecosystems, rather than just offsetting carbon, to take a more comprehensive approach to environmental care. By focusing on ecosystem health and resource regeneration, our tree planting efforts help restore and protect natural habitats.

Ecologi

## UK

**5 trees planted**

The UK has one of the most nature-depleted environments in Europe, with significant biodiversity loss caused by urbanization, agriculture, deforestation, and pollution.

Projects we've invested in are restoring native ecosystems, planting broadleaf trees like oak, hazel, and Scots pine in areas to combat flooding, improve soil health, and support wildlife. These trees help conserve biodiversity, improve air and water quality, and offer spaces for recreation.

## TANZANIA

**167 trees planted**

Over **1.8 million** agroforestry, fruit, and timber trees were planted in Iringa, Tanzania, from 2022 to 2023, involving **600 farmers** through the Forest Garden Approach. This project **improved food security** and diversified incomes by enabling farmers to **grow resilient crops** and access new market opportunities, even in low rainfall conditions. Additionally, it revitalized degraded landscapes, enhanced soil health, supported local biodiversity, and strengthened climate resilience in the region.



## MADAGASCAR

**11 trees planted**

Since 2019, **13 million native mangroves** have been planted in Madagascar, **restoring 600 hectares** of degraded coastal land near Mahajanga. These mangroves serve as **crucial carbon sinks**, storing significant amounts of blue carbon, while also providing **essential flood and storm protection** to coastal communities. The project not only supports biodiversity but also enhances climate resilience and local livelihoods.

## KENYA

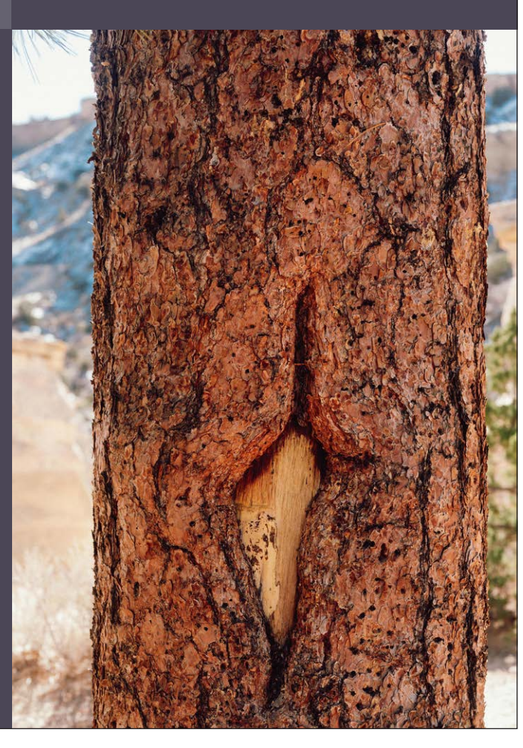
**15 trees planted**

The Kass FM project in Kenya's Mau Region involves planting **14.25 million** afromontane trees over 5,700 hectares. Local community members are employed to grow, plant, and protect the trees, providing sustainable income and improving access to education, nutrition, and healthcare. This reforestation effort helps restore degraded land, vital watersheds, and benefits both the environment and the community.


## UGANDA

**16 trees planted**

In Uganda's Namayingo District, 400 subsistence farmers will plant 1.6 million trees over the next four years as part of a project by Trees for the Future (TREES). Farmers will also practice intercropping, growing a variety of crops alongside the trees to improve food security and income. This agroforestry project will help restore soil fertility, prevent erosion, and reduce the need for cutting down trees for fuel. It provides farmers with training to care for the trees and grow food for both consumption and sale, supporting both their livelihoods and the environment.



# 02.
# PRODUCT

We are committed to providing environmentally friendly products that prioritise sustainability without sacrificing quality or performance. We prioritise environmentally friendly practices and utilise recycled materials to create high-quality products that minimise our carbon footprint.

# PRODUCT CARBON ANALYSIS

Product emissions account for 74% of our total greenhouse gas (GHG) emissions, making them a primary focus of our sustainability efforts. We are dedicated to designing new products with the lowest possible carbon footprints while actively working to reduce the emissions associated with our existing product range.

## Responsible Design

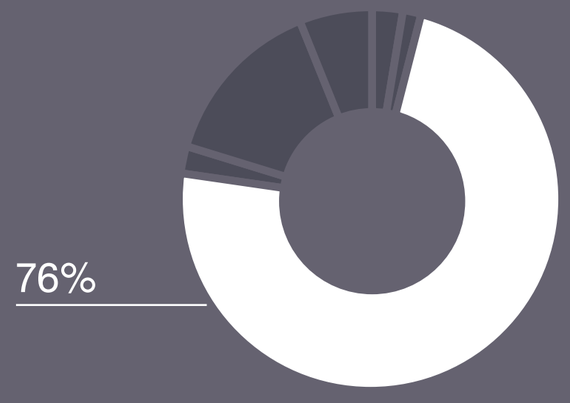
At Pineapple, we align with the 12th Sustainable Development Goal by prioritising sustainable sourcing, using FSC and PEFC-certified materials, and minimising waste through responsible packaging and circular design principles. Our eco-scoring system helps us reduce environmental impact by guiding sustainable product development, while we ensure durability, repairability, and recyclability in our designs.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

## Reporting

We calculate product carbon emissions using the EcoInvent Database, a global resource for lifecycle inventory data. Our eco audit involves disassembling a product to weigh each material component. These details, along with transport distances, modes, manufacturing processes, and end-of-life data, are input into our materials software to provide a detailed analysis of energy use and GHG emissions across the product's lifecycle.

Pineapple Global GHG emissions (2024)




**PRODUCT EMISSIONS** | Emissions stem from embodied carbon in materials, manufacturing processes, transportation of products and materials, and end-of-life treatment.

# PRODUCT CARBON ANALYSIS

As part of our product sustainability process, we conduct carbon footprint and life cycle assessment (LCA) analyses before a product launch. Understanding and addressing the environmental impact of our products is a priority, and we are committed to transparency by making this information readily available at launch.

Sustainability is seamlessly integrated into our product development flow, starting with the allocation of a carbon budget. We then calculate the product's carbon footprint and generate an internal report that includes an eco score, ensuring sustainability is embedded into every stage of the design process.

## PRODUCT BRIEF

01 Product carbon budgets assigned

## PRODUCT DESIGNED

## PRODUCT MODELLED

## INITIAL PROTOTYPE MADE

## FINAL DESIGN

02 Eco audit stage

## LCA CONDUCTED ON THE PRODUCT

03 Product carbon analysis

## LCA REPORT INTERNAL LAUNCH

04 Internal carbon report

## Product Carbon Budgets

01

At the start of product design, we set a carbon budget to align with our reduction targets. This budget guides the design team in making sustainable choices regarding materials and processes, ensuring the product meets both performance and environmental goals.

## Eco Audit Stage

02

Most of our products have undergone eco-auditing, either during design or post-launch, allowing us to calculate average carbon footprints for categories like LDPE chairs and MDF coffee tables. These averages inform carbon budgets now integrated into the design concept stage.

The process involves disassembling prototypes into individual materials, weighing them, and using specialized software linked to the Ecoinvent library. This software assesses the product's carbon footprint, accounting for materials, production, transportation, and end-of-life, ensuring precise lifecycle representation.

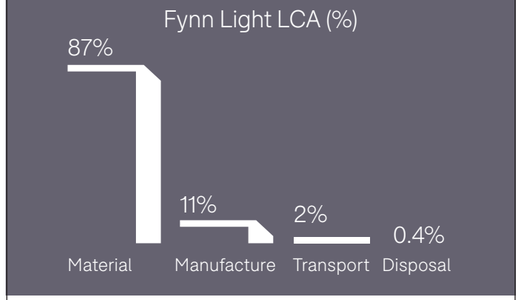
## Product Analysis

03

Once the product has met its final design, the sustainability team will then conduct an LCA assessment on the product, reporting back its carbon footprint.

By examining the life stages of a product and the associated carbon emissions, we can make more informed decisions.

For example, we found that 87% of the carbon footprint of the Fynn Light comes from the materials we selected, making it the primary driver of emissions. To address this, we are actively collaborating with our new product development and materials teams to identify and implement alternative materials for future products, aiming to reduce overall emissions.




**Material footprints**

Using data from the ecoinvent database, we can assess the carbon footprint of various materials, aiding in informed decision-making when selecting the most sustainable options.

**1 kg of LDPE = 2.75 kgCO2e**
**1 kg of 50% recycled LDPE = 2.01 kgCO2e**

## Internal Carbon Report

04

**Adora range**

—

When the LCA data collection has finished and the LCA / final carbon footprint has been calculated, an carbon report will then be sent internally to the designers.

We calculate the carbon footprint of our products prior to their launch and then distribute an internal carbon footprint analysis.

The Adora Chair was found to have a carbon footprint of 87 kgCO2e and required 786 kWh of energy. To provide a clearer understanding, we turn these figures into more relatable terms.

E.g. 87 kgCO2e is roughly equivalent to:

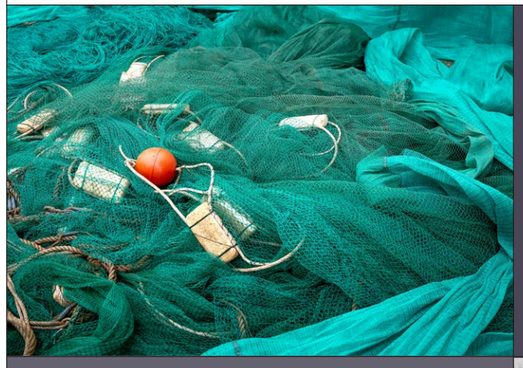
Around **212 miles** driven in a car

Roughly **1074** plastic bottles

# RYNO® OCEANGREEN

Plastic pollution, especially in our oceans, is a major environmental challenge, with millions of tons of plastic waste, including discarded fishing nets and equipment, harming marine life and ecosystems each year.

This year, we launched Ryno Ocean Green, which contains 50% recycled polymer derived from fishing nets and equipment, offering many benefits such as:



**Helps to reduce “Ghost gear”**

This is when abandoned equipment continues to trap, injure, and kill marine life, including fish, turtles, birds, and mammals, disrupting ecosystems and depleting fish populations.

**Reduces microplastic pollution**

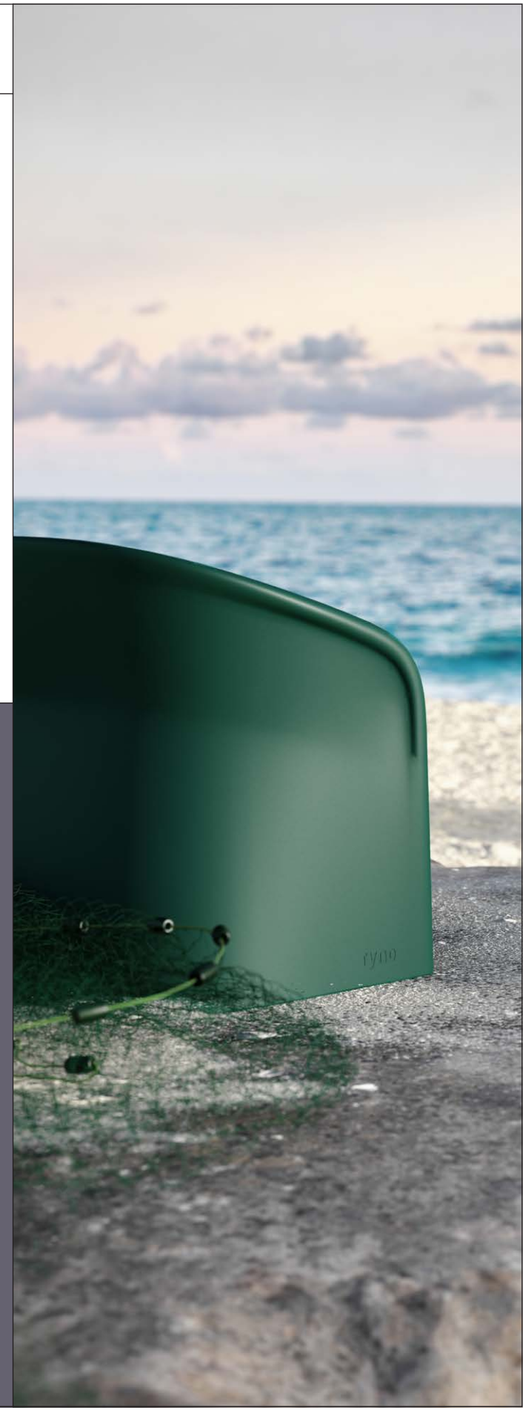
Microplastics form when larger plastics break down due to sunlight, waves, and wave action. These particles persist in the ocean, accumulating in fish and other wildlife, disrupting their health and reproduction. As microplastics move up the food chain, they carry toxins that can impact human health through seafood.

## Ryno Carbon Intensity

Ryno accounts for approximately 56% of our total product carbon emissions. To reduce our overall product emissions, we have focused on lowering the carbon intensity of Ryno products over the years, including incorporating recycled content to further minimise their environmental impact.

By incorporating 50% recycled content into our Ocean Green Ryno range, we have achieved a **20% reduction** in carbon intensity. This means that for every 1 kg of polymer used, only 3.2 kg CO2e is produced, compared to 4 kg CO2e in our standardRyno range.

Ryno Range carbon intensity (kgCO2e/kg)

# NEW PRODUCTS

In 2024, we have tried to stay on top of eco auditing products before they are launched so that there is room for environmentally-conscious changes

## Adora Range

2.5-Seater
Energy: 4326 MJ
CO2 footprint: 138 kg CO2e

## Fynn Light

Fynn Light
Energy: 175 MJ
CO2 footprint: 12 kg CO2e

## Arc Washroom

ARC Sink Without Storage
Energy: 5573 MJ
CO2 footprint: 386 kg CO2e

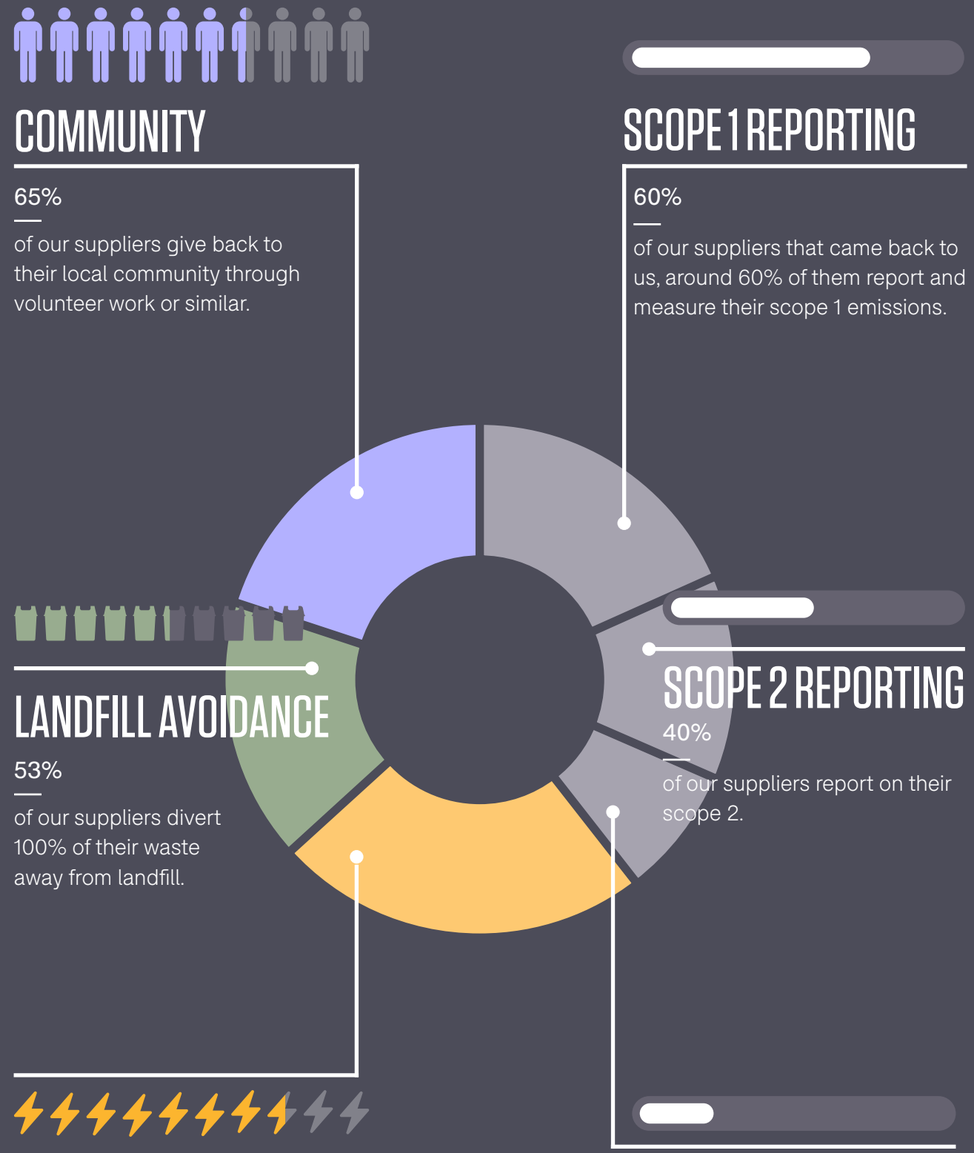
# SUSTAINABLE SUPPLY CHAIN

In 2024, we focused on engaging with our suppliers to broaden our impact, sending surveys to understand their workforce and material procurement. In 2025, we aim to create a comprehensive supply chain map to assess resilience, sustainability, environmental impacts, and CO2 emissions. We believe collaborating with our suppliers is key to effectively reducing carbon emissions and minimizing environmental impacts across the supply chain

## Supply Chain Surveys

To build a comprehensive and transparent supply chain map, we have begun distributing sustainability surveys to our suppliers, focusing on their Tier 1 and Tier 2 partners. The surveys cover key areas such as energy consumption and sourcing, waste management, packaging materials, greenhouse gas (GHG) reporting, and social engagement in environmental and sustainability initiatives. By gathering and analysing this data, we aim to promote best practices and encourage collaboration towards a more sustainable future

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



# 03.
# PEOPLE

In 2024 we continued our commitment to being an environmentally conscious workforce. We have focused some of our time on supporting the wider community, through charity donations and volunteering days. By doing this, not only do we contribute to a better world but we have also built stronger, more sustainable partnerships with our suppliers.

# SOCIAL HIGHLIGHTS AT PINEAPPLE 2024


## MAR

**Easter eggs**

Easter eggs were donated to the local children's hospital

## MAY

**Sunday Times Award**

Pineapple was recognised as one of the best places to work by The Sunday Times

—

**John the Greek**

John the Greek event at Pineapple

## JUN

**Pineapple Rounders**

We got together in June to play a friendly game of rounders.

—

**Pineapple Euros**

Pineapple Euros was hosted in June to coincide with the Euros, where staff competed in teams for the table football tournament title.

## JUL

**Reuse Partnership**

In partnership with Reuse, we donated furniture to support 39 households, helping to save approximately 2.3 mtCO2e by diverting waste from disposal.

## OCT

**Pumpkin Carving**

Pumpkin carving winner

—

**World Mental Health Day**

For World Mental Health Day Pineapple had a yoga session

## DEC

**Christmas Jumpers**

Christmas jumper day event

# MINDFULLY DESIGNED FURNITURE

At Pineapple, we take great pride in the social impact our products bring to behavioural health environments. Designed with people at the forefront, our products are thoughtfully created to deliver meaningful and transformative benefits, supporting those who need it most.

## Sustainable Solutions for Social Well-Being

Each element of the physical environment contributes to the patient's psychological healing, including the furniture in this environment.

Our focus on the patient's well-being includes a focus on the environmental impact of our designs, expanding the positive effect of thoughtful design to encompass the environment and planet as a whole.

## RYNO

The Ryno® range is thoughtfully designed to ensure safety in unsupervised areas, promoting a sense of autonomy and control. By offering individuals their own secure space, the furniture helps them manage their emotions and regain a sense of stability. Each piece is crafted to be a safe haven, with ligature risks removed, while maintaining a modern and homely aesthetic that feels welcoming and familiar.

## BODEN ROCKER

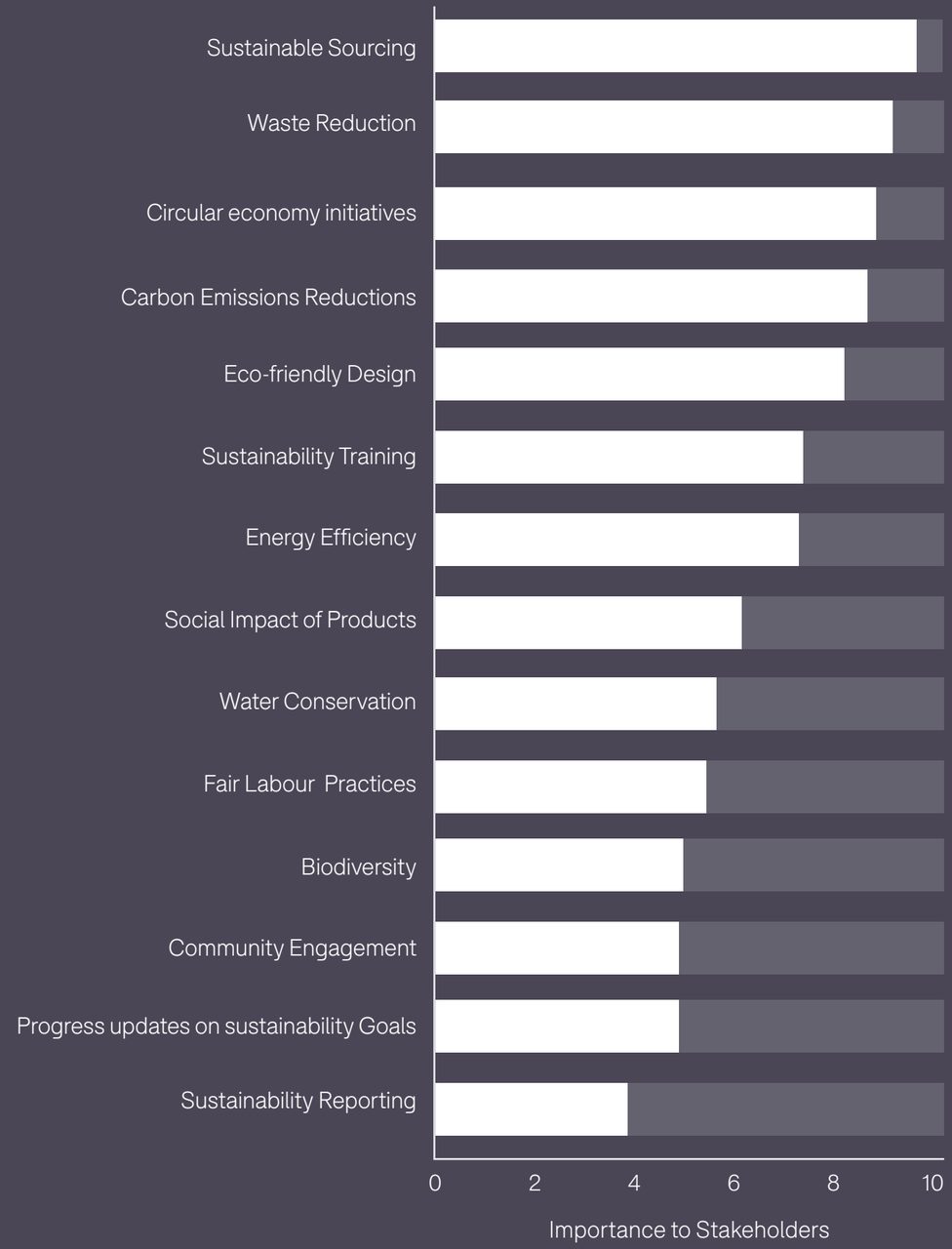
*"The patient's seclusion and restraint episodes decreased in frequency by nearly 75 percent. When the patient did have episodes of aggression or self-injury, they were significantly shorter and less intense overall."*

# MATERIALITY ASSESSMENT

We conducted a materiality assessment with our stakeholders to understand their sustainability priorities and ensure our efforts align with their expectations. A materiality assessment evaluates and ranks sustainability topics based on their importance to stakeholders, helping businesses identify key focus areas that drive the greatest value for both the company and its stakeholders.

The results revealed that Sustainable Sourcing was the top priority (10.31), reflecting strong support for using responsibly sourced, certified, or recycled materials. This was followed by Waste Reduction (9.81) and Circular Economy Initiatives (9.44), highlighting the importance of minimising waste and designing durable, repairable, and recyclable products. Carbon Emissions Reduction (9.25) also ranked highly, reinforcing the need for decisive action on climate change.

Lower scores for Biodiversity (5.81) and Water Conservation (6.00) suggest these areas may require further communication to emphasise their significance. Overall, the assessment provides a valuable roadmap, with a clear focus on sourcing, waste, and emissions, while identifying opportunities to strengthen efforts in less prioritised areas



# GLOBAL EARTH MONTH

We love celebrating World Earth Day at Pineapple and raising awareness for the environment. This year, we extended the celebration throughout the entire month, hosting a variety of activities to engage our staff and inspire meaningful action for the planet.

This year, we launched the ‘Earthathon,’ with the added bonus of Bike Day. Employees also had the opportunity to participate in Environmental Bingo, and we hosted an auction for products and items. To cap off the event, each office celebrated Earth Day in their own unique way. All of these activities were organized to raise funds for our chosen charity, WWF.

**£1,997**

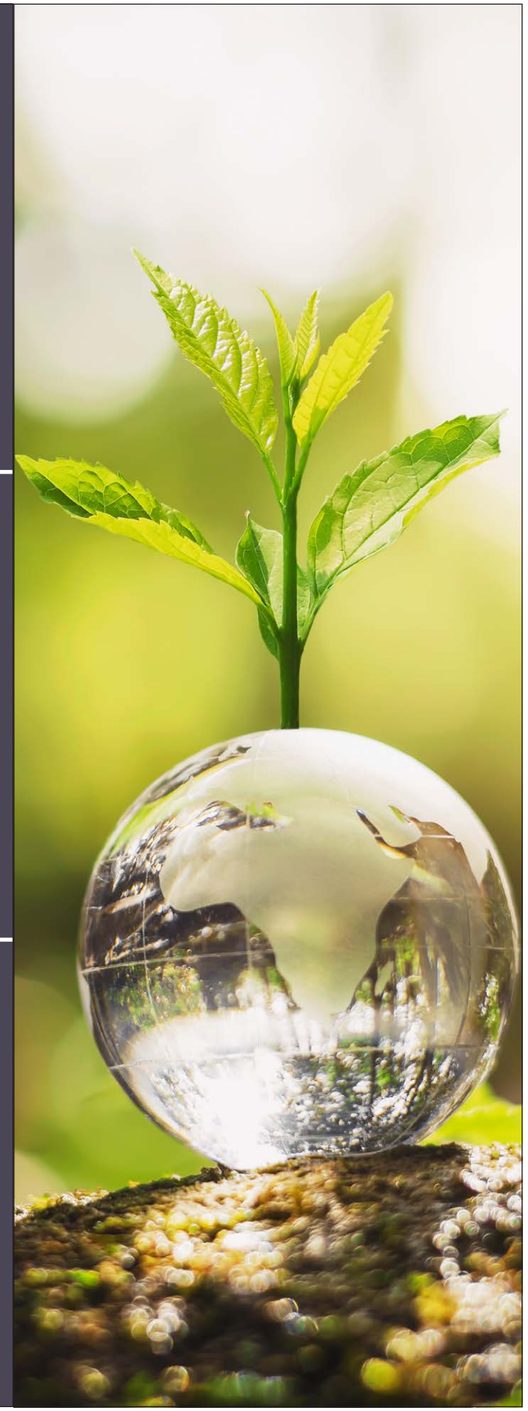
Was raised this year for charity, an incredible 384% increase from last year.

**5,717 km**

Globally was achieved by Pineapple employees

**214 km**

was peddled on a bike in the UK and US offices



# EARTHATHON

## 01

This year, we introduced the Earthathon— an active fundraising challenge for WWF in celebration of Earth Day. Pineapple employees globally participated in many ways such as walking, running and cycling. Progress was reported against checkpoints related to the distances animals travel for migration or other purposes.

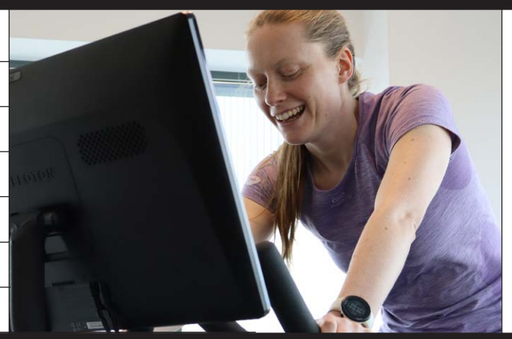
**We initially had a goal to achieve... 2,000 km**

**But we ended up achieving a distance of... 5,717 km**

## 02 ENVIRO-BINGO

To encourage environmental behaviours, we created a bingo card with environmental activities to do throughout the week in the lead up to earth day. activities included some of the below and the first five to get a line won a prize.

| | | | |
|---|---|---|---|
| **Go for a walk** | | | **Donate to a charity shop** |
| | **Wear green for a day** | | **No Printing for a week** |



## 03 BIKE DAY

As part of the Earthathon Challenge, we installed Peloton bikes in both our UK and US offices to encourage participation.

Together, the two offices achieved an impressive total of 221km, highlighting our team's commitment to sustainability initiatives.

## 04 EARTH DAY

To finish off our earth month, we held a global event for all our offices and the UK office to participate in an environmental quiz. Read on to find out more about how our offices celebrated.

# EARTH DAY ACTIVITIES

What different regions did to celebrate the official earth day

## US OFFICE

**Litter-picking**

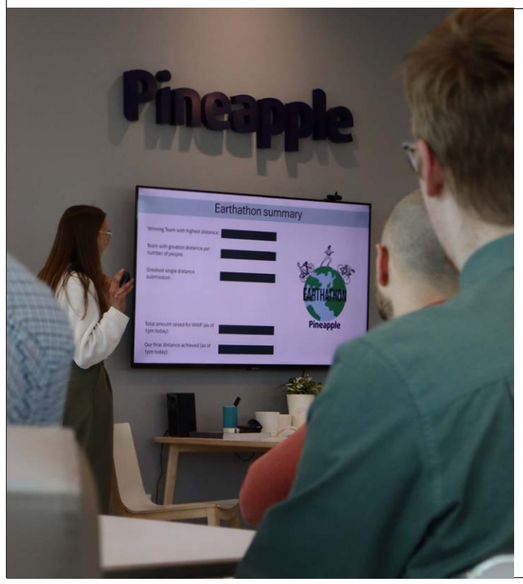
The US team generously volunteered their time to clean up a local park, discovering a variety of items—including a shopping trolley submerged in the river.

—

**Grill out**

They enjoyed a grill-out in the park and wrapped up the day with fun games like cornhole, making it a memorable way to give back and celebrate together.

## UK OFFICE



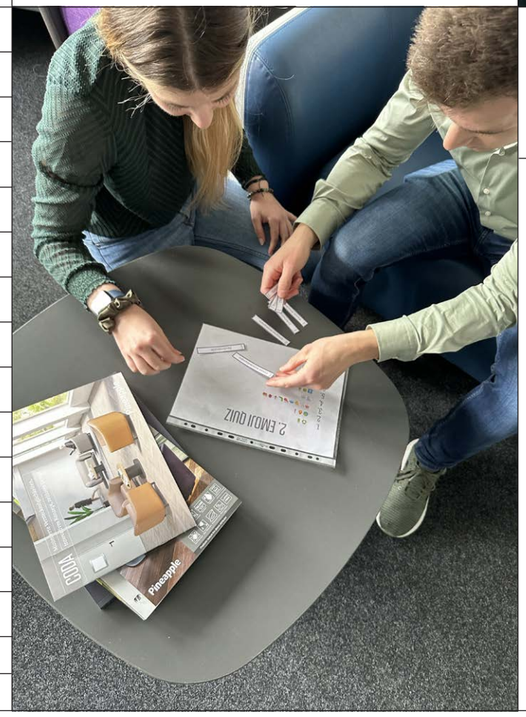

**Earth day Quiz**

The UK team gathered to enjoy locally made cakes and participate in a team quiz, which was also held online to include global teams. The winners received eco-friendly prizes!

—

**Auction**

Building on last year's success, we held another auction, raising even more for WWF by selling unsellable furniture that would have otherwise gone to waste.




## GERMAN OFFICE

**Vegetarian Buffet**

The German team gathered to share a meal, each bringing a vegetarian or vegan dish. Choosing plant-based options emphasized sustainability by reducing carbon emissions and supporting eco-friendly practices.

—

**Environmental Scavenger hunt**

They then took part in an environmental scavenger hunt, solving clues and learning about sustainability along the way.

# VOLUNTEER DAY 2024

PORT LYMPNE
HOTEL & RESERVE

Port Lympne Safari Park, located in Kent, UK, is part of the Aspinall Foundation, a conservation charity dedicated to protecting endangered species. The park plays a vital role in breeding and reintroducing threatened animals back into the wild. It houses a wide variety of species, including gorillas, rhinos, tigers, and giraffes, within natural, spacious enclosures to mimic their native habitats.

The chestnut leaves we collected during our volunteer work at Port Lympne Safari Park were intended for use over the winter. These leaves will serve as a crucial food supply for herbivorous animals when fresh foliage becomes scarce.

By helping gather and store the leaves, we contributed to ensuring that the animals have a nutritious, natural food source throughout the colder months, supporting their health and the park's conservation efforts during winter when resources are limited.



# CONCLUSION

As we reflect on the achievements and progress made in 2024, we are proud of the milestones Pineapple has reached in our ongoing sustainability journey. From reducing carbon emissions through the integration of recycled content into our products to our efforts in tracking water usage and enhancing biodiversity initiatives, we have taken significant steps toward aligning our operations with our sustainability goals.

Our commitment to sustainability has been reinforced by successful initiatives such as the Eco Miles Initiative, the carbon offsetting of airfreight emissions, and our collaboration with environmental partners to reduce transport-related impacts.
These actions are laying the foundation for Pineapple's continued progress towards our net-zero target and broader environmental goals.

Looking ahead to 2025, we are excited about the opportunities that lie ahead. Our focus will remain on improving our product designs to minimise carbon footprints, with a strong emphasis on circular economy principles. We will continue refining our approach to sustainability, ensuring that we not only meet but exceed expectations in the areas of energy efficiency, waste reduction, and resource management.

*Together, we prioritize sustainability for a brighter future...*

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